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Borrow and Buy

Your Boy in France Does Not Offer a *Tenth*
of His Life To His Country

HE OFFERS HIS ALL. When he goes over the top of the trench, out into the hell-on-earth of No Man's Land, he offers the magnificent sacrifice of *everything* he has and *everything* he is. He does this that you, your wife and your children may live in security.

The need for argument on buying Government bonds has passed. There can be no argument when you are simply asked to lend your money on the best security in the world at a substantial interest rate to *avert bloodshed and suffering*.

You have made up your minds. You are going to buy Canada's Victory Loan Bonds.

BUT HOW MANY BONDS?

Your boy gives his ALL. Will you lend fifty dollars when you can lend five hundred? Will you lend five hundred when you can borrow enough to lend ten thousand?

Go to your bank to-day and put every dollar you can borrow, at work saving that boy's life.

DELAY COSTS LIVES—THE LIVES OF OUR OWN SONS AND BROTHERS

Canada's Victory Loan, 1917