

PLAN AND ORGANIZATION
OF PRESS PUBLICITY FOR
CANADA'S VICTORY LOAN

1919

WITH REPRODUCTIONS OF
OFFICIAL ADVERTISEMENTS

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GENERAL PLAN AND ORGANIZATION

The press publicity for Canada's Victory Loan 1919 was handled by Canadian Press Association, Inc., working in close co-operation with the Dominion Executive Committee and the Dominion Publicity Committee of Canada's Victory Loan Committee 1919.

There were three distinct divisions of the press publicity as follows:—

- (a) A campaign of display advertising paid for by the Government.
- (b) A campaign of display advertising donated by firms and individuals.
- (c) A press news and feature service for the stimulation of and assistance in co-operation by individual newspapers and other publications through their news and editorial columns.

Divisions A and the preparation of the advertisements in Division B were under the direction of a special committee known as the Display Advertising Committee Victory Loan 1919.

The work in division C was directed by another committee known as the Dominion Press News and Feature Committee.

The Chairmen of these two committees and the Manager of Canadian Press Association, Inc., were a general executive committee for the purpose of generally directing the press publicity and co-ordinating the work of the three divisions.

The personnel of the three committees was as follows:—

GENERAL EXECUTIVE COMMITTEE: W. J. Taylor, Woodstock "Sentinel-Review"; Geo. E. Scroggie, Toronto "Mail & Empire"; John M. Imrie, Manager Canadian Press Association, Inc., Toronto.

DISPLAY ADVERTISING COMMITTEE: Geo. E. Scroggie, Toronto "Mail & Empire", Chairman; W. J. Taylor, Woodstock "Sentinel-Review"; H. B. Muir, "London Free Press"; W. B. Preston, Brantford "Expositor"; Eugene Tarte, "La Patrie", Montreal; Henri Gagnon, "Le Soleil", Quebec; P. Geo. Pearce, Waterford "Star"; John Weld, "Farmer's Advocate", London; John M. Imrie, Manager Canadian Press Association, Inc., Toronto.

DOMINION PRESS NEWS AND FEATURE COMMITTEE: W. J. Taylor, Woodstock "Sentinel-Review," Chairman; M. R. Jennings, Edmonton "Journal"; J. H. Woods, Calgary "Herald"; W. F. Kerr, Regina "Leader"; John Nelson, Vancouver "World"; Robert Lipsett, Winnipeg "Telegram"; F. D. L. Smith, Toronto; E. F. Slack, Montreal "Gazette"; Fernand Rinfret, Montreal "Le Canada"; F. B. Ellis, St. John "Globe"; J. R. Burnett, Charlottetown "Guardian"; Dr. J. D. Logan, Halifax, N. S.

The work of the three divisions of the Press Publicity Campaign is described more fully on the following pages, on which are reproduced also the main advertisements in the official government campaign and the donated space campaign.

Recognition of the Value of Press Publicity

At the conclusion of the Victory Loan 1919 campaign the Finance Minister, Sir Henry Drayton, expressed the opinion that the press publicity had been perhaps the most important factor in bringing about the success of the loan.

Mr. E. R. Wood, Chairman of the Dominion Executive Committee said: "The newspapers of Canada and the Canadian Press through their preparation of the public mind and insistent nature of their influence must take much of the credit for the remarkable success the loan has won so early in the campaign. We have had mighty good advertisements in the past, but I think you have done the best job this year that has ever been done. The effect is going to be to create an atmosphere that will put the loan over. . . . The Canadian Press has done much more than we had hoped for—optimistic in this regard as we must seem to you."

Mr. J. H. Gundy, Chairman of the Dominion Special Subscriptions Committee said:—"The way the newspapers are handling the Victory Loan this year is so far ahead of anything that has ever been done in any campaign as to be in an entirely different class."

The following spontaneous expressions of appreciation by Chairmen of Dominion and Provincial Publicity Committees of the Sales Organization are also interesting:

"I would like to take this opportunity of saying what a splendid series of advertisements you are running. . . . They are without exception the finest series of advertisements that have yet been prepared for Victory Loan purposes. . . . We are very much indebted to you all for the generous measure and spirit of your co-operation."

"The advertisements as outlined are most certainly the best method of appeal that it has been my good fortune to see, and I feel sure that any one reading one of these advertisements will sell himself bonds to the limit of his capacity because he will be unable to refrain from reading the balance."

"They (referring to advance proofs of the advertisements) are certainly a wonderful revelation showing as they do the enormous amount of careful thought that has been expended upon them."

"These advertisements are even better than your educational series which we considered the best lot of newspaper advertising so far accumulated. There is no question but that these will create the desired atmosphere for a successful sale of the loan."

Scope and Plan of the Press News and Feature Division

On Nov. 17th, 1919, Sir Henry Drayton, Minister of Finance, conceded to the press first place amongst those agencies which made the Victory Loan 1919 an overwhelming success. According to Mr. G. H. Wood, Chairman of the Ontario sales organization, the salesmen were this year "backed up by the most splendid newspaper support which any campaign has ever enjoyed." This must be deemed high praise indeed when the generous assistance accorded by the newspapers to former loans is taken into consideration. Between October 1st and November 15th the daily, weekly and periodical press carried thousands of editorials, news articles and cuts explaining the loan, its purposes and the vital necessity of its oversubscription.

The press news and feature work was conducted by the Dominion Press News and Feature Committee, with a national chairman and a provincial chairman for each of the provinces. The national chairman adopted the policy of decentralization. He threw as much responsibility as possible upon the eleven provincial chairmen. (There were two provincial Chairmen in Alberta, one for Northern Alberta and one for Southern Alberta. There were also two provincial chairmen in Quebec, one for the English language newspapers and one for the French language newspapers.) From time to time, and especially at critical moments in the campaign, the national chairman wired them specific suggestions but always he urged them to use their own judgment and wherever possible to act on their own initiative. The provincial chairmen set up provincial organizations corresponding to the sales organizations. They appointed divisional county and city chairmen to co-operate with the bond sellers in each unit.

The Dominion chairman had at his right hand in the national press headquarters in Toronto, a Dominion editor, whose work it was to prepare educational and inspirational matter for distribution to newspapers and periodicals. These newspapers and periodicals were divided into groups and circuits so that each publication could be furnished with matter that would be exclusive so far as its own constituency was concerned. The Dominion editor was assisted by a staff of trained writers who were engaged for some weeks prior to the flotation in preparing articles, setting forth the virtues of the forthcoming issue and the economic and patriotic reasons why it should be supported by the public. The editorial and news articles sent out were for the most part of brief length, written in a crisp style and attractively headed so as to attract the largest possible number of readers.

In addition to the news articles and editorials thus circulated, special articles and stories of a longer character were supplied to certain publications, which had the facilities for carrying them. A number of cartoons and other cuts and mats were also sent out. After consultation with the weekly papers it was found that many of them could use a certain amount of boiler plate every week and this was supplied to them in such form that it could be sawed into sections to suit any available space.

The service thus supplied from Dominion headquarters in Toronto extended over a period of six weeks. It began three weeks before the sales campaign and was continued to the conclusion of that drive. This national educational press service was supplemented by a well systematized daily news service. Expert reporters, acting in co-operation with the Dominion Press News and Feature Committee and with sales headquarters in Toronto collected news regarding the daily progress of the loan and supplied it to the Toronto daily papers and the Canadian Associated Press for distribution throughout the Dominion. These reporters acted in two shifts, the one serving the morning newspapers and the other the evening papers. They got their official news direct from the sales organization, where the returns from every sales unit in the country were received by wire and telephone. The morning papers were thus enabled to provide the public with a comprehensive review of the previous day's achievements.

The newspapers also printed lists of the units and industries winning the Prince of Wales' Honor Flags, banners and crests from day to day. The spirit of competition, in this way developed throughout the country, had much to do with the success of the loan. The centralized press service thus described was ably supplemented by the divisional and unit chairmen of our organization and by the local newspapers acting under their direction or at least in sympathy with them. This office asked these chairmen and editors everywhere to keep in close touch with the local unit sales organization and to print as much news as possible regarding the progress of the flotation locally. With scarcely an exception the response of the newspapers was most cordial.

Everywhere the press featured the Victory Loan Campaign in a lavish manner. The dailies ran editorials and news items and from time to time used effective streamers and boxes on their front pages. Some of them issued special Victory Loan editions, carrying many columns of Victory Loan matter. The leading editors of every province manifested a broad grasp of the importance of the loan. They realized that the country had to fulfil its obligations to returned men and that it could not continue prosperous unless it provided credits to facilitate the export of food stuffs and other products. Aside from the government display advertising, many newspapers carried a great deal of Victory Loan advertising donated by their regular clients.

At our suggestion the press made a point of the fact that the 1919 Victory Loan Bonds were more attractive than the Victory Loan Bonds of 1918 because the war was over and the country was, therefore, not faced with further additions to its war debts. The papers showed that the country was now in a position to devote all its energies to reconstruction and the accumulation of fresh wealth to place behind the loan. It was added on high financial authority that the present loan was the most attractive issue made by a country of Canada's financial strength during the last hundred years, that is to say since the Napoleonic era.

Some special obstacles had to be overcome in this year's campaign. In Ontario there was the general election, including the referendum on prohibition, which largely monopolized the attention of the newspapers and the public for several weeks immediately preceding the sales campaign. We tried to overcome this handicap by asking the Ontario press to make up for lost time by giving the flotation its utmost support during the final stage of the drive. This like our other appeals met with a generous response on the part of most publications. Another difficulty to be overcome was a widespread misunderstanding of the taxation feature in connection with this year's loan. Many people got the idea that this issue was to be subject to a special tax and that the principal invested rather than the revenue therefrom was to be taxable. Effective means were taken to combat this misunderstanding. A few workmen in the east end of Hamilton, and at one or two other places, raised the slogan "No beer, no bonds" but the campaign was confined for the most part to foreigners and there is no evidence that it did much harm.

About the middle of the campaign the sales organization reported a falling off in the number of small investors as compared with last year. This decline was attributable, no doubt, in part to the closing down of munition plants, to the high cost of living, and to the absence of war time patriotism. It was decided to make a special drive for small subscribers. The press was called upon to assist in correcting this situation. The last week of the campaign was made a "Double Up" week and the triumphal success of the loan showed that this special effort was not without results.

Mr. E. C. Drury having been selected by the United Farmers as Premier of Ontario, he was requested to issue, and did issue through the press, a special appeal to the farmers asking them to support the loan in their own interests as well as in the interests of the returned soldiers and of the country as a whole. Ontario was called upon in the last days of the campaign for an additional \$100,000,000 and corresponding appeals were made through the press in other provinces.

The government asked for \$300,000,000 and the people subscribed about \$700,000,000. The character of this achievement is best realized when it is compared with what has been accomplished in other countries.

The financial world has at last learned the value of newspaper publicity. In future, as never before, bankers and brokers will lean upon the press in the marketing of Government, Municipal and company securities.

SCOPE AND PLAN OF THE DISPLAY ADVERTISING DIVISION

Following the announcement in August 1919 that Canada would have to float another Victory Loan in the autumn there developed a fairly general attitude of critical enquiry, and, in some quarters, of antagonism. Canadians had loaned their government \$610,000,000 in the fall of 1918 when the war was practically over. What had been done with that \$610,000,000, and why should another Victory Loan be necessary now? This attitude was due in a large measure to lack of knowledge of the cost of demobilizing the Canadian Expeditionary Force and re-establishing Canadian soldiers in civil life. Another contributing factor was a re-action in Canada—as in other countries engaged in the war—after four and a half years—of patriotic service and sacrifice. There had been a partial demobilization of patriotic feeling, as well as a demobilization of armed forces.

The Display Advertising Committee Victory Loan 1919 commenced its work by making a survey and analysis of the attitude of the various sections of the community towards the forthcoming Victory Loan. This survey and analysis showed that the attitude indicated above was prevalent to an extent that would jeopardize the success of the loan unless it could be altered in the meantime.

It was decided to meet all enquiries and criticisms almost before they were uttered, and certainly before they had any opportunity of developing into antagonism through consideration without a full knowledge of the facts. It was decided to tell the people frankly and fully just what had been done with the proceeds of the 1918 Victory Loan, why another loan was necessary, and what was to be done with the proceeds of that loan.

This preliminary educational work began on October 2, 1919, three and a half weeks before the loan was to be offered to the public.

The first advertisement was an inspirational one under the heading "Forward Canada", but the second advertisement answered frankly the questions many people were asking. Under the heading "The Why of Another Victory Loan" it summarized the conditions that made it necessary for Canada again to ask her people to lend their money to the nation. This was followed by an advertisement headed "The Expenditure of \$610,000,000" which showed in detail what had been done with every dollar of the proceeds of the previous loan. These two advertisements gave definite figures for each item of expenditure out of the last loan and each item of proposed expenditure out of the new loan. The very frankness of the two advertisements in this respect went a long way towards disarming criticism.

Then followed a series of advertisements in which various phases of the need for another Victory Loan were discussed with equal frankness. A lot of human interest was injected, as, for example, when the story of Jim was told as illustrating the work of the Department of Soldiers Civil Re-establishment. Interspersed among these educational advertisements was inspirational copy recalling the sacrifices made by Canada's sons in the war and the obligation resting upon those who stayed at home to complete their work as those who fought had done.

The second stage of the Display Advertising Campaign commenced on October 27th with the opening of the loan itself. The advertisements during this second period were principally selling advertisements rather than inspirational or educational, but among them also were scattered advertisements that struck the high note of patriotic obligation. For example, the advertisement on Armistice Day, November 11th, featured an honor tablet on which the principal engagements of the Canadian forces were inscribed and on either side of which was a soldier with bowed head and reversed arms. The text called upon every Canadian to retire to the quietness of his own room and there ponder upon the sacrifices that had been made by those who fought and consider the privilege that was his in helping to complete the victory for which they had sacrificed so much.

The basic series advertisement appeared in every daily newspaper in Canada. Many of the advertisements in that series were used in other classes of publications, either in their original size or in reduced form. Special copy was prepared for farm publications, magazines, religious publications, fraternal publications, trade publications and foreign language newspapers.

Most of the advertisements were illustrated.

In the handling of the display advertising Canadian Press Association Inc. had the hearty co-operation and assistance of six of the leading advertising agencies as follows:—A. McKim, Limited; McConnell & Ferguson; J. J. Gibbons, Limited; Smith, Denne & Moore; Desbarats Advertising Agency, Limited; and Canadian Advertising Agency, Limited. The two last mentioned had to do particularly with the campaign in the French Canadian Press while the first four pooled their organizations and worked as a unit on the campaign in the rest of the Canadian Press.

The general plan of campaign and the subject matter of individual advertisements were discussed at frequent conferences of the Chairmen and other members of Canada's Victory Loan Committee with the Victory Loan Display Advertising Committee of Canadian Press Association, Inc., and the principals and copy men of the co-operating advertising agencies. Following these conferences, copy was prepared by the co-operating agencies, and, after being considered by them as a committee, was passed on for consideration by the Victory Loan Display Advertising Committee of Canadian Press Association, Inc. Then it came before the Dominion Publicity Committee of the selling organization and, finally, before the Finance Minister himself.

In addition to the display advertising of the government, the Victory Loan Display Advertising Committee of Canadian Press Association, Inc. had charge of the preparation of a Donated Space Copy Book, in which also the six advertising agencies mentioned above co-operated. The purpose in publishing this copy book was to co-relate the advertising in space donated by firms and individuals with the official advertising of the Finance Minister. The scope of this book is described elsewhere in this volume and many of the advertisements in it are re-produced.



Forward, CANADA!

THROUGH sacrifice, Canada has gained the respect and admiration of all people.

The years of War that deprived Canada of so many of her bravest sons, have given her greater self-reliance and wider vision. The world has come to expect great things of Canada.

Our army has set us the highest example — to persevere and to succeed.

Canada has the fundamentals of success — strong, virile men, resolute and devoted women, and unbounded resources. In the readjustment of Canada's affairs, as in the affairs of the world, money plays a leading part.

The transition from War to Peace is long, tedious, costly; it takes money, time and effort to beat swords into plowshares. Men cannot drop their arms and return immediately to their former occupations.

War has left Canada a heritage of obligations.

War has left Canada—and the world—face to face with problems that are new and gigantic.

Money is required to discharge these obligations and to solve these problems.

Canada therefore is about to ask her citizens once more to lend their money to enable her to fulfil her obligations to her soldiers and to maintain the country in prosperity.

Canada can, if Canada will, march straight on to her glorious destiny.

VICTORY LOAN 1919

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

The Why? of Another Victory Loan

WHEN, on the morning of November 11th, 1918, the guns were hushed and glad tidings flashed across the world, there followed with the Nation's Prayer of Thanksgiving, one yearning query, which found echo in the faster-beating hearts of wives, mothers, fathers, brothers, sisters and sweethearts.

THAT query was, "How soon will our boy be home?"

AND, from France and Flanders, from Italy and Egypt, from Palestine and from far-off Siberia, there came an answering echo, "How soon, how soon, may we go home?"

CANADA caught the spirit of these longings, and at once resolved to satisfy them.

IT was an appalling task. Shipping was tragically scarce. The composition of the Army of Occupation had not then been settled. And other parts of

the Empire as well as Canada were looking for the speedy return of their men.

THE problem was this. The half-million men that Canada had overseas had taken more than four years to transport to the field of battle.

TO bring them home in a few months was a gigantic undertaking—one to tax all Canada's ingenuity and resources.

CANADA solved the problem, but it meant crowding into a few short months, an expense for demobilization which it was impossible to foresee.

THEN, too, besides the sentimental aspect of the necessity for bringing the men home quickly, the economic side could not be overlooked.

THAT was, to transform efficiently and speedily the nation's army of fighters into a national army of workers.

Need Divides Itself in Two Parts

The answer to the question "Why does Canada need another Victory Loan?" divides itself into two parts.

(a) To finish paying the expenses of demobilization, and the obligations we still owe to our soldiers.

(b) To provide national working capital.

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Obligations to Soldiers

The obligations to soldiers include:

That already incurred cost of bringing home troops from overseas.

The payment of all soldiers still undemobilized. This includes more than 20,000 sick and wounded who are still in hospital, and who of course remain on the Army payroll till discharged.

The upkeep of hospitals, and their medical and nursing staffs, until the need for them is ended.

These three items alone will use up at least \$200,000,000 of the Victory Loan 1919.

Gratuities

There is also the gratuity which has been authorized, and has been and is being paid to assist soldiers to tide over the period between discharge and their re-adjustment to civil life. For this purpose alone, \$61,000,000 must be provided out of the Victory Loan 1919, in addition to the \$59,000,000 already paid out of the proceeds of the Victory Loan 1918.

Land Settlement

Furthermore, soldiers who desire to become farmers may, under the Soldiers' Land Settlement Act, be loaned money by Canada with which to purchase land, stock and implements. The money so advanced will be paid back; meantime each loan is secured by a first mortgage. Up to August 15th, 29,495 soldiers had applied for land under the terms of this Act; and 22,281 applications had been investigated, and the qualifications of the applicant approved. For this purpose Canada this year requires \$24,000,000.

