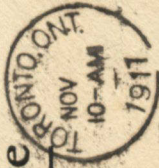


On His Majesty's Service



A Letter to You
from the Minister of Finance

L. W. M. F.



Ottawa, November 10, 1917.

To the People
of Canada:

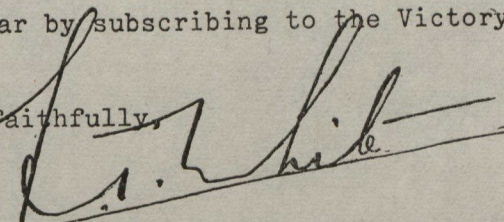
You are invited to co-operate with the Government in the nation wide effort commencing on Monday, the 12th instant, to raise at least \$150,000,000 by means of Canada's Victory Loan, 1917. The money is urgently required, not only for Canada's war expenditures in support of our gallant soldiers in the field, but also for the purpose of providing the funds necessary to create credits in Canada which will enable the Imperial Government to continue the purchase of munitions, grain and other foodstuffs and supplies. Such credits are necessary in order that Great Britain may be enabled to buy our products so greatly needed by them for their and our forces at the front, and for the sustenance of their civilian population at home. Upon the continuation of such purchases, Canada's agricultural, industrial and commercial prosperity must in a large measure depend. The proceeds of the Loan will be expended entirely in Canada.

The heroic deeds of our brave men in the field have placed Canada in the foremost rank of the nations of the world, and we at home must do our part to help maintain the position so nobly achieved. In Great Britain, 1 in every 23 of the population participated in their last War Loan. In Canada, only 1 in every 187 of the population subscribed to our last War Loan. Can we not this time equal their effort?

It is imperative that all should, at this critical juncture of the war, save their money and invest it in the War Loans of the Dominion. The Government has full confidence that the Canadian people will, as always, rise to the full height of their duty and responsibility in this most vital national matter. It is just as important that the man, woman or child who is in a position to buy only \$50 of Canada's Victory Loan, should do so, as it is that large buyers should purchase many thousands of dollars of the bonds.

You can help to win the war by subscribing to the Victory Loan.

Yours faithfully,


Minister of Finance.

Canada's Victory Loan

worth more than their face value after the War.

How to Buy

Victory Bonds are available in amounts as low as \$50. The denominations are \$50, \$100, \$500, \$1,000, \$5,000, \$10,000. You can buy as many of any of these as you have money to pay for. The Bonds are offered at par; that is, their face value—100 cents on the dollar. Fill out the application blank attached to the enclosed Prospectus and hand it to the Victory Loan canvasser when he calls, or send it to the Victory Loan Headquarters in your community, or to the Chartered Bank with which you have your account.

Payment is required in instalments as outlined in the Prospectus.

Subscription lists open and local canvassers begin their calls on Monday, November 12th, continuing until December 1st.

For Your Country

The ownership of a Victory Bond is proof that you have responded to the call to save so that you might serve in this the vital day of your Country's need, that you have been willing to dedicate your savings to the noblest purpose to which money was ever applied—the winning of Victory and the preservation of Freedom! What would you not do, give, pay or lend to bring back from the trenches of France and Flanders those brave men who constitute the living shield to protect all we hold dear and sacred? Not till Victory can they come home. Not till Victory can we have peace. Neither can we have without your money.

Hasten Victory, help to end the War, and bring home your sons and your neighbours' sons with Canada's Victory Loan of 1917!

Canada's Victory Loan

1917

—*All About It*

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

HG5155 C224 1917 Reserve

Canada's Victory Loan

1917

—*All About It*

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

Canada's Victory Loan

Will Help Win the War

The War can be won only by a combination of men and money co-ordinated into invincible organization by the patriotism of all the people. The most devoted patriot army cannot fight without the support of those things which money alone can buy. Money is the coupling-pin between Canada's fighting men and victory.

Will Help Our Soldiers

Four hundred thousand and more of Canada's finest and bravest men have swept aside their home ties and friendships, their private interests and pleasures, and volunteered to serve for Canada and the Empire. More than thirty thousand of them have made the supreme sacrifice. Many more thousands are maimed, crippled, blinded, incapacitated in a hundred ways. Tens of thousands of fathers and mothers, wives and children bear with aching hearts the burden of their deep affliction in the loss of their loved ones.

This army of Canada's splendid sons must be fed, clothed, equipped and maintained with every weapon needed in the fight. For this alone Canada expends more than one million dollars a day.

Will Help Canada and Britain

Then Canada must be prepared to produce and sell on credit to Great Britain and our Allies hundreds of millions of dollars' worth of supplies. Great Britain has advanced to our Allies over five thousand million dollars and United States has advanced to Great Britain and our Allies nearly three thousand million dollars. These advances are not in actual cash but in **credit**. Similarly for her purchases in Canada, Great Britain must have **credit**, and that credit must be established by the people. The Canadian farmer, miner

Canada's Victory Loan

and munition worker are paid in cash with money borrowed by the Canadian Government from the Canadian people.

