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PRESS PUBLICITY
FOR
CANADA'S VICTORY
LOAN

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- - 1918 - -
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Handled by Canadian Press Association, Inc.,
working in co-operation with the Dominion
Publicity Committee of the Victory Loan, 1918,
and assisted by the Canadian Association of
Advertising Agencies.
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General Plan of Press Publicity In Connection With Canada's Victory Loan 1918

THE press publicity in connection with Canada's Victory Loan 1918 was handled for the Finance Minister, Sir Thomas White, by Canadian Press Association, Inc., working in co-operation with the Dominion Publicity Committee of the general bond selling organization and assisted in connection with the display advertising by the Canadian Association of Advertising Agencies.

There were two distinct divisions of the press publicity, viz.: a paid display advertising campaign and a press news and feature service for the assistance of individual newspapers and other publications in the co-operation they so generously extended in connection with the loan. Each of these two divisions of the campaign was in charge of a special committee, and the chairman of each of these committees with the President and Manager of Canadian Press Association, Inc. constituted a General Executive Committee which had the general direction of all work in connection with the press publicity and co-ordinated and co-related the work of the two divisions.

The personnel of the three committees was as follows:

GENERAL EXECUTIVE COMMITTEE: Mr. W. J. Taylor, Woodstock "Sentinel-Review" (Chairman); Mr. Geo. E. Scroggie, Toronto "Mail & Empire"; Mr. John R. Bone, Toronto "Star," and Mr. John M. Imrie, Manager, Canadian Press Association, Inc., Toronto.

DISPLAY ADVERTISING COMMITTEE: Mr. Geo. E. Scroggie, Toronto "Mail & Empire," (Chairman); Mr. W. J. Taylor, Woodstock "Sentinel-Review"; Mr. H. B. Muir, London "Free Press"; Mr. W. B. Preston, Brantford "Expositor"; Mr. L. J. Tarte, "La Patrie," Montreal; Mr. Henri Gagnon, "Le Soleil," Quebec; Mr. E. Roy Sayles, Port Elgin "Times"; Mr. W. E. Smallfield, Renfrew "Mercury"; Mr. H. V. Tyrrell, MacLean Publishing Co., Limited, Toronto, and Mr. John M. Imrie, Manager, Canadian Press Association, Inc., Toronto.

DOMINION PRESS NEWS AND FEATURE PUBLICITY COMMITTEE: Mr. John R. Bone, Toronto

"Star" (Chairman) and the following who were the Provincial Chairmen for the respective Provinces as indicated: Ontario, Mr. M. O. Hammond, Toronto "Globe;" Quebec, Mr. E. F. Slack, Montreal "Gazette" and Mr. G. Normand; New Brunswick, Mr. F. B. Ellis, St. John "Globe;" Nova Scotia, Mr. A. F. MacDonald, Halifax "Chronicle;" Prince Edward Island, Mr. J. R. Burnett, Charlottetown "Guardian;" Manitoba, Mr. J. W. Dafoe, Winnipeg "Free Press;" Saskatchewan, Mr. W. F. Kerr, Regina "Leader;" Southern Alberta, Mr. J. H. Woods, Calgary "Herald;" Northern Alberta, Mr. M. R. Jennings, Edmonton "Journal;" British Columbia, Mr. John Nelson, Vancouver "World."

Many of these men devoted the great bulk of their time for several months to the work of the press publicity for the Victory Loan 1918. Their services and the services of Canadian Press Association, Inc. as an organization were given voluntarily in the spirit of national service.

The two divisions of the press publicity campaign are described more fully on the following pages.

Tributes to the Work of the Press

At the conclusion of the Victory Loan 1918 campaign the Finance Minister, Sir Thomas White, sent the following wire to Mr. W. J. Taylor, President of Canadian Press Association, Inc.—

"I desire to express to Canadian Press Association and the newspapers generally throughout Canada my most earnest appreciation of their most magnificent work in the Victory Loan. The wonderful success of the loan was due in large measure to their splendid and untiring efforts during the whole of the campaign."

Mr. E. R. Wood, Chairman of the Dominion Executive Committee in connection with the loan, at a mass meeting in Toronto on the conclusion of the campaign, paid a high tribute to the work of the press in promoting the loan. After explaining the organization created by Canadian Press Association, Inc. for handling the display advertising and the press news and feature work, he referred to the support given by the press through the news and editorial columns. He said it had been estimated that if all the matter published without charge in the

news and editorial columns were measured at regular advertising rates the resultant figure would be about ten times the total amount paid by the Government for the official advertising in the press. Concluding, he said:

"When the full story of the press publicity campaign in connection with the loan, and particularly that part relating to the sudden change of the campaign from a war to a peace basis, is written, it will rank as one of the most remarkable and efficient publicity campaigns ever undertaken in any country."

Mr. J. H. Gundy, Vice-Chairman of the Dominion Executive Committee and Chairman of the Committee on Special Subscriptions, speaking at a meeting of Victory Loan workers towards the close of the campaign, said:

"I have been selling bonds for a long time but I never found it so easy to sell them as at this time. The reason is the splendid work the press has done. I take off my hat to the press of Canada."

Display Advertising Division

Of Press Publicity In Connection With

Canada's Victory Loan, 1918

THE display advertising campaign in connection with Canada's Victory Loan 1918 was divided into three sections, viz.: an appeal to practice thrift, educational copy regarding the loan itself, and inspirational and selling copy during the period in which the bonds were being sold.

The campaign began on September 7, 1918, with a series of advertisements appealing to the people of Canada to practice self denial and thrift in order that they might have as much money as possible to lend to their country to enable Canada to carry on her part in the war. This series of advertisements covered a period of five weeks, and was followed by another series commencing on October 12th in which the appeal was related more particularly to the forthcoming loan. In this second series information was given as to the use made of the previous Victory Loan, as to why another Victory Loan was necessary, as to the relation between war efficiency and national prosperity and as to the meaning and security behind Canada's Victory Bonds. Throughout these educational advertisements emotional and inspirational advertisements dealing with the causes and objects of the war and the sacrifices made by Canada's soldiers and their families, were interspersed. This series in turn was followed by the selling advertisements, publication of which commenced on October 26th and was continued until the close of the selling period on November 16th.

The general plan of the display advertising campaign was evolved with the idea of reaching each section of the community through its own mediums and with the arguments and appeal that would be the most effective having regard to local conditions and interests. Special copy was prepared for daily newspapers, for town and village weekly newspapers, for farm publications, for magazines, for religious publications, for fraternal publications, for trade publications, and for foreign language newspapers. There was a division of copy according to geographical appeals also. In British Columbia, for example, there was a series of special advertisements showing how the sale of Victory Bonds was providing a market for the mines and smelters of that country and building up new industries in the form of ship building and aeroplane spruce. Other special series with localized appeals were prepared for the Maritime Provinces, Quebec, Ontario and the Prairie provinces respectively.

Practically all of the advertisements in each of the three sections of the campaign were illustrated. Comparatively large space was used permitting forceful display and insuring a dominant position on the page.

In the handling of the display advertising in connection with the Victory Loan 1918 Canadian Press Association, Inc. had the hearty co-operation of the Canadian Association of Advertising Agencies. The thirteen agencies represented in that Association pooled their services and worked together as one composite organization under the direction of a special committee composed of Mr. J. E. McConnell of McConnell & Fergusson (Chairman); Mr. C. T. Pearce of A. McKim, Limited; Mr. E. Desbarats, Desbarats Advertising Agency, Limited; Mr. A. J. Denne of Smith, Denne & Moore, Limited; Mr. C. T. Solomon of The Advertising Service Co. Limited, and Mr. J. P. Patterson of Norris-Patterson, Limited. Special offices in Toronto were opened for the purpose of handling the campaign and the work of preparing copy, making contracts, checking insertions, etc., was divided among the several members of the Association in a manner calculated to secure the best results.

The general plan of the campaign and the subject matter of the individual advertisements were considered and decided upon at joint meetings of the committees representing Canadian Press Association, Inc. and the Canadian Association of Advertising Agencies respectively, following conferences between the special committee of Canadian Press Association, Inc. and the Dominion Publicity Committee of the general Victory Loan organization. All copy, after being prepared and passed by the Canadian Association of Advertising Agencies, was considered by the special committee of Canadian Press Association, Inc. and when passed by that body was considered in turn by the Dominion Publicity Committee of the general bond selling organization and the Finance

Minister, Sir Thomas White. There were frequent conferences of the copy men of the several co-operating advertising agencies at which various phases of the campaign were explained by the Finance Minister and the Chairman and other officers and members of the Dominion Executive Committee of the general bond selling organization.

The developments in the war situation during the first two weeks of November necessitated an entire change in the copy and appeals for that period. When the original copy was prepared there was no sign or expectation of an immediate collapse of the enemy forces. Early in November there were indications that hostilities might cease at any moment. New copy was prepared that would link up the campaign with the changing situation in the field of battle, and this copy was sent out by wire to be substituted for the copy previously supplied. When Germany's request for an armistice was made it became necessary to prepare new copy for practically all the advertisements in the rest of the campaign and the bulk of this copy had to be prepared day by day in the light of each change in conditions and sent out by wire for insertion on the following day. This was necessary not only because the changed conditions made it inadvisable to continue the use of certain arguments and appeals that would be the most effective while the war was still on, but also because the cessation of hostilities made it necessary to impress upon the people that Canada's need of money to provide for demobilization and reconstruction would be just as great as to continue her part in the war.

In order to co-relate the advertising in space donated by firms and individuals with the official advertising of the Finance Minister, a copy book for use by canvassers in soliciting donations of advertising space was prepared by Canadian Press Association, Inc. and the Canadian Association of Advertising Agencies working in conjunction with the Dominion Publicity Committee of the general Victory Loan organization. This copy book consisted of specimen copy for nine full page advertisements, eighteen half page advertisements, eighteen quarter page advertisements, eighteen 300-line advertisements and eighteen 200-line advertisements. This specimen copy was divided into three sections, the first section to be used during the first week of the bond selling campaign, the second section during the second week and the third section during the third week. This book included also forty-five suggested paragraphs and headings and the same number of slogans for use by advertisers as a part of their own advertisements, these paragraphs and slogans also being divided into three sections for use in the three successive weeks of the bond selling period. This copy book was supplied to all publishers and to all local publicity committees, and canvassers for donated advertising space were asked to arrange in as many cases as possible for the use of copy suggested in this copy book.

Press News and Feature Division of Press Publicity in Connection with Canada's Victory Loan, 1918

THE support given the Victory Loan of 1918 in news and editorial columns probably constitutes a record in unanimous and effective co-operation by the press in promoting a public enterprise. When statistics of this Campaign are available they will provide an amazing record. Mr. E. R. Wood, Chairman of the Dominion Executive, at the close of the Campaign publicly estimated that the daily papers alone had distributed free, two hundred million pieces of Victory Loan publicity and to this figure must be added the efficient contributions of more than a thousand weekly newspapers and periodicals.

The Dominion Press News and Feature Committee was organized with a Provincial Chairman for each of the Loan organization's provincial districts. Each of the provincial Chairmen arranged for such local, district, city and county organizations as seemed to be necessary. In Quebec a French Press Bureau was organized. The primary object of the Provincial and Local Organizations was to provide the respective loan organizations with a co-operative unit for handling local news and propaganda which were desired as the Campaign developed. In the later stages of the Campaign a large proportion of the press publicity was necessarily of this character. The local organizations also provided a point of contact for the Central Committee when speedy action involving the entire country was desired.

Publicity of a national character was prepared and distributed by a Central Bureau organized for the purpose as the National Press News and Feature Service.

At least five methods of distributing articles and illustrations were utilized, as follows:

- (a) By mail.
- (b) By Canadian Press Limited, which gave a whole-hearted co-operation in carrying news and features of the Campaign to its clients.
- (c) By wire to Provincial Chairmen who in such cases were asked to use their own discretion in distribution in their respective territories.
- (d) By wire direct to all daily newspapers, in a few cases of urgency demanding quick action.
- (e) By stereos, zincs, and mats.

The mails were used for the large proportion of the articles sent out. Altogether there were upwards of a thousand of these. These articles were chiefly, though not exclusively, set up and distributed in printed form. A very wide use of them was made by papers everywhere, and many messages of appreciation of their character received. The constant aim was to keep them short, informative, and interesting.

This service was also designed to be suggestive. Handbooks for editorial writers' use and clip sheets, and later a suggestive daily bulletin entitled "Press Pep" were sent out from time to time. Two weeks before the selling Campaign opened it was suggested to editorial writers that each publish a Victory Loan editorial daily until the end of the Campaign. A week later it was suggested to news editors that they put their best reporter on the story and make it a front page feature daily. A large proportion of the most effective publicity came from the voluntary effort of the newspapers developing the topic with their own staffs.

Practically all illustrations were sent out in stereo, zinc or mat form. In the later stages of the Campaign it developed that owing to the shortage of labor a number of offices were finding difficulty in setting their copy and for the last month somewhat extensive use was therefore made of the Central Press Agency's facilities for sending out stereos to both weekly and daily publications.

The Campaign opened in September, being confined for the first month to Thrift. As side issues of this Campaign was the propaganda devoted to gasoline and to coal saving. It may fairly be said that Canada's gasless Sundays were due in large measure to the activities of this Committee. So pleased was the Fuel Controller that he subsequently asked the Committee to take up Coal Conservation and this was done as far as the limits of time and opportunity would allow. There is much testimony on record that the Thrift Campaign made a real impression and that the effects of it will prevail perhaps far into the future.

When the Victory Loan Campaign opened, prospects were that we would be at war for a year at least. Complications immediately developed. Not once but several times during the Campaign the foundations on which the propaganda up to that

point had been built, slipped from under our feet like shifting sand. The claim may be justly made for the press that it met the new situations created from time to time almost before they developed, and that thereby it prevented the growth in the public mind of a conviction that because the war was about over the Loan would no longer be necessary, a conviction which would have had disastrous consequences.

Germany's plea for peace which had been developing throughout the earlier part of October took an acute form on Sunday October 13th, when her second message to Washington indicated she was prepared to go to great lengths to end the war. A statement from the Chairman of the Dominion Executive analysing the situation and describing what it would be even if Peace which at that time still seemed remote, should come, was immediately distributed throughout Canada simultaneously with the news from Berlin, and no doubt had much to do with offsetting any injurious effect on the Campaign which that news otherwise might have wrought.

By the beginning of the second week in the actual Selling Campaign it became apparent that a cessation of hostilities might occur at any moment. As on the previous occasion steps were immediately taken to present to the public what the situation would be in case Peace actually came before the Loan Campaign was completed.

Eventually when the Armistice was actually signed reports from canvassers were to the effect that the public appreciated that the Loan was as necessary as ever. Canvassers were repeatedly asked if they met any man who said that he did not need to subscribe to the war loan because the war was over, and in no case was such an attitude on the part of a prospective subscriber reported.

Perhaps the most critical day of the Campaign was Monday, November 11th, the day of celebration throughout Canada on the signing of the Armistice. Business on that day was suspended practically everywhere. The apprehension was that there would be an utter relaxation of effort, extending over days or perhaps for the entire remaining week. On that night a short statement was sent by wire to every daily paper in Canada. On Tuesday, November 12th, everyone was back to work and from that date on the Campaign was more or less of a triumphant procession.

At the outset of the Campaign the Chairman communicated personally with every publication in the country explaining what Canadian Press Association proposed to do through this Committee, and the reason for it, which was that the successful flotation of the Loan was a matter of such national importance that every individual unit of the press would doubtless feel called upon to support it.

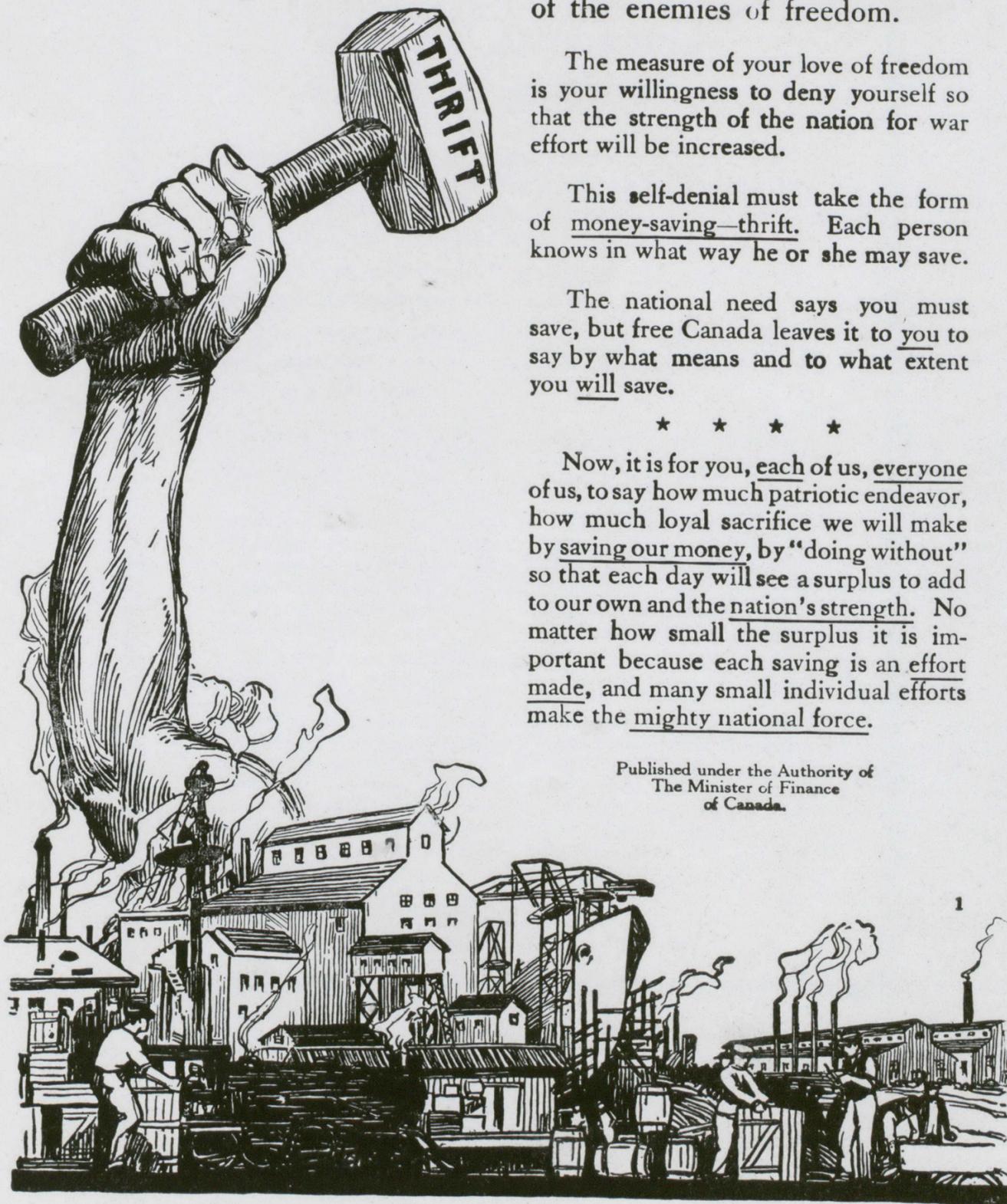
The influenza epidemic had the effect of interfering most radically with much of the auxiliary publicity which had been planned for the Campaign and which has been so prominent a feature in other Campaigns. The responsibility thrown on the press was thereby increased. It was promptly accepted and one result no doubt was to demonstrate as never before, the absolute predominance of the press as a medium for publicity.

Build up the Mighty National Force

FOR fifty years the Teuton peoples have been trained, disciplined, whipped, into servile cogs of an implacable military machine, by which is maintained the Prussian doctrine of might, and the Kaiser's autocracy. The Teutons deny themselves, they make sacrifices, because they are trained or forced to do so, but they do it.

The peoples of the Allied nations must make great sacrifices and tremendous efforts in order to defeat the enemies of freedom, but because they are free peoples it is left largely to the individual to say what or how much self-denial each will practice.

So if freedom is to prevail individuals must make voluntary sacrifices which in the aggregate will be greater than the forced sacrifices of the enemies of freedom.



The measure of your love of freedom is your willingness to deny yourself so that the strength of the nation for war effort will be increased.

This self-denial must take the form of money-saving—thrift. Each person knows in what way he or she may save.

The national need says you must save, but free Canada leaves it to you to say by what means and to what extent you will save.

★ ★ ★ ★

Now, it is for you, each of us, everyone of us, to say how much patriotic endeavor, how much loyal sacrifice we will make by saving our money, by "doing without" so that each day will see a surplus to add to our own and the nation's strength. No matter how small the surplus it is important because each saving is an effort made, and many small individual efforts make the mighty national force.

Published under the Authority of
The Minister of Finance
of Canada.



Hardly Excusable Even in a Child

IF a child were to enter one of our aeroplane factories and interrupt a workman with a request to have a kite made—the workman would smile indulgently—and proceed with his aeroplane.

You yourself would condemn the man if he stopped his vital war work to build a toy.

Condemn yourself, then, if you employ labor and material to make such goods as cater only to your self indulgence.

Every time you buy a thing you do not need, you interfere with Canada's war work.

Every dollar you spend on goods not strictly necessary, is a dollar—not merely wasted—but used to employ labor on things that have nothing to do with our efforts to win the fight for freedom.

Too many of us, in Canada, are flying the "luxury kite." Too much of the time of Canadian workmen is being purchased by us to make the things that are for show and pleasure. Too great a quantity of material that our soldiers could effectively use against the foe, goes into the

making of superfluous things for us, whom they are so valiantly defending.

Stop the reckless spending.

Stop acting like children. This war we are fighting calls for men and the brains of men. If you cannot fight—at least do not interrupt the war-work by buying the things you merely want and do not need.

The money you have been spending wastefully—with no result but to divert labor from war-essentials—will make a worth-while sum.

Use that money to build up a fund, that you can lend your Country, when your Country calls.



Acknowledgements to Luke Fildes

TO every home there comes a time when every thought, every hope, every prayer for the future centres on the recovery of one loved one. In that hour of anguish, every means to recovery is sought—the highest medical skill, trained nurses, costly treatment. Does the price matter?

★ ★ ★ ★

It may be so great as to stagger the imagination—a sum beyond the possible.

But does anyone ask, “Can we do it?” Money or no money, they do it. And somehow they pay.

It may mean doing without things they think they need. It may mean privations, sacrifices, hardships. They make unbelievable savings, they achieve the impossible, but they get the money to pay.

★ ★ ★ ★

To-day in this critical period of our nationhood, there is imperative need for **MONEY**—vast sums of money. Only one way now remains to obtain it.

The nation must save, every community, every family, every individual Canadian must save.

If anyone says “I cannot save,” let him consider to what extent he would pinch himself to relieve the sufferings of a loved one at home; and surely he would not pinch less for our fighting brothers in France.

Without suffering actual privations, nearly every family in Canada can reduce its standard of living, can practice reasonable thrift, can make cheerful sacrifice to enrich the life-blood of the nation.

You who read this, get out pencil and paper **NOW**. Set down the items of your living expense. Surely you will find some items there you can do without.

Determine to do without them.

Start **TO-DAY**. **Save your money** so that you may be in a position to lend it to your country in its time of need.



Pile up the Surplus

TO win this war every ounce of the strength of each of the allied nations must be put forth to meet the organized, trained and disciplined efficiency of the Central Powers—that gigantic, ruthless force which is the result of fifty years of planning and preparation.

And every ounce of every allied nation's strength is in the hands and brains and hearts of the individuals of each nation, because they are free peoples.

Now the individuals of each nation must live as well as fight, therefore a proportion of the effort and material of each nation must be diverted from war purposes to living necessities,

So the less each individual takes for himself or herself for personal use the more effort will there be left for fighting and winning the war.

Every cent you spend represents that much effort because somebody must do something for you in order to earn that cent—somebody's effort must be given to you instead of to the war.

Therefore the less you spend—the less of somebody's effort you take for your individual use—the more will you leave in the national surplus for war effort.

The war can be won only by the surplus strength of the allied nations. The money each individual saves represents that surplus strength.

So the truly loyal Canadian will use less, spend less, and save more, to help to win the war.

Published under the Authority of
The Minister of Finance
of Canada.



Fellow Canadians!