Vocational Training

For this work which, with the Vocational Training and Soldiers' Service Departments, embraces the major activities of the Department of Soldiers' Civil Re-establishment, an appropriation of \$57,000,000 is necessary.

These national expenditures are war expenses. They will be accepted readily by every citizen who gives thought to the task which Canada faced following the Armistice, and to the success with which she has met it.

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National Working Capital

Canada needs national working capital, so that she may be able to sell on credit to Great Britain and our Allies the products of our farms, forests, fisheries, mines and factories.

You may ask "Why sell to them if they can't pay cash?" The answer is, "Their orders are absolutely essential

to the continuance of our agricultural and industrial prosperity."

The magnitude of these orders and the amount of employment thus created, will depend upon the success of the Victory Loan 1919.

The "Why" of Credit Loans

Farmers and manufacturers (and that includes the workers on these orders) must be paid cash for their products. Therefore, Canada must borrow money from her

citizens to give credit, temporarily, to Great Britain and our Allies. Actually, no money will pass out of Canada.

If Canada does not give credit, other countries will; and they will get the trade, and have the employment that should be ours, to distribute amongst their workers. And remember, we absolutely need these orders to maintain employment. If we don't finance them business will feel the depression, employment will not be as plentiful, and conditions everywhere will be adversely affected.

For Transportation

Money must also be available to carry on the nation's shipbuilding programme, and other transportation development work.

For loans to Provincial Housing Commissions who are building moderate priced houses.

These, then, are some of the things for which Canada needs national working capital. She is in the position of a great trading company, and her citizens who buy Victory Bonds are the shareholders.

Those who give thought to our outstanding obligations to soldiers, and to our need for national working capital, cannot fail to be impressed with the absolute necessity for the

Victory Loan 1919

"Every Dollar Spent in Canada"

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

The Expenditure of \$610,000,000

How the last
Victory Loan
was spent

BEFORE buying Victory Bonds again you may want to know how Canada used the money you loaned her last year.

Canada borrowed the money to carry on the war and to provide credits for Great Britain and our Allies.

CONSIDERABLY more than one-half of the Victory Loan 1918 was spent on our soldiers. This included \$312,900,000, for paying them, feeding them, bringing them home, separation allowances to their dependents, maintenance of medical services and vocational training schools.

For
Demobilization

\$59,000,000 of the Victory Loan 1918 was paid on account of authorized Soldiers' gratuities.

\$9,000,000 was spent at Halifax for relief and reconstruction after the disaster.

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Other disbursements were not, strictly speaking, expenditures, but National Re-investments.

To Great Britain for example:

For Trade
Extension

\$173,500,000 was loaned for the purchase of our wheat and cereals.

\$9,000,000 for our fish.

\$30,000,000 for other Foodstuffs

\$2,900,000 for Canadian built ships

\$5,500,000 to pay other British obligations in Canada.

Making in all, \$220,900,000 advanced to Great Britain.

To our Allies, we loaned \$8,200,000 for the purchase of Canadian foodstuffs, raw material and manufactured products.

The Re-investments will be paid back to Canada in due time, with interest.

These credits were absolutely necessary to secure the orders for Canada because cash purchases were impossible.

They have had the effect of tremendously helping agricultural and industrial workers to tide over the depression that would have followed the Armistice, had we not made these credit loans.

As far as money is concerned, 1919 has been, and is still—just as much a war year as 1918. Our main expenditures for war cannot be completed until well on into 1920. Thus another Victory Loan is necessary—*Get ready to buy.*

Victory Loan 1919

"Every Dollar Spent in Canada"

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

Why Every Canadian Will Buy Victory Bonds

TRIUMPHANT, Canada emerged from the war, a nation great in arms and great in trade, a nation respected and admired by the world.

And Canada will continue to hold high her head.

Our obligations to the heroic dead, to the crippled and disabled soldiers, and to the men who were so fortunate as to return, will all be met.

That is Canada's duty.

To fulfill it, every Canadian will do his part.

Canadians will keep the machinery of prosperity humming, the factory chimneys smoking, the sea and lake ports bustling with activity, and the surplus products of farm and factory going forth to Great Britain and other lands.

But to accomplish all this more National Working Capital is needed.

The money is here, but it is in the hands of individuals rather than in the hands of the nation. It is in the savings banks, loan companies and generally scattered throughout Canada. For instance, our deposits in banks and post offices have increased in five years from one billion (\$1,086,013,704) to a billion and three-quarters (\$1,740,462,509), an increase of nearly two-thirds of a billion (\$654,448,805).

The people will loan their individual savings to the nation to be used as National Working Capital in maintaining our commercial prosperity.

Every man and woman from every walk of life is interested in maintaining this prosperity. Therefore, every man and woman from every walk of life is personally interested in making the Victory Loan 1919 an overwhelming success.

It will serve to keep Canada in its present place, far up in the vanguard of World Progress.

Victory Loan 1919

"Every Dollar Spent in Canada."

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



"JIM"



JIM was a lineman before the war. It was difficult to find a uniform broad enough across the shoulders for him when he "joined up" in 1914.

Jim found army discipline hard at first, but picked up the "war business" very quickly. He was one of the first of the "trench raiders," a Canadian contribution to the art of warfare. Jim seemed to bear a charmed life. Time after time in the dead of night Jim jumped into a German trench, spreading fear and disaster, and returned safe and sound.

But one fell night his luck gave out. He stepped into a stream of machine gun bullets. When consciousness came to him again, far in the rear of our lines, he was horrified to find his right leg missing.

During the ensuing months Jim's progress was—Clearing Station,—Boulogne,— "Blighty" and Home—Canada!

The shock of the operation left Jim pretty weak for a time. He was content to sit idly in a chair in the sun. But this grew tiresome after a bit. When he began to think about getting back to work he realized that a lineman with an artificial leg was rather impractical. That was his trade. He had spent years at it. And now he was barred from following it.

At this critical juncture, the Department of Soldiers' Civil Re-establishment came forward and with knowledge and experience pointed the way out.

After long and earnest discussion, it was mutually decided that the nearest thing to his old trade was that of a telegrapher despatcher. If Jim couldn't any more string wires on the poles he could learn to send

the messages over the wires that the other fellow put up. So under the direction of the D.S.C.R. telegraph instructor Jim studied and perfected himself as an operator. This accomplished, the D.S.C.R. quickly found him a position.

Jim is all right now. He's contented as only a man who works can be contented. He is earning more money than before. His enthusiasm is high for the D.S.C.R., which gave him the training whereby he is again an independent and prosperous citizen. After all, it was for Canada that Jim fought and suffered—and Canada is only too eager to repay Jim and every man impaired in body or health through service to his country.

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The records of the Department of Soldiers' Civil Re-establishment contain endless details in the matter of re-training ex-soldiers—a disabled farm laborer is now a machinist; a carpenter who lost four fingers on his right hand is now a draughtsman at a good salary; a former plasterer is now a printer. So it goes—a long and interesting record of men deprived of limbs or impaired in health—equipped with training and knowledge, now following new and suitable trades.

This great nation-wide organization of the D.S.C.R. requires a considerable expenditure. To meet its expenses a part of the Victory Loan 1919 is to be used. But its maintenance until every disabled ex-soldier is fitted with a vocation enabling him to earn for himself an adequate and independent living, is one of the most sacred obligations that Canada has to discharge. Support to the limit of your ability—the

Department of Soldiers' Civil Re-establishment	
<i>Brief summary of the work to August 31st, 1919.</i>	
VOCATIONAL	
Total number of retraining courses undertaken	17,449
Variety of occupations taught	260
Total number of men now in training	11,494
Total number of graduates	5,955
Percentage of re-trained men placed in civil occupations	90.20%
Sick	3.23%
Diseased	.83%
Unemployed	5.74%
	100.00%
MEDICAL	
Number of amputation cases fitted with free artificial limbs	3,744
Pairs of orthopedic boots supplied free	2,941
Number of amputation and orthopedic cases given free service	14,148
Number of tubercular patients treated	3,909
Number of " " restored to gainful work	2,932
Average number of men receiving free medical attention per week	5,129
INFORMATION AND SERVICE	
Total number of applications for employment	68,673
" " placed in employment	61,278
" " enquiries answered re soldiers benefits	245,103

VICTORY LOAN 1919

"Every Dollar Spent in Canada"

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



CANADA'S PROSPERITY RESTS WITH YOU

**Continued Business Activity and Good Wages
Depend on Canada's New Victory Loan**

DURING the past four years Canada's prosperity has been due largely to orders from Great Britain and our Allies.

Canada was able to obtain these orders because she advanced credit to these countries.

Canada was able to give this credit only because you bought Victory Bonds.

Great Britain, with France, Belgium, and other Allies, are now prepared to place large orders with us for the products of our factories, farms, forests and fisheries—provided Canada again gives them credit.

Credit must be given if we are to have any guarantee of good times

and good wages. But our workers on these orders must be paid their wages in cash; so, much of the money that you invest in Victory Bonds will go out in wages to Canadians.

You will be absolutely protected—you will get a good rate of interest and all of your money will be paid back at the time stated in the Bond.

Every cent will be spent in Canada, and ultimately circulate to the benefit of all.

Canada can give this credit only if you again buy Victory Bonds.

If Canada is not able to give this credit, other countries will.

Therefore Canada's continued prosperity rests with you.

Victory Loan 1919

"Every Dollar Spent in Canada"

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

More Farms-Good Times

How it Affects You

Among our returned soldiers there are thousands of practical farmers. Still other thousands are studying farming under Canada's supervision, by hiring out to farmers, and by taking courses in agricultural colleges. These men want to "go on the land," but they have no capital. So, through the medium of the Soldiers' Land Settlement Act, Canada says to them "If you are fully qualified to farm, I will lend you money to purchase land, stock and implements. You may pay it back within a stated time, and for the loan of it, I will charge you only a moderate rate of interest."

Canada makes this offer, not only because men who have fought deserve well of their country, but because it is of prime importance that more land should be cultivated.

The love of outdoor life and the resourcefulness of our soldier citizens are just the qualities to make them successful farmers, and upholders of the best Canadian tradition.

As evidence of the value of the Land Settlement Act, the following figures were available on August 15:--

Number of applications from soldiers	29,495
Number of applications investigated and approved (not all placed)	22,281
Number of soldiers actually farming this year	9,043
Average amount of loan to each soldier	\$2,960
Total amount of loans	\$26,767,304
Average size of farm	160 acres
Total amount of homestead lands—that is, virgin soil placed under cultivation	1,000,000 acres

This million acres was divided among 3,768 soldiers, 160 acres each being the original allotment, but 2,512 soldiers availed themselves of the privilege open to all soldier-homesteaders to obtain an additional 160 acres, making their allotment 320 acres each.

In addition to a million acres of virgin soil already placed under cultivation, more than 6,000 other farms are now being worked, many of which would have been less productive if returned soldiers had not taken them over.

It is just as true to-day as it was before the war that big crops favorably marketed mean general prosperity for Canada.

The more wheat and farm products Canada grows and sells, the more money will be spread through all classes of the community. Not only the farmer, but the merchant, the manufacturer, the industrial wage earner and the professional man will benefit.

Here is where YOU come in.

\$24,000,000 of the forthcoming Victory Loan will be used to make loans to soldier farmers.

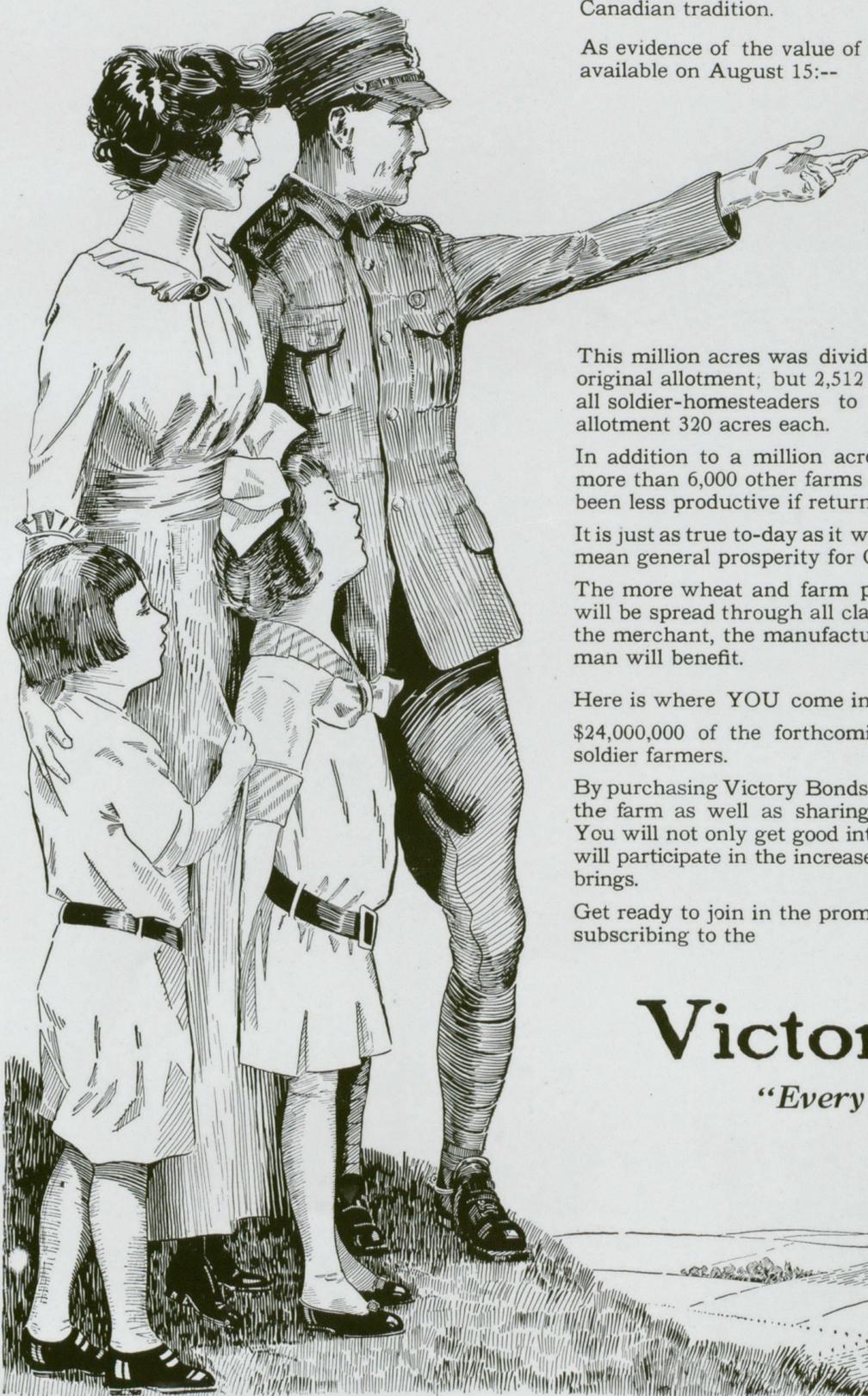
By purchasing Victory Bonds you will help the soldier who is starting life anew on the farm as well as sharing in this national investment in farm development. You will not only get good interest on your money with the best security, but you will participate in the increased general prosperity which greater farm production brings.

Get ready to join in the promotion of greater national prosperity, therefore, by subscribing to the

Victory Loan 1919

"Every Dollar Spent in Canada"

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



Five Minutes To Eleven has not yet come for those who stayed at home



The gallant Canadian army kept right on fighting until five minutes before the Armistice was signed.

The last lap of the war for those men was indeed a smashing, glorious finish!

While the fighting ended at five minutes to eleven on the morning of the eleventh of November last year, the war has not yet ended for those of us who stayed at home.

Our "Five Minutes to Eleven" has not yet come. There is a great deal more for us to do, before our war job is finished.

There are still heavy demobilization expenses to clean up. In a few short months we have brought home the troops that were transported overseas during four years of war--four years' transportation expenses crowded into a few months.

Many millions are still required to complete payment of demobilization and for other purely military expenditures.

The Victory Loan 1919 which is necessary to meet these war obligations is the great objective in the last lap for those who stayed at home.

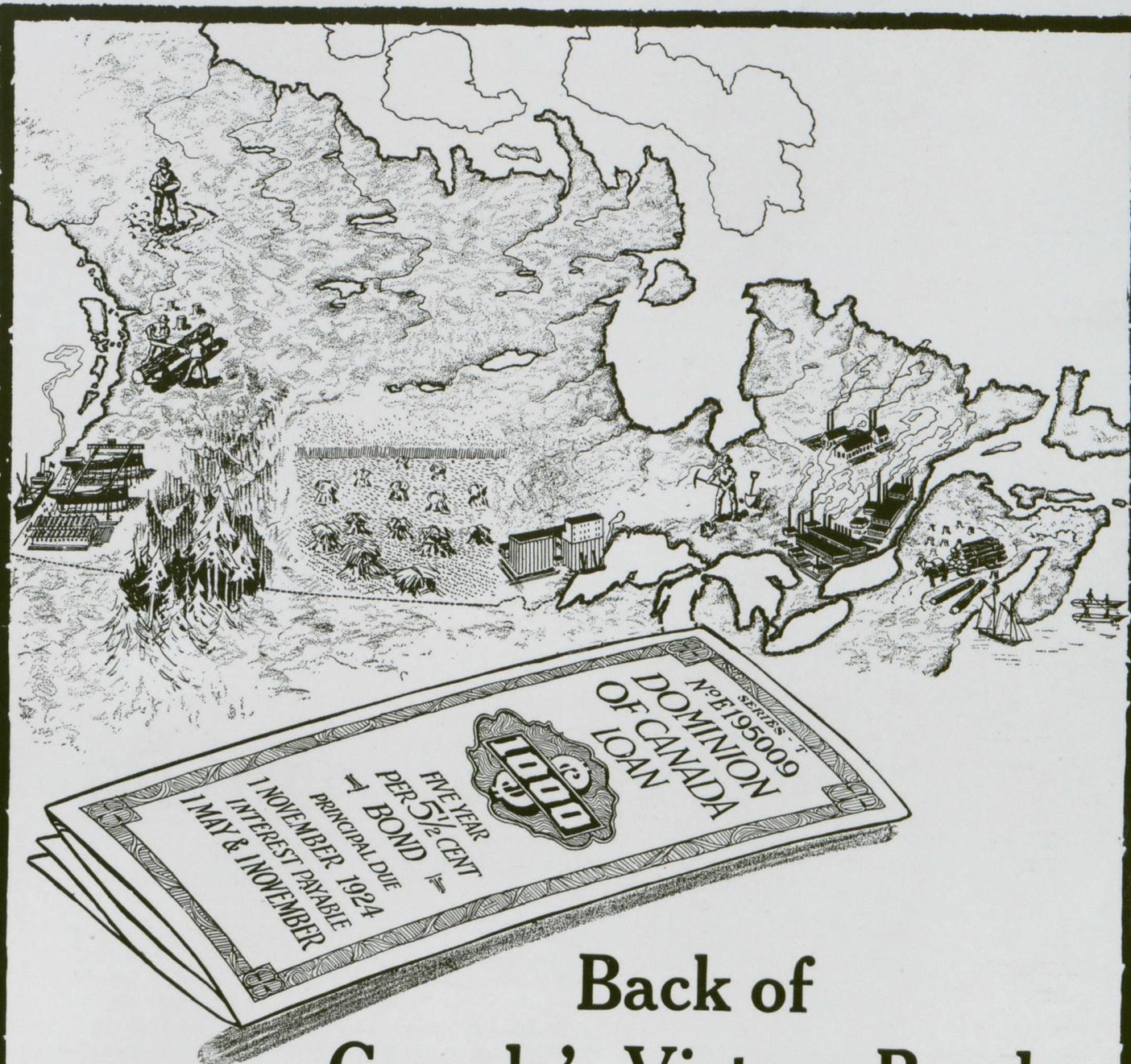
The Canadian Corps, during the war, never lost a gun.--never once retreated and never failed to take an objective.