Consider what would have happened to Canada's forty-million-dollar cheese output in 1917 if Great Britain could not have bought it **on credit**. The American market could not absorb it. The United States had a surplus of their own. The British market was the only one, but Britain could buy only on credit. So Canada's Government loaned \$40,000,000 to Britain, and the Canadian producer was paid in cash. Otherwise Canadian cheese could not have been marketed. And it is equally important that the British market be kept open for **all** of Canada's farm produce. Canada in her own interest must give credit to Great Britain in order that Britain may be enabled to continue to purchase our agricultural and other products, which she so much needs.

The value of munitions alone shipped from Canada since the outbreak of the War, reaches the enormous total of \$700,000,000—representing a tonnage sixteen times that of the new Quebec Bridge, or sufficient to build sixty-six battleships of 18,000 tons each.

Prosperity and Victory

How shall we keep Canada busy and hasten the end of the War? The answer lies in Canada's Victory Loan. You are asked to buy Victory Bonds to enable Canada to finish the War and help to preserve her agricultural, industrial and commercial prosperity. If the entire cost of the War were loaded on us to-day in the form of increased taxes the strain would be more than our people could bear. But by selling Canada's Victory Bonds the repayment of the debt created is spread to the rising generation, so that the present generation which is

Canada's Victory Loan

doing all the fighting and suffering most of the privations caused by the War will not do **all** the **paying**. National urgency and national honor demand that you buy Victory Bonds!

What is a Victory Bond?

It is the signed pledge of the Dominion of Canada—backed by all its boundless resources—to pay at the end of five, ten or twenty years, as the case may be, a specified sum of principal money together with interest at 5½% per annum, payable every six months at any branch of any chartered bank in Canada.

What is the Security?

The security behind Canada's Victory Bonds consists of all the resources, developed and undeveloped, and all the assets of all the people of Canada. There is no security so secure; for in it are embraced all other securities. Every farm, every forest, mine, factory, bank, business—every conceivable kind of wealth that exists within the borders of this great Dominion—all this is the security behind the Bonds.

Better Than Cash

Victory Bonds are always as good and sometimes better than cash. For this reason: The Victory Bond gives you a much higher interest return than you can obtain upon cash, which must be either kept unproductive in a safe or deposited at a low interest rate in a Savings Bank.

Can be Sold at any Time

Victory Bonds can be readily sold for cash. Any bank, trust company, reliable bond dealer or broker will be glad to sell your bond for you at any time. There is a market for Victory Bonds every business day in the year. Moreover, they will undoubtedly be

APPLICATION FORM

Canada's Victory Loan

To the Minister of Finance, Ottawa.

.....hereby apply for.....dollars \$.....
of the above Loan in the terms of the prospectus dated November 12th, 1917, due as follows:—

\$.....due in 1922. \$.....due in 1927. \$.....due in 1937.
and hereby engage to pay the instalments as they shall become due on any allotment that may be made in respect of this application, as provided in the prospectus, said payments and the delivery of the securities

to be made at.....at.....
(Name of Bank) (Address of Bank)

Cheque (or undertaking to pay cash) covering the first payment of 10% due on December 1st, is attached. (One of these Official forms may be used and left attached to this application.)

Denominations desired.....
(Say whether \$50, \$100, \$500 or \$1,000)

Form of Bonds.....
(Say whether (a) Coupon Bearer Bonds, (b) Coupon Registered Bonds, or, (c) Fully Registered Bonds, with interest payable by cheque)

Signature of Applicant

Address communications to.....
(State Mr., Mrs., or Miss, and full Christian name)

Address in full.....

If Registered Bonds desired state in whose name.....

Address.....

Previous Loans Surrendered. If securities of previous loans are to be surrendered in part payment of this subscription the total amount must be filled in here and full details given in schedule on the back hereof, \$.....

Payment to Canvassers—No cash is to be paid to canvassers. A cheque dated December 1st, payable to credit of Minister of Finance or order, or an undertaking to pay cash on form hereunder, should be forwarded attached to this application.

Official Canvasser (if any) Securing Application

Name in full.....Address.....

Account No..... **Cheque Form** December 1st, 1917

Pay to credit of Minister of Finance the sum of

.....Dollars (\$.....)

covering the first instalment of 10% on application for Canada's Victory Loan Bonds.

To.....
(Name of Bank)

.....
(Address of Bank)

.....
(Signature)

Undertaking to Pay Cash

.....1917

On December 1st, 1917,.....promise to pay to credit of Minister of Finance the sum of

.....Dollars (\$.....)

at.....at.....
(Name of Bank) (Address of Bank)

covering the first instalment of 10% on application for Canada's Victory Loan Bonds.

.....
(Address)

.....
(Signature)

In no case use this form if applicant has Bank Account

Surrender of Bonds

Holders of Dominion of Canada Debenture Stock, due October 1st, 1919, and of bonds of the three preceding Dominion of Canada War Loan Issues, have the privilege of surrendering their bonds in part payment for subscriptions to bonds of this issue, under the following conditions:—

Debenture Stock, due October 1st, 1919, at Par and Accrued Interest.
War Loan Bonds, due December 1st, 1925, at 97½ and Accrued Interest.