"**H**OW much thought do you give to the War—I mean honest, sincere thought on how we should *live* in order to *win* the war?"

"I mean you who live from day to day in all the comfort that you enjoyed before the war, some of you in even greater comfort—"

"You who spend as much or more on your enjoyment—who indulge in as many of the good things of life as you ever did—"

"You who buy what you want to, eat what you fancy, go where you please—who deny yourselves nothing."

+ + +

"You have no idea what it means to stand knee-deep in mud—in a dirty trench—with a cold drizzle chilling you to the bone."

"You have never heard the shells shrieking overhead—or seen bombs drop from the sky."

"But you know these things are."

"And yet you go on spending—as if this war were in a story-book—as if the menace of the Hun could never touch you."

"But it could—and it would—but for your armies."

"And we—the soldiers who make those armies."

"Do you think we could 'carry-on' if we thought for a moment you were not *backing us to the limit*?"

"Do you think we could stand it all—the terrible fighting and the tiresome toiling—if we dreamed,



"over there," that you were trifling with this war?"

"If we knew that you were spending money on frivolous things?"

"Don't you see that when you spend a dollar on a thing you don't absolutely *need*, you are using the labor of a man who should be either fighting or making something that will help us—your soldiers—to fight?"

"Oh, you chaps with money in your pockets—and comfort in your homes—and love of ease cankering your souls!"

"If *you* could know—as *I* know—all that *war means*—you'd stint yourselves *down to the barest necessities*—so that Canada's money and Canada's material and Canada's labor could all go into guns and shells and boots and uniforms and food—for our boys over in France to fight with."



Keeping up with the Joneses

One great bar to the practice of thrift to-day is the tendency to let others set for us our standards of living.

MRS. Jones appears on the street in a new gown and at once her neighbour vows she'll have one like it. Or if a new motor car is delivered to a certain home, a nearby family, not to be handicapped in the social race, plan to discard their old car for a new one. And so it goes from one thing to another—a ceaseless, senseless competition which often ends in debts, distress and disaster.

Such silly rivalry is bad enough indeed in normal periods. It is positively unpatriotic in times like these when the country needs all available labor and material

and every available dollar with which to carry on the war.

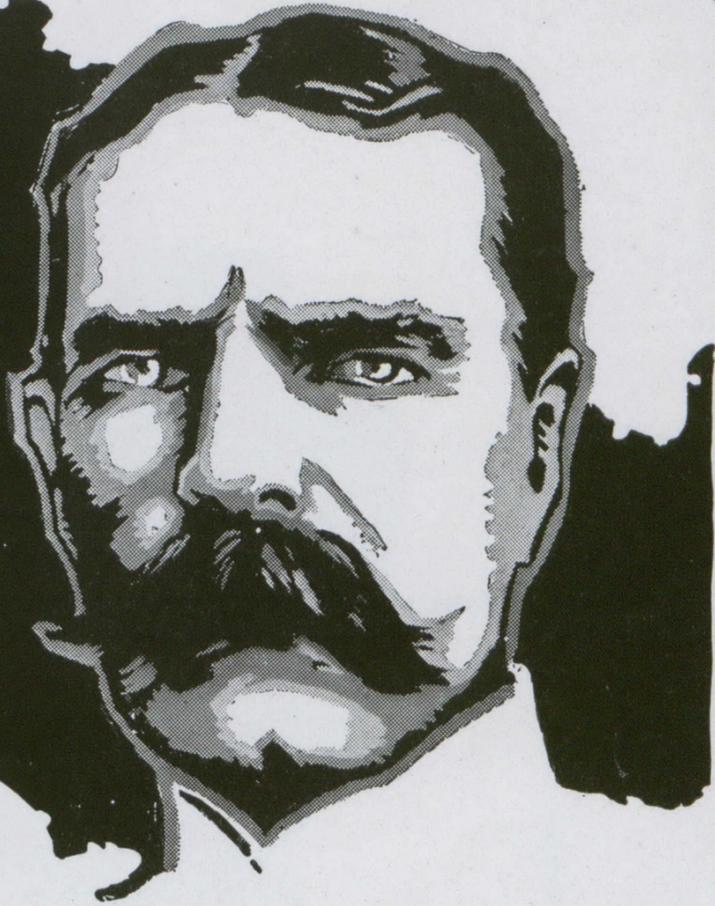
It is perhaps difficult for us to appreciate that the purchase of things we do not really need may be the direct cause of loss of life on the firing lines.

But you can't escape the fact, no matter how unpleasant the thought, that millions of individual selfish demands at home may prolong the war by causing a shortage of the very things essential to our success at the front. For the money we spend in satisfying these desires represents equipment, clothing, shot and shell that are so urgently needed for our boys in France.

Remember that when you are tempted to spend foolishly in an effort to "keep up with the Joneses."

Published under the authority of the
Minister of Finance of Canada

Kitchener was right



when he said—

“Either the Civilian population must go short of many things to which it is accustomed in times of peace or our armies must go short of munitions and other things indispensable to them.”

NOW, the only way we can possibly live up to that obligation is by going without in order that our soldiers may have. For the money we waste is not money at all—it is equipment, clothing, shot and shell that are urgently needed in France.

By denying ourselves, therefore, we enable Canada to procure to the fullest extent the materials and labor which she and our Allies need for the successful prosecution of the war.

What happens when we fail to save?

A pull on labor by the Government in one direction and a pull on labor by the people

in the opposite direction. Hundreds of millions of dollars are of no use to the country if goods and services can be secured only to the extent of eighty millions of dollars. So we must do everything in our power to release both goods and labor for the purposes for which Canada needs them.

WHETHER it be food, coal, wool, steel, leather, labor or transportation, the result in all cases is the same. Whoever competes with the nation by freely satisfying his own desires, selfishly appropriates to his own use that which is so urgently required for our fighting men in France.

For the sake of your country and the boys “over there,” spend cautiously. Think of what Lord Kitchener has said, and ask yourself first, “Is this something I really need or can I do without it?”

Say
NO!



**“You might as well have it,” whispers
temptation, but your Canadian
Patriotism says “No!”**

THE tempting suggestions of selfishness meet no response from a patriot.

For he knows that selfishness and self-indulgence are just now the allies of the Hun — they fight on Germany's side against Canada.

When the devil-whisper says “*You might as well have it,*” every true Canadian answers “*No!*”

Except for the bare necessities of life, we should not be spending five cents a day.

For every expenditure we make on things not absolutely necessary directly affects the fighting strength of Canada and her allies.

The materials that go into the making of things you can do without are needed for our soldiers overseas.

Many of those materials which enter into our unnecessary purchases are brought from other countries and occupy

precious space in ships; space sorely needed for those cargoes which can be used for the winning of the war.

The labor that fashions the things we unnecessarily use is labor which could and would be employed to real advantage in the production of war necessities.

Knowing all this, how dare you divert a single unnecessary dollar from your country's war effort!

The shame that must inevitably follow your every self-indulgence, at so grave a time, will be your fitting punishment — if you persist in buying the things you merely want and do not need.

Resist indulgence, cultivate thrift—for thrift is an evidence of patriotism.

And the money you save by thrift will be yours to lend to your country whenever the call comes.

An Advertisement by Charles Dickens

CHARLES DICKENS is one of the world's great teachers. Here is what he has to say in one of his books:

"My other piece of advice, Copperfield," said Mr. Micawber, "you know. Annual income £20, annual expenditure £19.19.6—result, happiness. Annual income £20, annual expenditure £20.0.6—result misery. The blossom is blighted, the leaf is withered, the God of Day goes down upon the dreary scene, and—and in short, you are forever floored. As I am."

The saving of a part of one's income was always a good policy.

Prudent men and women have always maintained a margin of saving.

But to-day we must go farther in our efforts to save than ever before.

To-day it is a matter of the gravest importance that each Canadian seek ways and means to economize by cutting down expenditures for unnecessary things, saving the money he spends on things he could do without, so that when the Nation needs to borrow money he will be in a position to do his full duty.

There is war-shortening work waiting for every dollar that can be saved.



If CHARLES DICKENS were writing to Canadians to-day he would probably give us advice to this effect:

"My other piece of advice, Canadians, you know. No matter what percentage of your annual income you have previously saved, your efforts to-day should be to save more. The advantage of so doing is threefold: By the practice of economy you conserve the material and labor which must be devoted to the grim task before us; you cultivate the priceless habit of thrift; you gather more and more money to lend to the Nation for the prosecution of the war to a quick and certain Victory."



The money is yours!

You have earned it.

But—

Will you use it *for* Canada or *against* Canada? Will you save your money and help to shorten the War? Or will you buy what you want, go wherever your pleasure dictates, dress as well or better than you always have dressed, indulge such whims as you can afford?

You must choose

The money is your own to do as you like with. But when you buy what you do not need—urgently need—*your money actually works against Canada.* For, it represents precious materials and labor, both of which are absolutely essential to the army. Your money *uselessly spent* delays all-important war work—merely for your self-indulgence.

You would not, knowingly, stop the progress of Canada's war efforts. You would not prolong the war. You would not let your money work for Germany. But

it is possible that unwittingly you are doing this very thing.

Remember Canada's need.

Let not Canada's sacrifice go for naught.

Thrift, self-denial, patriotic privation, give us who stay at home the glorious privilege of a share in the great struggle for human freedom.

Save your money for Canada, and for Canada's fighting men.

Save your money to bring nearer that day we all long for—the Victorious end of the War.

Consider!

Your money is your own—

You have the right to spend it as you wish.

But—

Before you invest

in improvements which might be deferred; before you make purchases which have not as their object the immediate increase of production; before you indulge personal comfort, vanity or ambition; consider how potent is Money in this terrible struggle for Human Freedom.

Perhaps you can get along

without that projected purchase—perhaps you can deprive yourself for another year of a long promised comfort or even necessity. But—

Consider Canada's war needs

—the need of money to win the war and save the world from the tyranny of the barbarous Hun. Hold your money, therefore. Keep it available for your Country's need.

Save your Money and help Canada!

EVERY dollar of money in existence in Canada represents the products of *individuals* because money is only the visible symbol of the work of the hands or brains of individuals.

In this war, victory depends upon the way in which the assets of the people are devoted to fighting the war—in other words, upon how each person spends his *money* which represents his portion of the *combined assets of the nation*.

This nation's assets and resources are in the hands of eight million individuals—every single individual controls *some part*, large or small, of these resources. If those resources, represented by money and effort, are diverted *from war purposes* to those of *private indulgence* or *needless expenditure*, the war effectiveness of the *nation* is *weakened* to that extent.

Every dollar needlessly spent reduces the available resources of the individual and therefore those of the nation

When you spend a dollar self-indulgently you weaken your own position and your individual ability to help win the war by just that much.

When you *save* a dollar and put it where it can be *called upon* for use in the nation's service you *add to your own* resources and to those of *Canada*.

That is why Canada at this time asks each and every loyal Canadian to conserve and accumulate his and her cash resources, small however they may be, so that when they are called upon for the war they will be available.

“Put Money in thy Purse!”

TO-DAY, Money is Food, Clothing
and Arms for our Soldiers in the
Field.

Money is the force behind pro-
duction.

Money is the bedrock on which
Canada's tremendous export market
stands.

Money is worth more, to-day, to
Canada, and to every individual
Canadian than ever before in our
history.

Guard your money therefore.

Use unusual caution in your pur-
chase of supplies, equipment, im-
provements.

*Hold every dollar ready to
answer Canada's call
for Funds!*



Consultez votre Femme avant de placer votre argent

Elle est de bon conseil, et si la routine des affaires ne lui est pas toujours familière, son instinct naturel y supplée généralement.

Elle connaît la valeur de l'argent, les exigences de la vie chère, la nécessité d'économiser, de placer judicieusement les épargnes du ménage et les revenus de la ferme.

De temps immémorial, on prêtait son argent sur hypothèque à cause de la sécurité du placement d'abord et ensuite pour l'intérêt du prêt. Aujourd'hui on fait mieux, on souscrit aux Emprunts de l'État. Un tel prêt rapporte d'abord un bon intérêt et il est garanti par toute la propriété du Canada.

Cet argent, l'État le consacre à l'achat du blé, du beurre, du fromage, du bacon, du bétail—de tous les produits de nos fermes—des produits de nos manufactures Canadiennes: vêtements, chaussures, équipement, etc., etc., pour le compte des pays alliés, c'est-à-dire pour l'approvisionnement de nos troupes et le ravitaillement des populations alliées.

Ces achats immenses représentent du travail pour nos ouvriers, de bons profits pour nos cultivateurs, nos marchands, nos industriels et assurent la prospérité du Canada.

Le jour donc où l'État fera appel à nos épargnes, nos femmes Canadiennes seront les premières à souscrire et à faire souscrire aux emprunts nationaux.

Paroles à Méditer



Le Généralissime Foch

Dont la stratégie a arrêté net la ruée allemande sur Paris, fin mars dernier, dans une courte entrevue aux journalistes, leur dit de sa voix ferme, nette, posée :

*“Messieurs, vous connaissez la situation : nos affaires ne vont pas mal. Le Boche, puisqu’il faut l’appeler de ce nom, le Boche est arrêté, endigué depuis le 27 (mars)..... **Maintenant** nous allons tâcher de **faire mieux**. ..Que cela ne nous empêche pas de travailler ferme. Travaillez de votre plume, nous travaillerons de nos bras.”*

Et Foch s’est remis à la tâche, résolu “à faire mieux.”

Le câble, heure par heure, nous renseigne sur les progrès accomplis.

Quant à nous, à tous ceux qui s’enorgueillissent de leur titre de Canadiens, notre rôle est de soutenir l’effort des Alliés, de leur fournir le moyen de “tenir et de vaincre.”

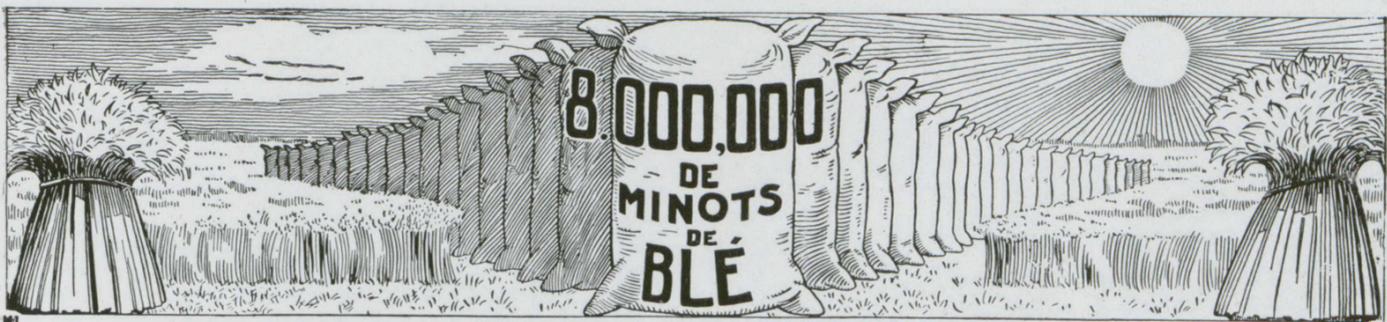
Notre devoir à tous est de pratiquer l’économie sous toutes ses formes, économie des denrées alimentaires, du combustible, de l’éclairage, des vêtements, de la chaussure.

Il nous faut éviter tout gaspillage, toute dépense superflue. Vouloir, c’est pouvoir !

Accommodons-nous de l’existence, malgré les restrictions de l’heure présente, qui ont pour objet d’assurer le ravitaillement de nos frères qui se battent là-bas.

Au prix de quelques privations, nous pouvons former à même nos revenus, un montant—si modeste soit-il—dont nous serons fiers de disposer à l’heure où les nécessités du ravitaillement, sur le front, en approvisionnements de toute nature, nécessiteront un appel à nos épargnes. En prêtant à l’État, nous contribuerons à l’achat en quantités énormes des produits du sol canadien, céréales, provisions, conserves, objets manufacturés de toute sorte par la main-d’œuvre canadienne.

Il n’est pas un Canadien digne du nom qui, en présence de l’héroïsme de nos soldats dans les pays envahis, voudrait se dérober ici à un devoir impérieux—celui de réduire ses dépenses au minimum, pour contribuer à fournir au Généralissime Foch les moyens de “faire mieux”—de remporter la victoire décisive.



HUIT MILLIONS DE MINOTS DE BLÉ

C'est ce que représente la récolte de blé dans la Province de Québec.

Un splendide record tout à l'honneur de nos braves cultivateurs, dont nous admirons l'effort pour assurer à la fois l'approvisionnement du Canada et le ravitaillement en blé des Nations Alliées.

Augmenter la production et diminuer nos dépenses dans la limite du possible, en éliminant l'achat de tout ce qui n'est pas absolument indispensable—tel est le devoir qui incombe à tous les non-combattants.

L'ARGENT que nous économiserons ainsi, nous pourrons, le jour où il fera appel à l'épargne, le prêter à l'Etat Canadien chargé, pour le compte des Gouvernements Alliés, de l'achat des immenses approvisionnements de toute nature que requièrent le service des armées et le ravitaillement des populations alliées, notamment du blé et autres céréales, du beurre,

du fromage et autres produits de nos fermes canadiennes, de nos manufactures, conserves, chaussures, vêtements, articles d'équipement, etc. Produisons et ménageons—c'est le moyen d'assurer la continuation de la prospérité de notre agriculture, du commerce, de l'industrie, prospérité qui a sa répercussion dans toutes les classes de la société.

Publiée sous les auspices du
Ministre des Finances
du Canada.



GEORGES CLÉMENCEAU, Premier Ministre de France.

Le Dernier Quart d'Heure

“Je continuerai, dit Clémenceau, à faire la guerre jusqu’au dernier quart d’heure, car c’est nous qui aurons le dernier quart d’heure !”

La superbe confiance du ministre de la Guerre français dans le triomphe final des armées alliées, lorsqu’il lançait à l’adresse de l’Allemagne ce solennel défi, s’appuyait sur la haute valeur des chefs, sur l’indomptable vaillance des troupes et sur l’appui déterminé, matériel et moral, des non-combattants.

Les dépenses de la guerre sont immenses; en dehors de son budget régulier, l’État a besoin de capitaux pour l’approvisionnement des armées.

Et pour obtenir ces capitaux, l’État fait appel à l’épargne et nous demande de souscrire largement à l’emprunt de guerre, d’acheter des bons de la Victoire dans toute la mesure de nos moyens.

L’argent que nous prêtons ainsi à l’État est garanti par toute la propriété du Dominion—garantie que n’offre aucune autre forme de placement. Et il est exempt de la taxe sur le revenu.

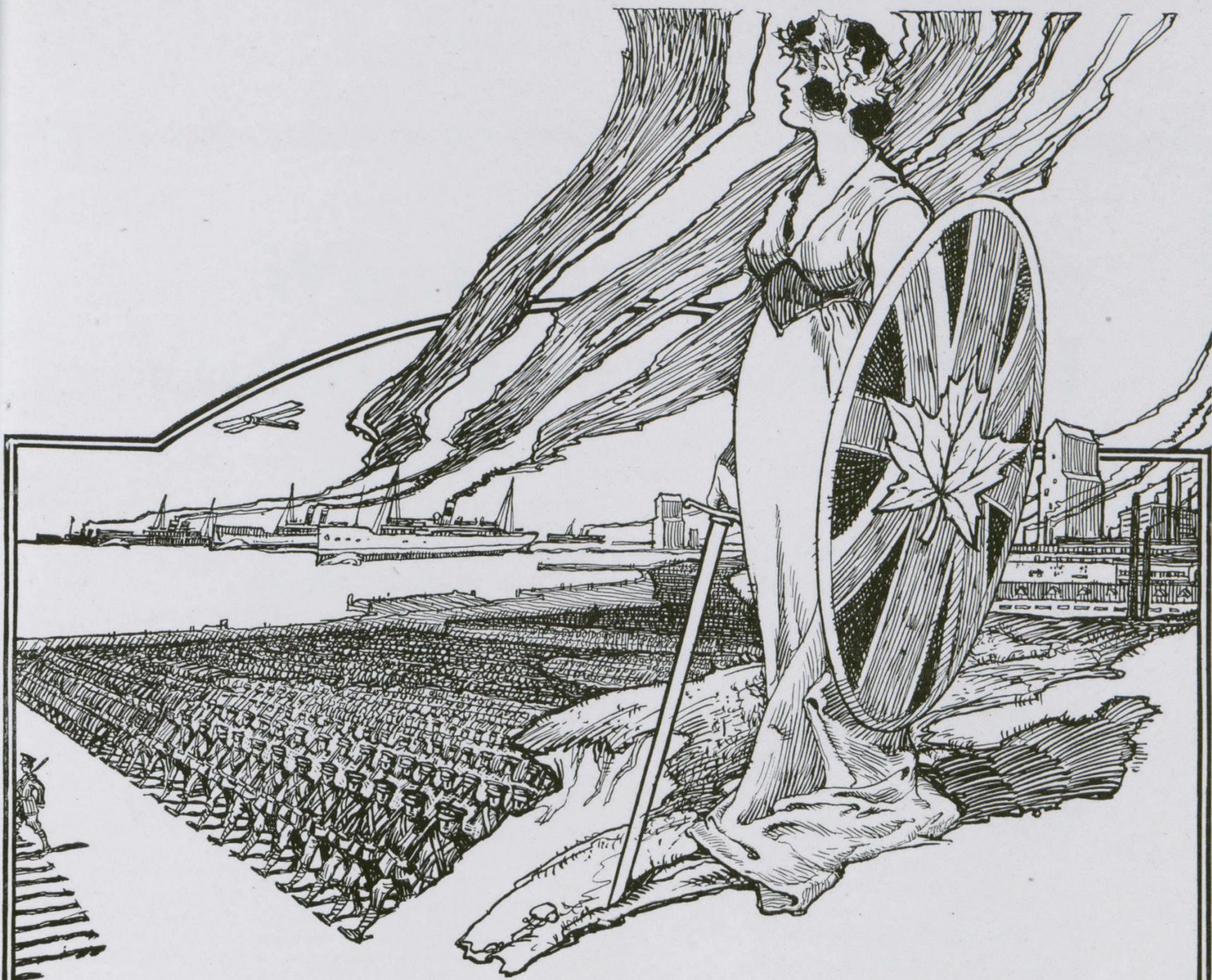
Notre argent est consacré par l’État à l’achat d’immenses quantités de blé et d’autres céréales, de fourrage, de beurre, de fromage, de lard, de viande, de conserves, de provisions, de chevaux, de bétail, de tout le surplus de nos fermes, des produits de

nos manufactures, articles d’équipement et fournitures diverses pour nos soldats.

L’État nous rend au centuple en prospérité l’argent que nous lui prêtons.

Supprimons donc toute dépense inutile et appliquons nos économies à l’achat d’obligations de la Victoire, et les Alliés “auront le dernier quart d’heure.”

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du Canada.



Why Canada must borrow money to carry on

Because Canada has put her hand to the plow and will not turn back:—

—our country is in the war on the side of liberty and justice and will stay in it till complete victory is won and the unspeakable Hun is smashed and beaten to the ground;

—a nation at war must make tremendous expenditures in cash to keep up her armies and supply them with munitions, food and clothing;

—Canada must finance many millions of dollars of export trade in food, munitions and supplies which Britain and our allies must have on credit;

—for these purposes Canada must borrow hundreds of millions of dollars—

And, this money must be borrowed from the people of Canada:—

Therefore, Canada will presently come to her people for a new Victory Loan to carry on.

+ + +

Canadians will loan the money by again buying Victory Bonds.

The national safety, the national honor and the national well-being require that each and every Canadian shall do his duty by lending to the nation every cent he can spare for this purpose.

**Be ready when the call comes to
see your country through in
its great war work.**

What last year's Victory Loan achieved

LAST year the people of Canada lent the nation \$425,000,000, by buying Victory Bonds.

And because Canada now needs more money and will presently ask the people to lend it, the people have a right to know what was accomplished by last year's loan.

Every dollar of it was spent in Canada.

Not only was it spent in Canada—it was circulated—it became the working capital of the nation.

IT financed millions of dollars worth of munitions for Great Britain through which great sums of money were passed along to the workers in a hundred cities and towns and to the coal and iron miners of Nova Scotia and New Ontario.

It financed the purchase of thousands of aeroplanes for Great Britain through which again, millions of dollars were passed along to scores of lumber camps in British Columbia and to thousands of workers in the cities.