Keeping that glorious record in our minds and carrying that 'no surrender' fighting spirit into the new Victory Loan campaign there can be only one result --Success, overwhelming and triumphant.

When the figures for the Victory Loan 1919 are totalled up the result will show the world that those of us who stayed at home have taken another glorious objective on the road to our Five Minutes to Eleven.

Victory Loan 1919

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



Back of Canada's Victory Bonds

WHEN you loan money you make sure the borrower is able to repay the loan and that he will pay you the interest regularly as it falls due.

When you loan money to Canada you know your money is absolutely safe.

Back of Canada's Victory Bonds is the entire wealth that Canada possesses—all her industries and all her resources in minerals, fisheries, forests and lands.

Canada has one-third of the area of the whole British Empire; she is larger than thirty United Kingdoms; twice the size of India; eighteen times as large as France. She is practically as large as all of the European countries put together.

Canada is larger than the United States including Alaska (Canada, 3,729,665 square miles; United States and Alaska, 3,617,673 square miles).

Canada has over 440,000,000 acres of farm lands—and only one-eighth of it is yet under cultivation.

Canada has the most extensive and best stocked fisheries in the world—232,000 square miles of fishing waters.

Canada has over 225,000,000 acres of commercial timber—she is the great forest resource of the Empire.

Canada's mineral deposits have scarcely been scratched—yet her mines yielded \$210,204,970 last year.

Canada's field crops have doubled in five years—from \$552,771,500 to \$1,367,909,970.

Canada's people have increased their cash balances in Banks and Post Offices nearly seventy per cent. in five years—from \$1,086,013,704 to \$1,740,462,509.

Canada's trade has more than doubled in five years—from \$1,085,175,572 to \$2,564,462,215. Canada emerges from the war one of the world's greatest and strongest nations—her natural wealth equals \$2,000 for each man, woman and child of her population.

Canada's Victory Bonds are the finest possible investment where safety is the chief consideration.

Moreover, when you loan your money to Canada you know that the interest will be paid every six months—all you have to do is to go to the nearest Bank and get it.

Canadians will soon be given another opportunity to buy Victory Bonds.

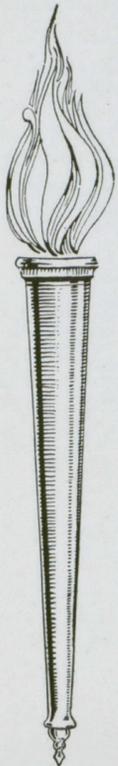
This will probably be the last time you will be able to purchase Canada's bonds on such favorable terms.

Prepare to buy—All Canada is Your Security.

Victory Loan 1919

"Every Dollar Spent in Canada"

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



The Soul of a Vision

So then—
My part is ended. Other men,
And women, too, still play their part,
With courage resolute and dauntless heart.

My broken comrade—
Seared by scars that time can not efface,
Is not the jest of fortune; for his aid
A nation's mighty forces doth provide.

And those who live—
To carry on our story down the years,
Face not their "quiet days" in bitter pain;
(Forgotten, now they've stilled the nation's fears)
Dwarfed by the lust of pride and selfish gain.

My Canada—
Thou fair land for whom great love
Inspired my youth to ancient sacrifice;
Grant that our serried ranks in realms above
May witness bear thee, worthy of the Price.



To Pay Debts of Honour

To the Dead and to the richness of their dying
we must give pause, and in humility confess
a debt beyond redemption.

Before the altar of their sacrifice, Canada is consecrated to make its dominion worthy. The Torch that illumines Victory so dearly bought, must burn eternally. Each year of peace must record an added lustre to our heritage.

But to those who have come back in suffering, Canada owes a debt which money can, in part, repay.

It is a Debt of Honour. Canada was pledged to the end, that the wounded and the sick be adequately cared for, until they were fairly fitted for the competitive existence of civil life.

For this purpose, our medical services, and our vocational training schools must be maintained until the need for them is no more.

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These, then, are some of the purposes for which the Victory Loan 1919 is being raised. Other purposes are told about in other announcements.

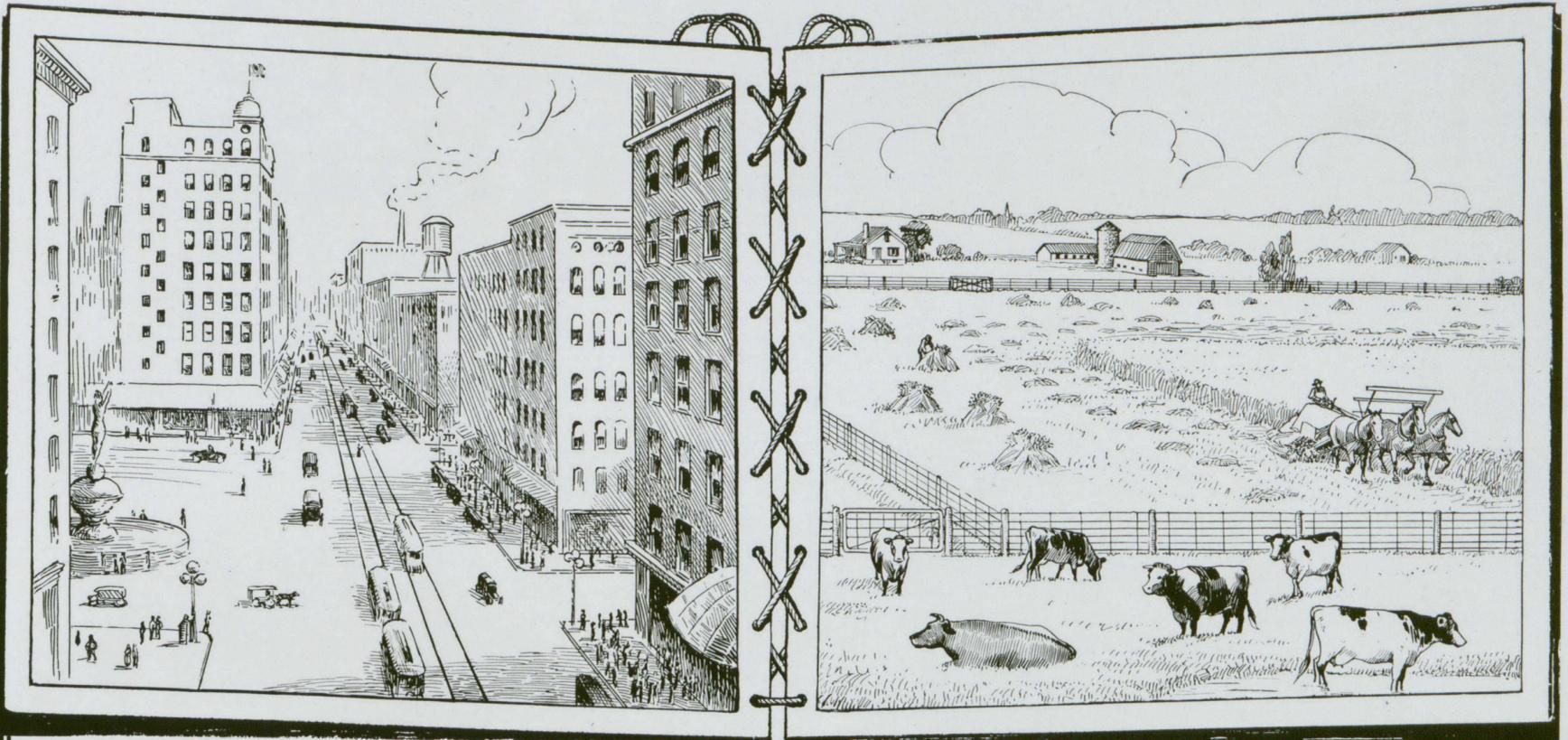
As you read them, the conviction will grow upon you of the absolute necessity for the

Victory Loan 1919

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

10





City and Farm Equally Benefit

The man in the city and the man on the farm is each concerned with the other's prosperity, and each has equally strong personal reasons for supporting the Victory Loan 1919.

Last year Canada shipped to Great Britain and our European Allies \$496,932,191 worth of the products of our farms.

The future of Canadian Agriculture depends upon holding and extending its export trade in farm products, and the future of city and town prosperity is interwoven with agricultural prosperity.

Great Britain and our European Allies provide a ready market. But as a result of the strain of war, they are short of cash. They must buy on credit for a time.

The British market particularly, we must not,—dare not—lose, because we have spent

many long years in cultivating it, and establishing a prestige there for Canadian products.

Great Britain asks for a credit to buy our surplus food stuffs, and Britain always pays her debts. Our ability to extend this credit depends upon the success of the Victory Loan 1919.

Just think what it means to all of us to keep Canadian agriculture prosperous.

Canadian farmers form a large porportion of the buyers of Canada's manufactured products, resulting in trade for the manufacturer and retailer, and employment for the man in city and town.

With the money from the sale of his products the farmer buys agricultural implements, gasoline engines, tractors, wagons, seed, wire fences, fertilizers, milk cans, building material, roofing, furniture, carpets, furnishings, stoves, clothing, boots and shoes, groceries, drugs,

pianos, talking machines, automobiles, papers, and scores of other things.

The city and town man makes these goods, and his wages are spent in his local stores, so that starting with the farmer the chain of trade travels through every class of the community.

The city again furnishes a home market for the farmers. Our cities have been built by our farmers—by those farm boys who have developed genius in organization, business and finance, and who do not have to leave Canada to find a field for their activities. The farm and city are interdependent the one upon the other. Canada requires both, and both prosperous.

Then upon both the man in the city and the man on the farm there rests a direct responsibility. Both must shoulder it and unite in making an overwhelming success of the

Victory Loan 1919

"Every Dollar Spent in Canada"

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

Everyone Who Bought Canada's Victory Bonds Made Money

EVERY one of the million and a half subscribers to Canada's Victory Bonds knows that he can sell them today for more than he paid for them.

Every one who bought Canada's Victory Bonds has received 5½ per cent interest per annum---paid twice a year.

Over half a million Canadians who bought Canada's Victory Bonds on the instalment plan saved money that they would not otherwise have saved

The guarantee back of Canada's Victory Bonds is the same as the guarantee back of a One Dollar or a Two Dollar bill. There is this difference, however, that you get interest on the Victory Bonds and you don't on the One or Two Dollar bill.

Canada's Victory Bonds will always be accepted as security for a loan.

Banks are ready to loan money on Canada's Victory Bonds.

Canada's Victory Bonds may be turned into cash at any time.

There is no other way in which you can invest your money with such absolute security---paying such a good rate of interest.

Canada will soon give her citizens an opportunity to buy Victory Bonds 1919. It will probably be the last chance to buy Canada's Victory Bonds on such favorable terms.

*Prepare to buy as many Victory Bonds this
time as you now wish you had been
able to buy the last time.*

Victory Loan 1919

"Every Dollar Spent in Canada"

Your Country's "Promise to Pay"

WHEN you buy Victory Bonds you hold Canada's solemn promise to repay you their full face value in money at the time stipulated in the bond with interest every six months.

THEREFORE, in point of security, Canada's Victory Bonds are in the first rank of the world's investments because—

—the principal and interest are as certain of payment as anything can be—backed by the whole assets of Canada—the pledge of honour of Her people—and all the assets of all the people of Canada.

—Victory Bonds are also the most "liquid" form of investment. Without trouble or delay they can be converted into cash at any time.

—Victory Bonds pay a good rate of interest—more than any other investment having equal security—nearly twice the interest paid by Savings Banks.

* * * *

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

EXECUTORS, trustees, municipalities, public service corporations, officers of lodges and

fraternal societies, and all others with trust funds to invest, can further their own and their country's interest by investing their funds in Victory Bonds.

* * * *

AND because of the good rate of interest which Victory Bonds pay, together with the supreme security behind them, there is every reason to believe that Canada's Victory Bonds, 1919, will increase in value in the open market, as have Victory Bonds of all previous issues.

* * * *

BUT Victory Bonds, 1919, are much more than a sound money investment. They are vital to the continued prosperity of the country. The proceeds of the Victory Loan, 1919, will furnish the means of retaining our great export business, by bringing to Canada foreign orders for agricultural and industrial products, which mean the continued prosperity of every citizen. The Victory Loan, 1919, will also enable Canada to carry out her necessary plans of demobilization—fulfill her pledges to her fighting forces—and to readjust the country from War to Peace conditions.

IN HIS PERSONAL INTEREST—

- to obtain an investment of unrivalled security
- to secure an investment yielding a high interest return

AGAIN IN HIS OWN INTEREST AND THAT OF CANADA—

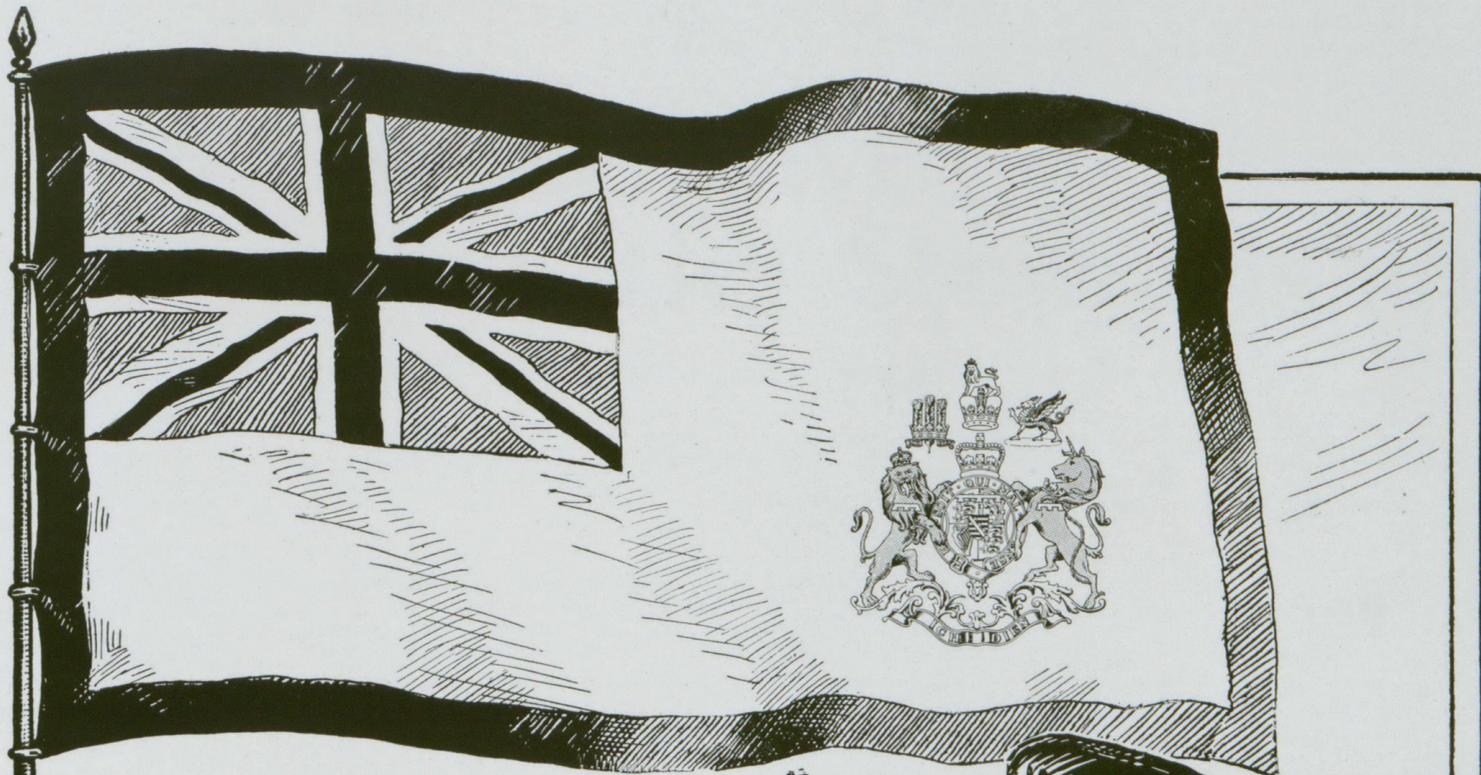
- to ensure the continued prosperity of the nation
- to enable Canada to discharge her duty to her soldiers
- in order to finance Canada's period of readjustment from War to Peace

EVERY CANADIAN WILL SUPPORT TO THE UTMOST THE

VICTORY LOAN 1919

"Every dollar spent in Canada"

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



“I Hope Every City and District Will Win My Flag”

When Edward, Prince of Wales—eager, bright eyed, smiling and sincere—arrived in Canada in August, and when he voiced his great admiration of the wonderful achievements of Canadians, on the fields of battle and at home, once again we were thrilled with joyous pride.

He asked concerning Canada's reconstruction programme, and when he was told of the Victory Loan 1919, he graciously consented to the use of his Coat of Arms on a flag, which is to be the prize of honour for districts achieving their quota in the loan.

In dedicating “The Prince's Flag” at Ottawa on Labor Day, His Royal Highness said in part:—

“It is a great joy to me to be associated with the loan, which is the bridge between war and peace, and which is finishing off the job.”

“I hope every city and district will win my flag.”

Striking, and beautiful in design, this flag will form not only a unique memento of Victory Year, but a lasting and outstanding souvenir of the visit of His Royal Highness—a visit which will remain as one of the most memorable events in Canada's history.

★ ★ ★ ★ ★

The reproduction above shows the design of the flag. The body is white, the edge red; in the upper left hand corner is the Union Jack, and in the lower right hand corner the Prince of Wales' Coat of Arms.

The flag is made in two sizes, 4 feet 6 inches by 9 feet for small cities, towns and villages, and 7 feet by 13 feet 6 inches for cities of over 10,000 population.

Canada has been divided into canvassing districts by the Victory Loan Organization. Each city forms one district. Other districts have been determined according to population.

Each of these canvassing districts has been allotted a certain amount in Victory Bonds to sell. To win the Prince's Flag, therefore, a district has to sell its allotment. That is the one and simple condition.

