

**An Appeal**  
to the  
**Women of Canada**

Issued by  
**Dominion Publicity Committee**  
**Victory Loan 1918**



## THE KEYS TO VICTORY

“The Keys of Victory are in the hands of the Allies.”—(*The Times*). Yes! They hold many Keys—The Key of a Good Cause; The Key of Dominance by Sea and Air; The Key of Great Reserves of Men and Material; and last but not least, the Key of Money.

Without the Key of Money, our splendid men would have gone into battle ill-equipped, half-fed, dispirited, to be the target for the enemy's guns and the butt of his contempt. True, money cannot buy morale; but morale is born not only of courage and determination in the soldier, but hardly less of his sense of the support of the people at home. Money, or money's worth, is the body in which our spirit of comradeship clothes itself; and the good equipment, plentiful food and abundant ammunition supplied to our men have been a pledge that the nation stood staunchly behind them.

Yes; money is one of the Keys of Victory; and the **Victory Loan** has proved the best agent for its collection.

Then buy **Victory Bonds** and keep the Keys of Victory.

## “PAID FOR BEING PATRIOTIC”

That was what a soldier's mother said when she was asked to buy a \$50.00 bond in the 1917 campaign. Her only son was a prisoner-of-war and she was a widow. The canvasser felt half ashamed of asking any further sacrifice from her, and when she hesitated about the purchase, he began to apologize for canvassing her. “Sure, you've done your bit already,” he said. (But that was not the mother's thought.) She said, “I don't like getting as much as 5½% for my money; it's like as if we were getting paid for being patriotic.” You see she had caught the idea that patriotism meant service and sacrifice, and when it came to the guise of a 5½%, a first-class security, she hardly recognized it as patriotism.

## THE GREATER NEED

It's the same with some of us. We scarcely understand how much a good investment of our idle savings or spare cash can be patriotic. Perhaps the patriotism in it is felt when some luxury is cut off to add to the cash that can be spared, or when we defer the supplying of some “long-felt need” because we realize the Greater Need. The new rug we don't buy; the old clothes we

“make do;” the shabby room we don’t “do over;” each or all of these may spell patriotism, even at 5½% when our cause and our country need our money.

Buy **Victory Bonds** and help our cause and country.

## **PATRIOTISM AND PROSPERITY**

In this case our patriotism is not only profitable to the investors, but it tends toward national prosperity.

Not to mention our enormous production of munitions, we have produced and saved more foodstuffs than we can use. We must find a customer who needs our surplus.

Great Britain and her Allies need food and munitions, but they have no ready money to send overseas.

## **SAVED THE SITUATION**

This situation was serious for the Motherland and her Allies, but it was hardly less serious for Canada. Without a market for our foodstuffs and munitions, our farmers could not have sold their produce and our industrial workers would have been idle.

The Victory Loan of last year averted disaster both in Canada and overseas.

Thousands of people in Canada who had never thought of buying a bond before bought Victory Bonds and loaned their money to the Government to buy the commodities which we had to sell, and which Great Britain needed.

So, by a comparatively small effort on our part, we who in 1917 bought bonds “saved the situation.”

Buy **Victory Bonds** and consolidate the success we have won.

## **WHY BOTHER THE WOMEN?**

But perhaps someone will say, “Why bother the women about these Loans?” As a rule women have very little money at their disposal, and in these days of high prices, it is next door to impossible to squeeze anything out of the housekeeping money; they have the bank accounts and they control the household purse.

## **BUT IS THIS WHOLLY TRUE?**

On account of the thousands of men who are overseas, women have been forced more or less

into business affairs. Savings must be cared for and invested.

And further, thousands of women are working to-day on munitions and in other ways who did not earn money before the war. So, many thousands of women have money to spend and to invest to-day who did not have money four years ago.

And it is far from evident that many women are not unduly extravagant simply because they have not considered the question. They spend their earnings without a thought that their comparatively small amounts would help win-the-war if loaned to the Government.

And we women who are housekeepers are not quite helpless with regard to money as we often say we are. We generally have the last word in regulating the style of living which shall prevail in our households. If we cannot save on our present style, can we not possibly inaugurate a new era of thrift and simplicity?

## **WHY NOT WOMEN?**

But even supposing that we are honestly living as simply as is consistent with health and efficiency, having little to invest or give away, is it not right that, as citizens, we should be informed on the national issues and be given at least the opportunity of sharing in all national undertakings?

We have had the glory of sharing in the service and sacrifice of war; as voters, we share the responsibility of directing the war-policy of the country; as citizens, we might claim, if it were not explicitly offered, the right of investing our money to ensure Victory.

Buy **Victory Bonds** and be a good Citizen.

## **“WINNING THE WAR”**

Does it seem ridiculous to couple together such ideas as the purchase of **Victory Bonds** and the ultimate issue of the world struggle? Hear the words of a babe and out of his mouth learn wisdom. “What are you so busy about, Sonny?” asked a fond father, watching his five-year-old son digging in a tiny garden. “Are you getting up your potatoes?” “No, Daddy,” said the worthy scion of Canada, “the potatoes are being dug up, but really I’m winning the war.”

**BUY VICTORY BONDS AND  
“WIN THE WAR.”**