It financed the export of millions of dollars worth of copper, lead and zinc and that again gave employment to an army of miners and metal workers all over Canada.

It financed the building of 112 steel and wooden ships in the Maritime Provinces, Quebec, Ontario and British Columbia through which many more millions were passed along to the artizans, miners, steel workers and lumbermen of Canada.

It financed the purchase of hundreds of millions of dollars worth of foodstuffs as a result of which the money passed along to the farmers all over Canada.

And the farmers and the workers of Canada deposited their savings in the banks and the banks in turn loaned it to more producers who circulated it again and yet again, until every individual in Canada felt the benefit.

★ ★ ★

THE money from the Victory Loan, like any other working capital, was "turned over" several times. It kept working, over and over again, until it built up a tremendous commerce—it developed the greatest export trade Canada ever had, greater by several times, than the amount of the loan itself.

And this trade furnished the market for Canada's products of the field, the mine, the forest and the shop.

Thus was Canada's prosperity, upon which her war efficiency depends, kept at a high level.

And by reason of this prosperity, Canada has maintained and equipped an army of over 400,000 men—an army which has brought glory to Canada by its courage and prowess in the field, and by its heroic spirit of sacrifice.

So when Canada asks us to lend our money to carry on we have an opportunity to contribute again to the nation's prosperity and to the fighting efficiency of her noble sons on the battle line.

How Canada's Exports have Grown

What Canada's war activities and financing have actually achieved for the nation's export business may be seen at a glance by comparing certain items for the year ending March 31st, 1918, with the average volume of trade in the same items for three years previous to the war.

	Average for 1913-15-14	For fiscal year 1918
From the Farms:		
Dairy.....	\$21,064,893	\$40,175,270
Grain.....	97,061,983	403,985,858
Flour.....	18,861,944	95,896,492
Meat.....	6,146,554	76,729,060
Vegetables.....	1,205,709	19,034,528
From the Mines:		
Iron and Steel (1914 only).....	11,374,981	45,810,367
Copper, Nickel, Zinc, and Aluminum....	15,323,513	46,271,848
From the Industries:		
Munitions.....		450,000,000
Leather.....	2,162,662	10,986,281
Clothing.....	337,047	9,702,207
Vehicles.....	2,871,163	22,776,590
From the Forests:		
Pulp and Paper.....	12,446,523	59,599,339

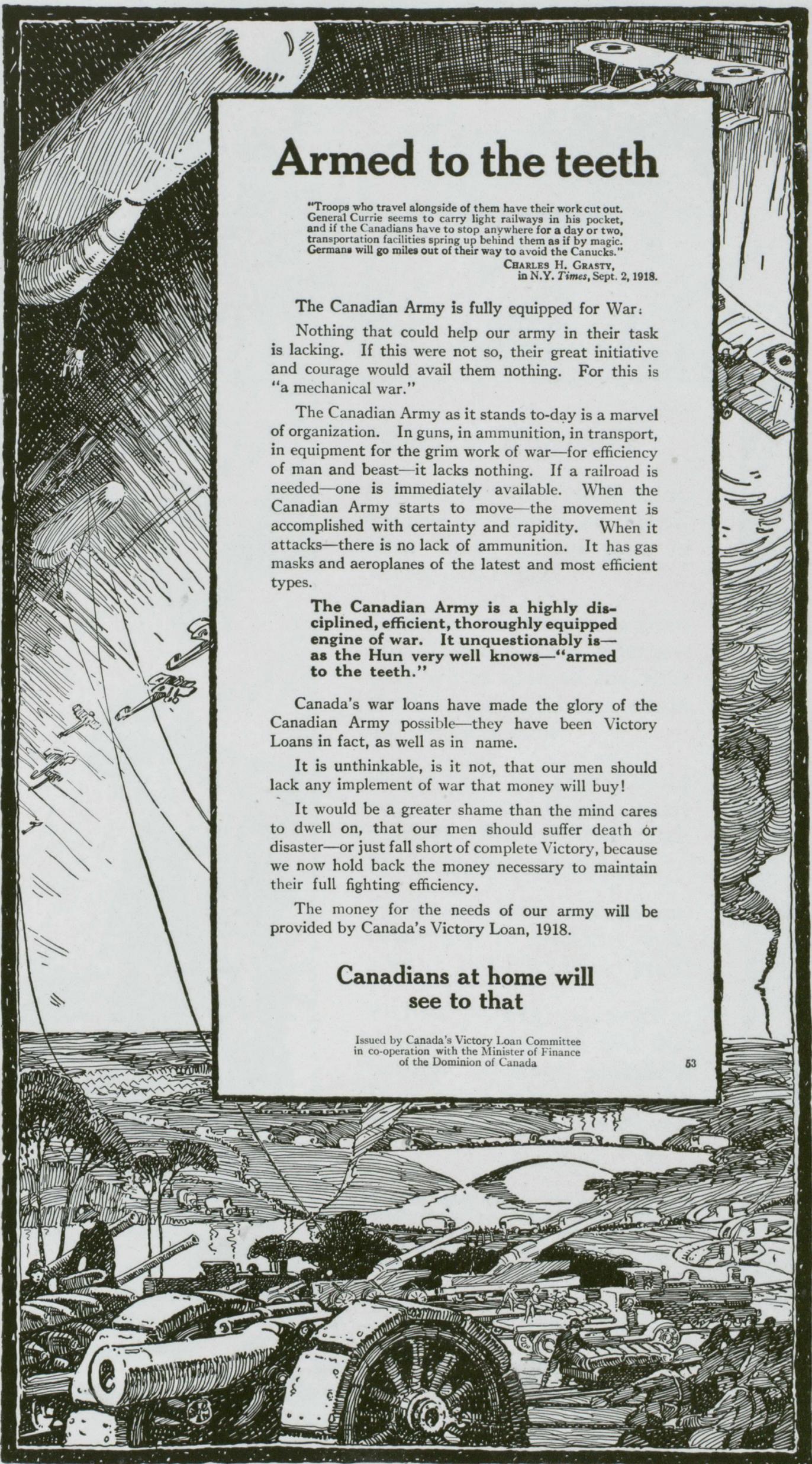
Canada's fisheries will yield, in addition to the above, during the present year about \$9,000,000 worth of export.

In addition to the forest items 248 million feet of aeroplane spruce timber averaging over \$20 per thousand is contracted for in British Columbia as the result of Canada's financial assistance to Great Britain.

Not ranking as exports, but nevertheless directly financed by the Victory Loan 1917, is 446,000 tonnage of ships valued at \$70,000,000 which will be completed by the end of this year. These ships use millions of dollars worth of lumber and steel which again circulates vast sums among the workers of Canada.

Be ready when the call comes to lend your money

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



Armed to the teeth

"Troops who travel alongside of them have their work cut out. General Currie seems to carry light railways in his pocket, and if the Canadians have to stop anywhere for a day or two, transportation facilities spring up behind them as if by magic. Germans will go miles out of their way to avoid the Canucks."

CHARLES H. GRASY,
in *N.Y. Times*, Sept. 2, 1918.

The Canadian Army is fully equipped for War:

Nothing that could help our army in their task is lacking. If this were not so, their great initiative and courage would avail them nothing. For this is "a mechanical war."

The Canadian Army as it stands to-day is a marvel of organization. In guns, in ammunition, in transport, in equipment for the grim work of war—for efficiency of man and beast—it lacks nothing. If a railroad is needed—one is immediately available. When the Canadian Army starts to move—the movement is accomplished with certainty and rapidity. When it attacks—there is no lack of ammunition. It has gas masks and aeroplanes of the latest and most efficient types.

The Canadian Army is a highly disciplined, efficient, thoroughly equipped engine of war. It unquestionably is—as the Hun very well knows—"armed to the teeth."

Canada's war loans have made the glory of the Canadian Army possible—they have been Victory Loans in fact, as well as in name.

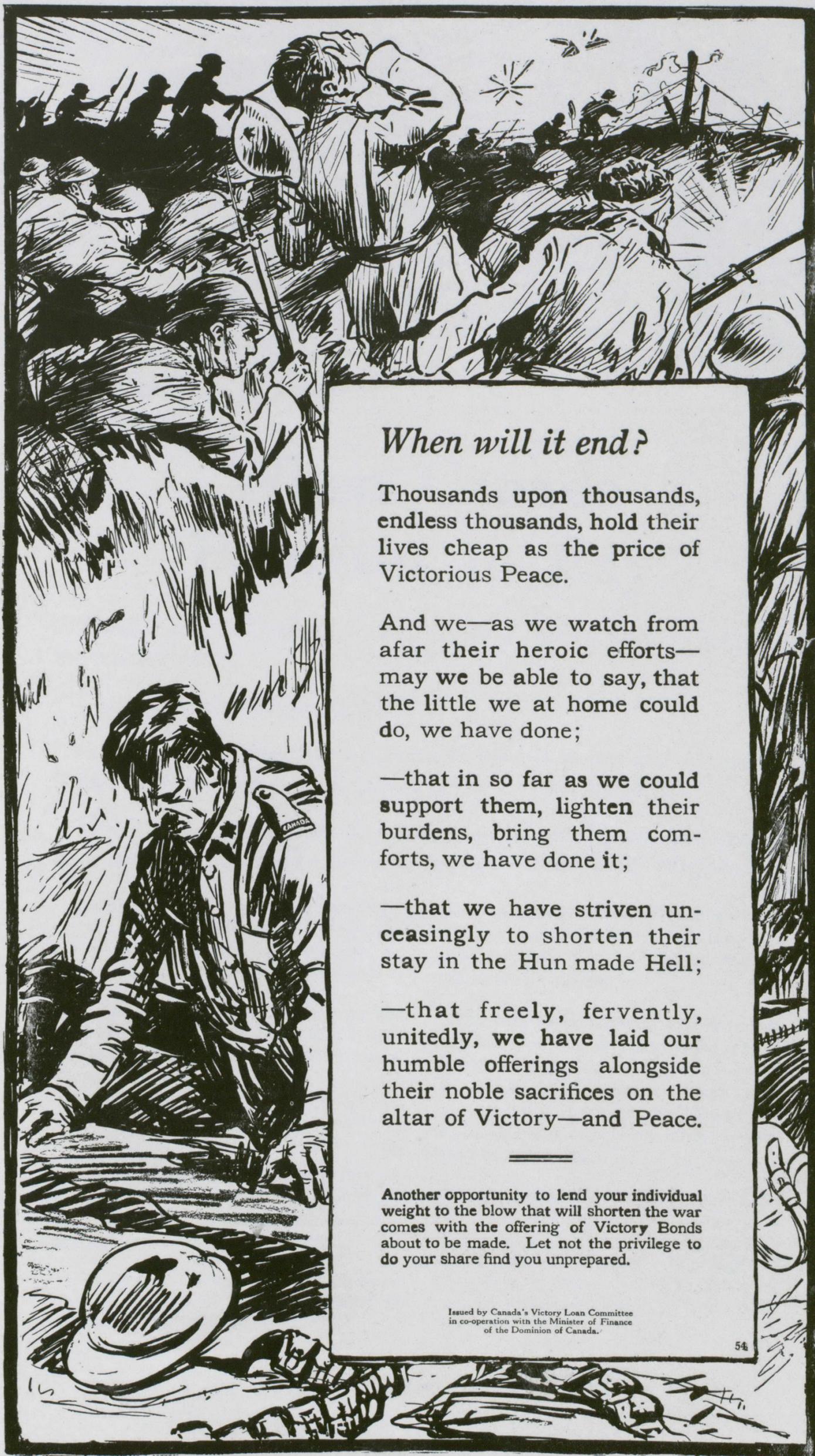
It is unthinkable, is it not, that our men should lack any implement of war that money will buy!

It would be a greater shame than the mind cares to dwell on, that our men should suffer death or disaster—or just fall short of complete Victory, because we now hold back the money necessary to maintain their full fighting efficiency.

The money for the needs of our army will be provided by Canada's Victory Loan, 1918.

**Canadians at home will
see to that**

Issued by Canada's Victory Loan Committee
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of the Dominion of Canada



When will it end?

Thousands upon thousands, endless thousands, hold their lives cheap as the price of Victorious Peace.

And we—as we watch from afar their heroic efforts—may we be able to say, that the little we at home could do, we have done;

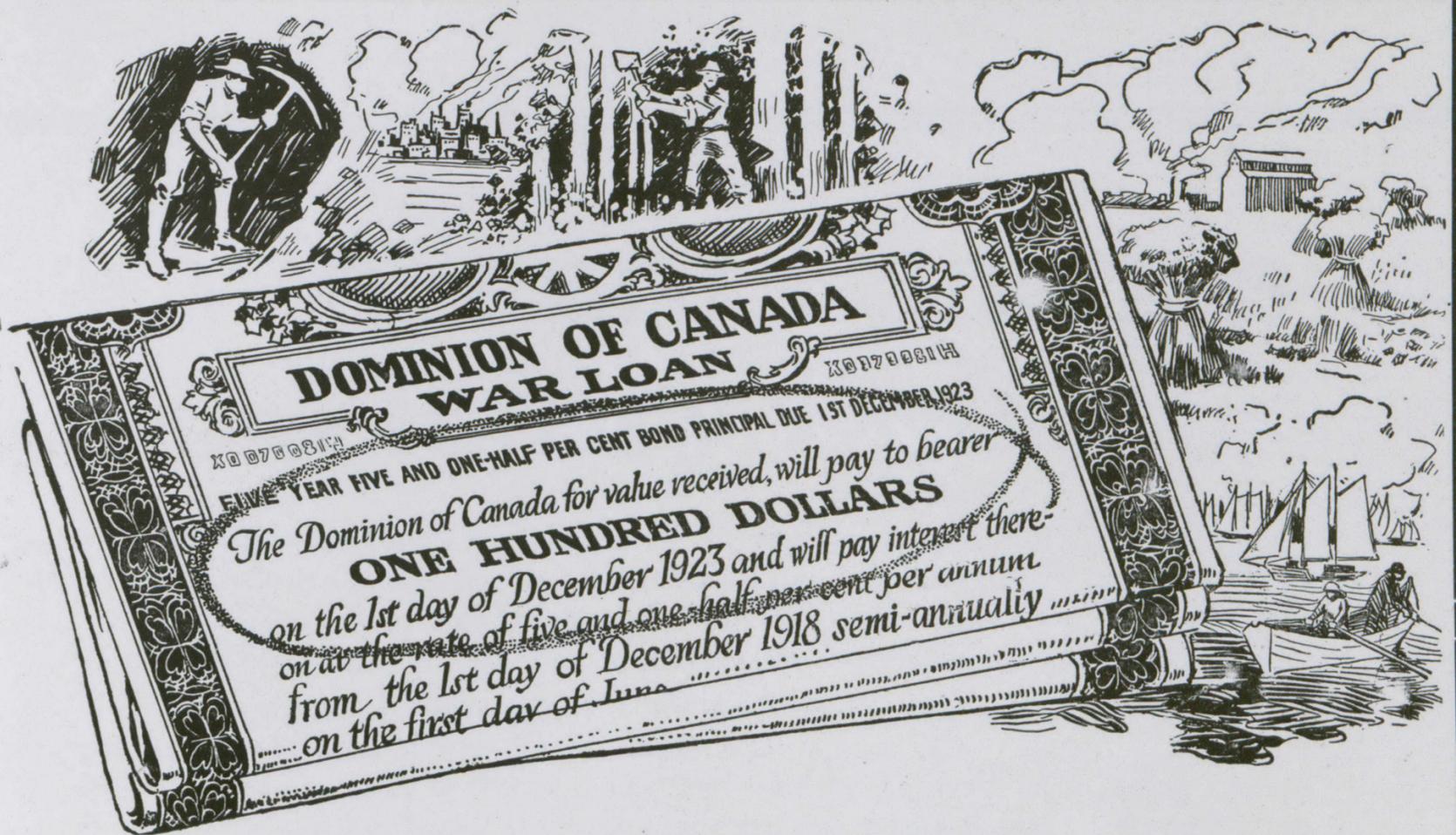
—that in so far as we could support them, lighten their burdens, bring them comforts, we have done it;

—that we have striven unceasingly to shorten their stay in the Hun made Hell;

—that freely, fervently, unitedly, we have laid our humble offerings alongside their noble sacrifices on the altar of Victory—and Peace.

Another opportunity to lend your individual weight to the blow that will shorten the war comes with the offering of Victory Bonds about to be made. Let not the privilege to do your share find you unprepared.

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



When Canada Promises to Pay

There is no more certain way of making money than by loaning money at interest.

—provided the security is good.

—provided the borrower is known to be able to pay the interest as it falls due and to repay the principal on the date specified.

When you loan money to Canada you know beyond all possible question your money is safe—the security for the loan indisputable.

Canada's war debt per capita is the lowest among the nations at war—her wealth per capita, enormous—her resources, so great as to be almost beyond reckoning.

And all the resources of Canada are behind the Victory Loan 1918, which will be open to the Canadian people for subscription within a few days.

Like the Victory Loan 1917, it will be welcomed by all loyal Canadians:—

—as an opportunity of proving that we are determined to fight on to Victory with our dollars, as well as with our men and our guns.

—as an opportunity of placing our earnings in what is at once the greatest of causes and the safest of investments.

—as a loan in which there is absolute certainty that the borrower will repay and equal certainty that the interest will be paid every six months.

The security is so strong that none can question it—for it is safeguarded by all the wealth that Canada possesses—by all the developed resources represented by her combined industries and by all the untouched resources of her mines, forests, lands and fisheries.

When you invest in the Victory Loan 1918, you will become the owner of a Victory Bond. That Bond is Canada's signed pledge of repayment—a pledge that Canada is in honor bound to redeem—and, in wealth of resources, abundantly able to redeem.

Get ready to do your share in buying Victory Bonds

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

What are Canada's Victory Bonds

CANADA'S Victory Bonds are the solemn promise of the Dominion of Canada to the holders that Canada will repay, at the time stipulated in the bonds, their full face value in money, and will pay interest at the rate stated in the bonds, every six months.

As a financial investment Canada's Victory Bonds are in the first rank of the world's investments because:

- the security of the principal and interest is certain as anything human can be, being nothing less than the entire assets of Canada, the pledged honor of the people of Canada and all the assets of all the people of Canada,
- they are the most "liquid" form of investment; they can be promptly turned into cash at any time,
- they bear interest which, if saved and compounded, at ordinary bank interest rates would double the amount of the original investment in about fourteen years.

They are also free from Dominion taxation, present or future.

FOR the investment of estate funds, trust funds, sinking funds and all other funds which by law or other necessity must be invested in unquestioned securities, Canada's Victory Bonds are the premier investment.

Executors, trustees, municipalities and public service corporations and all others with trust or sinking funds to invest, can render to Canada valuable patriotic service by investing their funds in Canada's Victory Bonds.

+ + +

AND because of the high rate of interest they bear, coupled with their supreme security, there is every reason to expect that Canada's Victory Bonds 1918 will increase in value, when peace is declared—already in the open market Victory Bonds 1917 are quoted at an increase over the issue price.

+ + +

BUT Canada's Victory Bonds are much more than merely a sound money investment; they are Canada's renewed pledge to fight the war to a finish, till victory is with the Allies and lasting peace is secured to the world.

Every one of Canada's Victory Bonds bought by you is a new assurance to every Canadian soldier that Canada stands behind him ready to send him food and munitions, and to care for those he has left in Canada.

Canada's Victory Bonds guarantee that Canada will keep on producing the food, the munitions and machines to bring victory to the Canadian soldiers in France, and that Canada will keep the home fires burning for their loved ones while they are fighting for our freedom.

+ + +

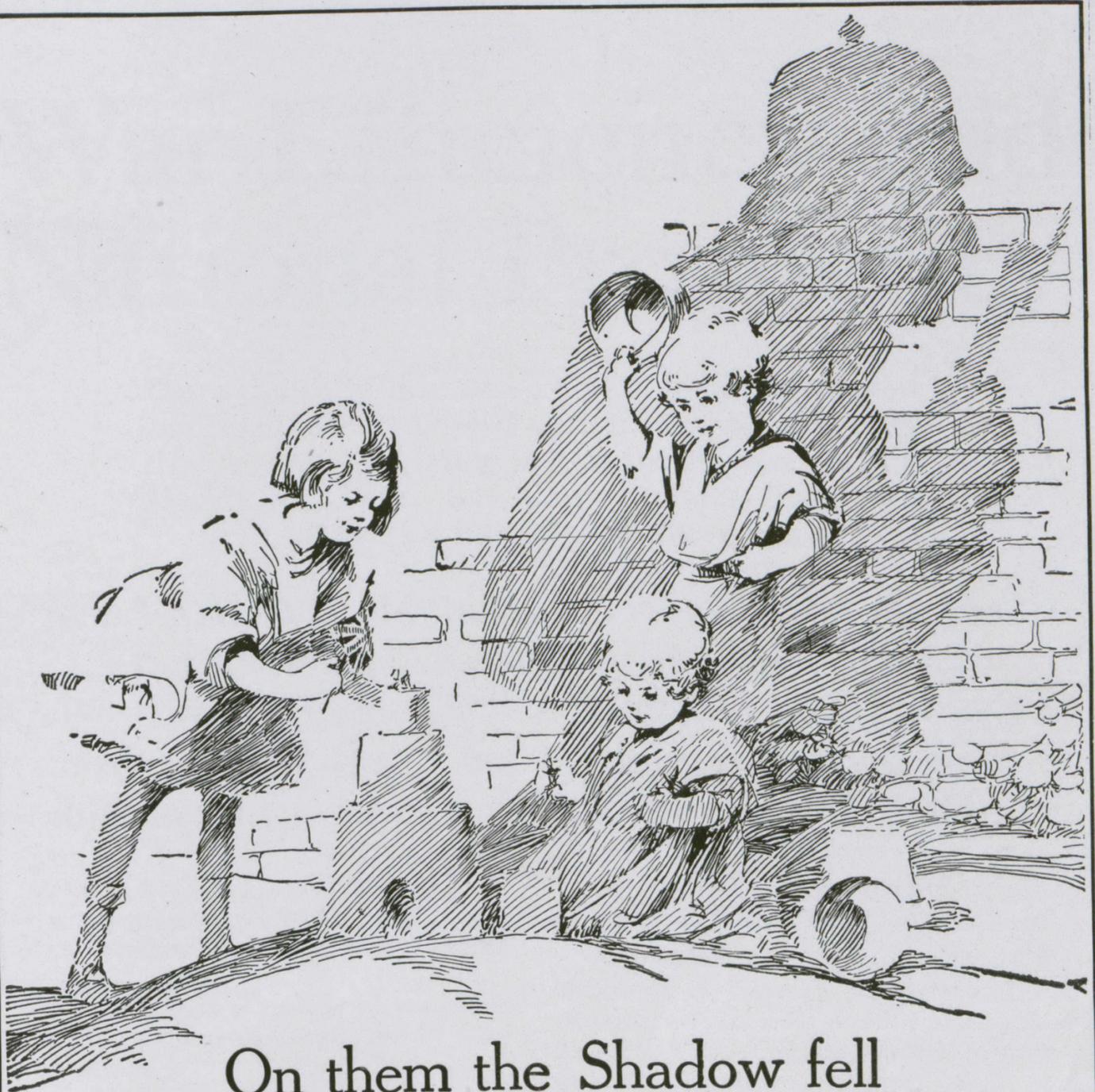
SO when you buy Canada's Victory Bonds you help Canada finance the war,—you help to maintain the production of food, munitions and supplies which our soldiers must have.

—and the money paid for these products helps to maintain business and industrial conditions by which the productive efficiency of Canada can be kept at high pressure.

Your investment in Canada's Victory Bonds will be a link in the complete chain of helping our soldiers, helping the country, and thereby also helping yourself.

*Investment in Canada's Victory Bonds
is sound business patriotism*

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



On them the Shadow fell

THESSE, our little Canadians, born to freedom, to a heritage of happiness, Germany's greed would enslave!

For they were heirs to Canada's boundless wealth—our mines, our forests, our teeming fields—the Hun hungered for these riches of Canada.

In his plans for world power, Canada was not overlooked in the German scheme of plundering the nations.

Doubtless there are to-day in Berlin plans for the apportionment of concessions of Canada's natural resources, plans for the government of Canada, for the policing of our cities, the levying of taxes, for enforced adoption of the German language as was done in Lorraine after 1871, and all the other systems of government by German methods.