Anticipating that many districts will buy far beyond their allotment, the organization decided that for each



twenty-five per cent. excess of the quota one Prince of Wales' Crest be awarded. Thus the workers in a district doubling its quota will be the proud winners of four small crests for their Honour Flag. These crests will be sewn to the flag. The Prince's Crest—the three ostrich plumes—is shown at the top of the coat of arms.

To every organization with fifty or more employees, where seventy-five per cent. of the enrollment invests a total of ten per cent. of the annual payroll in Victory Bonds, a supplementary Prince of Wales Flag in smaller form—48 inches by 34 inches—will be awarded.

The allotment for each district has been carefully considered, and is based on a conservative estimate of the purchasing power of the district.

Your district can sell its allotment and thus win the Prince's Flag, provided each person does his or her share.

You will gladly do your part and encourage your neighbour to do his.

Remember YOUR purchase may be the one that decides whether or not your district is to be the proud possessor of the Prince's Flag.

*The Prince's Motto is “I Serve”
Will You also Serve?*

Victory Loan 1919

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

Miss Canada Gives Account of Her Stewardship

And explains her War Financing to her citizens

Miss Canada: In humility, because of the sacrifices which have been made for me, but in pride because of the Spirit of Fortitude of your Sons, I come to enlist your most sympathetic support, as expressed by your financial aid, to enable me to meet the many obligations that still remain towards the men who fought. I also wish you to provide me with sufficient National Working Capital to consolidate the position in the world's markets, that you, by your industry, have so honourably won.

Citizens: Perhaps you might like to take this opportunity of telling us how you expended the \$610,000,000 we loaned to you last year?

Miss Canada: I would. You will recall that I asked you for funds to carry on the war, and to enable me to advance credits to Great Britain and our Allies, who, by their purchases here, have prospered our farms and factories. Do you want details?

Citizens: Yes. The more facts and figures you give us, the more fully will you answer the natural queries of those to whom you are now appealing for a further loan.

Miss Canada: Very well, then. I suggest you ask me questions. That is the best way to bring out the facts.

Citizens: How much of the Victory Loan 1918 did you use for war expenditures?

Miss Canada: Three-fifths of it—\$380,900,000 in fact. Before giving this expenditure in detail I wish to explain that your demobilization expenses as against those of mobilization have been concentrated within a few months. The expense of transporting our Army overseas was spread over more than four years. Consequently the cost of it did not bulk so large in any one year's budget. But to bring home in a few months hundreds of thousands of men, spread from England, France and Flanders, Italy, Egypt, Palestine to far-off Siberia, was a gigantic and expensive task. It taxed all my resources.

Citizens: Realizing the conditions you faced, because of the shortage of shipping, and remembering that other parts of the Empire were eager for the speedy return of their men, we think you did very well. Give us now the details of your war expenditures.

Miss Canada: \$312,900,000 was spent for the payment of soldiers since the Armistice—the cost of feeding them, part cost of bringing them home, separation allowances to their dependents, the maintenance of hospitals, their medical and nursing staffs, in Britain as well as Canada, the organization and conduct of the Department of Soldiers' Civil Re-Establishment (which includes the Vocational Training Schools) and the financing and operation of the Soldier's Land Settlement Act.

In addition to this, I have already authorized and am paying gratuities to soldiers on their discharge.

Citizens: What is the amount of the gratuity?

Miss Canada: I used \$59,000,000 of the Victory Loan 1918 for this purpose, and expect to use \$61,000,000 of Victory Loan 1919.

Citizens: Did you make any other disbursements under the heading of war expenditures?

Miss Canada: Yes, \$9,000,000 was spent at Halifax, to be used in reconstruction after the disaster.

Citizens: We quite appreciate the fact that these were all necessary war expenditures. Perhaps you will tell us now what you did in the way of advancing credits to Great Britain and our Allies?

Miss Canada: With pleasure. I advanced Great Britain \$173,500,000 to help purchase your grain; and I loaned her another \$30,000,000 to buy other food stuffs.

Citizens: Did Great Britain buy any fish from us?

Miss Canada: Yes, \$9,000,000 worth. I loaned her the money to pay you for it.

Citizens: Were there any other loans to Great Britain?

Miss Canada: Yes, Great Britain bought \$2,900,000 worth of ships built here. I loaned her the money to pay for them. Then I loaned her \$5,500,000 to meet other obligations in connection with munition purchases.

Citizens: What security have you for all this?

Miss Canada: Great Britain's pledge to repay—backed by the resources that made her Banker, Manufacturer and Bulwark to her Allies during the war.

Citizens: That's good enough. Did you do anything for our Allies?

Miss Canada: I loaned them \$8,200,000 to buy your foodstuffs, raw material and manufactured products.

Citizens: That accounts for last year's Loan. Will you tell us now why you need another Loan, and how you purpose using it?

Miss Canada: I need another loan to finish paying the expenses of demobilization, since the proceeds of the 1918 Loan were exhausted, and to meet the obligations I still owe to your Soldier Sons. I also need money for National Working Capital.

Citizens: What are the obligations to soldiers?

Miss Canada: The cost of bringing them home. The payment of all those still undemobilized, including sick and wounded, who are still in hospital, and who of course remain on the Army Payroll until discharged. The upkeep of hospitals, and their medical and nursing staffs.

Citizens: How much will these items entail?

Miss Canada: \$200,000,000.

Citizens: Does that include the gratuities?

Miss Canada: No. I shall need \$61,000,000 of the New Loan to finish paying these.

Citizens: Will that include the money to finance the Dept. of Soldiers' Civil Re-establishment, including the Vocational Training Schools, and the working out of the Soldiers' Land Settlement Act?

Miss Canada: No. I estimate \$57,000,000 for this. I have already approved loans to the amount of \$26,000,000 to soldiers already settled on the land under this Act.

Citizens: How many soldiers are taking advantage of it?

Miss Canada: Up to August 15th, 29,495 soldiers had applied for land under the terms of the Act. 22,281 applications had been approved. 9,043 men were already placed on farms, and millions of acres will be under cultivation, that might otherwise be idle.

Citizens: What do you consider the great national advantage of having soldiers become farmers, apart from increased production of food?

Miss Canada: The love of outdoor life and the resourcefulness of our soldier citizens are just the qualities to make them successful farmers, and upholders of the best Canadian tradition.

Citizens: Have you any other war obligations?

Miss Canada: Not that I foresee. I have covered the major ones.

Citizens: You purpose extending further credits to Great Britain and our Allies, do you not?

Miss Canada: Yes, to the extent that your Loan will permit me to.

Citizens: Why sell to Great Britain and our Allies if they can't pay cash?

Miss Canada: Their orders are absolutely essential to the continuance of your agriculture and industrial prosperity. The magnitude of their orders, and the amount of employment thus created will depend upon the success of the Victory Loan 1919.

Citizens: Will you explain simply this idea of credit, and why it is so necessary that we should give it?

Miss Canada: Farmers and manufacturers (and that includes the workers on these orders) must be paid cash for their products.

Therefore I must borrow money from you to give credit, temporarily, to Great Britain and our Allies.

Actually, no money will pass out of Canada.

If you do not grant this credit, other countries will; and they will get the trade, and have the employment that should be yours, to distribute amongst their workers.

And remember, you absolutely need these orders to maintain employment. If you don't finance them, employment will not be as plentiful, business will feel the depression and conditions everywhere will be adversely affected.

Citizens: Will you use the proceeds of the Loan for any other purpose?

Miss Canada: Yes. I must carry out the National Shipbuilding and Reconstruction programme. I am also committed to advance loans to Provincial Housing Commissions.

Citizens: What are individual—personal advantages to be gained in buying Victory Bonds?

Miss Canada: The fact that Victory Bonds are among the world's premier investments—in security—in good interest yield—and in ready saleability.

Citizens: What do you mean by Security?

Miss Canada: I mean that the whole resources of Canada—all the assets of all the people—plus all the wealth yet to be discovered is behind my pledge to repay you your principal when due and to meet each interest payment.

Citizens: What do you mean by "good interest yield?"

Miss Canada: You receive on your savings deposits 3%. Invest in my Bonds, with the security of all Canada behind you, and you get 5½%.

Citizens: What do you mean by "ready saleability?"

Miss Canada: I mean that if, at any time, you wish to get cash for your Victory Bonds—that is, sell them—you can do it at a moment's notice. Or, if you want to borrow money on them, any bank will loan it to you and accept them as security. For all practical purposes Victory Bonds are as good as money, except that if you keep a bill in a box at home, or in a vault, it doesn't earn interest—but *Victory Bonds do*.

Citizens: Would you advise a person to take money out of a Savings Bank and invest it in Victory Bonds, and if so, why?

Miss Canada: I would—because I pay almost double the interest paid by Savings Banks and my obligation is undoubted.

Citizens: Do you think Victory Bonds will increase in value?

Miss Canada: They ought to. Every person who subscribed to Victory Bonds last year has made money. I have every reason to believe my credit position must steadily advance.

Citizens: You have given a good account of your stewardship, Miss Canada, and realizing the obligations we have to our soldier sons,—our brothers—to our farmers and industrial producers—to our workers everywhere—to You, the Spirit of our beloved country—to those who have so gladly and gallantly died for her—we pledge ourselves to buy your Victory Bonds to the absolute limit of our ability, and thus ensure the realization of our highest and best aspirations for Canada and all Her peoples.

Cut this out and read it carefully. It will answer a great many of the questions you may be thinking of in connection with the

Victory Loan 1919

"Every Dollar Spent in Canada"

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

MONDAY!



ON Monday the Victory Loan 1919 opens.

On Monday a keen, eager army goes over the top on the drive to Financial Victory.

It is your country, Canada, that asks you to buy Victory Bonds.

See that you do it!

During the darkest days Canada did not falter—

She carried on to Victory!

You know the need for this Loan.

You know the fulfilment of Canada's obligations depends upon its success.

You know the continued prosperity of Canada is at stake.

You know the eyes of the world are on Canada.

Let us again astonish the world.

Unite Canada!

Clean up!

Carry on!

Finish the Job!

*Let it also be said of us that we
made a tremendous success of the*

VICTORY LOAN 1919

"Every Dollar Spent in Canada"



All for Canada Canada for all

*Canadians! This is a call to National Service—
The Victory Loan 1919 which opens to-day.*

YOU are citizens of no mean country.
Canada is a fair, free land.

Canada is your country.

Canada—now—has need to borrow from you—Lend:

Lend without restraint of politics or fine distinctions of creed or party.

The leaders of the political parties endorse the Loan.

It is CANADA that asks:

And why—

To clean up the last of the War's commitments and expenses;

To establish beyond all question the capacity and credit of your country;

To care for the wounded and the maimed soldier;

To finance the bonus of the returned soldier already paid;

To enable the fruits of Victory to be garnered;

To ensure the prosperity of you, her citizens.

The guns of war are silent—but they are not yet cool.

The Victory Loan 1919 is a War Loan.

Canada's book of war is gloriously written—make this, the closing chapter, a worthy one. The responsibility is yours. **LEND!**

LEND! LEAD!

*See Official Prospectus
on another page.*

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

VICTORY LOAN

Buy Victory Bonds Through the Banks on the Instalment Plan

CANADA'S banks will make it possible for every Canadian man and woman to buy all the Victory Bonds they can pay for in ten months.

The Finance Minister has made arrangements with the bank managers throughout the Dominion to give every co-operation to enable you to buy all the Victory Bonds you can possibly pay for on the instalment plan.

You do not need to be a customer of a bank to buy bonds under this instalment plan—it is open to everyone.

Put every dollar you can gather together into Victory Bonds—and then go to any bank and buy on the instalment plan all the Victory Bonds you can pay for during the next ten months.

Under this plan you pay ten per cent. on or before November 15th, and ten per cent. each month till August 16, 1920, when you will get your bond. The interest charged you by the bank is balanced by the interest you get on your Victory Bonds.

Any branch of any bank will store the Victory Bonds of small investors for safe keeping for a year without charge.

Buy all the Victory Bonds you can pay for — then buy more on the instalment plan. The banks will help you.

Employers' Credits—The banks have decided to make loans to employers of labour covering the subscriptions of their employees—the rate of interest to be the same as the yield of the bonds—5½%—the loans to be made for 90 per cent. of the amount subscribed—and to be paid off in monthly instalments. The banks have unanimously agreed that these loans will not be considered as impairing the amounts of credits for other purposes.

Advances to Investors—The banks have agreed also to grant reasonable credits to subscribers to the Loan at the rate of 5½% per annum, on loans to be repaid within one year. The amount loaned will be 90 per cent. of the subscription.

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

NOT TRANSFERABLE
PURCHASER'S FORM B

DATE _____ No. B _____

VICTORY LOAN 1919 AGREEMENT
\$100
5½% Victory Bond
Between _____

NAME OF BANK _____
and _____
BRANCH _____

NAME OF PURCHASER _____

In accordance with terms of contract on reverse side.
This Card must be presented by applicant when making payments.

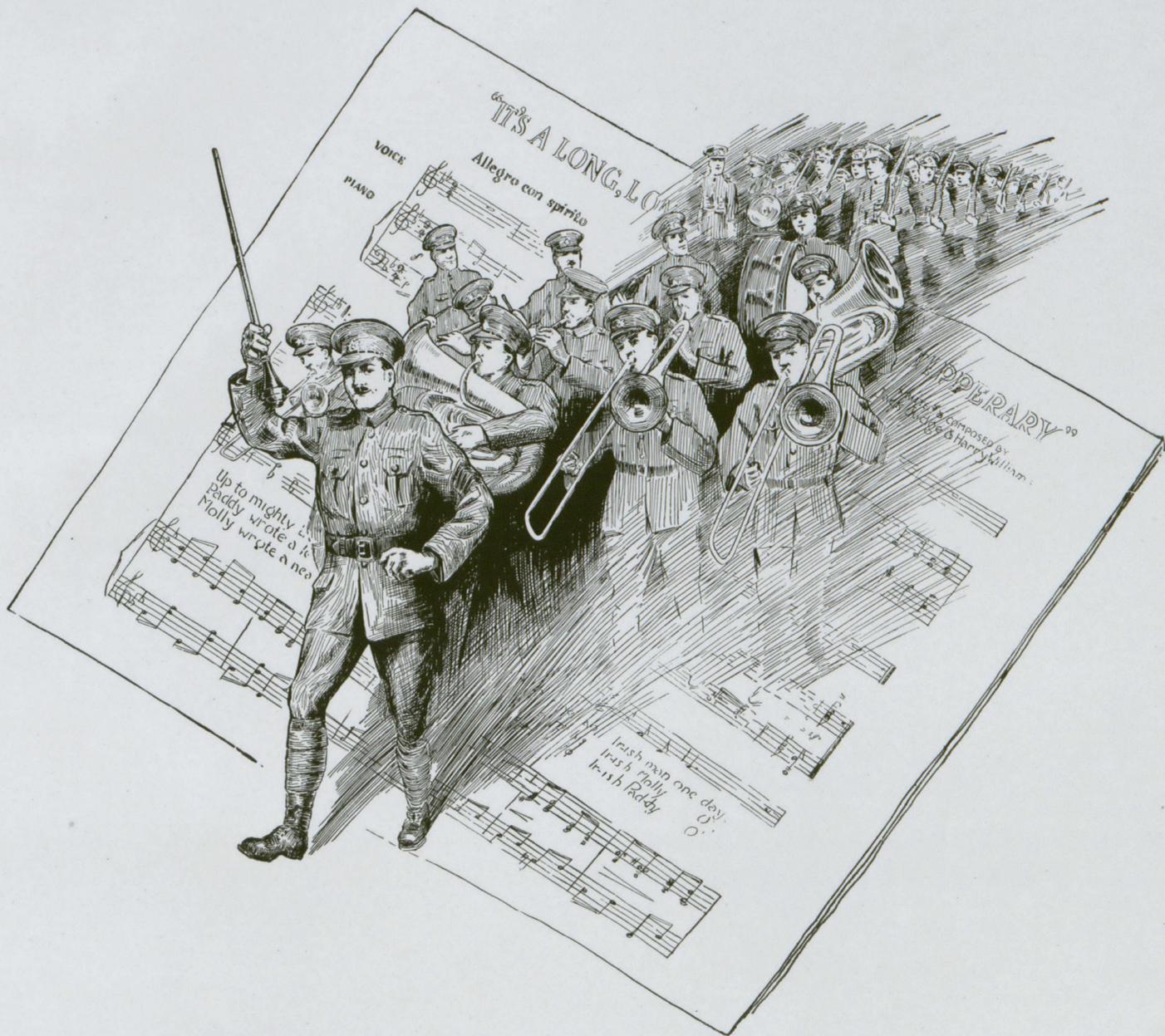
Payment Due	Amount Due	Signature of Bank Official
Upon Application	\$10.00	
Dec. 15, 1919	10.00	
Jan. 15, 1920	10.00	
Feb. 16, 1920	10.00	
Mar. 15, 1920	10.00	
Apr. 15, 1920	10.00	
May 15, 1920	10.00	
June 15, 1920	10.00	
July 15, 1920	10.00	
Aug. 16, 1920	9.50	
Total Payment	\$99.50	

Amount of Payments.....\$99.50
Credit Coupon May 1st.....2.75
Less Bank Interest.....2.25

Total\$100.00

Banking hours, 10 a.m. to 3 p.m. Saturday
9.30 a.m. to 12 noon.

Instalment Plan—\$10 down, \$10 monthly.



When They Went Away Singing "Tipperary"

In those brave days of '14 and '15, they were indeed the idols of the Nation. To their support Canada brought all that the weight of money could bring.

And when they came to the furnace of their testing, we acclaimed them proudly as of no common clay.

"Tipperary" is forgotten, swept like a butterfly caught in a tornado or a catch of song in the throat of death. But Ypres, St. Eloi, Vimy, Hill 70, Passchaendale, Cambrai and Mons have placed its singers among the Immortals.

In these brave days--that to some of us are still but of yesterday--Canada proclaimed herself in the fight to the last man and to the last dollar.

Well has man played his fighting part. It is our Dollar that must now redeem the pledge.

To make the Victory Loan a success is a National obligation.

If the fighting were still raging you wouldn't hesitate to invest.

Be thankful then that it is ended, and be glad that your part now is but to lend money to pay the Debts of Honour.

The spirit that moved you to buy Victory Bonds one year ago and two years ago should impel you to buy them again.

But even if you suppress *that* spirit--grant that you may not--the material advantage of the investment cannot fail to appeal to your good common sense.

Think of it. The peerless security of a mighty nation--a nation at peace--the great uncertainty of war past--and 5½% interest. Where can you find its equal?

Whichever way you look at it, if you are true to yourself you must

Buy Victory Bonds 1919

A large, hand-drawn illustration of the number 5, followed by the number 1 over the number 2, and a percentage sign. The numbers and symbol are rendered in a 3D, blocky style with hatching for shading.

No long detailed argument is necessary to prove the attractiveness of Victory Bonds paying $5\frac{1}{2}\%$.

