

Why We Raise Money by Selling Canada's Victory Bonds

WHY does Canada sell Bonds to help finance this war? Because that is the least burdensome, most expeditious and fairest way of raising money. Canada now has only two ways of raising money for the war:—

First—by taxation.

Second—by borrowing from her people.

IF Canada were to raise by taxation all the money required the economic burden on the people would be unbearable.

So much money is required to carry on Canada's share of the war that to attempt to raise all of it by taxation would be out of the question.

Much of it, therefore, must be borrowed from the people.

Canada asks her people to lend their country money in exchange for Canada's Victory Bonds.

Within the next six weeks the people of Canada will be asked to supply, through the purchase of Canada's Victory Bonds, the money at present required to carry on the war.

And because the purchase of Canada's Victory Bonds is voluntary, the hearts of all the people who buy Canada's Victory Bonds will be even more closely united in support of Canada, backing her up in the war.

The active co-operation of each individual is as necessary to winning the war as any

other one thing because it unites the whole people in patriotic determination.

★ ★ ★

VICTORY bond financing spreads the repayment of the bonds to the rising generation and the next generation, so that this generation which is doing all the fighting, suffering most of the privations caused by the war, will not have to do all the paying.

Generations yet unborn will reap the harvest of freedom this generation is fighting for and it is only fair that a portion of the burden of paying a tremendous cost should be borne by the future beneficiaries.

But your money is not tied up. Buying a twenty-year bond does not mean that your money is locked up for that term. You can sell Canada's Victory Bonds at any time.

There will be a market for them every business day in the year. And they will undoubtedly be worth more than their face value after the war.

*It is your patriotic privilege to help Canada win the war by loaning her
your money through the purchase of Canada's Victory Bonds*

Issued by Canada's Victory Loan Committee
in co-operation with the Minister of Finance
of the Dominion of Canada