And a brutal German soldiery would have enforced those systems by which the people would have been enslaved and every vestige of freedom and independence destroyed.

If Prussian plans had carried the smile

would have passed forever from the happy little faces in our homes.

Our boys and girls—heirs to Canada's riches—would have worked as slaves in their own mines, in their forests, their fields and factories.

The fruits of their toil, the wealth of Canada, theirs by right, would have been borne across the seas to fatten the German beast.

While the beast lives, his venom, his gall, his merciless, monstrous ambition threaten our homes.

Canada—young, high-spirited, independent—must stand firm.

Canada must use the wealth the Hun lusts after to crush him to earth.

Canada's strength, the united strength of each and every true Canadian, must raise the shield of protection for the generations to come.

The call will soon come for more of Canada's wealth. It is your money that is needed—every cent that you by cheerful sacrifice and loving self-denial can lend to your country.

Be ready when the call comes to buy Victory Bonds

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

War Efficiency and National Prosperity

More than a billion and a half dollars distributed in Canada for exported agricultural produce and the products of labor in the fiscal year ending March 31, 1918, has kept Canada busy and prosperous in spite of the war.

CANADA'S production in such enormous quantities was made possible only by the money received through Canada's War Loans. Canada thus was enabled to assist the Allies in their purchases here by establishing financial credits for their use in this country.

CANADA'S war loans not only have sustained Canada's war effort, but they have kept the wheels of production turning as they never turned before.

This is the flood of cash which poured in to Canada's farms for their exports in the fiscal year 1918, for:—

Butter.....	\$ 2,000,000
Cheese.....	36,602,000
Eggs.....	2,271,000
Oats.....	37,644,000
Wheat.....	366,341,000
Flour.....	95,896,000
Meats.....	76,729,000
Vegetables.....	19,034,000

Over six hundred and thirty-six million dollars for exported farm products alone!

AND the workers of Canada also shared greatly in Canada's export trade.

For their products there was distributed in Canada, during the year:—

Munitions.....	\$450,000,000
Metals.....	92,083,000
Vehicles.....	22,776,000
Wood Pulp and Paper.....	59,599,000

These huge sums were spent in Canada by the Allies.

Canada's own war expenditure for the fiscal year 1918 was \$342,762,000.

And the bulk of all these expenditures, the foundation of Canada's prosperity and war effectiveness, was made possible only because the subscribers to Canada's war loans furnished the working capital.

+ + +

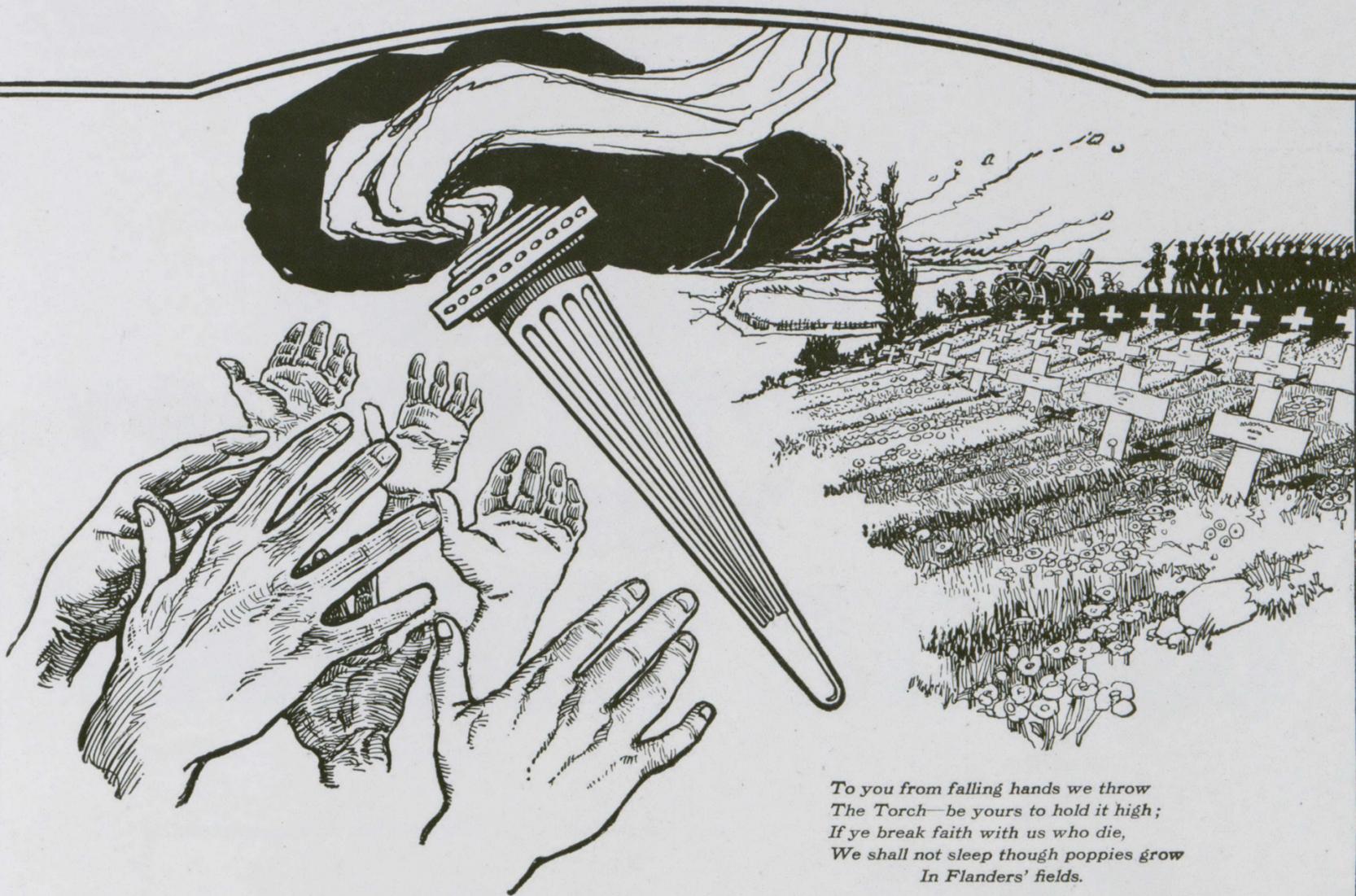
CANADA must keep this great work going—must produce as never before; must work, fight, save and lend as she has never yet done to bring victory and a lasting peace to a war ridden world.

But Canada to-day (thanks to her great export trade), is in a better position now than ever, to carry on.

The Victory Loan 1918 will keep Canada busy, will enable her to maintain her great export business; and it will make Canada more efficient than ever, because her prosperity will not be diminished and her determination to work, fight and win will be stronger than it has ever been before.

Get Ready Now to Buy Victory Bonds

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



*To you from falling hands we throw
The Torch—be yours to hold it high;
If ye break faith with us who die,
We shall not sleep though poppies grow
In Flanders' fields.*

Through all these dark, uncertain days, our soldiers have held aloft and brightly burning, the sacred torch of freedom.

On Monday, for a space, it passes to our hands. Does it pass to hands less eager—hands less worthy?

The world shall know our answer!

On Monday we will be asked to buy Victory Bonds—the sinews of war.

Our obligation is clear. Our duty is unmistakable. Victory Bonds are the weapons with which we at home can strike and strive for freedom.

This solemn thought shall possess us: Until the Victory Loan 1918 is assured our duty is not accomplished—our task is incomplete.

From every province, city and

town; from every county, township and farm of our country will come forth a mighty flood of money. The word will ring around the world that Canada's gold, no less than Canada's soldiers, is Germany's uncompromising enemy.

This surely will be our message to our sons:—Carry on, brave souls! Canada's treasure is not a laggard in the fight. Eager hands are stretched to catch and hold aloft forever the Flaming Torch of Freedom!

The Victory Loan 1918 Opens Monday

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

TO-DAY YOU GO INTO ACTION BUY VICTORY BONDS

1918

—because Canada's soldiers still face the horrors of war.

—because Canada cannot carry on unless we support our fighting men.

—because you have in you the fighting blood that stops at no sacrifices.

—because you must buy Victory Bonds else all sacrifices will have been in vain.

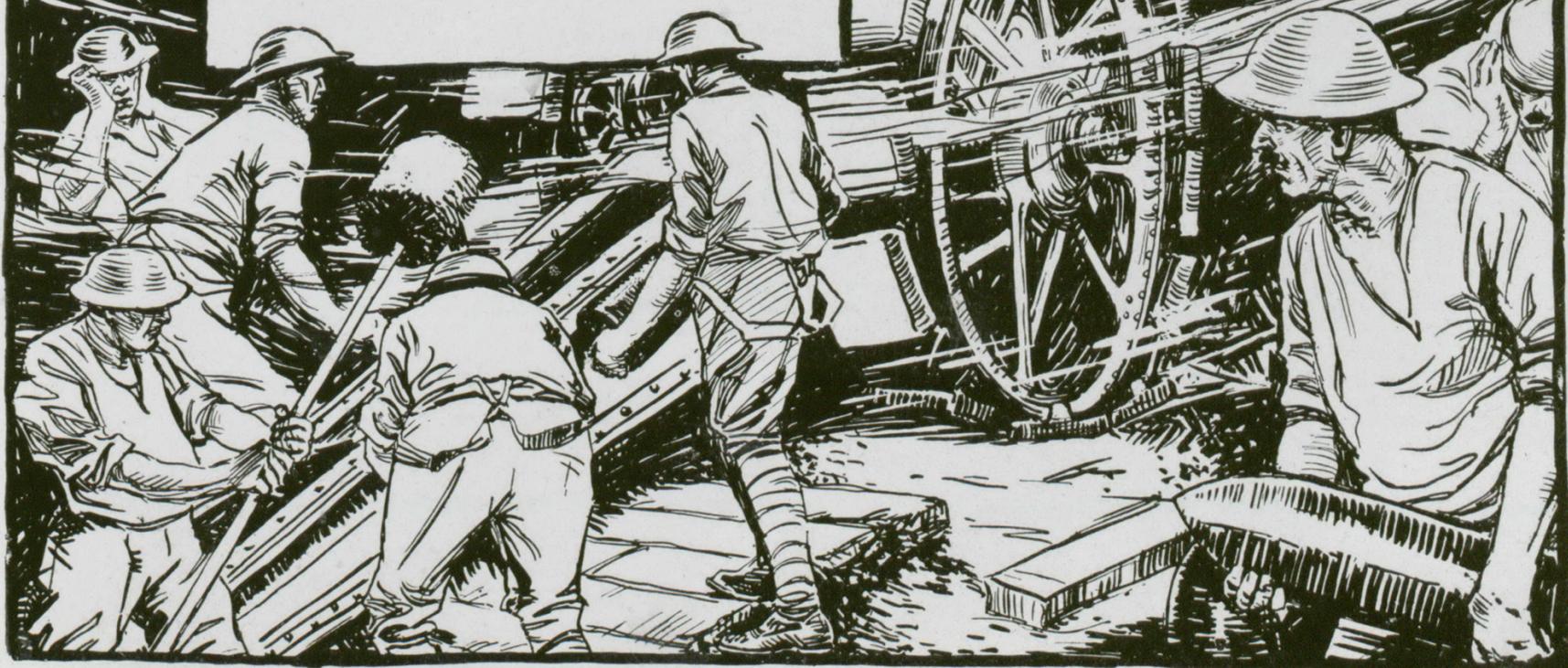
—because your heart yearns for Peace.

—because nothing else matters until we win the war.

BUY VICTORY BONDS

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in co-operation with the Minister of Finance
of the Dominion of Canada.

60





Canada CAN and WILL

ON July 31, 1918, Canadians had on deposit in banks more than a billion five hundred million dollars— that was \$160,000,000 more than was on deposit on the same date in 1917.

And, in the meantime, Canadians had invested \$425,000,000 in the Victory Loan 1917. Besides that they had bought \$60,000,000 worth of provincial and municipal bonds.

So the people of Canada during the past year have accumulated \$485,000,000 in bonds and over \$160,000,000 in cash more than they had on July 31, 1917. That represents concrete accumulated wealth.

Canada is to-day the richest country in the world, per capita.

Her war debt per capita is lower than that of any other fighting nation.

So Canada undoubtedly has the ability to oversubscribe the Victory Loan 1918.

And Canada must manfully and loyally support the Victory Loan 1918, because the national safety, the national honor and the prosperity of the country are at stake.

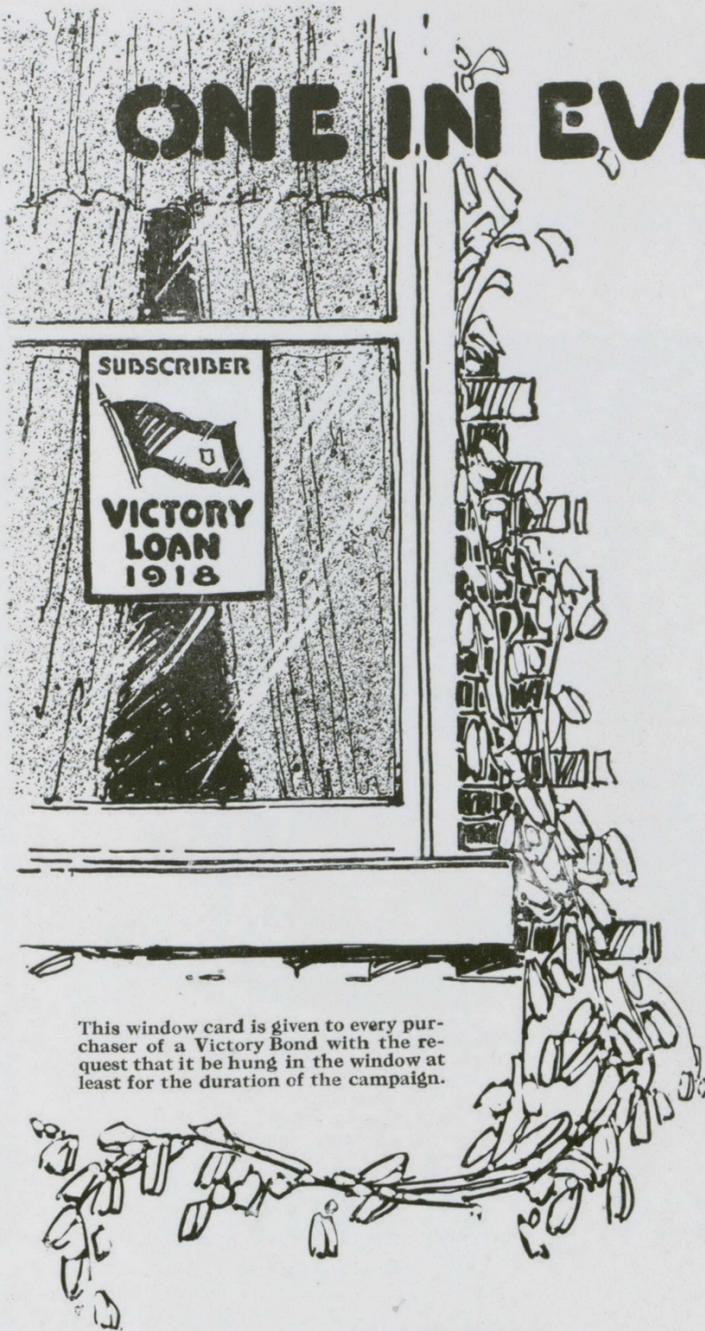
Canada's business prosperity is necessary to the maintenance of Canada's war efficiency.

Get ready to oversubscribe the Victory Loan.

BUY VICTORY BONDS and help to get others to buy— then buy some more yourself

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

ONE IN EVERY HOME



This window card is given to every purchaser of a Victory Bond with the request that it be hung in the window at least for the duration of the campaign.

In every home in Canada a Victory Bond! That is the Victory Loan objective this year.

Last year Canada made a War Loan record.

Aiming at one bond to every 20 of the population Canada responded by taking one for every ten, 9.6 to be exact.

Now that we all have learned to invest in bonds.

—now that we know how greatly Canada benefits from Victory Loans.

—now that our wonderful fighting men and our noble allies have brought Victory almost within our grasp.

—it is almost certain that one in every five of our people will bring forward their savings and lend them freely to Canada.

That will mean an average of one Victory Bond for every home in Canada.

One in every home!

Display your card in your window. Persuade your neighbour to do the same.

If you do this and you, and You and YOU—if we are all skimping, working, saving with the one end in view, to win the war—Canada's Victory Loan 1918 must meet with overwhelming success.

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

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BUY VICTORY BONDS



If this boy were your boy

If you had a boy in France to-day, you would make your purchase of Victory Bonds large enough to represent a real personal sacrifice.

You would be thinking of that lad—out in the hell on earth that is No Man's Land—cheerfully offering his life for Freedom's cause.

And you would do your best to save that life.

You would help—with all your might—to provide the money that will shorten the war and reduce the cost of Victory, in human lives.

You would buy all the Victory Bonds you could possibly find the money for—and you would find it by stinting yourself down to the barest necessities of life.

Come—share in the glory of those whose lads are in France to-day. Dig deep into your income—as the kin of soldiers dig into theirs—to buy the Victory Bonds that will carry our armies on to Victory, and give us back our boys.

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



Confronted as we are by those who have given their all, dare we set a limit to our own sacrifices in Freedom's cause?

Our hearts and our sense of duty to God and humanity must answer the question:—"How much is expected of me?"

Buy Victory Bonds

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



“For your To-morrow they gave their To-day”

(Inscribed on a cross in Flanders)

And we who live in tranquillity amid all the comforts of peace and plenty, knowing little of sacrifice, nothing at all of fear of death or violence—are we worthy of the sacrifices those crosses in Flanders mutely remind us of?

Are we doing our duty to our noble dead—those gallant, high-souled boys who interposed their bodies against the assault upon civilization by brutalized might?

Are we living, thinking and acting as people for whom great things are being done, tremendous sacrifices made? Are we accepting in a proper spirit of humility the

bloody sacrifices and the agonies of the battlefields; the sorrows and heart aches of Canadian mothers, wives and sisters whose loved ones lie beneath the poppies in Flanders?

Do we realize that we, each one of us, as individuals have a personal share and interest in the issue for which our boys fight, bleed and die in France.

If we do realize this, then our duty is clear—a duty to ourselves, our country, our glorious fighters, and our heroic dead—to help by every means in our power to bring Victory for our boys in battle.

Buy Victory Bonds
and Help our Soldiers Win the War

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



Who is it in France you are most interested in—a husband, a brother, a son, a friend you long to see again?

Picture this boy, trudging, tired and sleepy, back from the trenches.

He sees posted up at an army hut a notice of the overwhelming success of the Victory Loan 1918.

He sees the notice posted that more Canadians bought Victory Bonds than in any previous loan, that money to carry on the fight is assured.

He sees that his self-sacrifice, his courage and self-denial are appreciated, that mighty battalions of Canadian money are marching to reinforce him.

Can't you see his tired face brighten?

Can't you see him hitch his pack and shift his gun with renewed resolve?

What a mental bracer this bulletin will be to the Army of Brave Souls who fight that we may be free?

If Canada-at-home will keep constantly before it the picture of Canada-in-France, then every previous record of investment in Canada will be shattered by the message we will send to our army when the Victory Loan 1918 is closed.

**Buy all you can for cash and carry
all you can on instalments.**

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



The smoke from Canada's factories signals to the world that Canada's army of workers is "carrying on."

These fires must be kept burning

As long as Canada is busy at home she can continue her glorious part in the war.

Canada's factories are a source of great national strength to-day.

They send across the sea a steady stream of vitally needed war supplies.

They employ our people at home at good wages.

They enable Canadians to earn the money to carry on the war.

To let those factories slow down now would be a crime against the boys in France—a disaster to the great army of workers at home.

The fires under the boilers must be kept burning.

That is one of the great purposes of the Victory Loan 1918.

When you buy Victory Bonds, when you lend your money to Canada, you are supplying the capital on which our industries depend. You are contributing directly to our prosperity at home, and lending your personal weight to our mighty war effort in France.

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

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Buy
VICTORY BONDS



the journey of a ten dollar bill

I am a Ten Dollar Bill.

I may also add that I am a Canadian Ten Dollar Bill and naturally doing all I can to help our fighting boys win this war.

About a year ago when I was only a few days old, I was handed out by one of our chartered banks to a storekeeper named John Doe. I was crisp and clean then, with a bright yellow back.



I was crisp and clean then.

I have spent a mighty busy year, and faded out a lot, but, believe me, my usefulness is as great as ever.

When I first started out in life the Victory Loan Campaign of 1917 was on. In fact, my very first job in life was to help pay for a Victory Bond John Doe had bought. Together with millions of other bills, large and small, that answered the 1917 call, I was sent to Ottawa. But I didn't stay at the Capital long.



"Here's the ten dollars I owe you."

The very next day I went to pay a lumber dealer in British Columbia for some spruce he had sold the British Government for aeroplanes. The lumber dealer immediately put me in the bank.

But just as I was getting used to my surroundings I was taken from the bank and soon found myself slipped in a small yellow envelope with some other bills and handed out one Saturday to one of the lumber company's employees, who carried me home with him, where I remained all night.



He carried me home with him.

The next day in he goes to a storekeeper:—"Here's the ten dollars I owe you," he said to the storekeeper, who immediately "rang me up" in his till.

But my stay there was brief. Next day the storekeeper totalled us up, and I heard him say to his assistant: "Collections are splendid again. I can pay all my accounts this month."

Shortly after this I came into the possession of a commercial traveller, and I next saw the light of day in a small



I came into the possession of a traveller.

restaurant in a grain town away out on the broad prairies. No sooner had I got comfortably settled in the safe when in comes a farmer with an elevator receipt which he had received for a load of wheat. "Cash this for me," he asked, and I passed into the farmer's wallet, but only for a few minutes—for on his way home he spent me at the hardware store in town for gasoline to operate his threshing outfit.



I next saw the light in a restaurant.

I am not going to take your valuable time going into details of the different hands I passed through in my trip east—through Saskatchewan, Manitoba, Ontario, until I found myself in the services of a firm in Montreal engaged in making munitions. Here I took another trip to the bank.



In the service of a firm making munitions.

It was very peaceful and quiet in the bank vaults. But I was glad they did not keep me there long. I don't want to be idle when there is so much war work to do. And I wasn't, for on Friday I once more found myself in a pay envelope. The man who got me said to his wife that evening—"Here is the money for the household expenses." The following Monday I was traded for shoes for the man's children.

The shoemaker almost immediately sent me to a leather firm. They turned me over to a tannery. The tannery passed me on to a farmer to pay for some hides. The farmer bought a tractor and sent me to the city. Here I was once more enclosed in an envelope and handed to a workman on pay day. He used me to help buy a suit of clothes. The tailor sent me away down east to square his account with a cloth maker. He turned me over to a coal dealer. He spent me for fish, and I took a short trip on a fishing boat and heard the men talking about U-boats and I looked anxiously around the horizon. But we got safely home with a fine catch. The fisherman needed some new tackle, so once more I started inland.



The farmer bought a tractor and sent me to the city.

He used me to help buy a suit of clothes.



He used me to help buy a suit of clothes.

be of such service to my country.

Just one thing more and I am through: I hope each Canadian will do everything he can to defeat the Germans, because, if he does not, I, as a Canadian Ten Dollar Bill, will not be worth much—and German money, which I understand, is called "marks," will travel up and down Canada in our places, and my race will disappear from the face of the earth.

Thanking you greatly for your attention, ladies and gentlemen,



We got safely home with a fine catch.

I am a Ten Dollar Bill—that's my face value. You can see I am plainly marked "Ten Dollars,"—But the strange thing is that during this year I have bought hundreds of dollars worth of goods, paid hundreds of dollars worth of debts on my journey from place to place in Canada. And what I am doing, forty-two million other ten dollar bills who volunteered to serve their country at the last Victory Loan, are also doing.



"Cash this for me?" he asked.

Older bills I have met—bills that were in circulation before the war—tell me that Canadian people don't use us for the frivolous purposes they once did. This, of course, is as it should be, because we must defeat the Germans. We must maintain our boys at the front, which we could not do if my efforts and the efforts of my fellows are ill-spent.

Now, Canadian ladies and gentlemen, I am going to bring my talk to an end by telling you the queerest thing of all about my travels.