You know this is a good rate of interest. You know it is nearly double the rate paid by Banks on savings.

Victory Bonds pay $5\frac{1}{2}\%$ and—it is what Victory Bonds pay *IN ADDITION* to $5\frac{1}{2}\%$ that you should keep in mind.

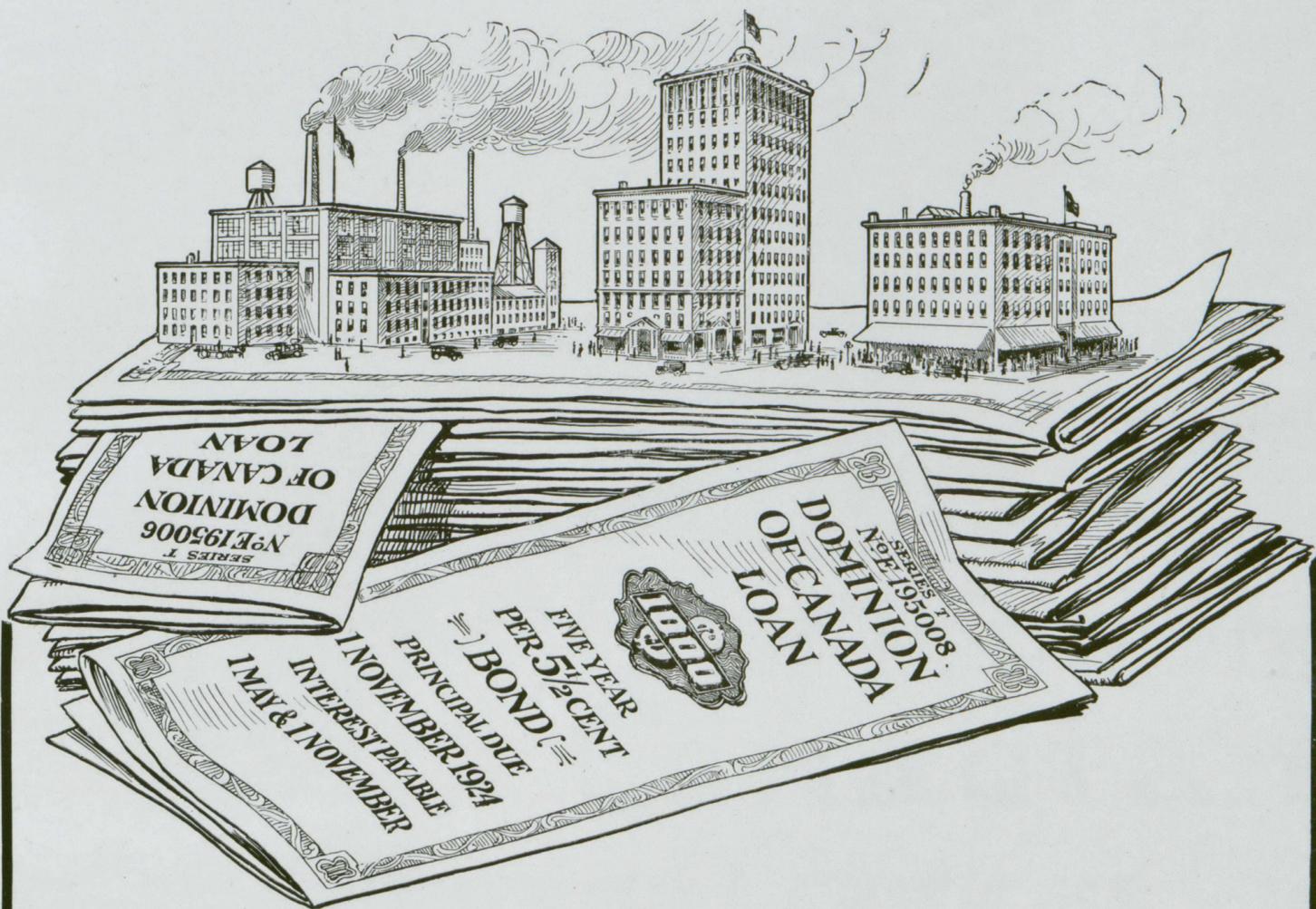
A large, hand-drawn illustration of the word 'and' followed by an equals sign. The letters and symbol are rendered in a 3D, blocky style with hatching for shading.

- to the Manufacturer, "AND" means continued industrial activity.
- to the Farmer, "AND" means a continued good market.
- to the Merchant, "AND" means continued good business.
- to the Mechanic, "AND" means a continued demand for labour at good wages.
- to the Clerk, "AND" means continued employment.
- to every Citizen, "AND" means prosperity.

Victory Bonds Yield $5\frac{1}{2}\%$ and Prosperity

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

See Official Prospectus
on another page.



Right Under Your Job

Your job means your living.

Your wage or salary pays for your food, clothing, housing, amusements and all your daily needs.

So long as Canada is prosperous your job and hundreds of thousands of other fellows' jobs are safe.

You must help keep Canada prosperous.

Your job and Canada's prosperity are inseparable. Since the prosperity of Canada depends on the success of the Victory Loan you must not shirk your duty to the Victory Loan.

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

and helps to fill the pay envelope.

It circulates and benefits all classes.

The greater, the more overwhelming the success of the loan, the better for Canada and for you.

Buy all the Victory Bonds you can pay for now and during the next ten months.

Last year employers co-operated with their employees by financing their purchases on an easy payment plan, thus enabling them to buy much more than they would otherwise have been able to buy. They will do it again.

Talk it over with your employer.

BUY Victory Bonds

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



Over 1,000,000. Canadians Clipping Coupons to-day from Canada's Victory Bonds

TO-DAY:—

Is the second "Interest Day" on the Victory Bonds you bought last year.

TO-DAY:—

Over 1,000,000 Canadians are cashing Victory Bond Interest Coupons.

TO-DAY:—

Just the same as on May 1st last, over \$18,500,000 interest on Victory Bonds 1918 is being paid to the people of Canada, instead of to foreign Capitalists.

TO-DAY:—

It is brought home to you again that you can be absolutely certain the interest on Victory Bonds will be paid on the date due.

TO-DAY:—

Every dollar of that \$18,500,000 should go into the purchase of Victory Bonds 1919.

TO-DAY:—

Use your interest from Victory Bonds 1918 to help buy Victory Bonds 1919.

The increase in the number of subscribers to Canada's War and Victory Loan.

War Loan	Subscribers
1915	24,862
1916	34,526
1917	41,263
Victory Loan	
1917	874,331
1918	1,140,057

1919

Make It Greater Yet.

Gather Together Every Dollar YOU have and—

Buy Victory Bonds 1919



Daughters of Canada

The mother, the nurse, the women with the needle, the ambulance driver, the canteen worker, the "farmerette" and the daughters of industry in factory, office and store—all—inspired the manhood and ennobled the womanhood of Canada by their labours of love and sacrifice in the days of the nation's anguish—now happily past.

And their response, to give and to lend of their money time and time again—was beyond all praise.

And—Canada—being mindful of their past example—and conscious of their all-pervading influence again asks her Countrywomen to buy Victory Bonds. Yes, she asks them to buy them, even

at the sacrifice of some cherished longed-for purchase.

It is self denial to do without something that will lend background to ones charm, but the time is not long and the debts of honour must be paid.

There is another thought, too, that wives and mothers will appreciate. The success of the Victory Loan makes for Prosperity. Steady employment is dependent upon prosperity. Without prosperity uncertainty will follow.

Hence Canada sounds a clarion call to her daughters for their aid in making an abundant success of the Victory Loan 1919.

Buy Victory Bonds

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

**Which
are you
going to have
\$45 or \$82.50**

IF you have \$100 in the Savings Bank it will pay you 3 per cent. interest, or in fifteen years, \$45.00.

IF you take that money out of the Savings Bank and invest it in Victory Bonds, Canada will pay you 5½ per cent. interest on it, or in the same time, \$82.50.

**BUY
Victory Bonds
and get more interest**

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

SEE OFFICIAL PROSPECTUS ON ANOTHER PAGE

24



Make Your Dreams Come True

Fond parents dream of a bright future for their children

They dream of the literary and musical education they are going to give their daughter and of the high position she will take in her sphere of womanhood

They dream of the education they are going to give their son and vision him some day as a clergyman a famous lawyer an eminent physician a prominent financier, or a captain of industry

But to make these dreams come true

—or even partly true—requires foresight planning and money

To provide the money what plan so wise as to buy Victory Bonds for each child?

Thousands of parents bought Victory Bonds for their children in 1917 and 1918

Surely you will be among the thousands of loving parents who will buy Victory Bonds for their children—this year

Victory Bonds may be bought on instalments at such easy terms that every parent who so wishes may buy

Buy Victory Bonds For Your Children

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

25



FOUR REASONS WHY SHREWD MEN ARE BUYING VICTORY BONDS 1919

1. *Security.*

SHREWD men are buying Victory Bonds because Victory Bonds are backed by Canada's guarantee that she will repay the full amount stated on the face of the bond—the five-year bonds on November 1st, 1924; and the fifteen-year bonds on November 1st, 1934. And she not only binds herself to pay the money back, but she pledges all of her vast resources as security for her promise.

2. *Income.*

SHREWD men are buying Victory Bonds because the interest return is unusually good considering the absolute security. You will be paid $5\frac{1}{2}\%$ per year on Victory Bonds— $2\frac{1}{2}\%$ more than you can get in the Savings Banks. Unlike many other investments, you have absolutely no worry as to the prompt payment of the interest.

3. *Saleability.*

SHREWD men are buying all the Victory Bonds they can pay for now and all they will be able to pay for during the next ten months under the instalment plan, because they know that if at any time they should need ready money they can sell them. There will always be a ready market for Victory Bonds.

4. *Advancement in Price.*

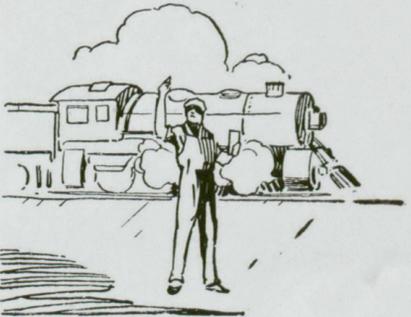
SHREWD men are buying Victory Bonds because they consider them to have an excellent prospect of advancing in price.

ALL of Canada's previous issues of Victory Bonds have advanced. You can sell your Victory Bonds 1917 and 1918 even in this short time—one and two years—and get more than par for them. What will Victory Bonds be worth when the world finally gets back to a normal basis—when interest rates come down—when Canada will be able to borrow again at 4%, or even less?

WAR conditions have created the opportunity for you to buy the very best of Government securities on unusually attractive terms. Do not miss such a good investment opportunity, but buy to your limit.

BUY VICTORY BONDS

The Young Man's Opportunity



"If you want to know if you are a success, ask yourself this question—'Can you save money?' If you can, you are a success. If you can't, drop out."

That's plain talk, but it's true.

That's something for the young man of Canada to think over. If you are not saving money—you are not getting anywhere.

You are lifting your feet and putting them down on the same spot day after day, marking time.

No man ever succeeded that way.

Take a grip on yourself and cut out those careless, useless expenditures you make day after day.

Victory Bonds are your opportunity.

Buy a "big block" of Victory Bonds.

Buy them on easy terms—under the instalment plan.

Grit your teeth—and pay for them! You can do it.

And think what this money saved may mean to you later in life. It may mean an interest in some business; it may mean the making of a home. It will mean that you can avail yourself of some investment opportunity that will ensure your financial or business success. The possession of some "ready money" has often been the foundation of a fortune.

Begin saving to-day.

Buy Victory Bonds

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



Keep the Cobwebs away

YOU know that times are good to-day.

You know that business is humming, that your pay envelope comes regularly and is well filled.

But do you know why this is so?

Canada is prosperous—and you are prosperous—because the Victory Loan 1918 was successful, enabling Canada to give credit to Great Britain and other countries who, as a result, were enabled to place orders in Canada for the goods YOU make.

But the proceeds of the Victory Loan 1918 are exhausted.

Great Britain and her allies have more orders to place—but they are not yet in a position to pay cash.

If Canada is to get these further orders, she must extend credit.

The Victory Loan 1919 will provide the necessary money to establish these credits.

Every workingman wants prosperity to continue. Therefore every workingman will buy Victory Bonds.

Buy to the limit of your ability.

Keep the cobwebs away

Buy Victory Bonds

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

23



Come on Everybody! Shove the Indicator Forward

YOU dare not let Canada's Prosperity Indicator slip back; you must keep shoving it forward. Every dollar added shoves it over that much nearer to Continued Prosperity.

Great Britain is prepared to place large orders in Canada, but she is temporarily unable to pay cash for them.

Canada can get these orders if she gives Great Britain credit. Canada can give this credit if you provide the money to pay the workers on these orders.

You will provide the money through your purchase of Victory Bonds.

Therefore the more Victory Bonds you buy the more orders Canada will get—the more money there will be to distribute among our workers—the more money there will be put in circulation for the benefit of all.

Canada's Prosperity will be in proportion to Canada's purchase of Victory Bonds.

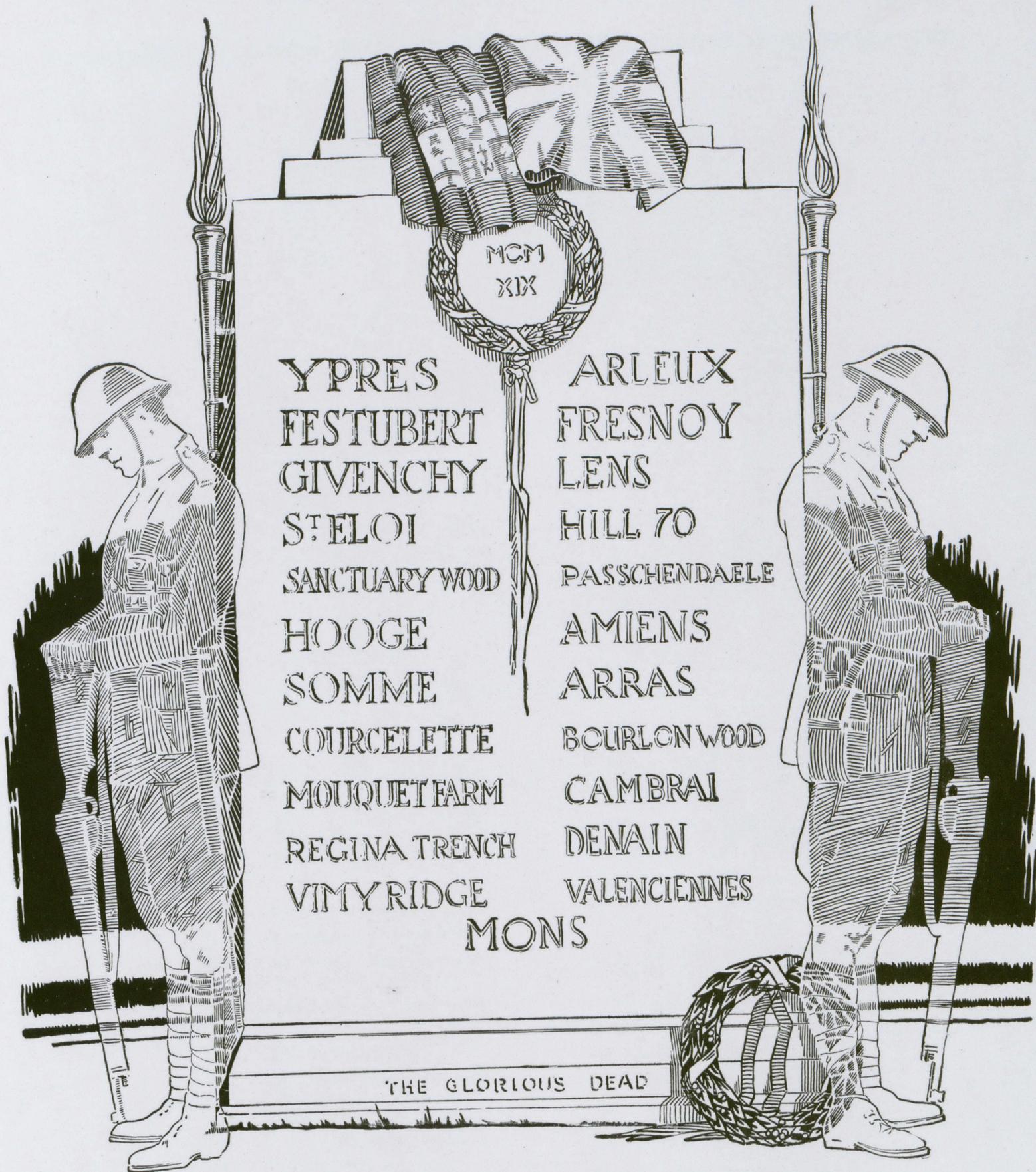
There are only five more days.

Shove the indicator over into Continued Prosperity.

Buy More Victory Bonds

See Official Prospectus on Another Page.

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



"Lest We Forget"

Whoever you may be, go into your room to-day and sit quietly for a few minutes. Canada asks you for these minutes in Meditation upon Her Immortals.

Their spirit, the spirit of devotion to duty, of love of Canada and of home that illuminated their lives and made glorious their death, still lives. May it live in you and in me. May we be so inspired that from now onward, constrained by the love of

Canada, we may ever advance her interests, ever work for a greater and more glorious Canada.

To-day is a day of memory, of thanksgiving, and to-day Canada has indeed the right to require from you a thanks offering. But no such demand is made. Canada simply asks you to the fullest extent of your capacity to advance her trade, production, and prosperity, and by so doing help yourself, protect your family, increase your income and all without risk.

Buy Victory Bonds

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



If you have only \$5 you can buy a Victory Bond

Is your Bank account low?

Is "Cash on hand" rather scarce?

That is no reason why you should not buy at least one Victory Bond.

The Victory Loan 1919 isn't a rich man's loan

It's a NATIONAL LOAN.

That means everybody—you, your family, your friends and acquaintances.

Not only those who have money "saved up," but also those who can save from week to week.

You don't have to own \$50.00 right now to buy a \$50.00 Victory Bond.

You can do it with \$5.00 cash. Make that the first payment on a \$50.00 Bond.

Pay the other instalments in ten months.

Almost anybody can save \$1.00, \$2.00 or \$3.00 a week.

Don't neglect to buy because you haven't a large sum.

The instalment plan will suit you to a "T."

Thousands and thousands of Canadians now own Victory Bonds they have paid for that way.

Make your first payment on a Victory Bond to-day.

A few months from now you will be glad you did—because you will have it paid for by then.

BUY Victory Bonds

\$5 will start you



Keep the Wheel of Prosperity Spinning

MACHINERY spins and roars in our factories.

Smoke ascends from our foundries and mills.
In the fields the threshers hum.

All Canada is alive with the activity of production and distribution.

There's a demand for what we make.

There's a market for what we grow.

The wheel of prosperity is spinning.

But it doesn't turn itself.

We—You and I—must help to keep it turning.