(The above will be accepted in part payment for bonds of any of the three maturities of this Issue.)

War Loan Bonds, due October 1st, 1931, at 97½ and Accrued Interest.
War Loan Bonds, due March 1st, 1937, at 96 and Accrued Interest.

(These will be accepted in part payment for bonds of the 1937 maturity ONLY of this Issue.)]

.....desire to surrender the following bonds in part payment of the application for Dominion of Canada Victory Loan Bonds on the reverse hereof.

Debenture Stock, due October 1st, 1919	\$.....
War Loan Bonds, due December 1st, 1925	\$.....
War Loan Bonds, due October 1st, 1931	\$.....
War Loan Bonds, due March 1st, 1937	\$.....

.....
Signature

NOTE.—Where applications are to be partially paid for by Securities as above NO cheque (or undertaking to pay cash) for the 10% payment is required on application: adjustments to be made on December 1st, 1917, at the Chartered Bank designated by applicant.

Lend to Your Country—All Canada is Your Security



The MINISTER OF FINANCE offers for Public Subscription

Canada's Victory Loan

issue of

\$150,000,000. 5½% Gold Bonds

Bearing interest from December 1st, 1917, and offered in three maturities, the choice of which is optional with the subscriber, as follows:

5 year Bonds due December 1st, 1922
10 year Bonds due December 1st, 1927
20 year Bonds due December 1st, 1937

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.

Interest payable, without charge, half-yearly, June 1st and December 1st, at any branch in Canada of any Chartered Bank.

Bonds may be registered as to principal or as to principal and interest.

Principal and Interest payable in Gold
Denominations; \$50, \$100, \$500 and \$1,000

Issue Price Par

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 and will be spent wholly in Canada.

Payment to be made as follows:

10% on December 1st, 1917	20% on March 1st, 1918
10% on January 2nd, 1918	20% on April 1st, 1918
20% on February 1st, 1918	20% on May 1st, 1918

A full half year's interest will be paid on 1st June, 1918

The Bonds therefore give a net interest yield to the investor of about:

5.61% on the 20 year Bonds
5.68% on the 10 year Bonds
5.81% on the 5 year Bonds

"The man, be he rich or poor, is little to be envied, who at this supreme moment fails to bring forward his savings for the security of his country."

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 \$150,000,000, exclusive of the amount (if any) paid for by the surrender of bonds of previous issues (for particulars see last page of application form attached hereto). The Minister of Finance, however, reserves the right to allot the whole or any part of the amount subscribed in excess of \$150,000,000.

Bonds of the various maturities of this issue will, in the event of future issues of like maturity, or longer, made by the Government, other than issues made abroad, be accepted at par and accrued interest, as the equivalent of cash for the purpose of subscription to such issues.

All payments are to be made to a Chartered Bank for the credit of the Minister of Finance. Failure to pay any instalment when due will render previous payments liable to forfeiture, and the allotment to cancellation. Subscriptions accompanied by a deposit of 10% of the amount subscribed, must be forwarded through the medium of a Chartered Bank. Any branch in Canada of any Chartered Bank will forward subscriptions and issue provisional receipts.

In case of partial allotments the surplus deposit will be applied toward payment of the amount due on the January instalment.

Subscriptions may be paid in full on January 2nd, 1918, or on any instalment due date thereafter under discount at the rate of $5\frac{1}{2}\%$ per annum. Under this provision payments of the balance of subscriptions may be made as follows:

If paid on January 2nd,	1918,	at the rate of 89.10795 per \$100.
If paid on February 1st,	1918,	at the rate of 79.46959 per \$100.
If paid on March 1st,	1918,	at the rate of 59.72274 per \$100.
If paid on April 1st,	1918,	at the rate of 39.90959 per \$100.

Subscriptions must be in sums of \$50 or multiples thereof.

Scrip certificates, non-negotiable, or payable to bearer, in accordance with the choice of the applicant for registered or bearer bonds, will be issued after allotment in exchange for provisional receipts. When these scrip certificates have been paid in full, and payment endorsed thereon by the bank receiving the money, they may be exchanged for bonds, when prepared, with coupons attached, payable to bearer, or registered as to principal, or for fully registered bonds when prepared, without coupons, in accordance with the application.

Delivery of interim certificates and of definitive bonds will be made through the Chartered Banks.

Bearer bonds with coupons will be issued in denominations of \$50., \$100., \$500., and \$1,000. and may be registered as to principal only. Fully registered bonds, the interest on which is paid direct to the owner by Government cheque, will be issued in denominations of \$1,000, \$5,000 or any authorized multiple of \$5,000.

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 of the denomination of \$1,000 with coupons, and holders of bonds with coupons will have the right to convert into fully registered bonds of authorized denominations without coupons, at any time, on application to the Minister of Finance.

Forms of application may be obtained from any branch in Canada of any Chartered Bank, or from any Victory Loan Committee, or member thereof.

The books of the Loan will be kept at the Department of Finance, Ottawa.

Application will be made in due course for the listing of this issue on the Montreal and Toronto Stock Exchanges.

Subscription Lists will close on or before December 1st, 1917.

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