My present home is in the bank, the officials of which gave me permission to come here and address you in the interests of the Victory Loan 1918. I am at this very moment lying at the credit of the same John Doe, storekeeper, where I was last year. I heard him say when he handed me to the bank—"Put that ten dollars to my credit, please. I am going to buy some Victory Bonds next week."



I was traded for shoes for the children.

So, I presume, I am destined for another trip to Ottawa, and another busy year going up and down the country—keeping factories, farms, lumber camps and stores paid for their goods and their labor. And I am proud to



*“Bring
My
Daddy
Home
Soon”*

IN thousands of Canadian homes to-night, the prayers of little children will ask Heavenly protection for fathers and brothers “over there.”

If you could enter one such home, and hear a child lisp that plea for daddy’s safe return, there would come into your life a newer and more personal realization of what war means.

You who have no kin in France—

Surely you have eyes to see and hearts

big enough to understand the obligation that rests on you.

Surely you will provide the money—all the money you can—to bring about that Victory which will answer the prayers of our soldiers’ little ones.

How much of your earnings will you put into Canada’s Victory Bonds?

It is more than a duty—it is a privilege—to help provide everything that enables our brave Canadians to march on to Victory—to bring the struggle to an early end—that the prayers of their little ones may be answered and

“daddy brought home soon.”

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



Supply the Working Capital That Canada May Carry On

WITHOUT the money supplied by the Victory Loan, Canada's farms would lose their profitable market: hundreds of our factories and shops would be closed: and the war effort of which all Canadians are so justly proud could not be maintained.

Canada is in the position to-day of a big business house with a rapidly growing trade.

She is making money.

But the success of her business depends entirely on her ability to procure working capital.

She distributes millions in purchasing food, clothing and munitions for her splendid fighting men.

She distributes other millions in paying for goods for Great Britain. For, at the moment Great Britain,

her best customer, cannot pay cash for her purchases in Canada.

All classes of Canadian people and all trades benefit directly by this distribution of money—the farmer, the artisan, the manufacturer, lumberman, miner, fisherman and merchant.

The working capital needed for this gigantic business can be obtained only by borrowing from the Canadian people through the Victory Loan 1918.

On the success of this loan depends not only the victorious prosecution of the War, but the continued prosperity of the whole country.

Help Canada provide the working capital and benefit yourself by buying Victory Bonds to your utmost. Urge others to buy. Do everything in your power to "go over the top" with the Victory Loan 1918

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

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BUY VICTORY BONDS



HIT HIM AGAIN

The Bad Man of Europe is groggy. The hell-hounds he loosed in Belgium are backing away, cringing, snarling, scared.

We've got him going.

But he lives—4,000,000 strong on the Western front alone—and in his perverted brain lives the ambition to destroy and to enslave.

Now, while his legions totter; while his only hope is to dodge, to retreat, to evade the knockout blow that he knows must fall, now is the time to strike and to put everything we have behind the blow.

If you were planning to buy a \$100 Victory Bond you can surely hit harder. Make it \$200 or \$500.

If you were thinking of a \$500 Bond, can't you strike a \$1,000 blow?

The full weight of Canada's fighting strength must go into that crushing stroke—our great resources, our industries, our agriculture, our fisheries, our surplus wealth, every dollar we can spare, every dollar we can rake and scrape.

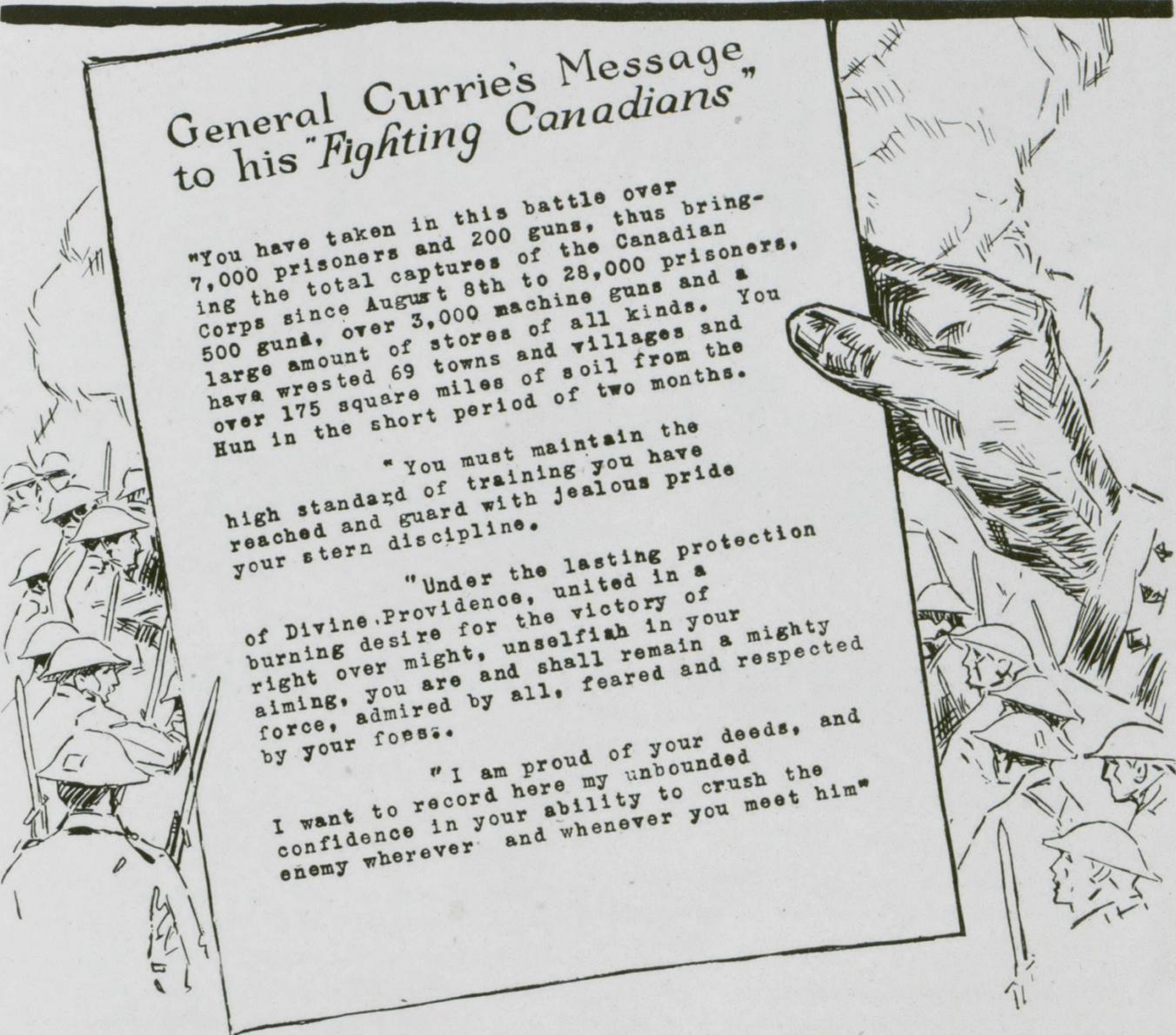
For this is the knockout—the blow that must strike the demon down and send his broken war hordes hurtling back across the Rhine.

Hit him again!

HIT HIM AGAIN!!

Buy Victory Bonds

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



General Currie's Message to his "Fighting Canadians"

"You have taken in this battle over 7,000 prisoners and 200 guns, thus bringing the total captures of the Canadian Corps since August 8th to 28,000 prisoners, 500 guns, over 3,000 machine guns and a large amount of stores of all kinds. You have wrested 69 towns and villages and over 175 square miles of soil from the Hun in the short period of two months.

"You must maintain the high standard of training you have reached and guard with jealous pride your stern discipline.

"Under the lasting protection of Divine Providence, united in a burning desire for the victory of right over might, unselfish in your aiming, you are and shall remain a mighty force, admired by all, feared and respected by your foes.

"I am proud of your deeds, and I want to record here my unbounded confidence in your ability to crush the enemy wherever and whenever you meet him"

A Record That Stirs Every Canadian Heart

To-day our hearts beat quicker at the sight of our flag. They throb in unison with the hearts of those brave soldiers who "crush the enemy wherever and whenever they meet him."

Every Victory Bond you buy lightens their task—helps to shorten their struggle.

Let us put ourselves on record, with every dollar we can spare.

Let us show that we too can "sternly discipline" ourselves—that we can curb our indulgences in order to save for Victory.

Send your message to those "fighting Canadians."

Let them know you are with them heart and soul.

Buy Victory Bonds—Buy all you can

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



“I wonder what he thinks of me?”

Another wounded soldier!

Never have I noticed so many on the streets as there seems to be to-day.

I wonder why that chap gave me such a searching look? If he thinks I am a slacker he's wrong. I'm not able to fight; but I have done my duty. Here's my honor-button on my coat to prove it.

I've bought ten Victory Bonds—put nearly all my savings into them. Not quite all—that hundred I have left must be kept to buy Christmas presents.

Christmas!

Another Christmas in the trenches for our soldiers! It must be their last in France—we must bring them home before another year rolls 'round!

I wonder, now, if I could not do just a little more to help them get back!

Let's see; I could take that hundred dollars and pay it as a deposit on four \$100 bonds—then pay the other \$300 in instalments.

But that would leave me nothing to buy Christmas presents.

I have it!

This year I'll give Victory Bonds as presents.

But would the wife like that? Would she like a Bond as well as the gift I was going to buy her?

Why she'd rather have a Bond, if she knew it might save one poor boy from being crippled like that lad there.

And the three children, every one of them has been at me to buy a bond.

I could pay the other \$300 in instalments—by being a little more careful of my expenditures. And the wife will gladly help.

I'll do it.

I'll take that hundred dollars to buy four more bonds. I wonder why I didn't think of that way before.

Let every Canadian do some serious thinking along these lines to-day.

You have only three days left to set yourself right with the boys who fight and toil, suffer and die—for you.

To-day may be the biggest day in your life.

You've never known a day that compares with it in opportunity to serve your country, for this loan must be overscribed.

Canada must show both friend and foe that she is in this fight to win.

Buy VICTORY BONDS

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



What will You say?

When the war is over and won,
—when the war worn soldiers come back to Canada
and home,

—when the cost is counted, the cost in precious lives,
in the limbs, eye-sight and shattered health of our
noble fighters in the battle lines—the cost in money, in
sacrifice and in self-denial—

What part will you have played?

Will you have the right to cheer and say:—
“I did my best—I saved and denied myself—I lent every
cent I could rake and scrape to help my country and
our fighting boys—I can claim a full share in the
glorious Victory because I did everything I could”

—Or, will you have to slink shamefaced and con-
science-stricken away from the cheering crowds to
your own mean solitude?

If you buy Victory Bonds—the duty of to-day—
now—to the limit of your ability with every dollar you
can raise—then—and only then—can you say:

“I have done my best”

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

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Buy

Victory Bonds



L'Episcopat et l'Emprunt de la Victoire

Lettres adressées à M. A. P. Frigon, Président-conjoint du Comité Provincial de l'Emprunt de la Victoire

Cher monsieur,

L'Emprunt de la Victoire que vous êtes chargé d'organiser dans un comté de mon diocèse, me paraît fournir à notre peuple une excellente occasion de faire un placement d'argent qui offre au prêteur les plus solides garanties de sécurité. De plus la participation à cet emprunt constitue un acte de saine économie et de clairvoyant patriotisme.

Voilà pourquoi je n'hésite pas à recommander votre entreprise à tous ceux qui seront capables d'y prendre part. J'invite, en particulier, messieurs les curés à vous donner, dans leurs paroisses respectives, l'appui de leur autorité et le concours qu'ils jugeront le plus propre à favoriser votre travail.

Veillez agréer, cher monsieur, l'assurance de ma haute considération.

(Signé) L. N. Card. BEGIN, Arch. de Québec.

Cher monsieur,

J'ai reçu votre lettre du 15 de ce mois relativement au nouvel Emprunt de la Victoire.

J'ai reçu également une copie de la lettre que Son Eminence, le Cardinal Bégin, Archevêque de Québec, a adressée à ce sujet aux organisateurs de l'Emprunt dans son diocèse. Je partage les idées et les sentiments de notre vénéré chef hiérarchique et sa lettre je la fais mienne. Vous pourrez donc en user, comme vous le jugerez à propos dans le diocèse de Montréal.

Votre bien dévoué,

(Signé) PAUL, Arch. de Montréal.

Souscrivez à l'Emprunt de la Victoire



**Sir Lomer Gouin et
Lord Shaughnessy
Font appel aux Citoyens !!**

Nous croyons devoir faire un appel spécial à la co-opération de tous les citoyens.....

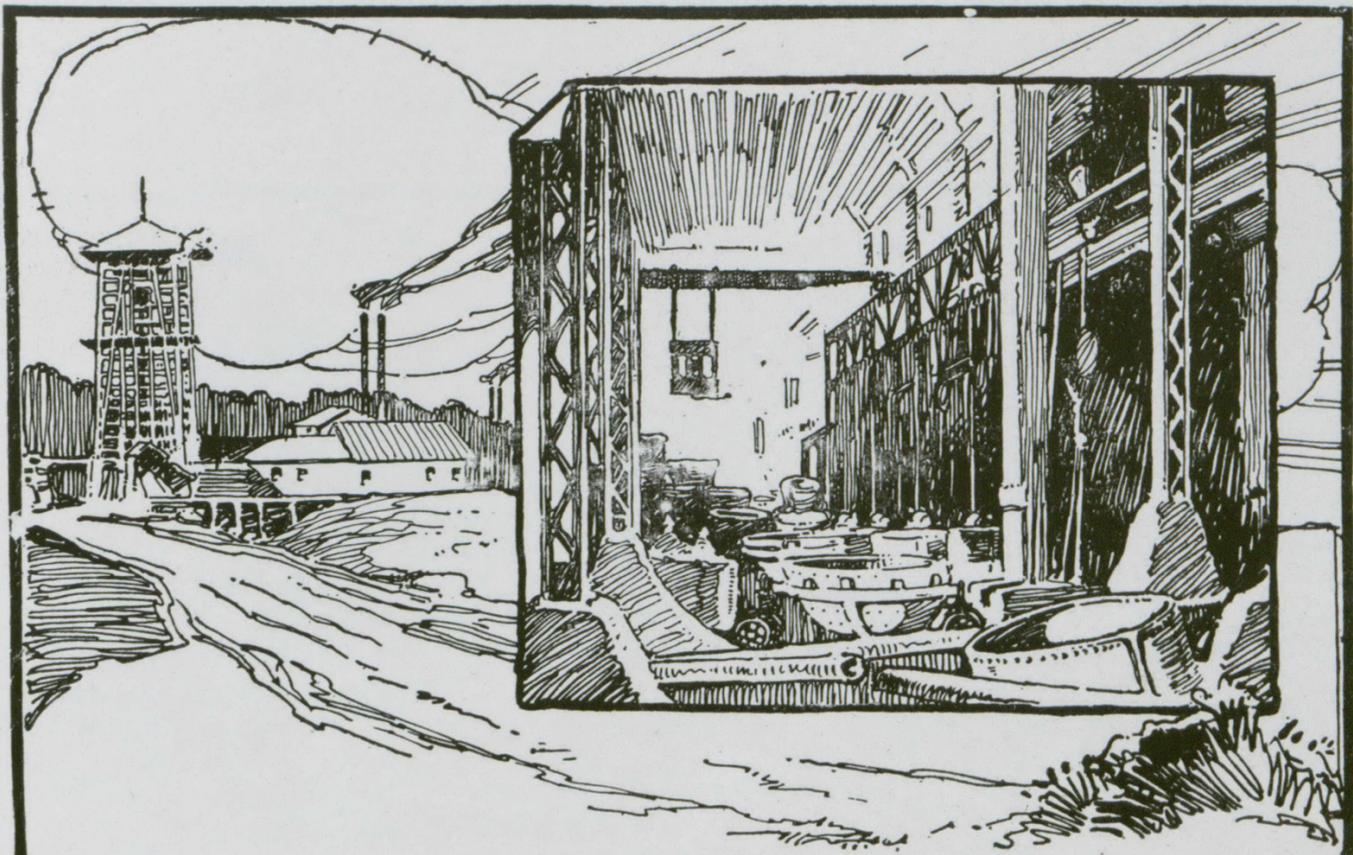
Les difficultés que doivent envisager les équipes de solliciteurs seront en partie aplanies, si les citoyens décident sans attendre qu'on vienne les solliciter, de mettre à la disposition du Gouvernement en souscrivant à l'emprunt national, tout l'argent dont ils peuvent disposer, ou s'ils aident à la solution du problème de la vente des obligations, en se rendant immédiatement aux appels téléphoniques ou par écrit des membres autorisés de ces équipes.

Le crédit et la prospérité de Montréal (et de la Province) sont en jeu et en dépit de la situation difficile qui nous est faite, nous comptons sur la co-opération et l'assistance de toute la population.

(Signé) LOMER GOUIN,
SHAUGHNESSY,
Présidents-Honoraires.

Cet appel s'applique également à toutes les Municipalités de la Province. Envoyez votre souscription au Comité le plus rapproché.

Souscrivez à
L'EMPRUNT DE LA VICTOIRE



Victory Bonds provide a market for British Columbia Mines and Smelters

Of Canada's total production in the calendar year 1917, of copper, lead and zinc, amounting to \$35,750,000, British Columbia produced \$21,350,000.

For the fiscal year ending March 31st, 1918, Canada sold on credit to Great Britain and the Allies more than \$46,000,000 worth of metals, the greater part of which were produced from the mines of British Columbia. That was more than three times the average exports for the three preceding years.

The Victory Loan 1917 made this production possible because it enabled Canada to give credit to Great Britain and the allies for their metal purchases in this country.

Without this market the mines and smelters of British Columbia could not have sold their outputs.

But the mines have had a market for their ores. The smelters have turned out tremendous quantities of copper, lead and zinc.

This production has not only brought prosperous times to the miners

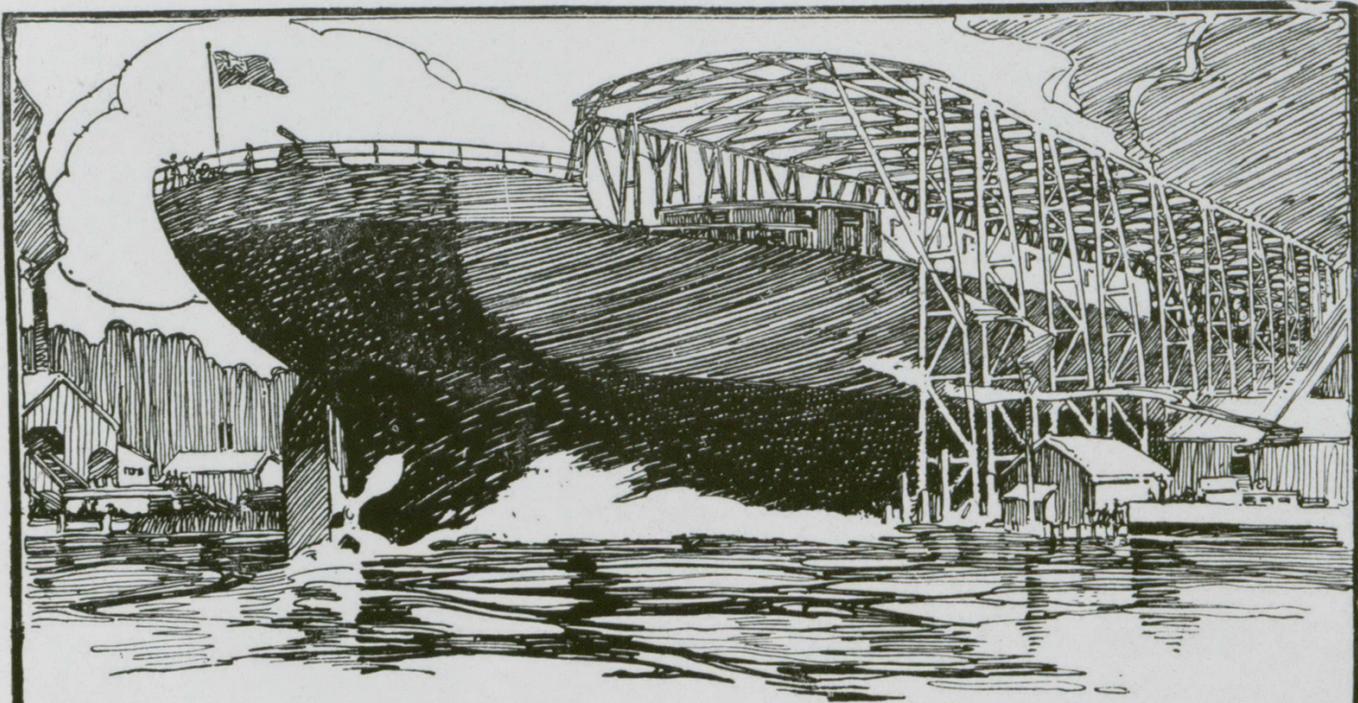
but it has been a mighty factor in helping to win the war, for these metals were absolutely necessary to the production of munitions in both Canada and Europe.

The Victory Loan 1918 will keep the good work going. British Columbia will continue to have a market for her metals and other minerals and these will help to win the war.

By buying Victory Bonds you enable Great Britain to secure needed materials for munitions and you help to maintain prosperity in British Columbia.

Buy Victory Bonds to the limit

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



How Victory Bonds Help Shipbuilding

Of the \$70,000,000 worth of ships built or under way in Canada for the Imperial Munitions Board during 1918, half the total value, \$35,000,000 is being built in British Columbia.

Of the 34 steel ships built for the Munitions Board in Canada eleven are being built in British Columbia.

Of the 45 wooden ships built in Canada for the Munitions Board 27 have been launched from British Columbia yards.

Out of eleven steel ships being built for the Department of Marine, British Columbia yards are building four. In addition to those one steel steamer and eight wooden steamships are being built under private contract in British Columbia yards, making a total of 35 out of the 53 wooden ships built, or being built in Canada during this year.

And the proof that both steel and wooden ship building have been firmly established in British Columbia is the fact that in addition to all the foregoing, contracts for 62 wooden steamships and several steel ships have been let for allied - and neutral - nation registry. A permanent pay-roll of thousands of steel workers, ship builders, loggers, sawmillers and other artisans who find work in shipbuilding and its allied industries, has been created.

As a result of the development of shipbuilding a great steel industry in this province

is within measurable distance—in itself the sure basis for scores of other industries.

And this great impetus to shipbuilding, with its consequent future industrial development is a direct result of the Victory Loan, 1917.

Through last year's Victory Loan Canada was enabled to arrange credit for Britain's ship purchases. Without that credit there could have been no orders from the Imperial Munitions Board nor from the Canadian Government.

Shipbuilding is a distinct and established part of Canada's war effort.