The driving force of the wheel of Prosperity is the Victory Loan.

It will keep up the foreign market for our surplus agriculture and industrial products.

It will help finance our National undertakings and expenditures.

It will keep the Wheel of Prosperity turning.

Do you realize what it would mean to have the Wheel of Prosperity slow up and stop?

It would mean loss of employment and agricultural and industrial stagnation. It would result in loss to you and each and every one of us.

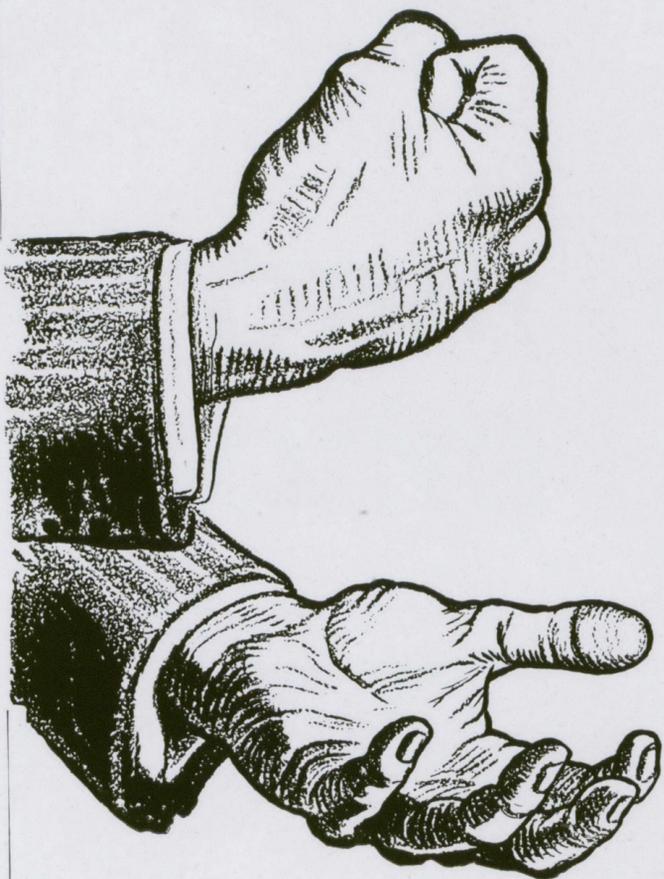
So get behind the Victory Loan.

*There is only one
way to keep the
Wheel of Prosperity
turning—
that is 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-day or Saturday Your Last Chance



You know the "why" of the Victory Loan 1919.

You know that Canada's prosperity depends upon the success of the Victory Loan.

You know that if the bonds are not sold every industry in the country must suffer.

You know that if industry suffers thousands of people will be without employment.

You know the hardship and suffering that follows lack of employment.

You know that an investment in Canada's Victory bonds is secure beyond discussion.

You know that 5½% is a good rate of interest on a secure investment.

You know that Canada's Victory Bonds can be turned into cash at any time.

You already know that Canada's Victory Bonds are likely to increase in value.

You know that you, like every other citizen, have a responsibility to Canada in this matter.

You know that your employer (if you are a worker) will help you to finance your purchase of bonds.

You know (if you are an employer) that it is your duty to assist your employees to buy bonds by helping to finance them.

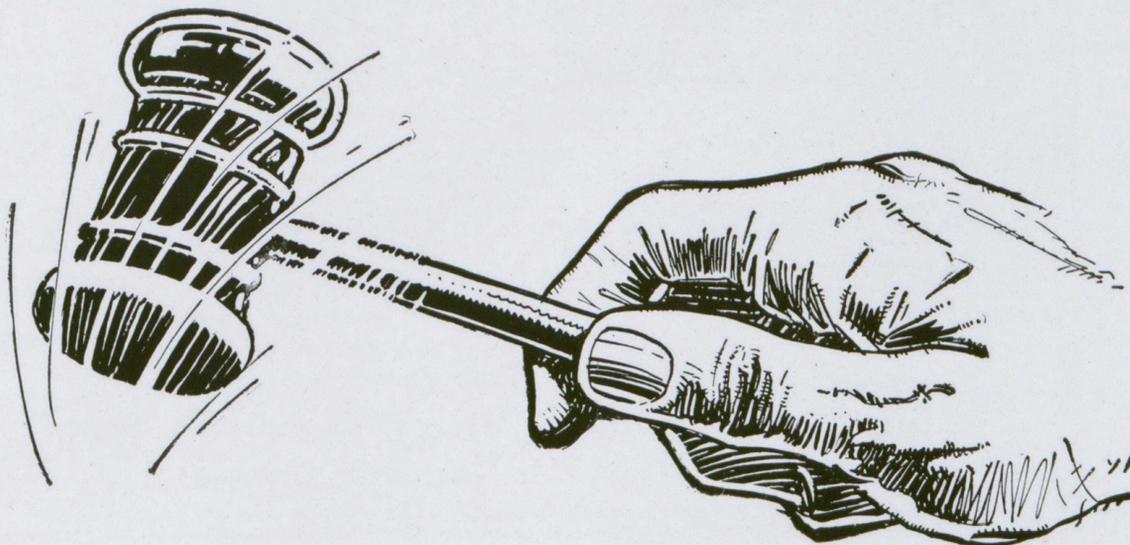
You know that the banks are prepared to help you to buy bonds, and that you should ask some banker for information.

You know that if you have not bought as many bonds as you can possibly pay for now, and with your future savings, that you have not bought as many as you should.

You know you have just two days left, to-day and to-morrow, so make up your mind NOW to do your full part and buy as many as you can of

Canada's Victory Bonds 1919

LAST DAY TO-DAY



GOING

GOING

G

BUY TO-DAY—Get in before the hammer strikes at midnight and your opportunity is gone to buy Victory Bonds.

BUY TO-DAY—Get in now before you have lost your chance to buy Victory Bonds—they insure good times and good wages.

BUY TO-DAY—Get in before the hammer strikes at midnight—put every dollar you can command into Victory Bonds—buy to your limit now as a patriotic Canadian—as a shrewd business man or woman.

Buy for Canada

Buy for Yourself

Buy for Prosperity

Buy Before it is Too Late

Buy Victory Bonds

THE LISTS CLOSE AT MIDNIGHT

OFFICIAL PROSPECTUS

"The Bridge from War to Peace" —The Prince of Wales.



THE MINISTER OF FINANCE OF THE DOMINION OF CANADA offers for Public Subscription the

Victory Loan 1919 300,000,000. 5½% Gold Bonds

Bearing interest from November 1st, 1919, and offered in two maturities, the choice of which is optional with the subscriber as follows:

5 year Bonds due November 1st, 1924
15 year Bonds due November 1st, 1934

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, as hereinafter provided, 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

The proceeds of the Loan will be used to pay indebtedness incurred, and to meet expenditures to be made in connection with demobilization (including the authorized war service gratuity to our soldiers, land settlement loans, and other purposes connected with their re-establishment into civil life), for capital outlay upon shipbuilding, and other national undertakings forming part of Canada's industrial reconstruction programme, and for the establishment of any necessary credits for the purchase of grain, foodstuffs, timber and other products, and will be spent wholly in Canada.

Payment to be made as follows:

10% on application; 20% January 9th, 1920;
20% December 9th, 1919; 20% February 10th, 1920;
31.21% March 9th, 1920.

The last payment of 31.21% covers 30% balance of principal and 1.21% 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, 1920, 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.

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 other than those paid in full on application 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 November 15th, 1919, par without interest or 100%.

If remaining instalments paid on Dec. 9th, 1919, balance of 90% and interest (\$90.52 per \$100).

If remaining instalments paid on Jan. 9th, 1920, balance of 70% and interest (\$70.84 per \$100).

If remaining instalments paid on Feb. 10th, 1920, balance of 50% and interest (\$51.08 per \$100).

If remaining instalment paid on Mar. 9th, 1920, balance of 30% and interest (\$31.21 per \$100).

Payment of instalments or payment in full after November 15th, 1919, can be made only on an instalment due date.

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, 1920.

Fully registered bonds, the interest on which is paid direct to the owner by Government cheque, will be issued in denominations of \$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, 1920.

Form of Bond and Delivery

Subscribers must indicate on their applications the form of bond and the denominations required, and the securities so indicated will be delivered by the bank upon payment of subscriptions 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. All receipts must be exchanged before 1st June, 1920.

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 List will close on or before November 15th, 1919

DEPARTMENT OF FINANCE,
OTTAWA, October 27th, 1919.

Keep Canada's Farms and Factories Busy

70T

Everyone Who Bought Canada's Victory Bonds Made Money

EVERY one of the million and a half subscribers to Canada's Victory Bonds knows that he can sell them today for more than he paid for them.

Every one who bought Canada's Victory Bonds has received $5\frac{1}{2}$ per cent. interest per annum—paid twice a year.

Over half a million Canadians who bought Canada's Victory Bonds on the instalment plan saved money that they would not otherwise have saved.

The guarantee back of Canada's Victory Bonds is the same as the guarantee back of a One Dollar or a Two Dollar bill. There is this difference, however, that you get interest on the Victory Bonds and you don't on the One or Two Dollar bill.

Canada's Victory Bonds will always be accepted as security for a loan.

Banks are ready to loan money on Canada's Victory Bonds.

Canada's Victory Bonds may be turned into cash at any time.

There is no other way in which you can invest your money with such absolute security—paying such a good rate of interest.

Canada will soon give her citizens an opportunity to buy Victory Bonds 1919. It will probably be the last chance to buy Canada's Victory Bonds on such favorable terms.

*Prepare to buy as many Victory Bonds this
time as you now wish you had been
able to buy the last time*

Victory Loan 1919 *"Every Dollar Spent in Canada"*

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

412

(In Town and Village Weekly Newspapers)

The Why? of Another Victory Loan

WHEN, on the morning of November 11th, 1918, the guns were hushed and glad tidings flashed across the world, there followed with the Nation's Prayer of Thanksgiving, one yearning query, which found echo in the faster beating hearts of wives, mothers, fathers, brothers, sisters and sweethearts. That query was, "How soon will our boy be home?" And, from France and Flanders, from Italy and Egypt, from Palestine and from far-off Siberia, there came an answering echo, "How soon, how soon, may we go home?"

CANADA caught the spirit of these longings, and at once resolved to satisfy them. It was an appalling task. Shipping was tragically scarce. The composition of the Army of Occupation had not then been settled. And other parts of the Empire as well as Canada were looking for the speedy return of their men

THE problem was this. The half-million men that Canada had overseas had taken more than four years to transport to the field of battle. To bring them home in a few months was a gigantic undertaking—one to tax all Canada's ingenuity and resources. Canada solved the problem, but it meant crowding into a few short months, an expense for demobilization which it was impossible to foresee.

THEN, too, besides the sentimental aspect of the necessity for bringing the men home quickly the economic side could not be overlooked. That was, to transform efficiently and speedily the nation's army of fighters into a national army of workers.

* * * * *

Need Divides Itself in Two Parts

(b) To provide national working capital.

Obligations to Soldiers

The obligations to soldiers include: That already incurred cost of bringing home troops from overseas. The payment of all soldiers still undemobilized. This includes more than 20,000 sick and wounded who are still in hospital, and who of course remain on the Army payroll till discharged. The upkeep of hospitals, and their medical and nursing staffs, until the need for them is ended. These three items alone will use up at least \$200,000,000 of the Victory Loan 1919.

Gratuities

There is also the gratuity which has been authorized, and has been and is being paid to assist soldiers to tide over the period between discharge and their re-adjustment to civil life. For this purpose alone, \$61,000,000 must be provided out of the Victory Loan 1919, in addition to the \$59,000,000 already paid out of the proceeds of the Victory Loan 1918.

Land Settlement

Furthermore, soldiers who desire to become farmers may, under the Soldiers' Land Settlement Act, be loaned money by Canada with which to purchase land, stock and implements. The money so advanced will be paid back; meantime each loan is secured by a first mortgage. Up to August 15th, 29,495 soldiers had applied for land under the terms of this Act; and 22,281 applications had been investigated, and the qualifications of the applicant approved. For this purpose Canada this year requires \$24,000,000.

Vocational Training

For this work which, with the Vocational Training and Soldiers' Service Departments, embraces the major activities of the Department of Soldiers' Civil Re-establishment, an appropriation of \$57,000,000 is necessary.

These national expenditures are war expenses. They will be accepted readily by every citizen who gives thought to the task which Canada faced following the Armistice, and to the success with which she has met it.

National Working Capital

Canada needs national working capital, so that she may be able to sell on credit to Great Britain and our Allies the products of our farms, forests, fisheries, mines and factories.

You may ask "Why sell to them if they can't pay cash?" The answer is, "Their orders are absolutely essential to the continuance of our agricultural and industrial prosperity."

The magnitude of these orders and the amount of employment thus created, will depend upon the success of the Victory Loan 1919.

The "Why" of Credit Loans

Farmers and manufacturers (and that includes the workers on these orders) must be paid cash for their products. Therefore, Canada must borrow money from her citizens to give credit, temporarily, to Great Britain and our Allies. Actually, no money will pass out of Canada. If Canada does not give credit, other countries will; and they will get the trade, and have the employment that should be ours, to distribute amongst their workers. And remember, we absolutely need these orders to maintain employment. If we don't finance them business will feel the depression, employment will not be as plentiful, and conditions everywhere will be adversely affected.

For Transportation

Money must also be available to carry on the nation's shipbuilding programme, and other transportation development work. For loans to Provincial Housing Commissions who are building moderate priced houses.

These, then, are some of the things for which Canada needs national working capital. She is in the position of a great trading company, and her citizens who buy Victory Bonds are the shareholders.

Those who give thought to our outstanding obligations to soldiers, and to our need for national working capital, cannot fail to be impressed with the absolute necessity for the

Victory Loan 1919

"Every Dollar Spent in Canada"

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

602

(In town and village weekly newspaper)

The Expenditure of \$610,000,000

How the last Victory Loan was spent

BEFORE buying Victory Bonds again you may want to know how Canada used the money you loaned her last year

Canada borrowed the money to carry on the war and to provide credits for Great Britain and our Allies

CONSIDERABLY more than one-half of the Victory Loan 1918 was spent on our soldiers. This included \$312,900,000 for paying them, feeding them, bringing them home, separation allowances to their dependents, maintenance of medical services and vocational training schools.

For Demobilization

\$59,000,000 of the Victory Loan 1918 was paid on account of authorized Soldiers' gratuities.

\$9,000,000 was spent at Halifax for relief and reconstruction after the disaster.

* * * * *

Other disbursements were not strictly speaking expenditures but National Re-investments.

For Trade Extension

To Great Britain for example

\$173,500,000 was loaned for the purchase of our wheat and cereals

\$9,000,000 for our fish

\$30,000,000 for other Foodstuffs

\$2,900,000 for Canadian built ships

\$5,500,000 to pay other British obligations in Canada.

Making in all \$220,900,000 advanced to Great Britain

To our Allies we loaned \$8,200,000 for the purchase of Canadian foodstuffs, raw material and manufactured products.

The Re-investments will be paid back to Canada in due time with interest.

These credits were absolutely necessary to secure the orders for Canada because cash purchases were impossible.

They have had the effect of tremendously helping agricultural and industrial workers to tide over the depression that would have followed the Armistice had we not made these credit loans.

As far as money is concerned 1919 has been and is still—just as much a war year as 1918. Our main expenditures for war cannot be completed until well on into 1920. Thus another Victory Loan is necessary—*Get ready to buy.*

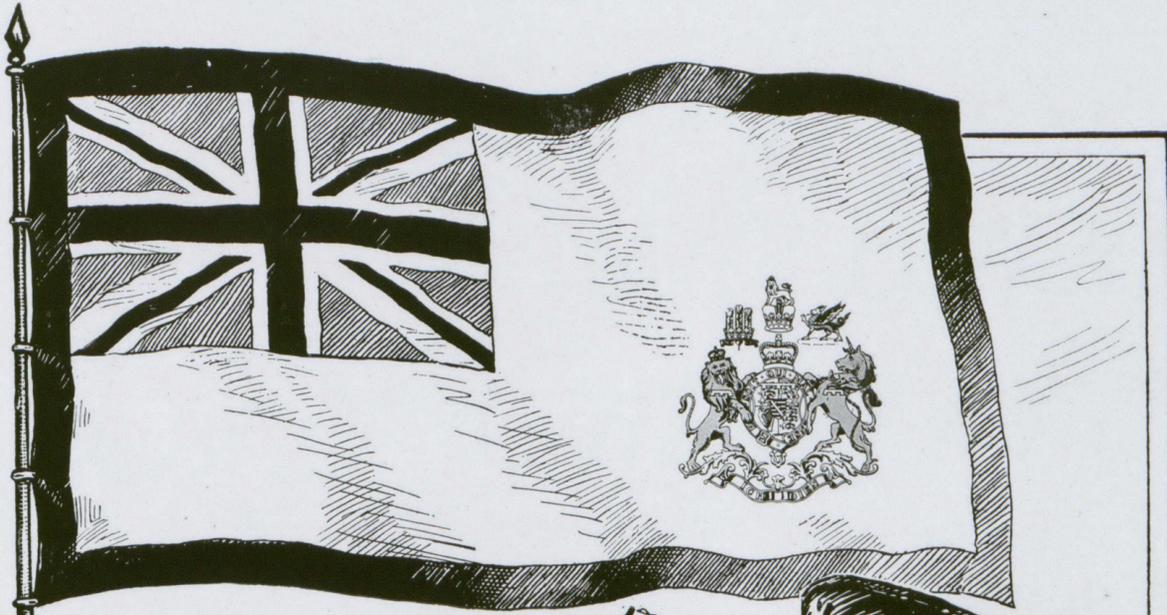
Victory Loan 1919

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of the Dominion of Canada.

603

(In town and village weekly newspaper)



"I Hope Every City and District Will Win My Flag"

When Edward, Prince of Wales—eager, bright eyed, smiling and sincere—arrived in Canada in August, and when he voiced his great admiration of the wonderful achievements of Canadians, on the fields of battle and at home, once again we were thrilled with joyous pride.

He asked concerning Canada's reconstruction programme, and when he was told of the Victory Loan 1919, he graciously consented to the use of his Coat of Arms on a flag, which is to be the prize of honour for districts achieving their quota in the loan.

In dedicating "The Prince's Flag" at Ottawa on Labor Day, His Royal Highness said in part:—

"It is a great joy to me to be associated with the loan, which is the bridge between war and peace, and which is finishing off the job."

"I hope every city and district will win my flag."

Striking, and beautiful in form, this flag will form not only a unique memento of Victory Year, but a lasting and outstanding souvenir of the visit of His Royal Highness—a visit which will remain as one of the most memorable events in Canada's history.

The reproduction above shows the design of the flag. The body is white, the edge red; in the upper left hand corner is the Union Jack, and in the lower right hand corner the Prince of Wales' Coat of Arms.

The flag is made in two sizes, 4 feet 6 inches by 9 feet for small cities, towns and villages, and 7 feet by 13 feet 6 inches for cities of over 10,000 population.

