

YIELDING PRACTICALLY 5.40%

A. E. AMES & CO. Investment Bankers. Established 1889

An Enemy of Canada,

seeking a safe and exceptionally attractive investment, could find nothing better than Canada's

NEW WAR LOAN.

But, in addition to furnishing a slightly greater interest yield than ever before, at a time when Canada's credit is at its highest, this loan makes a distinctly patriotic appeal to

Every Canadian.

Our unexcelled facilities are at your service free of charge to you.

Handwritten signature of A. E. Ames & Co.

MONTREAL TORONTO NEW YORK Union Bank Building, 53 King W. To avoid delay, the form below may be used.

Cheques payable to "Credit of Minister of Finance" for 10% of the amount applied for should accompany this form.

MESSERS. A. E. AMES & CO., 53 King St. West, Toronto, Canada. Date.....1917.

Dear Sir: I hereby authorize you to enter my subscription for \$..... Dominion of Canada Loan in accordance with the terms of the Official Prospectus.

Name in Full Mr. or Miss..... Street address (or P.O. Box)..... State or Province.....

DOMINION OF CANADA NEW WAR LOAN

\$150,000,000 5% Maturing March 1st, 1937

PRICE 96 Yielding Approximately 5.40 Per Cent.

Exempt From Taxes, Including Any Income Tax

This is the most attractive issue the Government has yet placed before the public. The bonds are payable both as to principal and interest in Gold at par at all principal cities in Canada, also New York, U. S. A.

You will help bring the war to a successful conclusion by subscribing to this loan, and not only secure for yourself a long-dated investment, seldom if ever equalled in Canada, but at the same time do your duty in a patriotic manner.

We solicit your subscription, whether large or small, will forward you the Official Prospectus upon request, and attend to all details without charge to the subscriber.

A. H. MARTENS & COMPANY

ROYAL BANK BUILDING TORONTO, CANADA 61 BROADWAY, NEW YORK, N.Y. HARRIS TRUST BUILDING, CHICAGO, ILL. DIME BANK BUILDING, DETROIT, MICH.

War Loan

PROSPECTUS AND APPLICATION FORM ON REQUEST

HERON & CO.

Members Toronto Stock Exchange. 4 COLBORNE STREET, TORONTO

A LIBERAL REWARD

For every \$960.00 you lend now the Government will pay you

\$2000.00

BUY WAR LOAN - IT WILL PAY YOU WELL OUR SERVICES ARE WITHOUT CHARGE.

C. H. BURGESS & CO.

Bank of Hamilton Bldg. TORONTO CANADA PHONE MAIN 5938

For convenience use this coupon: DEAR SIR: Please send prospectus and application form. I am desirous of subscribing for \$..... War Loan. NAME ADDRESS

WAY BEING PAVED FOR NEW WAR LOAN

New York, March 14.—Heavy importations of gold are in progress, but Wall street is growing so accustomed to seeing gold pour into its coffers that huge movements are taken for granted. It is worth while noting, however, that the arrivals of the last four business days have totaled \$58,700,000, and that since the beginning of the year this country has imported \$220,000,000 of the precious metal. This is the basis for a credit of a billion dollars. It predicates further heavy inflation. The great movement of gold is believed to foreshadow another British loan, which would be easier to float owing to the Federal Reserve Board's altered attitude towards foreign loans. When Great Britain floated her loan here it was commented upon as likely to last her just three months. More than one-third of that period has elapsed already and it is likely that the public will soon have an opportunity to buy new British war bonds. The accelerated pace at which gold is coming in is realized when it is recalled that only \$21,000,000 was received during the entire first three months of 1915.

FOUR GUELPH CASUALTIES.

Ptes. Williamson, Bridges, Samuels and Allen Among Those Wounded.

Special to The Toronto World.