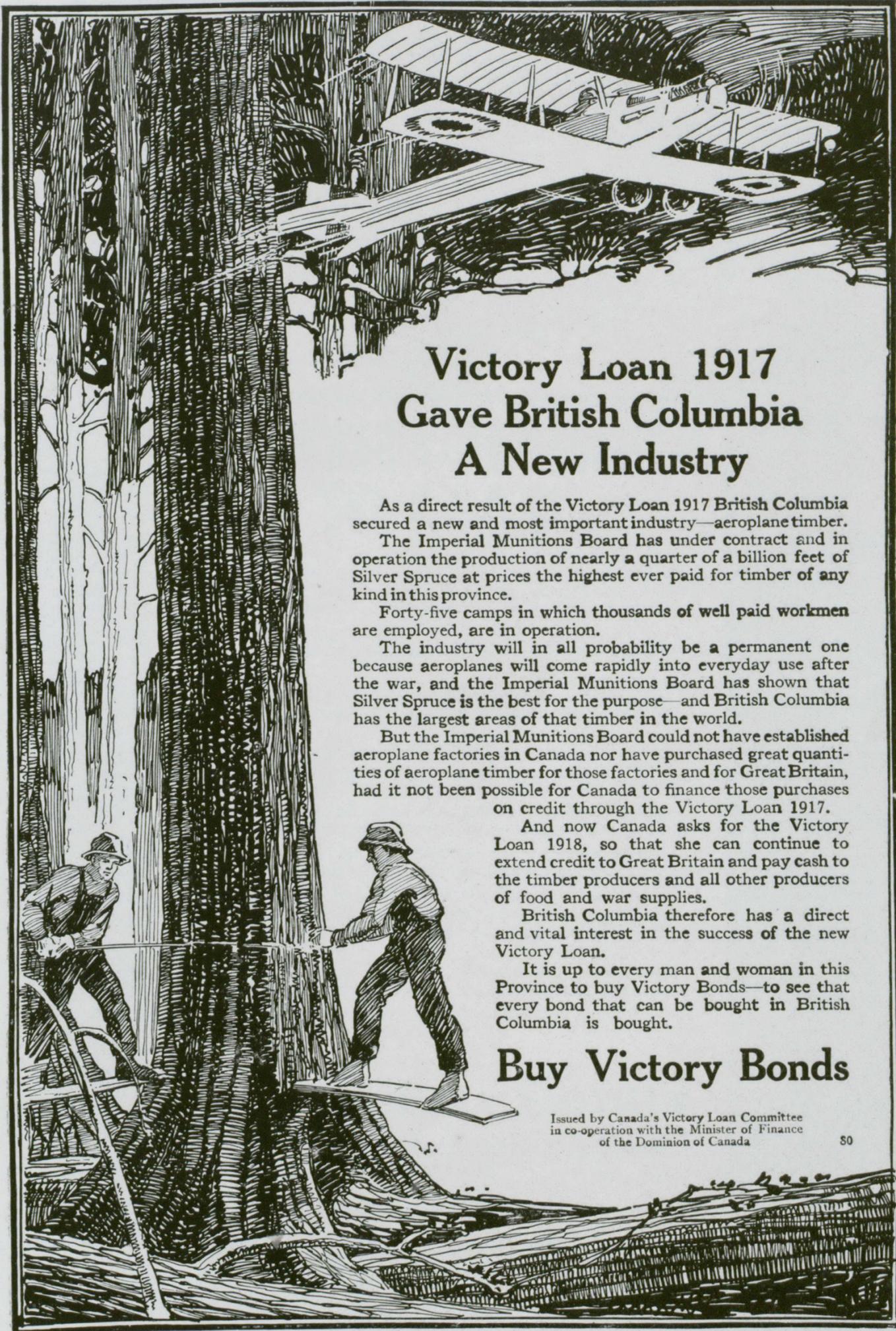
Canada now asks her people to subscribe to the Victory Loan 1918.

British Columbia can help Canada's war effort, can help herself by subscribing freely, liberally to the Victory Loan 1918.

British Columbia has a splendid war loan record to maintain; she has a great reputation as a fighting, working, lending province to enhance; she has great industries to develop and maintain. British Columbia will make good by buying to the limit:—

VICTORY BONDS 1918

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



Victory Loan 1917 Gave British Columbia A New Industry

As a direct result of the Victory Loan 1917 British Columbia secured a new and most important industry—**aeroplane timber.**

The Imperial Munitions Board has under contract and in operation the production of nearly a quarter of a billion feet of Silver Spruce at prices the highest ever paid for timber of any kind in this province.

Forty-five camps in which thousands of well paid workmen are employed, are in operation.

The industry will in all probability be a permanent one because aeroplanes will come rapidly into everyday use after the war, and the Imperial Munitions Board has shown that Silver Spruce is the best for the purpose—and British Columbia has the largest areas of that timber in the world.

But the Imperial Munitions Board could not have established aeroplane factories in Canada nor have purchased great quantities of aeroplane timber for those factories and for Great Britain, had it not been possible for Canada to finance those purchases on credit through the Victory Loan 1917.

And now Canada asks for the Victory Loan 1918, so that she can continue to extend credit to Great Britain and pay cash to the timber producers and all other producers of food and war supplies.

British Columbia therefore has a direct and vital interest in the success of the new Victory Loan.

It is up to every man and woman in this Province to buy Victory Bonds—to see that every bond that can be bought in British Columbia is bought.

Buy Victory Bonds

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

SPLendor · SINE · OCCASU!



BRITISH COLUMBIA TO LEAD

British Columbia has contributed more fighting men in proportion to her population than any other Province in Canada—about one in ten as against one in nineteen for all Canada.

And British Columbia has backed up her boys with her money.

The Victory Loan 1917 was subscribed to by one in 7.8 of the population of British Columbia as against one in 9.62 for all Canada.

British Columbia has produced nearly all the lead and zinc, most of the copper, all the canned salmon, all the aeroplane timber, and most of the ships used in Canada's war effort.

British Columbia has a splendid record of fighting, serving, producing and lending, to maintain.

And now British Columbia has an opportunity to excel herself in lending—buying Victory Bonds 1918.

Let British Columbia lead all the other provinces in both the number of subscribers and the amount per capita—only two other provinces led her in the amount per capita for the Victory Loan 1917.

British Columbia will lead this time if every man, woman and child will lend and work—will buy bonds and “rustle.”

Let British Columbia tower above all other provinces in lending as she does in fighting.

Buy Victory Bonds

Give British Columbia the Lead

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



Jack Canuck—Storekeeper

IN Manitoba, Saskatchewan and Alberta Jack Canuck is running an immense produce business these days.

He has millions of bushels of grain; boat loads of flour; vast herds of cattle, sheep and pigs; butter, cheese and poultry and other food supplies by the trainload.

The customers at his counter are Great Britain, France and Italy, whose credit is unquestionable, but who are just now short of cash. So Jack Canuck in order to sell his goods must give his customers credit until the war is won.

It is just the same situation that confronts every

storekeeper who gives farmers credit until their crops are harvested.

So Jack Canuck borrows money on Victory Bonds in order to give credit to his customers.

He pays good interest on Victory Bonds. He offers as security all Canada and everything contained therein.

By issuing Victory Bonds Jack Canuck keeps his big business going—and all the money he borrows from Canadians he spends in Canada.

* * * *

We must buy Victory Bonds in order that the business of Jack Canuck shall remain prosperous and healthy.

We must buy Victory Bonds in order that our brave and gallant army shall have food, clothing and ammunition to win complete Victory over the enemies of our country.

Buy Victory Bonds
so that Jack Canuck can continue to give
credit to his customers

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

When You drive up to the Elevator



IT is only because Canada can give credit to Great Britain and our allies that there is a market for grain at prices prevailing to-day.

Great Britain wants our grain—so does France and Italy. But they have not the ready cash to pay for it. Canada must give them credit.

The money raised last year through the Victory Loan helped to finance last year's crop. The Victory Loan 1918 will help to finance this year's crop, as well as other commodities which Canada is selling abroad.

Canada, through previous loans, has been able to finance the greatest export trade in her history—hundreds of millions of dollars.

It is because of the Victory Loan 1917 that you do not now find the elevator closed when you drive up to sell your grain.

It is because of the Victory Loan 1917 that you find a high cash market for your grain and all other products.

And aside from business—aside from all questions of markets or prosperity—remember that it is through the Victory Loan that our magnificent Canadian army is maintained and equipped in their fight against the most inhuman and unscrupulous foe that any country ever faced in war.

Therefore, patriotism, the value you set upon Freedom, and your business interests, demand that every cent you can save, beg or borrow, should be lent to your country in this crisis.

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

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Buy
Victory Bonds



Make Sure— Canada!

Belgium and Germany lie as close together as Alberta and Saskatchewan.

Belgium has, or had, approximately the same population as Canada.

Belgium wanted only to be left in peace. But she was in the path of "German necessity." Although she fought off the invaders with wonderful courage, she could not withstand the German hordes.

At this time, when Canadians are being asked to lend their money to their country at good interest and on unexcelled security—it is well to know what has become of the savings and possessions of the Belgian people since the Germans moved in, because there is no reason to think that Germany would treat us any better.

Von Bissing and Von Falkenhausen, the two German governors of Belgium from December 10th, 1914, to June

10th, 1918, have taxed Belgium to the extent of 441 million dollars.

Last year the Germans took from Belgium every machine, every scrap of iron, steel and copper that could be found. They drove off Belgian herds of cattle to Germany and stole the Belgian crops.

The Belgian Government has a record of 43,200 houses destroyed since the invasion.

In thefts of various kinds, in destruction of property, in taxes which go to Germany for the upkeep of the German army, the Belgian people have been robbed of \$1,500,000,000, a greater sum than Canada's national and war debt combined, and this robbery is still going on.

That is the money side of the German invasion.

The other side is too awful to contemplate—the shooting of old and defenceless people,

the rape of women, the enslavement, the torture of mind and body that Germany has inflicted on the Belgian people is beyond printable description.

+ + +

It is to save Canada from a like fate that our armies are fighting.

Germany is not yet beaten.

One recent estimate gives Germany still 4,000,000 fighting men on the Western front.

Until this army is driven back to German soil, crushed, our lives, our homes, our freedom and our possessions are in danger.

Make sure, Canada!

If we remain steadfast in the field and at home we can defeat Germany and escape the fate of Belgium.

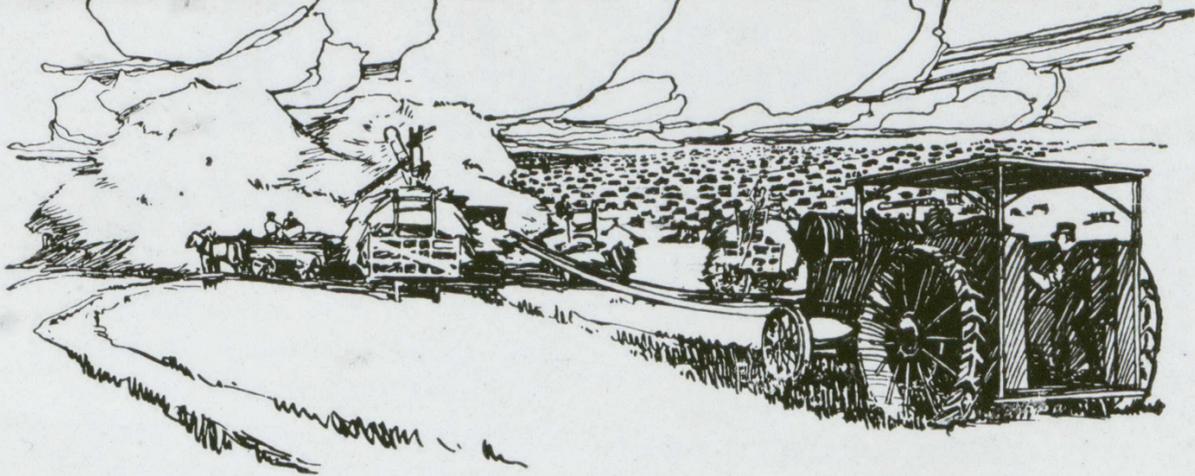
Canada's army is increasing its efforts—every man of them!

Back up our army.

Buy Victory Bonds 1918

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

Our Country: a Storehouse of Riches



OUT of a store of riches unparalleled by that of a like number of people anywhere else on earth, Canadians are asked to lend their money to their country.

And we of the prairies are well able to do so, because in spite of all the uncertainties and disappointments the crops of Western Canada will bring more money to Canada this year than any crop ever harvested—more even than the record crop of 1915.

In the face of all our generous giving—all our war efforts—Canada is to-day more blessed in worldly goods than she ever was before.

No true Canadian is idle—all who are not fighting are working

and all should be serving by doing faithfully the duty that comes to hand.

The finances of Canada are sound—the production and savings greater than ever before.

It is to the wealthiest nation per capita, on earth, that Canada offers this Victory Loan.

★ ★ ★ ★

When you buy Victory Bonds to the limit of your present and future resources, you accomplish three things:—

You directly assist the fighting ability of the Canadian Army,

You finance the business of the country on which your present prosperity depends,

You make a wise and valuable provision for your own future needs.

**These are the three great reasons
why every cent you control
should be invested in**

Victory Bonds 1918

Canada Prospers as She Fights

Your Loan will help maintain the Prosperity

There is not a living soul in Canada who can escape the responsibilities thrust upon us by the terrible conflict in Europe.

Happily for us who dwell in Canada, an ocean separates us from the scene of that conflict—and a fleet of British battle-ships keeps the enemy from our coasts.

Thus we dwell in peace—while the war wages.

Thus our factories go on producing—while those of Belgium, Serbia and Northern France lie idle or are forced to produce for the foe.

In clothing alone, Canada's exports last year amounted to over \$9,000,000, while half a million was the greatest amount of clothing exported in any one year before the war.

Fortunate Canada! She can—and does—continue to prosper.

But she cannot—and must not—avoid the responsibilities of this war.

And neither will any of her people.

There is one duty that can be performed by every man and woman in the land—the duty of loaning money to the Canadian Government.

The Victory Loan 1918 is now open for subscription. Victory Bonds must be purchased by all of us, to make that Loan a success. These Bonds are beyond question the best investment in the world. They combine absolute security, ready marketability, and a good interest return.

Canada's industries are busy, prosperous industries to-day—because of previous War Loans which enabled the Government to finance our exports of war material.

Those industries depend for the continuance of their activity on the Victory Loan 1918.

Will you help?
Of course you will—
It's to your interest to help.

Buy Victory Bonds TO-DAY
and get your friends to buy them too

The Victory Loan and Farm Prices

Prices of Canada's farm products are fixed, in a large measure, by the demand in Great Britain.

The price of all is governed by the price of the part exported.

Canada has a big surplus of food to export.

It is of prime importance to Canada that the market for that surplus be maintained.

To the farmer, it is of vital importance.

To-day Canada can export only as much of her produce as she can finance. Why is this? Because Britain and her allies must buy where they can get credit. Canada then, must pay the farmers for their produce and turn that produce over to the Allies on credit. Or lose her export market. If Canada cannot pay the bills, the surplus farm produce will stay in Canada—unsold.

Last year's crop was financed by the Victory Loan 1917. Canada borrowed from her people enough money to give Britain the credit she needed. The result was that every Canadian farmer had a market at good prices for his entire crop.

This year's crop must be financed in the same way—by the Victory Loan 1918.

Victory Bonds are, as every shrewd investor knows, an investment of the highest class. The interest rate is good and the payments regular. The security is undoubted and the bonds may be readily turned into cash in case of need.

But—to the farmer Victory Bonds have an even greater importance for in addition to being an investment they will maintain a market at good prices for the crop he now has to sell.

It is therefore, to the interest of every farmer to buy Victory Bonds, to influence his neighbors to buy and to spare no effort to make the Victory Loan 1918 an overwhelming success.

Be ready to buy Victory Bonds

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

The Farmer Must Safeguard His Own Market

In the fiscal year ending March 31st, 1918, Canadian Farmers sold to the Allies abroad the following bill of goods:—

Butter and Eggs	-	4	million dollars.		
Cheese	- -	36	"	"	
Grain and Flour	-	500	"	"	
Vegetables	- -	19	"	"	
Meats	- -	76	"	"	
A total of	-	635	"	"	

Yet, most of this was paid for with Canadian Money—the money subscribed to Canada's War Loans. Canada had to finance these sales to the Allies—"carry" them, as a storekeeper "carries" good farmers' accounts.

If the money had not been available; if Canadians had not bought heavily of Victory Bonds, most of that surplus crop would still be in Canada—unsold: that highly profitable market would not exist.

Canada can sell abroad now, only as much merchandise as she herself can finance. She must give "credit" to her best customer. Canada must accumulate her own working capital if she wants to hold her market. She must save the profits on this year's trade and re-invest them in Victory Bonds—or the market, and the high prices that depend upon it, will pass out of her control.

Every Canadian Farmer should, therefore, realize the vital importance at this moment, of the Victory Loan 1918. This is the time for building a solid national structure. Canadian Farmers are making money. Let them use it now to maintain their own market. Let them invest it now, in Canada's Victory Loan 1918 that there may be enough funds in Canada to pay for the tremendous crops now seeking a market.

Get Ready to Buy Victory Bonds



The Bridge to the British Market

The Victory Loan is a bridge over which the farmers of Canada drive their hogs, their cattle, their grain and all their surplus crops to the profitable British market.

For, the money raised by the Victory Loan enables Canada to give credit to Great Britain. And only by means of that credit can Great Britain buy the products of Canada's farms.

Therefore, when you come forward at your country's call and loyally lend your money that Canada may continue her vigorous prosecution of the war, you are also benefitting

yourself and the whole farming community.

It is the duty of every earnest Canadian not only to invest heavily in Victory Bonds 1918, but to work among his neighbors to make the loan a success.

Before the subscription lists close, every man should realize the sterling character of the investment; the good interest return of 5½%; the undoubted security offered in the Bonds of this wealthy nation; and the vital importance to all classes of people, particularly to the farmers, of the Victory Loan 1918.

Buy
Victory Bonds

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

As a matter of business, what do you think of the plan?

You are a farmer.

Canada is a farming country.

Canada grows more food than
the people of Canada need.

To prosper she must sell that
surplus food.

Great Britain is our best
customer for grain, pork, beef,
cheese and other farm products.

Every practical man must see how
important it is to hold the British trade.
Canada wants not only the profit on
this trade, she wishes to create a good-
will in Britain towards Canadian pro-
ducts and thus assure our export busi-
ness for the future.

At the moment Great Britain asks
for credit, asks Canada to sell her the
products of the farm, "on time." To
hold her trade, it is necessary to give
this credit.

This takes capital—immense capital.
For Britain's purchases from Canada
are huge, and these purchases must be
paid for in cash.

In these times, it is not easy even
for a nation as wealthy as Canada to
procure money. Certainly, no other
country can lend us money. The only
way now open for Canada to secure

money is to borrow from the people of
Canada.

This is the reason for selling Victory
Bonds.

Can anyone deny the sound business
sense of this plan of protecting our
valuable market?

From the standpoint of the man
who lends, what better security could
he get for his money? Where else
could he get a five and a half per cent.
return on such security? Where would
he find an investment to pay interest
so regularly and with so little trouble
to the lender? Certainly Canadians
have an opportunity to benefit very
directly from this borrowing plan.

And the money Canada borrows is
spent entirely in Canada—a very large
part of it for the very crops the farmer
has to sell.

Therefore, if the Victory Loan is a
success, business in Canada must be
good, the nation must prosper and so
be able to carry on a vigorous war
effort in France and Flanders.

As a practical man you must
approve of the Victory Loan plan.

Then help it along. Put your own
money into Victory Bonds; urge your
friends to buy; work hard among
your loyal neighbors to make the
Victory Loan 1918 an overwhelming
success.

Buy VICTORY BONDS

*—all you can pay for in cash and all
you can carry on instalments.*

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

Our Cause is Sacred —It Must Prevail

OUR CAUSE is the Cause of Humanity.

OUR RESOLVE that it shall prevail is writ in flaming letters of blood against the high Heavens. Since time began no loftier motives have led soldiers in battle than those which give courage and fortitude to our soldier-sons in France.

Cruelty and lust, injustice by the strong to the weak, shall stop!

Those who invoke the name of God, yet burn and ravage; those who prate of a Divine partnership, yet spoil and torture, shall soon be called to stern account.

No need to recall how well and with what courage our soldiers fight—the world rings with their heroism.

To us AT HOME—duty plainly points the way. Confronting us—demanding our effort to the point of sacrifice—comes Canada's call for money to "carry on."

Let no consideration whatsoever deflect your minds from this—the Victory Bonds you buy through sacrifice are your offerings on the altar of Humanity.

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

A Just and Righteous Cause!

AS THE GREAT WAR GOES ON, and the garments are one by one stripped from the hideous monster of German Kultur, our resolution to achieve complete Victory is strengthened.

☞ For this is more than a struggle of nations.

☞ On one side Kultur is striving to subdue the world.

☞ On the other side is Democracy, militant and resolute in the fight for freedom and humanity.

☞ German necessity knows no law. There is no principle of Christianity she has not violated. In success and in failure she is cruel and inhuman beyond anything the world has known.

☞ Germany is a race gone mad with slaughter and the thirst for power. Reason has no weight with her—justice and pity no appeal. Germany must and will be punished. "For all they that take the sword shall perish with the sword."

☞ The money needed to equip and maintain the Canadian Army in France will be supplied by the Victory Loan 1918. This is your opportunity to supply, by thrift and sacrifice, the sinews of war, by which our army in France will fight to complete victory.

**BUY VICTORY BONDS
TO THE LIMIT OF YOUR POWER**

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

Who is on our Side?

Had Right not been on our side we could not have prevailed against the first mad rush of the enemy.

We had in readiness no vast armies of men—no long lines of guns—no plans nor schemes of war.

It is to the eternal glory of Great Britain and her Allies that we were unprepared for war.

Posterity will read of this and wonder how our first small armies escaped destruction.

But on our side was something greater than guns and the engines of war.

Right, Justice and Truth sustained our men. They fought and died unconquered because of this great knowledge—"Thrice is he armed that hath his quarrel just."

Canada now comes to her people to borrow money to "carry on" to a complete Victory—a victory that will purge the world forever of the horrible, pitiless doctrine of might.

Remembering this, we must not regard the Victory Loan 1918 as a duty of passing importance.

With thankful heart and a solemn understanding, we must each do our utmost to provide the money without which the sacred task for which so many of our sons have laid down their lives, cannot be completed.

Buy Victory Bonds 1918

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

Get Behind the Nation's War Effort

"The nation's effort is the sum of the individual effort; thus the national effort becomes mightier or feebler as each man realizes and fulfils his responsibility or fails to do so. In all the annals of history there never was a war like this; every ounce of power, every atom of human energy, of skill, of mechanical and applied science, of natural resources is being thrown into the scale."

SIR ROBERT BORDEN, on Labor Day, 1918.

Behind the nation's effort must be the nation's money, for without money there can be no effort.

Canada's War Loans, and particularly the Victory Loan 1917 have enabled Canada to make the splendid war effort which has placed her in the front rank of the fighting nations.

The Victory Loan 1917 enabled Canada to give credit to Great Britain and our Allies for hundreds of millions of dollars' worth of food, munitions and other war supplies.

It gave to Canadian labor the opportunity to cooperate with the nation's money in the production of those supplies, and Canada's working men and working women responded magnificently to the call for their services. In addition they subscribed generously to the Loan itself.

Now, Canada needs more money to carry on the great war effort she is making.

A new Victory Loan is shortly to be offered to the people.

Let every man and woman help to make it a great success by buying to the limit of their ability---saving, stinting and investing in the nation's war effort.

Get ready to buy Victory Bonds 1918

Victory Bonds Help Fill the Pay Envelope

Without a market for the products of labor there can be no employment, no payrolls.

Without payrolls Canada's workingmen since the war began would have suffered many privations and hardships.

But there has been plenty of employment for everyone at good wages.

So instead of unemployment and privation; Canadian workingmen have experienced prosperous times and comfortable living—even though the cost of living has increased.

All this employment, the payrolls, prosperity and comfortable living were produced by the enormous purchases of food and war materials in Canada, by Great Britain and the Allies.

And these purchases by the Allies, have been made possible almost solely by Canada's War Loans.

The Victory Loan of last year has been directly responsible for the employment of hundreds of thousands of workers at good wages. The products of their

labor could never have found a market had not Canada been in position to give credit to Great Britain for her purchases in this country.

And that credit could not have been possible without the Victory Loan 1917.

★ ★ ★

Canada will shortly ask the people to subscribe to another Victory Loan.

You can help to keep up Canada's prosperity, and payrolls, by buying Victory Bonds.

And in doing that, you also help to maintain Canada's splendid war effort because Canada's prosperity is necessary to her war efficiency.

Get Ready to Buy Victory Bonds

Issued by Canada's Victory Loan Committee,
in cooperation with the Minister of Finance
of the Dominion of Canada.

Labor's Interest in Victory Loan 1918

Not only are the immediate material interests of the Labor Class involved in the success of the Victory Loan 1918 but—

The very existence of those great democratic principles for which organized labor stands is at stake.

The Victory Loan 1917 kept the wheels of industry turning, and provided work for Canadians at home and—

It munitioned and maintained our army of Canadians in France.

It helped to keep the Hun from breaking through, and from menacing Canada itself.

So the Canadian working man is urged by patriotism, principle and the protection of his home and family to buy Victory Bonds 1918, and to get others to do the same.

Let Canadian Labor roll up a great record for the Victory Loan 1918 just as it has in serving, fighting and lending ever since the war began.

Buy
VICTORY BONDS
to your utmost

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

Enlist in This Fighting Line

EVERY ONE CAN SERVE

Age, sex or physical defect may prevent you from going to the front. But in a Victory Bond you have an opportunity to make your dollars fight for the great principles for which organized labor stands and against the tyrannous autocracy of a bestial and lust sodden enemy.