Canada has been divided into canvassing districts by the Victory Loan Organization. Each city forms one district. Other districts have been determined according to population.

Each of these canvassing districts has been allotted a certain amount in Victory Bonds to sell. To win the Prince's Flag, therefore, a district has to sell its allotment. That is the one and simple condition.

Anticipating that many districts will buy far beyond their allotment, the organization decided that for each twenty-five per cent. excess of the quota one Prince of Wales' Crest be awarded. Thus the workers in a district doubling its quota will be the proud winners of four small crests for their Honour Flag. These crests will be sewn to the flag. The Prince's Crest—



the three ostrich plumes—is shown at the top of the coat of arms.

To every organization with fifty or more employees, where seventy-five per cent. of the enrollment invests a total of ten per cent. of the annual payroll in Victory Bonds, a supplementary Prince of Wales Flag in smaller form—48 inches by 34 inches—will be awarded.

The allotment for each district has been carefully considered, and is based on a conservative estimate of the purchasing power of the district.

Your district can sell its allotment and thus win the Prince's Flag, provided each person does his or her share.

You will gladly do your part and encourage your neighbour to do his.

Remember YOUR purchase may be the one that decides whether or not your district is to be the proud possessor of the Prince's Flag.

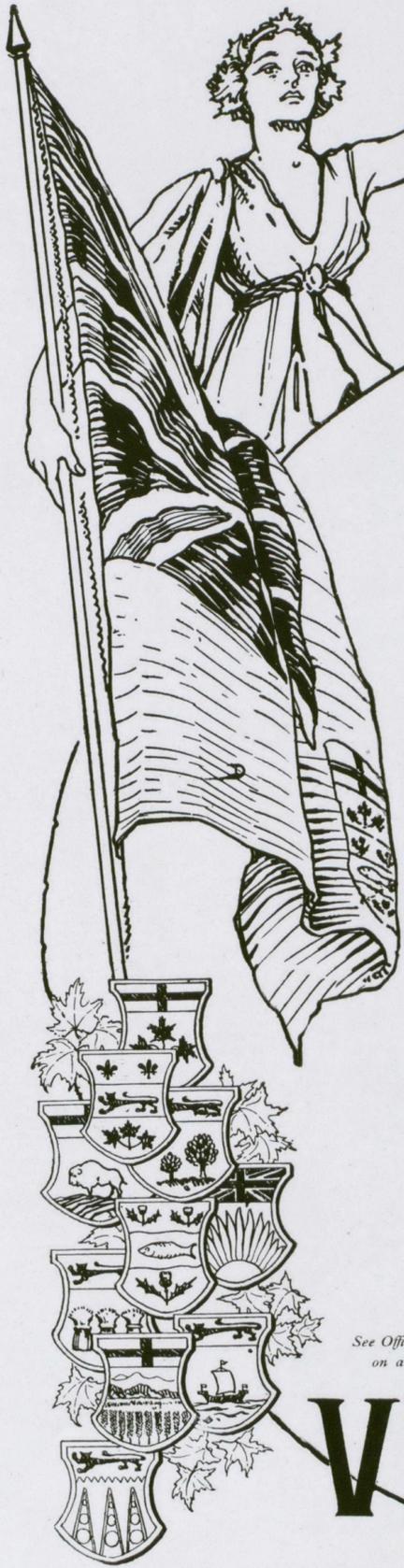
*The Prince's Motto is "I Serve"
Will You also Serve?*

Victory Loan 1919

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

614

(In Town and Village Weekly Newspapers)



All for Canada Canada for all

Canadians!

**This is a call to National Service—
The Victory Loan 1919
which opens to-day.**

YOU are citizens of no mean country.
Canada is a fair, free land.

Canada is your country.

Canada—now—has need to borrow from you—Lend:

Lend without restraint of politics or fine distinctions of creed or party.

The leaders of the political parties endorse the Loan.

It is CANADA that asks:

And why—

To clean up the last of the War's commitments and expenses;

To establish beyond all question the capacity and credit of your country;

To care for the wounded and maimed soldier;

To finance the bonus of the returned soldier already paid;

To enable the fruits of Victory to be garnered;

To ensure the prosperity of you, her citizens.

The guns of war are silent—but they are not yet cool.

The Victory Loan 1919 is a War Loan.

Canada's book of war is gloriously written—make this, the closing chapter, a worthy one. The responsibility is yours. **LEND!**

617

LEND! LEAD!

*See Official Prospectus
on another page*

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

VICTORY LOAN

(In Town and Village Weekly Newspapers)

Which are you going to have \$45 or \$82.50

IF you have \$100 in the Savings Bank it will pay you 3 per cent. interest, or in fifteen years, \$45.00.

IF you take that money out of the Savings Bank and invest it in Victory Bonds, Canada will pay you 5½ per cent. interest on it, or in the same time, \$82.50

BUY
Victory Bonds
and get more interest

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

624

(In Town and Village Weekly Newspapers)



Make Your Dreams Come True

Fond parents dream of a bright future for their children.

They dream of the literary and musical education they are going to give their daughter and of the high position she will take in her sphere of womanhood

They dream of the education they are going to give their son and vision him some day as a clergyman a famous lawyer an eminent physician a prominent financier or a captain of industry

But to make these dreams come true

—or even partly true—requires foresight planning and money

To provide the money what plan so wise as to buy Victory Bonds for each child?

Thousands of parents bought Victory Bonds for their children in 1917 and 1918

Surely you will be among the thousands of loving parents who will buy Victory Bonds for their children—this year?

Victory Bonds may be bought on instalments at such easy terms that every parent who so wishes may buy

Buy Victory Bonds For Your Children

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

025

(In Town and Village Weekly Newspapers)

Safeguard Your Market

The demands of Great Britain determine in a large measure the prices of Canada's farm products.

Without the Mother Country's purchase of these surplus products of Canadian farms, Canadian agriculture would lose its best overseas market.

Great Britain is ready and willing to buy all the farm products that Canada can let her have, but Britain is temporarily unable to pay all cash for these products. Canada, therefore, must extend credit to her if we are to retain this necessary market.

Canada pays cash to the Canadian farmers for their produce and sells that produce to Great Britain on credit.

If Canada does not extend this credit to Great Britain other countries will be glad to do so.

During the War Canada's surplus

crops and farm products were financed by Victory Loans. The result was that every Canadian farmer had a market at good prices for his entire crop.

This year's crops and farm products must be financed in the same way—by the Victory Loan 1919.

Victory Bonds are, as every shrewd investor knows, an investment of the highest class. The interest rate is five and a half per cent., and the interest payments regular. The security is undoubted, and the bonds may be readily turned into cash at any time.

The Loan is vitally important to every farmer in all Canada. It is, therefore, to his interest not only to invest heavily in Victory Bonds 1919, but to work among his neighbors to make absolutely certain the success of the Loan.

BUY
VICTORY BONDS
And Assure Agricultural Prosperity

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

50

(Special Advt. on Farm Publication)

Buy, and Induce others to Buy

The Merchants of Canada would be the first to feel any slackening in the buying power of the people.

You have a lot at stake.

Until the Victory Loan 1919 is over—and a success—strain every effort to help.

Support the Victory Loan 1919 with all the energy you give to your own business.

Your customers are your friends.

Don't lose a single opportunity to impress them with the importance of putting the Victory Loan 1919 across. This is a case where National prosperity, and your own personal interests, are one.

And you can't successfully induce others to buy Victory Bonds unless you yourself own a big block.

Canada has a big stock of Victory Bonds on hand. And they must be sold!

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

32

(Special Advt. in Trade papers going to Retailers.)

Protect Your Pay Envelope Safeguard Your Job

As individuals and as Unions, Canadian workers have taken their full share of previous Victory Loans.

The Victory Loan 1919 should also receive your unqualified support, because it means more to the workers than to any other class of citizen.

This Loan is for the purpose of maintaining our industrial prosperity, upon which continued employment depends.

Much of this Loan will be used to give credit to those countries who want to buy from us, and whose orders would keep our factories, mills and work-shops busy.

We can't afford to lose these orders.

It means unemployment if we do so.

So buy Victory Bonds—and tell your fellow-workers to do so.

This money is all spent in Canada. It returns to our workers in the shape of wages.

Each man must protect his own pay envelope.

Boost for the Victory Loan. Put all your savings into it. Victory Bonds pay almost double the interest of Savings Banks. Your firm will help you finance a big block of Victory Bonds and pay for them in instalments.

We don't want unemployment in Canada—and Victory Bonds will help prevent it.

Protect your pay envelope—

Buy Victory Bonds

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

31

(Special Advt. in Labor papers.)

Of all people, none has greater influence for good in a community than those who read this paper.

The very fact of being a subscriber to it implies character.

It is for this reason, therefore, that a Special Appeal is being made to you to buy Victory Bonds.

Canada needs the force of YOUR example to persuade others to buy.

Your reading of the daily and weekly newspapers will have made you familiar with all the business and patriotic reasons for investing.

The security you know is perfect, and the interest rate exceedingly good. So you have every reason to buy them yourself and to advocate their purchase.

Use your influence for the welfare of Canada and urge everybody you know to

Buy Victory Bonds

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

54

(Special Advt. in Religious papers)

A Call to National Service

Magnificent work was done by the Manufacturers of Canada in previous Victory Loans.

Thousands of citizens now own Victory Bonds because of your advice and help.

The Manufacturers of Canada need no lengthy arguments to prove what the Victory Loan means to industry—but your work-people may need your guidance and advice in pointing out the relation between the Victory Loan and the demand for labour.

In the past you have spread the gospel of National Service among those with whom you have great influence. Again—place your example and influence squarely behind the

Victory Loan 1919

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

53

(Special Advt. in Trade papers going to Manufacturers.)

---Which are You going to have

\$45 or \$82.50

If you have \$100 in the Savings Bank it will pay you 3 per cent. interest, or in fifteen years, \$45.00.

If you take that money out of the Savings Bank and invest it in Victory Bonds, Canada will pay you 5½ per cent. interest on it or in the same time, \$82.50.

There, briefly, is one advantage of buying Canada's Victory Bonds instead of leaving your money lying idle, or earning only 3 per cent. interest in a Savings Bank.

But there is another reason why you, of all people, should buy Victory Bonds.

You were not born here. You are a Canadian citizen by choice. In buying Victory Bonds, therefore, you show very clearly how much you appreciate the privileges of living in this great Dominion of Canada.

Remember this when you are asked to

Buy Victory Bonds

And Get More Interest

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

56

(Special Advt. in Foreign Language papers.)

The Safest Investment for Fraternal Funds

The officers of fraternal organizations have a sacred duty to fulfil in connection with the funds entrusted to them for the protection of the widows and orphans of their deceased members.

In investing these funds safety must be their first consideration. After that a good rate of interest.

The safest Canadian investment is Victory Bonds. Back of them is the entire wealth that Canada possesses—all her industries, and all her resources in farms, forests, fisheries, mines and factories.

And Victory Bonds pay five and a half per cent. interest, which makes them a profitable, as well as a secure investment.

Fraternal funds invested in Victory Bonds will also help to keep Canada prosperous—and Fraternal organizations can grow only as Canada prospers.

Buy Victory Bonds 1919

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

55

(Special Advt. in Fraternal papers)

To Those Who Fought

"I have been asked to give the reasons why the returned soldier ought to support the forthcoming Victory Loan. I would rather give, as nearly as I can, interpret them, the reasons why the returned soldier supports, and will support, the Loan, to the utmost of his ability.

"He is interested both personally and patriotically. His reasons, I think, may be briefly stated as follows:—

1 "Personally—because a portion of the Loan will be used to pay the soldiers' bonuses which have been authorized and which have been, and are being, paid.

"\$120,000,000 has been so authorized. Most of the bonuses have been paid. \$59,000,000 were paid out of the proceeds of the Victory Loan 1918. The payments that have been made over this amount have been borrowed. That money must be repaid. The sum of \$61,000,000 must be set aside out of the Victory Loan 1919 to provide for the repayment of the amount borrowed for this purpose—and the balance of the bonuses still to be paid.

"The Soldiers' Land Settlement undertaking this year will require \$24,000,000. That money must be taken from the 1919 Loan.

"Vocational Training and Soldiers' Service Departments, which are included in the general activities of the Department of Soldiers' Civil Re-Establishment, will require at least \$33,000,000—which must also be provided from the Loan.

"Again, out of the Loan, payments to undemobilized soldiers must be made; and the sick and wounded must be cared for. Hospitals, medical and nursing staffs must be maintained.

"These expenses, together with the demobilization expenses, will require at least \$200,000,000 of the Victory Loan 1919. Primarily, indeed, the Victory Loan 1919 is a Soldiers' and War Loan.

2 "...The returned soldier is not only interested in the prosperity of the country he so nobly served, but has a particular interest in that prosperity, as he desires to see proper pensions and allowances made and maintained for his wives and dependents of his fallen comrades, and to comrades whose health is permanently injured.

"Canada's annual expense amounts to some \$320,000,000. This money must be raised and it only can be raised by intensive production and intensive work, and by the sale of our exportable surplus.

"To-day the surplus products of the country available for export have, to a considerable extent, to be financed by Canada. Wages must be promptly paid, notwithstanding the fact that the country overseas which is doing the purchasing from us, may not be able to pay perhaps for six months—perhaps for a year—perhaps for two years.

"Therefore, Canada must have a National Working Capital. A successful Victory Loan means working capital—a market for our surplus exports—a Canada prosperous and sufficient for her responsibilities.

3 "...But above all, the returned soldier realizes that his work, his assistance, is still needed, that the necessities of the country are in part up to him, that it is his job, that he still carries on, that with his record less he cannot do.

H. L. DRAYTON,
Minister of Finance.

58

(Special Advt. in Soldiers' Papers.)

When You Came To Canada

You did so because you had heard that this was a good country to live in and to work in.

You know now that it is a good country. You know now that the opportunities here for men and women are such as cannot be enjoyed elsewhere.

You know now that, in the fullest sense of the word, Canada is "a land of hope for all who toil—a land of liberty."

Knowing this, then, and knowing Canada—your adopted land—is raising a Victory Loan to finish paying for her part in the War of Liberty, you are urged to lend your money to Canada, by buying Victory Bonds. And Canada expects that you will show by the number and amount of Victory Bonds that you buy, just how thoroughly you appreciate the benefits you enjoy by living in this great Democracy.

Remember also, when you buy Victory Bonds you make an absolutely safe investment. The security of the whole resources of the Dominion is behind it.

Canada will pay you $5\frac{3}{4}\%$ interest for the loan of your money and will repay it in full in five or fifteen years, as you wish.

Show your appreciation of what Canada has done for you. Buy Victory Bonds to the very limit of your ability.

BUY THEM NOW

Victory Bonds 1919

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

57

(Special Advt. in Foreign Language Papers.)

A CALL FOR LEADERSHIP

The Privilege, Duty and Opportunity of Canada's Financiers.

It is a great privilege that you enjoy—you financial men of Canada—the privilege of being financial advisers to over eight millions of people.

It is a great duty that is imposed upon you—you financial men of Canada—the duty of advising your fellow citizens wisely and well in the investment of their money.

It is a great opportunity that is presented to you—you financial men of Canada—the opportunity to direct trust and estate funds into the finest of investments; to encourage the timid to buy bonds that are absolutely secured by the entire wealth of their country; to encourage the small investor, the wage earner and the salaried man and woman to buy Canada's Victory Bonds 1919 on the installment plan,—creating thrift, permanent satisfaction and happiness.

Spread the gospel of sound investments!

Spread the gospel of thrift!

Spread the gospel of Canada's Victory Bonds 1919!

VICTORY BONDS 1919

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

60

(Special Advt. in Financial papers.)

An Open Letter to School Teachers

Of all people none wield a greater influence for good than you.

For this reason, we ask you to do your utmost to influence all those with whom you come into contact, to buy Victory Bonds.

It is not necessary here to go over the reasons for doing this. Your reading of the daily newspapers has told you some of the reasons why you should, and your knowledge of the economic needs of the country will tell you the rest.

What we want YOU to do is to buy Victory Bonds to the limit of YOUR ability and to talk to your pupils in such a way that they will carry your message to their parents, and get them to buy.

It is with confidence, therefore, that this appeal is made for your whole-hearted support.

BUY VICTORY BONDS

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

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(Special advt. in papers for school teachers.)



Son Eminence le cardinal Bégin et l'Emprunt de la Victoire 1919

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

Monsieur A.-P. Frigon,
Montréal.

Archevêché de Québec, le 4 octobre 1919

Cher Monsieur,

Vous me faites savoir que vous avez accepté de consacrer vos efforts à assurer le succès du nouvel emprunt national, et vous exprimez le désir de recevoir dans l'accomplissement de cette tâche le concours de notre clergé.

Il s'agit d'asseoir sur une base aussi solide que possible le crédit de notre pays. Comme c'est sur ce crédit que repose la sécurité des fortunes privées, condition essentielle de toute vie économique stable et progressive, je suis bien sûr que vous trouverez chez tous ceux qui aiment leur pays l'appui que vous sollicitez.—Notre clergé a déjà donné assez de preuves de son dévouement éclairé et persévérant à toutes les entreprises de vrai et sain patriotisme, pour que l'on puisse aller à lui en toute confiance, quand le bien-être matériel et moral du pays est en jeu.

Je forme des vœux pour le succès de vos efforts, et je vous prie, cher Monsieur, de croire à mes sentiments de haute considération.

+ L. N. Card. Bégin, arch. de Québec.

Souscrivez à l'Emprunt de la Victoire 1919

Le montant souscrit est exempt de l'impôt sur le revenu

QUE vous souscriviez \$50, \$100, \$500 ou \$1,000 ou plus à l'Emprunt de la Victoire 1919, le montant de votre souscription sera exempt de la taxe sur le revenu.

Seul l'**intérêt** du montant de votre souscription est sujet à la taxe, comme l'intérêt de votre compte d'épargne, de vos prêts hypothécaires ou de vos obligations provinciales, municipales ou industrielles ou de tout autre revenu taxable.

D'autre part sont exemptes de tout impôt sur le revenu :

Toutes les personnes mariées dont le revenu annuel total, y compris l'intérêt sur les Obligations de la Victoire, ne dépasse pas \$2,000 ;

Les célibataires dont le revenu total de toutes sources ne dépasse pas \$1 000 ;

De plus, toute personne mariée qui a des enfants n'ayant pas atteint l'âge de 18 ans, bénéficie, pour chaque enfant, à sa charge, d'une exemption de \$200 d'impôt sur le revenu.

Dans ces conditions, il est facile de comprendre que l'impôt sur le revenu n'atteint que les personnes qui ont de gros revenus.

Souscrivez donc dans toute la mesure de vos moyens à l'

Emprunt de la Victoire 1919

"Chaque dollar sera dépensé au Canada."

Publié sous les auspices du Ministre des Finances
du Canada par le Comité Canadien de l'Emprunt
de la Victoire

10



Le Glorieux 22^{ème} a fait noblement sa part, faisons généreusement la nôtre **AUJOURD'HUI**

L'histoire a déjà consacré la gloire de notre 22^{ème} Bataillon canadien-français.