Guelph, March 14.—Messages were received here today announcing that four more young Guelph soldiers had been killed or wounded in France. Pte. Charles Williamson was killed in action March 1. He was 20 years old and his father is with the same battalion at the front. Pte. Percy Bridges was gassed on March 5 and is in No. 2 general hospital at Carrières. Pte. James Samuels has a severe gunshot wound in the left thigh, received March 3, and is at the same hospital. Pte. Thomas Allen is in the 20th general hospital with a gunshot wound in the right thigh.

WAR LOAN

DOMINION OF CANADA

Issue of \$150,000,000 5% Bonds Maturing 1st March, 1937

Payable at par at Ottawa, Halifax, St John, Charlottetown, Montreal, Toronto, Winnipeg, Regina, Calgary, Victoria, and at the Agency of the Bank of Montreal, New York City.

INTEREST PAYABLE HALF-YEARLY, 1st MARCH, 1st SEPTEMBER.

PRINCIPAL AND INTEREST PAYABLE IN GOLD.

ISSUE PRICE 96.

A FULL HALF-YEAR'S INTEREST WILL BE PAID ON 1st SEPTEMBER, 1917.

THE PROCEEDS OF THE LOAN WILL BE USED FOR WAR PURPOSES ONLY.

THE MINISTER OF FINANCE offers herewith, on behalf of the Government, the above-named Bonds for Subscription at 96, payable as follows:—

- 10 per cent on application; 30 " 16th April, 1917; 30 " 15th May, 1917; 26 " 15th June, 1917.

The total allotment of bonds of this issue will be limited to one hundred and fifty million dollars, exclusive of the amount (if any) paid for by the surrender of bonds as the equivalent of cash under the terms of the War Loan prospectus of 22nd November, 1915.

The instalments may be paid in full on the 16th day of April, 1917, or on any instalment due date thereafter, under discount at the rate of four per cent per annum. All payments are to be made to a chartered bank for the credit of the Minister of Finance. Failure to pay any instalment when due will render previous payments liable to forfeiture and the allotment to cancellation.

Subscriptions, accompanied by a deposit of ten per cent of the amount subscribed, must be forwarded through the medium of a chartered bank. Any branch in Canada of any chartered bank will receive subscriptions and issue provisional receipts.

This loan is authorized under Act of the Parliament of Canada, and both principal and interest will be a charge upon the Consolidated Revenue Fund.

Forms of application may be obtained from any branch in Canada of any chartered bank and at the office of any Assistant Receiver General in Canada.

Subscriptions must be for even hundreds of dollars. In case of partial allotments the surplus deposit will be applied towards payment of the amount due on the April instalment.

Scrip certificates, non-negotiable or payable to bearer in accordance with the choice of the applicant for registered or bearer bonds, will be issued, after allotment, in exchange for the provisional receipts.

When the scrip certificates have been paid in full and payment endorsed thereon by the bank receiving the money, they may be exchanged for bonds, when prepared, with coupons attached, payable to bearer or registered as to principal, or for fully registered bonds, when prepared, without coupons, in accordance with the application.

SUBSCRIPTION LISTS WILL CLOSE ON OR BEFORE THE 23rd OF MARCH, 1917.

DEPARTMENT OF FINANCE, OTTAWA, March 12th, 1917.

Serve by Lending!

In November 1915, there were approximately 25,000 subscribers to Canada's First War Loan of \$50,000,000. In September 1916, there were 35,000 subscribers to the Second War Loan of \$100,000,000. To make the Third War Loan of \$150,000,000 a complete success at least.

50,000 Subscribers are Needed

Strengthen the hands that are working night and day for the triumph of our Empire's cause. Every dollar you lend Canada will drive the Allies closer to their goal. Let your subscription, whether large or small, be as substantial as you can make it.

Fill in this Form—Now—and Mail Immediately

Form for Dominion of Canada 5% Twenty-year War Loan subscription, including fields for Name, Address, and a declaration of subscription.

Your application, if entrusted to us, receives all care, without charge to you for our services. Our efficient distributing organization is also at your disposal for resale of your bonds.

Wood, Gundy & Co.

Canadian Pacific Railway Building Telephone Main 7437 Montreal Toronto New York