## Victory is Not Complete Unless You Own a VICIORY



## Are. You A Slacker?



like Atantic Underwear. They like its heavy weight, its warmth-
the protection it gives when they have to pass froma one eitreme

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THE ROYAL BANK OF CANADA


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## LAST HOURS OF LANCE CORPORAL <br> ExRIDNPMY

Nursing sion of Sympathy
Moran Boy.
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## THI WEAK, NERVOUSMOTHER Toll How Lydicia Epmber

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Exact Copy of Wrapper.
SAYS FOOD HAS ALMOST LITERALLY Y ind in

WON THE WAR



1-Steadies nerves 2-Allays thirst 3 -Aids appetite 4-Helps disestion $5-$ Keeps teeth clean
6-If's economical

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## WRIGLEYS

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## 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 Every practic Every practical man must see how important it is to hold the British trade. this trade, she wishes to create a goodwill in Britain towards Canadian pro ducts and thus asstre our export business for the future
for credit moment Great Britain ask products of the farm, "on time." To products or trade, it is necessary to give this credit.

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

In these times, it is not easy even for a nationust wealthy as Canada to procure money. Certainly, no other country can end us moned to for Canada to secure way now open for Canada to secure
money is to borrow from the people of

This is the reason for selling Victory Bonds.
Can anyone deny the sound business sense of this plan of protecting our

From the standpoint of the man 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 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 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 you
friends to buy; work hard amohe your loyal neghbors to make the
Victory Loan 1918 an ovefwhelinity success.
the union advocite


## NEW ARRIVALSIN WINTER APPAREL

The new cold weather fahhions arg nowe ready for zour iuspection at this stope it


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## VICTORY BOND

With the uoney you will save by fepairing that Shingle Black Stormtight Plastic or Liquid Cement
 Batteeship Grey \& Maroon are the modt popular for Fireproot and weat herproof no noie losse from laaks
Plation in a new stove or furnace linlog with, Plibrioo lastic Brick yoursolf and savo Eul. . From aif progrestive, Hardware Store or write Mill
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## Our War-Time Duty As Merchants. <br> Our duty as merchants means more than the mere selling of clothes. <br> Our first duty is to guard your intereststo protect you against inferior quality and hasty workmanshipwhat we offer you represents full value for your money.

This obligation, we
have fulfilled in selecting our present stock of Suits and Overcoats Every garment is made of carefully selected fabrics; the tailoring is thorough; the siyles are refined; and satisfaction is assured.
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