Every working-man can help. Remember, you can buy a Victory Bond for as little as fifty dollars, ten dollars down and the balance in instalments.

Don't think that things may worry along and the war be won without your effort. You are needed. Remember that your friends are watching to see what you will do, and that your own worthy example may be the means of influencing others.

Don't let us, therefore, fail to do our full duty. Don't let us go about the matter laggardly and sluggishly, but manfully, proudly do our bit. To refuse to lend our dollars, when others are cheerfully giving their lives is unthinkable. Let us lend all together, unitedly.

Let it be a real Victory Loan.

Let us fling the result in the face of the foe as a sign that we are in the fight to a finish.

Buy Your Victory Bonds Today

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

Help Others to Help the Nation

How necessary it is that the Victory Loan, 1918, should be a splendid success needs no demonstration to men in touch with the business and financial situation in Canada.

Upon the success of Canada's Victory Loan, 1918, depends the continuation of Canada's splendid war effort and the business prosperity which is so essential to that effort.

Every business man can help to make the Loan a success by constituting himself a committee of one to influence others to buy Victory Bonds.

A suggestion here, a word there, a little explanation, a little help to those who do not understand—in a score of ways, each business man can make himself a centre of Victory Bond influence in his own community.

It is not only a privilege but a patriotic duty for every business man to do this.

By making a big success of the Victory Loan we help maintain the prosperity of the country and therefore its war efficiency.

Won't you do what you can to help?

**Buy and Help Others to Buy
Victory Bonds**

Lend Your Money— Give Your Time

Let every Canadian measure his responsibility towards the Victory Loan 1918 according to his ability to work for its success.

While to the people at large, the call comes as an appeal for dollars, there are many who must do more than subscribe to the loan, if they are to fulfil their obligations to their country and its brave defenders.

There are men in Canada who, because of the prominent positions they occupy in the world of business and finance, are especially fitted—and specially called upon—to influence others.

If you—in addition to laying aside every available dollar for the loan—can induce friends, business associates and employees to subscribe, then to you comes the call for service, as well as the call for money.

Think of the men and women you could, by a word, induce to subscribe—people who, without that word from you—might remain in ignorance or apathy, might fail to buy a Victory Bond, or buy less than they should.

First see that every dollar you yourself can find, is put to real use in the cause of Freedom. Then, having loaned to the limit of your capacity, work to the limit of your ability, to influence your friends and your employees and all who look to you for guidance—that the call may be widely heard and fully answered.

**Do your part to make the Victory
Loan 1918 a success**

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

When you have bought to the limit

Will you make it a point to impress on all those who look to you for information and financial guidance how important it is that this loan be a success, a great success?

The Financial and Commercial men of Canada should be fully posted regarding all details of the Victory Loan 1918—prepared to answer fully and correctly all questions regarding it—to spread information and enthusiasm.

Explain the security of Victory Bonds—the good rate of interest they pay, the advantage of saving and thrift to buy Bonds, and last but not least, the direct connection between this loan and our military efforts.

Don't consider that your help is of little importance.

It is desired that everyone shall do his share.

It is "an action" along the entire Canadian front.

From the standpoint of our national honor, our military success and our commercial and industrial future, nothing approaches in importance the success of the Victory Loan 1918.

**Buy Victory Bonds to the limit of
your ability—induce others to buy
to the limit of their resources**

Your Help May Turn the Scale

There is little need to more than remind you business men of Canada how vitally necessary it is that the Victory Loan 1918 should be an overwhelming success.

Your responsibility does not end with your subscription—large as it may be.

You business men of Canada occupy a peculiar and responsible position in respect to the Victory Loan because many people, with whom you come in contact, will act according to your advice and example.

So, for the period of the Loan do not overlook an opportunity to throw the full weight of your influence and enthusiasm behind the Victory Loan 1918.

Yes, do more than that. Go out of your way to increase the prestige of this Loan, remembering that you are accomplishing war work of a most important nature.

Don't underestimate your part in this campaign.

The assistance and support of you business men may be just the weight necessary to turn the scale. It may be that your influence and the influence of every business man from coast to coast, is all that is needed to make the Victory Loan 1918 a new world's record per capita in subscriptions.

Lend Yourself Some Money

In subscribing to Canada's Victory Loan, you in effect, lend money to yourself.

Part of it buys clothing and equipment made in Canada for our fighting men.

Part of it goes into funds which Canada loans to Great Britain to finance British and Allied purchases of Canada's products and materials.

Our wheat, our meats, our cheese, our clothing and many other factory products are sold abroad—by reason of the credit which our Victory Loans establish.

The food, clothing, munitions and other war supplies which Canada produces are taken by Great Britain and the Allies, on the understanding that Canada will continue to lend the money to pay for them. And Canada can lend only by securing loans from her people—loans on which a good rate of interest is paid—loans in return for which Victory Bonds are issued.

Each Victory Bond is a pledge of repayment of principal and of payment of interest twice a year.

* * *

Your fifty dollars—or your fifty thousand dollars—subscribed for Victory Bonds, becomes part of a huge fund which keeps Canadian men and women—yourself included—profitably employed. The money the working people are earning by reason of Canada's huge war activities, goes to Canadian merchants for food and clothing, and all Canadian factories are kept in that state of activity which is essential in a country which is making war with a will.

Everyone benefits from that activity of production and manufacturing—everyone shares in the benefit which has come to Canada as the result of our having as a people, money to lend.

You share in Canada's war time prosperity. Subscribe every dollar you can to the Loan which makes possible the continuance of that prosperity.

Look upon the Victory Loan 1918 as an opportunity of lending money to yourself—for your interests and Canada's interests are inseparable.

Make Money by Loaning Money

CANADA'S Victory Loan 1918 affords you an opportunity of placing your earnings in what is at once the greatest of causes and the safest of investments.

When you loan money to Canada you know—beyond all possible question—that your money is safe.

All the resources of this great Dominion are behind the Victory Loan 1918. It is safeguarded by all the wealth of Canada.

When you invest in this Loan you will become the owner of a Victory Bond. That Bond is Canada's signed pledge of repayment—a pledge that the principal will be repaid on the day specified; and interest at a high rate paid to you every six months.

**You are called upon in the name of
good business and patriotism to
subscribe to this Loan**

Because it is the safest kind of investment.

Because it will yield you a high rate of interest.

Because your Bond will probably increase in value.

Because payments can be made in small installments.

Because it will help to win the war—will shorten the conflict—will bring Victory nearer.

Every consideration of thrift, good business and patriotism points to the wisdom of investing in Canada's Victory Loan 1918.

\$50 Buys a Victory Bond

This is Your War

*Will you lend some money to help
pay for it?*

You are now privileged to loan your money to help win a war that is being waged to defend your liberty.

To buy Victory Bonds, is to share in this fight for all that is dear to mankind.

Not to buy, is a refusal to let your money fight in your own defence.

This is your country—it is to your interest to protect your property, your home and your family.

Victory Bonds clothe, feed and support our soldiers who fight to protect our

homes, our wives, our children and our possessions.

If the Canadian Government asked you to contribute your share of the cost of this war as a gift, you would have no just cause for complaint.

But instead of that you are privileged to loan your money to the Government, and at a rate of interest so good that the Victory Bonds offered as security for your loan are looked upon by all intelligent people as the best investment in the world to-day.

The method of payment makes it possible for every one to own a bond. Denominations as low as \$50.00. Ten dollars down, balance in instalments.

Buy Victory Bonds

and buy as many as you can—

—to help maintain Canada's war effort, and free the world from the menace of the Hun.

—to help maintain Canada's industrial activity, so that we may prosper as we fight.

—and so to help yourself.

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

Freedom and Fraternity

YOU men and women of fraternities, banded together from high motives, for mutual advancement and brotherhood—you should extend your efforts on behalf of the Victory Loan to the point of personal sacrifice.

OUR soldier-sons in France and those of all the great allied armies are engaged in battle to preserve the priceless blessing of Freedom and Fraternity without which life is nothing worth to us.

MONEY is needed to carry on the fight to Victory—all the money you can lend your country is needed.

VICTORY BONDS are the weapons with which you can strive and strike for Freedom and Fraternity.

Buy Victory Bonds, 1918

For the Credit of Canada!

BUSINESS is good in Canada. More men and women are now employed than at any other period in our country's history.

Many millions of dollars are being expended annually in Canada.

A large proportion of this money is paid out in wages—large sums go to our farmers.

Our well-paid workers and our prosperous farmers turn over much of their large incomes to the merchants from whom they obtain their household and personal requirements.

+ + +

But there is another side to the picture.

For four long years we have been defended by an army so brave and so well-equipped that it is called, with reason, "The most formidable weapon of its size on any fighting front."

To maintain that army costs money—and the money must con-

tinue to come from the Canadian people.

Not as a gift—but as a loan.

+ + +

The merchants of Canada must subscribe their share of that loan—must provide their fair proportion of the money that is to maintain our fighting strength, our industrial activity, and our farm prosperity.

You know that Canada cannot continue her splendid effort without money, the super-weapon in this war.

You know that Canada's Victory Loan 1918 provides an opportunity of lending your money to help win the war—and it will come back to you plus a high rate of interest.

Be ready then—to buy Victory Bonds.

Buy all you possibly can.

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

Lend your money and your influence

The Victory Loan keeps business going.

It is through the Victory Loan that money is put back into circulation.

The Victory Loan finances our immense exports of farm products and munitions.

The Victory Loan pays wages—sustains trade, commerce and agriculture.

It is because of the Victory Loan that your customers have money to buy the goods you sell.

And, overshadowing every business consideration, is the fact that it is through the Victory Loan our fighting forces are equipped and maintained.

The destiny of our country—the present and future welfare of our business—demand that all our influence, all our enthusiasm, all our moral and financial support be put squarely behind the Victory Loan 1918.

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

The Victory Loan : A Business Builder

All the money subscribed to the Victory Loan is spent in Canada.

It is distributed direct to YOUR customers.

By making possible the placing of big orders for munitions and other supplies, the Victory Loan keeps the workers in every trade employed at good wages.

By financing Britain's purchases of farm products, the Victory Loan gives the farmers a market for their crop at good prices.

This healthy condition of business brings immediate benefit to every man engaged in the retail trade.

The Victory Loan circulates money among all classes, and much of it must find its way across your counter.

Buy Victory Bonds to insure Canada's continued prosperity.

Buy Victory Bonds to stimulate your own business.

Buy Victory Bonds and encourage your customers to buy Victory Bonds, because healthy business conditions are necessary to enable Canada to successfully maintain her efforts to win the war.

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

Help the cause of Freedom and yourself

When you buy Victory Bonds you put your money in a safe place where you can get it out quickly when you want it.

It is safe because you lend it to the Government of Canada and the Government is backed by all the people of Canada and all the assets which the people own.

The government pays a good rate of interest and this interest is paid every six months.

It is easy to get your money quickly because Victory Bonds can always be sold in a few hours, or you can borrow money against them in any bank.

It is the plain duty of every man and woman making a living in Canada to buy Victory Bonds.

When you buy Victory Bonds you not only make a good safe investment but you help Canada in her fight against Prussian tyranny. You help the great struggle for freedom for all the nations, big and little. You help to crush the tyrants of Germany, Austria, Bulgaria and Turkey and you help to bring freedom to the enslaved peoples of those countries as well as those conquered in Serbia, Roumania, Poland and Belgium.

Will you help those people, help Canada and help yourself? If so

Buy Victory Bonds

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

Why Victory Bonds are issued— and why you should buy them

Since the world began, it has been necessary for the people of every nation to support their fighting men, as we are now called on to support Canada's army.

Before there were any nations, there were tribes. And when one tribe made war against its neighbors, the old men, the boys, and the women were called upon to work harder and eat less in order to provide weapons, food and clothing for the warriors.

It is the same in Canada to-day. All the people who are not away fighting, must do something to support the men who are defending our homes and our freedom.

But the war of to-day is on a vaster scale than those early tribal conflicts. Our fight for freedom is being waged with marvelous and costly weapons—and so requires the skilled labor of many industries.

But the most wonderful thing about this war is the Victory Bond which enables everyone to loan his money to help pay for those wonderful guns and aeroplanes and shells.

Victory Bonds are simply "pledges of repayment" given by the Canadian Government to the people in return for the money they loan.

And because the Government must have these loans in order to carry the war through to final Victory, the rate of interest offered is higher than any Government ever pays on loans in times of peace.

Thus the Victory Bonds of 1918 enable you to subscribe your share—not as a gift, but simply as a loan—and the Canadian Government pledges itself to pay you interest on that loan every six months.

It is your imperative duty to buy Victory Bonds. It is also good business—Because you could not find any place where your money will be at once as safe and as certain of earning good interest as it will be in the Victory Loan 1918.

For Freedom's Sake

TO you who have sought Canada for your living and your home, there comes now the opportunity of showing how much you really care for this, your adopted land.

Canada is at war—helping to push back the hordes of savage men who set out from Germany to conquer and enslave the world. Money is needed to provide the food and clothing, the guns and shells that Canadian soldiers must have in plenty, to triumph over their already half-beaten enemy.

Your money, paid for Victory Bonds, will go to swell the vast sum which pays for all the things our soldiers need to fight with.

You are not asked to give a cent—it is simply as a loan that the Government accepts your money.

And every six months, the Government will pay you interest—at a good rate—on the loan you are now privileged to make.

And at maturity the Government will return your money in full.

This is your chance to prove you are willing, though you may not fight in Canada's defence, to sacrifice something for the only thing worth fighting for, or living for—Freedom.

So buy Victory Bonds—save money to buy more Victory Bonds—eat less, buy less clothes, give up some of your amusements—and put every cent you can save into Victory Bonds—

To prove that you believe in Canada—

To prove that you are willing to make some sacrifice for the Freedom you came to Canada to secure.

Prussian Ways Are Not Our Ways

Canada is a Nation of Freemen

Militarism—frightfulness—
caste—these are ideas which
must not take root in Canadian
soil.

Each man and woman in
Canada—no matter who his
forebears are—demands the
right to live and develop
this country without fear of
Prussia or regard to Prussian
systems.

Prussia and all the hideous schemes
which she has evolved to conquer—will
not break our determination to win
complete Victory.

Canada—and all the nations—great
and small—who fight with us, will be
free to work out their destinies
according to their beliefs of freedom
and democracy.

Do your part in the fight against
Prussia—

*Buy Victory Bonds to the limit
of your ability*

Issued by Canada's Victory Loan Committee
in cooperation with the Minister of Finance
of the Dominion of Canada

All loyal Canadians will buy Victory Bonds

Many of Canada's citizens of German descent have made a splendid record of sacrifice in defense of the principles of freedom and the land of their adoption.

German names appear in almost every Canadian Casualty list—German names appear on every Canadian war fund list and many times on the subscriptions to Canada's War Loans.

These Canadianized Germans know and hate the Prussian doctrine of might with its frightfulness, its arrogance, its unprincipled repudiation of its written word of honor, its cruelty and brutality, as much as any Canadian can.

Thousands of Germans in Canada left Germany to get away from Prussian tyranny and militarism, and to-day their sons are fighting shoulder to shoulder with other Canadian boys to prevent the Prussian beast from making a second Germany of Canada.

And their fathers and brothers at home are helping them by subscribing to Canada's war loans.

Every loyal Canadian can help the cause of freedom and justice—can help his boy in the battle line—by subscribing to the next Victory Loan for as many bonds as he can find money to pay for.

Get ready to buy Victory Bonds

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

THE WAR INDUSTRIES OF THE MARITIMES

Shall they lag for want of money?

WHILE the whole of Canada is called upon to produce with feverish activity the food, clothes, shoes and the thousand and one other war needs that must be supplied for Canada's fighting men, it is to these Provinces—the Maritime Provinces—that our armies look for those supplies that are peculiarly the products of New Brunswick, Nova Scotia and Prince Edward Island.

Iron and steel is perhaps the greatest need of all. We have the mines and industries to produce them.

Ships are needed with a need that is imperative and pressing. We are building them.

Timber is needed for those ships and for a hundred war-time uses. Our forests are providing them.

Fish, fruit, hay, potatoes and many other natural products of the Maritimes are in enormous demand. We are supplying them.

These and other Maritime industries have been speeded up—how?

By the energy of our people? Yes, by that and something more.

Our energy would count for naught without money.

And the money to finance these great achievements in production has been provided by Canada's war loans.

Canada must keep up the glorious effort she is making, and for this she must have money—money which she must obtain from her people.

And the men of the Maritimes will supply their share of the needed money. They will eagerly come forward with their applications for Victory Bonds.

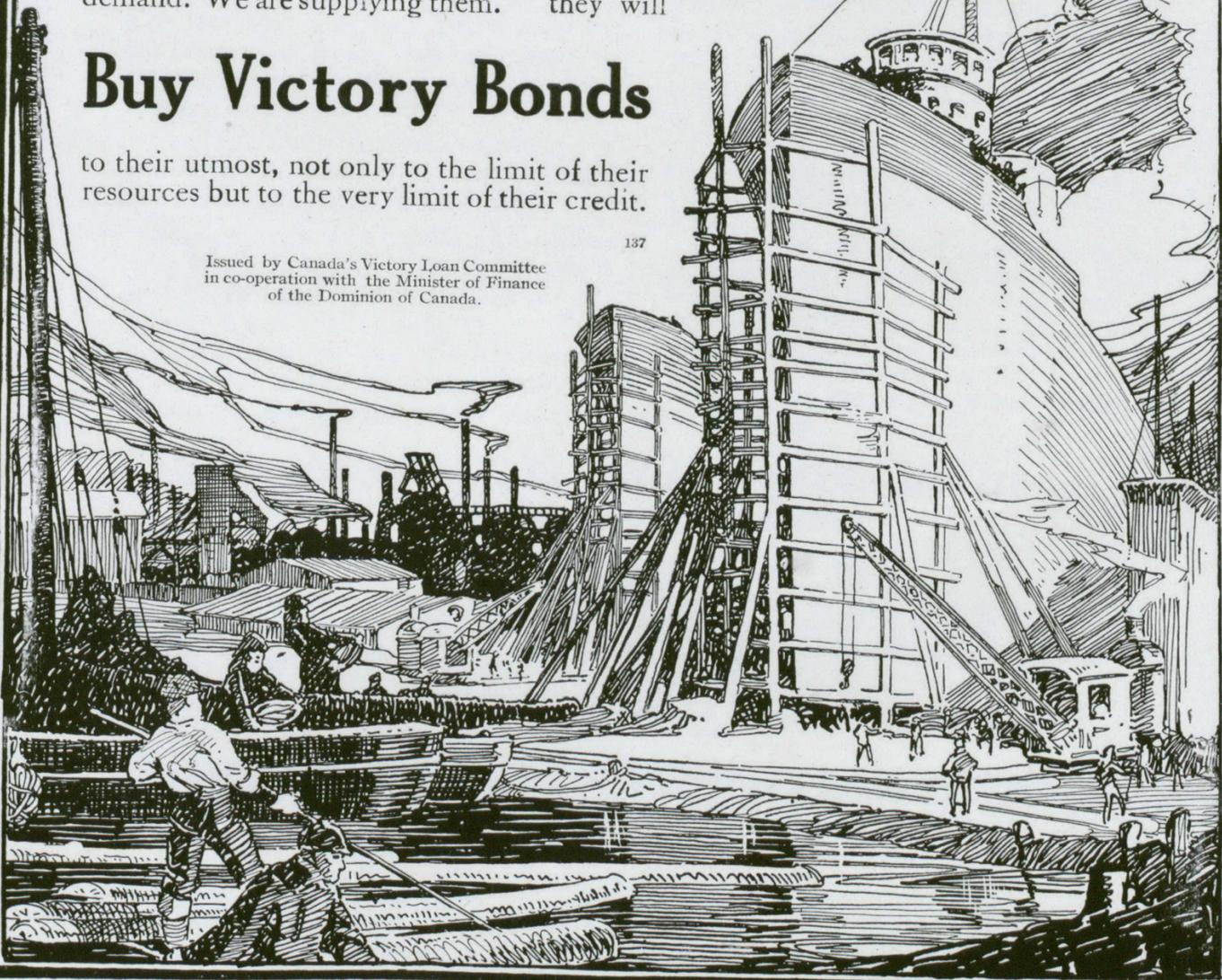
Never laggards in war or in work, they will

Buy Victory Bonds

to their utmost, not only to the limit of their resources but to the very limit of their credit.

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

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Men of the Maritimes *Carry on!*

In France our soldier lads fight on. The fact that they have the enemy on the run, far from causing them to slacken, inspires them to redoubled effort.

Canada must maintain at home a similar determination to carry on, until the enemy is beaten to his knees.

Steel, of which we produced a million tons last year in Nova Scotia alone, is still needed in large quantities for our munition factories and our ships. Timber, of which last year the lumbermen of the Maritimes produced immense quantities, is still required for our ship-

yards. Freight boats, which our Atlantic coast yards are producing on a scale and at a speed never before attempted here, are still a pressing need of our allies.

To keep up the production of these and the other war supplies so vital to Victory, Canada must have an uninterrupted flow of money.

Loans from the Canadian people have financed the huge industrial undertakings which have made Canada an important factor in supplying war material for our fighting men.

And the men of the Maritimes have been generous in their loaning as they have been courageous in their fighting and diligent in their working.

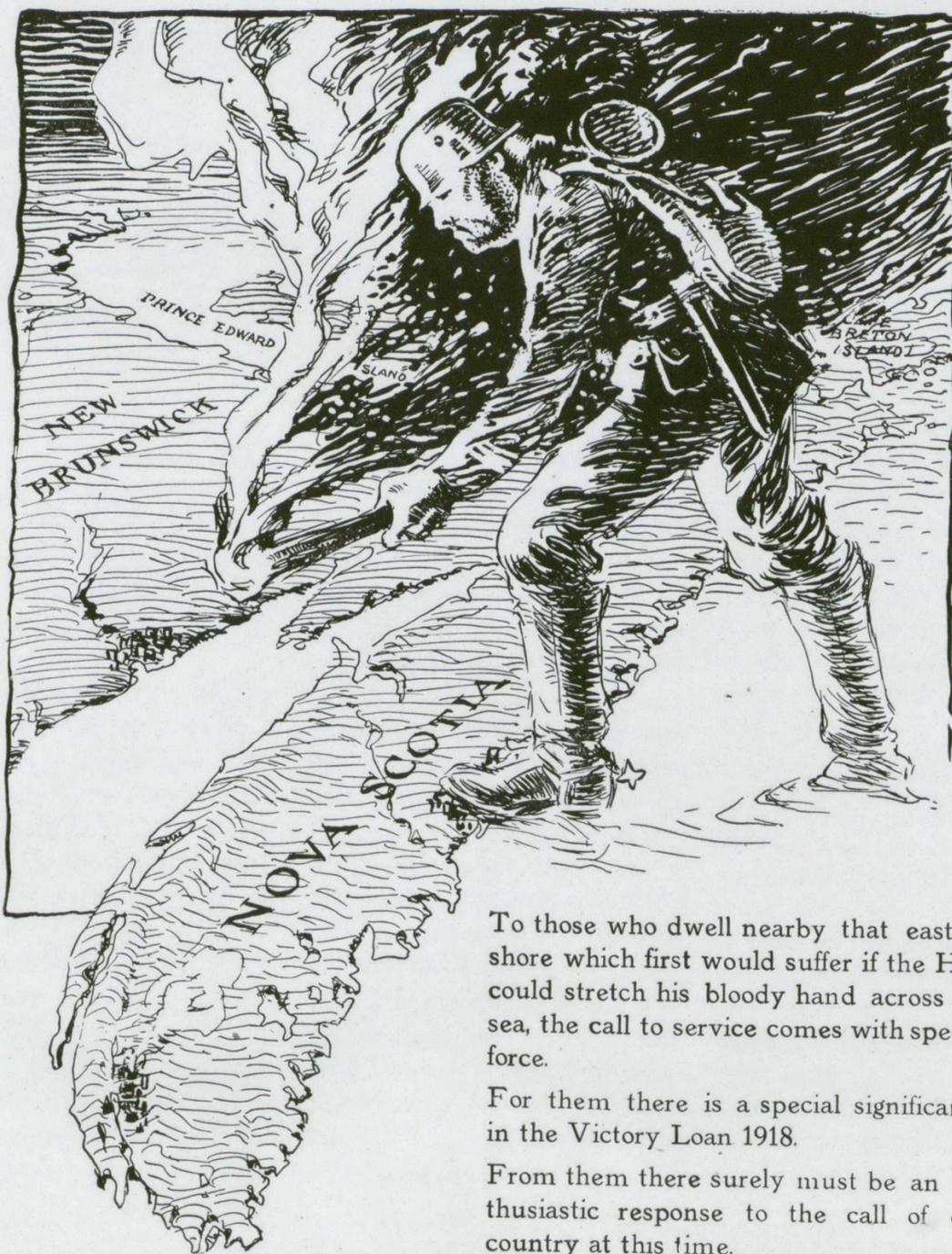
*That the splendid traditions of the Maritimes
may be maintained:—*

Buy Victory Bonds

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

YOU KNOW

where first his
foot would fall
in Canada



To those who dwell nearby that eastern shore which first would suffer if the Hun could stretch his bloody hand across the sea, the call to service comes with special force.

For them there is a special significance in the Victory Loan 1918.

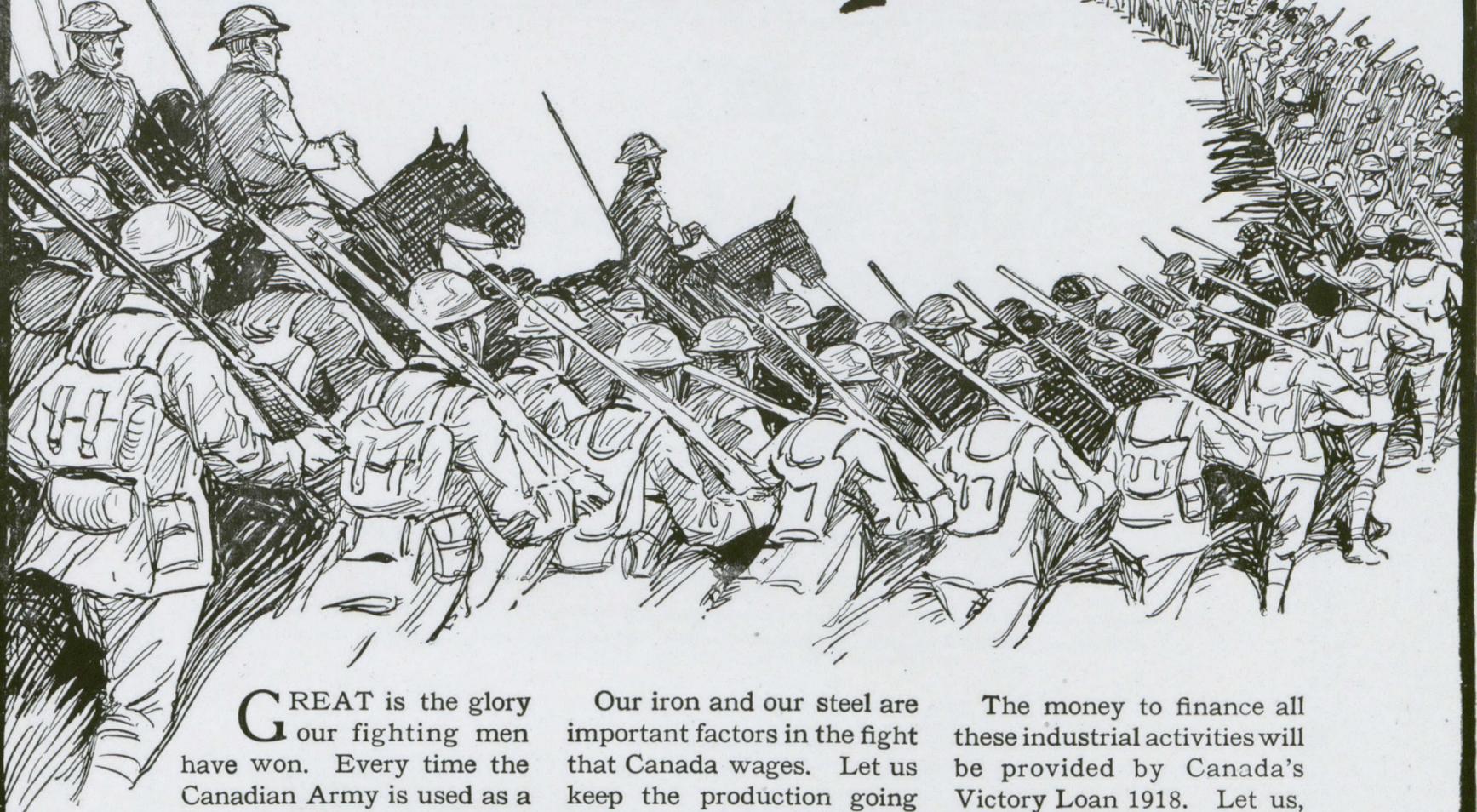
From them there surely must be an enthusiastic response to the call of our country at this time.

BUY VICTORY BONDS

—Help keep those feet off Canada

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

While they march on to Victory—



GREAT is the glory our fighting men have won. Every time the Canadian Army is used as a "spear-head" we have news of another wedge driven into the enemy line. They never fail.

The lads from the Maritimes have taken a prominent and a glorious part. So wonderfully have they fought that we who sent them forth to battle for us have reason to combine with our pride of race a humble gratitude to those dauntless men who represent us on the firing line.

Let our gratitude and our pride take tangible form. Let us redouble our efforts to back them up.

Our iron and our steel are important factors in the fight that Canada wages. Let us keep the production going at top speed.

Our ships are no less essential to Victory than the men they carry across to France. Let us keep our shipyards busy, turning out the boats that we must have.

Our lumber is needed—all we can cut—for the building of those ships and for a hundred other war requirements. Let us work hard to get out the logs.

Our fisheries are supplying sustenance to the civilian population so that food may be released for our fighting men. Let us spread the nets for more fish.

The money to finance all these industrial activities will be provided by Canada's Victory Loan 1918. Let us, the people of the Maritime Provinces, subscribe to that loan as freely and as generously as our brothers in France are offering up their lives.

Let us prove ourselves worthy of those glorious deeds our soldier-kin are performing in France.

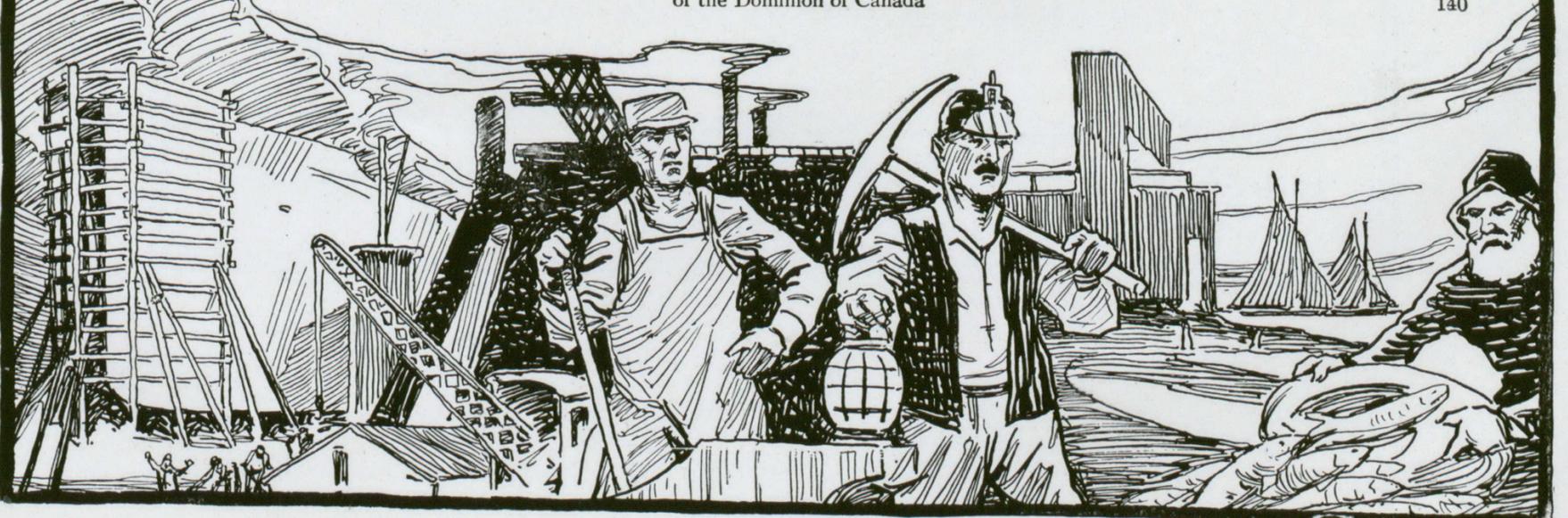
Let us eagerly welcome the opportunity of supporting that army which has placed Canada's honor so high among the nations of the world, nor consider any sacrifice too great that makes for Victory.

**To Keep Our Fighters Fighting—
To Keep Our Workers Working—**

Buy Victory Bonds To the Uttermost Limit of Our Resources

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

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OFFICIAL PROSPECTUS

The Proceeds of this Loan will be used for War purposes only, and will be spent wholly in Canada



THE MINISTER OF FINANCE OF THE DOMINION OF CANADA offers for Public Subscription the

Victory Loan 1918

\$300,000,000. 5½% Gold Bonds

Bearing interest from November 1st, 1918, and offered in two maturities, the choice of which is optional with the subscriber as follows:
5 year Bonds due November 1st, 1923
15 year Bonds due November 1st, 1933

Principal payable without charge at the Office of the Minister of Finance and Receiver General at Ottawa, or at the Office of the Assistant Receiver General at Halifax, St. John, Charlottetown, Montreal, Toronto, Winnipeg, Regina, Calgary and Victoria.
Bonds may be registered as to principal or as to principal and interest, at any of the above-mentioned offices.
Interest payable, without charge, half-yearly, May 1st and November 1st, at any branch in Canada of any Chartered Bank.

Principal and Interest payable in Gold
Denominations: \$50, \$100, \$500 and \$1,000

Issue Price: 100 and Accrued Interest

Income Return 5½% per Annum

Free from taxes—including any income tax—imposed in pursuance of legislation enacted by the Parliament of Canada.

The proceeds of the Loan will be used for war purposes only, including the purchase of grain, foodstuffs, munitions and other supplies, and will be spent wholly in Canada.

Payment to be made as follows:

10% on application; 20% January 6th, 1919;
20% December 6th, 1918; 20% February 6th, 1919;
31.16% March 6th, 1919.

The last payment of 31.16% covers 30% balance of principal and 1.16% representing accrued interest at 5½% from November 1st to due dates of the respective instalments.

A full half year's interest will be paid on May 1st, 1919, making the cost of the bonds 100 and interest.

Subscriptions may be paid in full at the time of application at 100 without interest; or on any instalment due date thereafter together with accrued interest at the rate of 5½% per annum.

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

The Amount of this issue is \$300,000,000, exclusive of the amount (if any) paid for by the surrender of bonds of previous issues. The Minister of Finance, however, reserves the right to allot the whole or any part of the amount subscribed in excess of \$300,000,000.

Conversion Privileges

Bonds of this issue will, in the event of future issues of like maturity, or longer, made by the Government, during the remaining period of the War, other than issues made abroad, be accepted at 100 and accrued interest, as the equivalent of cash for the purpose of subscription to such issues.

Payments

All cheques, drafts, etc., covering instalments, are to be made payable to 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 must be accompanied by a deposit of 10% of the amount subscribed. Official Canvassers will forward subscriptions or any branch in Canada of any Chartered Bank will accept subscriptions and issue receipts.

Subscriptions may be paid in full at time of application at 100 without interest; or on any instalment due date thereafter together with accrued interest to time of making payment in full. Under this provision, payment of subscriptions may be made as follows:—

If paid in full on or before Nov. 16th, 1918, par without interest, or 100%.
If remaining instalments paid on Dec. 6th, 1918, balance of 90% and interest, (\$90.48 per \$100.)
If remaining instalments paid on Jan. 6th, 1919, balance of 70% and interest, (\$70.80 per \$100.)
If remaining instalments paid on Feb. 6th, 1919, balance of 50% and interest, (\$51.04 per \$100.)
If remaining instalment paid on Mar. 6th, 1919, balance of 30% and interest, (\$31.16 per \$100.)

Denomination and Registration

Bearer bonds, with coupons, will be issued in denominations of \$50., \$100., \$500., and \$1,000., and may be registered as to principal. The first coupon attached to these bonds will be due on May 1st, 1919.

Fully registered bonds, the interest on which is paid direct to the owner by Government cheque, will be issued in denominations of \$50., \$100., \$500., \$1,000., \$5,000., \$10,000., \$25,000., \$50,000., \$100,000., or any multiple of \$100,000.

Payment of Interest

A full half year's interest at the rate of 5½% per annum will be paid May 1st, 1919.

Form of Bond and Delivery

Subscribers must indicate on their application the form of bond and the denominations required, and the securities so indicated will be delivered by the bank upon payment of the subscription in full.

Bearer bonds of this issue will be available for delivery at the time of application to subscribers desirous of making payment in full. Bonds registered as to principal only, or fully registered as to principal and interest, will be delivered to subscribers making payment in full, as soon as the required registration can be made.

Payment of all instalments must be made at the bank originally named by the subscriber.

Non-negotiable receipts will be furnished to all subscribers who desire to pay by instalments. These receipts will be exchangeable at subscriber's bank for bonds on any instalment date when subscription is paid in full.

Form of Bonds Interchangeable

Subject to the payment of 25 cents for each new bond issued, holders of fully registered bonds without coupons, will have the right to convert into bonds with coupons and holders of bonds with coupons will have the right to convert into fully registered bonds without coupons, at any time, on application to the Minister of Finance or any Assistant Receiver General.

Forms of application may be obtained from any Official Canvasser, from any Victory Loan Committee, or member thereof, or from any branch in Canada of any Chartered Bank.

Subscription Lists will close on or before November 16th, 1918

DEPARTMENT OF FINANCE,
OTTAWA, October 28th, 1918.

**Behind the Gun the Man - Behind the Man the Dollar
Make Your Dollars Fight the Hun**

The Duty of Every Citizen

CANADA expects every citizen, whatever his birth or descent may be, to help maintain the freedom and privileges he has found in Canada, by buying Victory Bonds.

Every citizen is expected to help Canada in her fight against the Prussian menace, against tyrannical autocrats and against militarism.

And the way to do this is by buying Victory Bonds.

Victory Bonds provide the money by which Canada maintains her army and the production of food and war supplies, which in turn give employment and prosperity to all the people.

Canada pays good interest to Victory Bond buyers, and repays their money in full when the Bonds mature.

Buy Victory Bonds

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

Canada Expects

Canada expects every Citizen of German birth or descent to help to maintain the freedom he has found in Canada, by buying Victory Bonds.

Help to keep Canada free from the Prussian menace—help your boys fighting with other Canadian boys—help to shorten the war—help to end militarism and autocracy forever.

**Buy Victory Bonds till you
can buy no more.**

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

Prove Your Citizenship

When you buy Victory Bonds you not only make a safe investment on which you receive good interest, with the best possible security, but you help Canada in her fight to save democracy and freedom for the world.

Canada pays good interest on Victory Bonds every six months and will repay your money in full in five or fifteen years.

Every man or woman living in Canada owes it to the country to buy Victory Bonds. By doing so you prove your worthiness of the freedom and privileges you enjoy, you help to protect them and you show your appreciation of the opportunities which this great land affords to everyone who seeks a home therein.

**Buy Victory Bonds
and Prove Your Canadian Citizenship**

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



Jack Canuck—Storekeeper

JACK Canuck is running an immense produce business these days.

He has millions of bushels of grain; boat loads of flour; vast herds of cattle, sheep and pigs; butter, cheese and poultry and other food supplies by the trainload.

The customers at his counter are Great Britain, France and Italy, whose credit is unquestionable, but who are just now short of cash. So Jack Canuck in order to sell his goods must give his customers credit until the war is won.

It is just the same situation that confronts every storekeeper who gives

farmers credit until their crops are harvested.

So Jack Canuck borrows money on Victory Bonds in order to give credit to his customers.

He pays good interest on Victory Bonds. He offers as security all Canada and everything contained therein.

By issuing Victory Bonds Jack Canuck keeps his big business going—and all the money he borrows from Canadians he spends in Canada.

* * * *

We must buy Victory Bonds in order that the business of Jack Canuck shall remain prosperous and healthy.

We must buy Victory Bonds in order that our brave and gallant army shall have food, clothing and ammunition to win complete Victory over the enemies of our country.

Buy Victory Bonds

so that Jack Canuck can continue to give credit to his customers

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

The Banks will advance you money to buy Victory Bonds on a Twelve Monthly-Payment Plan

How much money did you save last year—\$100, \$500, perhaps \$1,000—and you have it in a savings account all ready, like a prudent patriot—to put into Victory Bonds.

But—just a moment:

If you saved \$100 or \$500 or \$1,000 last year, how much do you expect to save during the coming twelve months?

You can now capitalize your ability to save and help your country at the same time.

In this way: Any Chartered Bank will give you credit for ninety per cent. of the amount you can save to put into Victory Bonds and the Bank will carry you for a year, charging just the same rate of interest as you get on your bonds—so the interest costs you nothing.

You can pay off your bonds to the bank in monthly instalments and each instalment begins to earn $5\frac{1}{2}$ per cent. for you the moment it is paid.

Step in and see a Banker about it to-day—it costs nothing to investigate and you take no risk in any event.

Borrow Money and buy Victory Bonds

Borrow and Buy

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

Keep Your Money Earning Interest

If you have money coming in during the next twelve months,

—if you have promissory notes coming due, a mortgage maturing, an estate to be settled, dividends or interest accruing to you,

—money from any source which is reasonably certain;

—You can buy Victory bonds in anticipation by arranging with any chartered bank to carry you until your money comes in.

—And it won't cost you a cent to do it,

—because the bank will lend you the money at the same rate of interest which the bonds will be earning.

It means that from the moment you get your money and repay the bank, your money begins to earn interest at $5\frac{1}{2}$ per cent —your money is not idle for a minute.

Canada's Chartered Banks have offered to assist investors to buy Victory Bonds with money they expect to get during the year.

This is your opportunity to help your country and to keep your money invested in an absolutely safe security bearing good interest.

Why not see the banker about it to-day!

Borrow and Buy Victory Bonds

Borrow Money to Save it

Perhaps you have not the cash ready to pay for as many Victory Bonds as you would like to buy.

—but you know that during the coming year you will have the money, you know it will come in, or that you can save it out of your wages or other income.

If you do know that, you can get credit at a bank. The receipt you get for the first ten per cent. payment on a Victory Bond will be all the security you will need to borrow the money for the balance of the payments.

And the Bank will “carry you” for a year if need be. Canada’s Banks have offered to do this so that you can buy all the Victory Bonds you can pay for in a year.

The Bank will charge you just the same rate of interest which the Bond bears—5½ per cent.

So you see you can put both your cash and your credit to work for your country without a cent of risk to yourself.

When Lord Shaughnessy was a railway clerk in Milwaukee he borrowed a hundred dollars from a bank and deposited it in a savings account in the same bank.

He went into debt for that hundred dollars because he knew he would have to repay the debt and he would have to save the money to do it. This was his first hundred dollars—and he has it yet. He went into debt in order to save money.

You can do the same, only better, because Victory Bonds are better than money.

See any Banker about it to-day
Borrow and Buy Victory Bonds

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

The Bank will trust you

Perhaps you never had an account in a bank—maybe you've never done business in a bank—hardly even cashed a cheque in one. But—

that is no reason why you cannot go to a bank and borrow money to buy Victory Bonds.

If you are a steady, industrious, thrifty citizen, working and saving a part of your income, you are just the kind of person Canada's chartered banks stand ready to help to-day.

Any bank will lend you as much money as you can save during the next twelve months, with which to buy Victory Bonds.

All you have to do is to pay ten per cent. of the amount you want to buy and deposit the receipt for that ten per cent. in the bank.

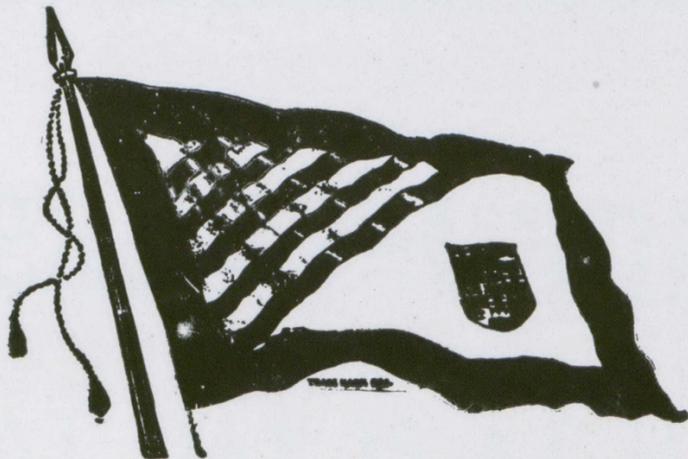
The bank will lend you the 90 per cent. balance at $5\frac{1}{2}$ per cent. interest and will give you a year to repay it, the interest you get on your bond being just the same as the bank charges you.

This is a fine opportunity for you to begin a real savings account, to make a first class investment and to help your country at the same time.

Why not see a banker to-day—he will tell you all about it and you will be glad of the advice and help he can give you.

Borrow and Buy Victory Bonds

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



How Many Crowns for Your Honor Flag?

Of course every city, town and district will earn its Honor Flag.

But how about the crowns?

For every twenty-five per cent. in excess of its quota, each city, town and district will be entitled to add a crown to its flag.

Can you do fifty per cent. better than your quota—that means two crowns for your Honor Flag.

But double your quota and it means four crowns.

Hang a flag in your hall, that for years to come will show that your city, town or district did better than well—

That it was a real factor in the huge success of CANADA'S VICTORY LOAN 1918.

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

Steady---Canada

THAT DAY IS AT HAND

Behind Canada lies fifty months of blood and anguish, fifty months of the fires of trial and of sacrifice—of glorious, triumphant battling against the hosts of evil.

And in the surging joy will come to us the sobering sense of duty yet to be performed.

Canada's part in the finish of the war must be as well done as was her part in fighting and winning it.

Canada's great duty to her living and her dead must be met with the same manliness, seriousness and determination which have won for her the respect and admiration of the world in waging the war.

Canada's Victory Loan 1918 must be over-subscribed—that Canada may discharge, in peace, the great responsibilities which the war thrust upon her willing shoulders.

Canadians, let us, with devoutly thankful hearts and proud consciousness of duty well done, proceed with our great task—

Buy Victory Bonds 1918

To Make Victory Complete

And Now--Our Part

Canada's army has splendidly finished its share in saving civilization on the battlefield.

Now let us take up the completion of OUR share of the task.

Canada must still continue for a time to maintain her soldiers; must provide transportation to bring them home; must arrange for their future so that they may again become self-supporting units in a reconstructed world.

Canada must maintain prosperity at home—must continue for a time to finance the purchases of food and supplies for Great Britain and our Allies.

Canada must press forward her great shipbuilding programme, in order that she may take her rightful place as a great sea-carrying power.

For all these things hundreds of millions of dollars will be required. To demobilize and re-establish our soldiers in civil life alone will take many millions.

Canada's Victory Loan, 1918, will provide the necessary working capital.

Therefore, Canada's Victory Loan, 1918, must be a great over-subscribed success.

Our part, then, is to buy Bonds and complete our great victory.

Buy Victory Bonds T O D A Y



“The Day” “The War Is Won”

THE GUNS ARE SILENT—the trenches are vacant—bloodshed has ceased—democracy is triumphant—freedom is assured.

Germany, the beaten, whimpering bully of the nations, lies stripped of power, whining for mercy, shudderingly awaiting the righteous retribution to be exacted for his fiendish crimes against an outraged civilization.

A war-worn world is nursing its wounds and planning for a future of peace and universal freedom.

In this day of thankful joy and glorious triumph let us not forget the imperative duty lying immediately before us.

Let us manfully, dutifully and determinedly round out the nation's splendid effort.

Let us be as big in this triumphant day as our men have been heroic in the fiery din and bloody peril of battle.

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

BUY VICTORY BONDS