Ses exploits héroïques sont inscrits en lettres de sang dans les annales de la Grande Guerre.

La lutte a été terrible, sans merci. Nos braves se sont montrés les dignes fils du Canada, ils ont été à la hauteur de leur tâche---une tâche surhumaine---sans souci du danger, faisant d'avance le sublime sacrifice de leur vie, ils ont sans broncher, sous les assauts, sous la mitraille, tenu tête à un ennemi de beaucoup supérieur en nombre et lui ont infligé défaite sur défaite. Honneur à ces braves, honneur à ceux qui sont morts pour la patrie et que notre reconnaissance envers ceux qui sont de retour au pays s'affirme par nos actes.

Ils ont fait leur part, faisons la nôtre.

Le Canada fait appel à l'épargne:
pour liquider les dépenses de guerre et de démobilisation;
pour faciliter la réintégration de nos soldats dans la vie civile;
pour l'établissement des soldats sur les terres;
pour constituer un fonds de roulement national suffisant pour entretenir sa prospérité actuelle et rétablir sa vie économique normale;

pour ouvrir à l'Angleterre et à nos Alliés les crédits nécessaires à l'achat des produits de notre sol, du blé, de nos produits alimentaires, de notre bois, de nos articles manufacturés.

L'État vous demande donc aujourd'hui de faire votre part, de souscrire largement, généreusement à

L'Emprunt de la Victoire 1919

—chaque dollar sera dépensé au Canada.

Vous paierez ainsi votre dette de reconnaissance envers nos soldats.

Vous assurerez ainsi du travail à nos ouvriers, en permettant au Canada de financer les achats de l'Angleterre, de la France, de la Belgique. Vous prévien-
drez le chômage.

Vous assurerez le développement agricole du Canada et à nos cultivateurs la vente fructueuse du surplus de leurs récoltes.

Vous assurerez la prospérité générale du pays.

Souscrivez jusqu'à la limite de vos moyens, vous ferez à la fois, une bonne oeuvre et une bonne affaire.

L'Emprunt de la Victoire 1919

Publié sous les auspices du Ministre des Finances du Canada par le Comité Canadien de l'Emprunt de la Victoire.

L'Emprunt de la Victoire 1919

Vous Assurera du Travail—Protégera vos Salaires

L'EMPRUNT DE LA VICTOIRE 1919, est pour les travailleurs un placement exceptionnel. Déjà, personnellement et par leurs unions, ils ont souscrit généreusement aux emprunts de guerre. Mais leur placement, dans cet emprunt en temps de paix, aura une double valeur. Ils devraient en conséquence doubler l'énergie de leurs efforts, car l'Emprunt de Guerre 1919 intéresse plus les travailleurs que toute autre classe de la société.

IL permettra au pays de remplir ses obligations à l'égard des mutilés, des soldats valides démobilisés et des familles que la guerre a privées de leurs chefs. Il nous faut de l'argent pour payer les pensions et les primes de démobilisation; faire des avances aux soldats-colons et exécuter notre programme de construction de routes, de navires et de maisons. Seul l'Emprunt de la Victoire 1919, pourra nous fournir cet argent.

SOUSCRIRE à l'Emprunt est donc pour vous un devoir à l'égard de ceux qui sont allés outre-mer—des milliers de syndiqués. Mais c'est plus encore un devoir envers vous-même et vos familles.

LA guerre a apporté la prospérité au Canada, a maintenu l'activité de notre industrie, a donné du travail à chaque travailleur—et beaucoup d'argent.

CE n'est que par sa propre énergie que notre pays pourra maintenir cette prospérité. Nous ne voulons plus, comme nous l'avons fait par le passé, aller chercher à l'étranger le capital dont nous avons besoin.

RETENEZ bien ceci. Chaque dollar recueilli dans l'Emprunt de la Victoire 1919, restera au Canada, sera dépensé au Canada. Plus il y a d'argent en circulation, plus grande est la quantité de marchandises qui s'achètent. Plus grande est la quantité de marchandises qui s'achètent, plus actives sont les industries. Et l'argent provenant de l'Emprunt de la Victoire 1919, retombera aussitôt dans la circulation.

VOTRE position actuelle vous sera ainsi assurée. Votre salaire actuel vous sera ainsi conservé. L'Emprunt de la Victoire 1919, est donc plus qu'un devoir—c'est une protection.

SOYEZ un propagandiste de l'Emprunt de la Victoire 1919. Recommandez-le à vos amis syndiqués. Encouragez votre union à prêter son argent à l'Etat—à un intérêt très rémunérateur.

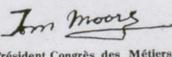
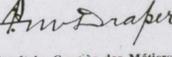
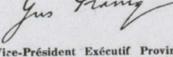
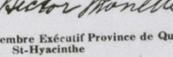
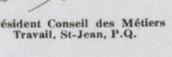
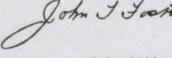
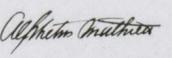
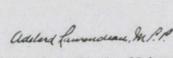
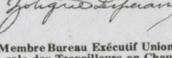
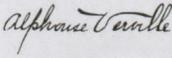
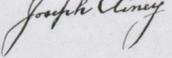
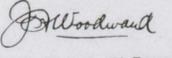
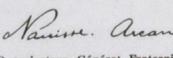
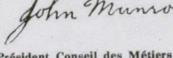
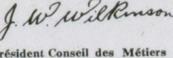
PLACEZ vos propres épargnes dans l'Emprunt de la Victoire 1919. Soyez un "coupe-coupons." Faites l'un des placements les plus sûrs qui soient au monde.

NOTEZ ceci. Il n'est pas nécessaire que vous ayez de l'argent en banque pour devenir propriétaire d'obligations portant intérêt. Vous pouvez payer vos obligations par versements. Vous économisez—et faites travailler vos économies.

NE laissez pas passer sans souscrire l'Emprunt de la Victoire 1919. C'est une trop belle occasion, trop importante pour vous et votre position, pour que vous l'abandonniez à d'autres.

ÉPARGNEZ dès maintenant. Souscrivez le plus possible. Chaque dollar que vous placez est autant de mis de côté pour les mauvais jours; c'est une protection pour votre position et votre salaire.

Nous demandons le concours enthousiaste et loyal des ouvriers unionistes, pour la campagne de l'Emprunt de la Victoire 1919.

 Président Congrès des Métiers et du Travail du Canada	 Secrétaire Congrès des Métiers et du Travail du Canada	 Vice-Président Congrès des Métiers et du Travail du Canada	 Vice-Président Congrès des Métiers et du Travail du Canada	 Vice-Président Exécutif Province de Québec, Congrès des Métiers et du Travail du Canada	 Membre Exécutif Province de Québec, St-Hyacinthe	 Président Conseil des Métiers et du Travail, St-Jean, P.Q.
 Président Conseil des Métiers et du Travail de Montréal	 Vice-Président Conseil des Métiers et du Travail de Montréal	 Secrétaire Conseil des Métiers et du Travail de Montréal	 Organisateur général Fédération Américaine du Travail	 Député ouvrier Division Dorion	 Député ouvrier Division Maisonneuve	 Membre Bureau Exécutif Union générale des Travailleurs en Chaussures
 Député ouvrier au Parlement Fédéral, Division St-Denis	 Surintendant général des Bureaux de Placement, Province de Québec	 Président Loge No. 490, Fraternité des Employés de Chemins de fer	 Organisateur Général Fraternité des Charpentiers-Ménisiers	 Président Conseil des Métiers et du Travail de Toronto	 Président Conseil des Métiers et du Travail de Vancouver	 Président Conseil des Métiers et du Travail de Halifax

Emprunt de la Victoire 1919

"Chaque dollar sera dépensé au Canada."

Publié sous les auspices du Ministre des Finances du Canada par le Comité Canadien de l'Emprunt de la Victoire

ADVERTISEMENTS IN DONATED SPACE SUGGESTION BOOK

CANADIAN Press Association, Inc., and the co-operating advertising agencies prepared for the Dominion Publicity Committee, Victory Loan, 1919, a book containing suggested copy for use in space donated by manufacturers, merchants and others.

This Donated Space Suggestion Book included copy for nineteen full page advertisements, nineteen half-page advertisements, eighteen quarter-page advertisements, eighteen 336-line advertisements, fifteen small advertisements about the Prince of Wales' honour flag and honour banner, and thirty small advertisements presenting other appeals in connection with the Loan. There was included in the book also forty-five slogans for use by advertisers in their own advertisements.

As most of the donated space was secured by local city, town or district publicity committees a local touch was given to much of the copy in the Donated Space Suggestion Book. In a number of the advertisements blanks were left for the insertion of the name of the city or district, the amount of its objective, schedules showing how that objective could be realized, the amount of subscriptions received to date, etc.

The appeals in all of the advertisements in the Donated Space Suggestion Book were such as to harmonize with the official Government advertising running at the same time.

The Donated Space Suggestion Book was used generally by local publicity committees and local newspapers, and through it a considerable volume of valuable advertising supplementing the official Government campaign was secured.

The nineteen full page advertisements in the Donated Space Suggestion Book are reproduced on the following pages.

Canada Fights to Win

When Canada fought—Canada fought to win.

We are now in the midst of another campaign.

The Victory Loan is a campaign to raise money to pay the obligations that the war has left us, and to keep Canada prosperous.

The Victory Loan 1919 calls for vigorous individual and concerted action.

It is a national platform on which all citizens concerned in their country's prosperity and welfare can, without reservation, take a strong, emphatic stand.

The Victory Loan 1919 is the "clean up" chapter in Canada's War History—it is needed to round out the most glorious of our achievements.

It is needed to "carry on" the National Business—to successfully bridge the period from War to Peace—and to speed our country along the highway of international commerce in successful competition with other great nations.

Your personal co-operation is imperative.

Your support is vital.

It is unthinkable that Canadians—united for years when things looked dark—would not, in the same spirit of patriotism, unite in this last great war effort.

Let us show the world again that what Canada undertakes Canada accomplishes.

Buy Victory Bonds

"Every Dollar Spent in Canada"

THIS SPACE DONATED TO THE VICTORY LOAN 1919 CAMPAIGN BY

.....
INSERT NAME OF CONTRIBUTOR HERE.

DON'T "LEAVE IT TO GEORGE"

Canada was never lacking in war enterprise—war strategy—war efficiency. She always carried out successfully her plans of war.

Now—we must apply the same determination and energy to the plans of peace, for we now have new problems to solve.

We are faced with the great work of readjusting our country from a War to a Peace footing.

Our immediate duty is to provide the national working capital, without which it will be impossible to carry out the Plans of Peace.

Demobilization, bonuses to soldiers, civil re-establishment, credit loans to Britain for the purchase of Canadian surplus products, ensuring continued employment to our workers. All these call for national capital, and the Victory Bonds 1919 will provide that capital.

Therefore, the success of the Victory Loan is not something that concerns "the other fellow" only.

You have a part to play.

Your individual prosperity is at stake.

YOU must support the Victory Loan just as enthusiastically as your fellow citizens.

Canada must have the money to carry out the Plans of Peace.

If things are to be kept "humming" you must

Buy Victory Bonds

Every Dollar Spent in Canada

THIS SPACE DONATED TO THE VICTORY LOAN 1919 CAMPAIGN BY

.....
INSERT NAME OF CONTRIBUTOR HERE

2

Keep

.....
(Name of Place)

Humming

Canada is running a great National Store.

Great Britain and other lands come here to buy our surplus agricultural and industrial products. These are the orders that are keeping Canadians busy and prosperous. That is where the money comes from that is paying our farmers for their surplus products and providing full pay envelopes for our workers.

But Great Britain and our allies are temporarily short of "cash." So Canada must extend them "credit"—just as any storekeeper extends credit to any customer whose financial standing is good.

The success of the Victory Loans 1917 and 1918 made possible the giving of these credits.

A continuation of these credits and the maintenance of our valuable overseas markets—depend upon the success of the Victory Loan 1919.

You will therefore plainly see how closely bound up with the Victory Loan 1919 is the prosperity of everyone in Canada, without exception.

Do not think your individual co-operation "does not matter."

It does matter.

Unless Canadians to the last man support the Victory Loan, it will not be the success that our continuous prosperity demands.

Let.....do its share to keep things humming.

(NAME OF PLACE)

Buy Victory Bonds

"Every Dollar Spent in Canada"

THIS SPACE DONATED TO THE VICTORY LOAN 1919 CAMPAIGN BY

.....
INSERT NAME OF CONTRIBUTOR HERE

.....
(NAME OF PLACE)

must Win the Prince's Honour Flag

.....
(NAME OF PLACE) has been allotted and is expected to lend \$.....
of the Victory Loan 1919.

When this allotment is reached, we can fly the Prince's Honour Flag.

The Prince said: "The Victory Loan 1919 is the bridge between War and Peace, and which is finishing off the job. I hope every city and district will win my flag."

It is a white flag with a red border. In the upper left-hand corner is the grand old Union Jack—in the lower right-hand corner the Prince's crest.

The day this flag is run up will be a proud one for.....
(NAME OF PLACE)
It will mean that our citizens have once again done their full duty.

It will mean that in this district the Victory Loan 1919 has gone "over the top."

And the Victory Loan 1919 must be a success.

It is a matter of the utmost importance.

It is needed to discharge our obligations to the army.

It is needed to extend credit to those overseas countries with which we were allied in the fight and which now want to buy our surplus food and other products.

The motto of the Prince of Wales is, "I serve."

Will you also serve your country?

Will you help to make the Victory Loan 1919 an overwhelming success? Will you help to earn for.....
(NAME OF PLACE) the right to fly the Prince's Honour Flag?

Buy to the utmost.

Victory Loan 1919

"Every Dollar Spent in Canada"

THIS SPACE DONATED TO THE VICTORY LOAN 1919 CAMPAIGN BY

.....
INSERT NAME OF CONTRIBUTOR HERE

Get on a Train and See Your Security

If you were to board a train at Halifax or Vancouver and ride for 3,500 miles across this broad country—you would see something of the security behind the Victory Bonds. You would ride for a week—but even then you would only see a narrow strip of Canada's hundreds of millions of acres—a country nearly twice as large as all Europe.

You would see

the farm and forests
the prairie and plains
the mines and the mills
the docks and the elevators
the steamers and the railroads
the cities
the towns

All this is the security behind your Victory Bonds.

This is the security that makes Victory Bonds one of the world's premier investments. Victory Bonds are the safest securities. Victory Bonds pay a good rate of interest—nearly twice as much as Savings Banks.

And you know how vital it is to Canadian Prosperity—and your own welfare—that the Victory Loan shall be successful.

It means that Canada's prosperity and your own prosperity will continue. So don't buy just enough Victory Bonds to "square your conscience."

Buy to the limit of your ability.

Do your part in making the Victory Loan a huge success.

Put your present savings into Bonds and borrow against your future earnings.

Buy Victory Bonds

"Every Dollar Spent in Canada"

THIS SPACE DONATED TO THE VICTORY LOAN 1919 CAMPAIGN BY

.....
INSERT NAME OF CONTRIBUTOR HERE.

You Don't Give— You Lend

In deciding how many Victory Bonds you will buy remember this important point—you are not giving—you are lending to your country!

You are lending at good rate of interest.

You are lending on the highest security.

You are lending to maintain your own and your country's prosperity.

In your own personal interest you should make strenuous efforts to buy as many Victory Bonds as you possibly can.

You couldn't put your money in a better place.

You want to save money—everybody does.

It is the only way to get ahead.

And Canada needs to borrow your money to bridge the gap from War to Peace.

It's your duty to lend.

Take the proper view of this Victory Loan.

Say to yourself—"I am going to buy all the Victory Bonds I can pay for now and in the next ten months."

What if it is an effort to pay for them.

Look ahead a little.

Think of what you will own when your Victory Bonds are finally paid for.

Every cent you pay on your Victory Bonds you *lend* to your Country—you save!

Remember that, and

Buy Victory Bonds

"Every Dollar Spent in Canada"

THIS SPACE DONATED TO THE VICTORY LOAN 1919 CAMPAIGN BY

.....
INSERT NAME OF CONTRIBUTOR HERE.

Can You Forget?

As long as you live you'll remember November 11th, 1918—Armistice Day.

That was the day the enemy surrendered.

That was the day of Victory for our army.

Day after day—year after year—through rain, cold, heat, mud, death—they had fought bravely, stubbornly, cleverly, faithfully—the spearhead of fate pointing inexorably at the black heart of the enemy.

Remember the Somme? Ypres? Vimy? Passchaendale? Cambrai? MONS?

Can't you catch this brave spirit?

Can't you see how small is our task compared with theirs?

Shall we fail to lend our money to the country for which they gave their lives?

The Victory Loan 1919 must be a victory too. It is needed to pay our obligations to the army and to keep the fair name of Canada writ high among the nations.

This is a War Loan.

Canada needs to borrow your money.

If the Victory Loan succeeds it will be another Mons for Canada.

Let us show the world again that what Canada undertakes, Canada accomplishes.

Buy Victory Bonds

"Every Dollar Spent in Canada"

THIS SPACE DONATED TO THE VICTORY LOAN 1919 CAMPAIGN BY

.....
INSERT NAME OF CONTRIBUTOR HERE.

.....
(NAME OF PLACE)

Must Not Fail

.....
(NAME OF PLACE) is allotted \$.....of the
Victory Loan 1919.

That was the amount we are expected to lend to Canada
to "carry on" and "clean up."

We are behind in our allotment.

This should not be.

The importance of reaching our objective is one that every
citizen of.....
(NAME OF PLACE) should regard as a personal matter.
If each will say to himself—"I will do my part—large or small
—to put.....
(NAME OF PLACE) allotment over the top"—together we
can surely do it.

Every citizen has a responsibility.

The time is short.

Prompt action is necessary.

As a matter of local pride—as a matter of national service—
as a matter concerning our own prosperity—let us unite and
act, so that when the Victory Loan 1919 closes.....
(NAME OF PLACE)
will once more have done her part well.

Buy Victory Bonds

"Every Dollar Spent in Canada"

THIS SPACE DONATED TO THE VICTORY LOAN 1919 CAMPAIGN BY

.....
INSERT NAME OF CONTRIBUTOR HERE

An Exchange of Money That Pays

When you buy Victory Bonds, you simply exchange one kind of money for another.

A dollar bill is Canada's promise to pay.

So are Victory Bonds.

But Victory Bonds pay *interest*.

Consider the security behind Victory Bonds—
Canada and all that is contained therein.

Consider the good rate of interest—
Victory Bonds pay 5½%—nearly twice as much as Savings Banks.

Consider the saleability of Victory Bonds—
Their use as collateral for a loan.
Their prospective advancement in price.

Consider the purpose for which Canada requires the money:—
Cleaning up our obligations to the army and maintaining the prosperity of the country.

Are not these reasons the best in the world for exchanging one kind of money for another?

Should not every Canadian put all his weight behind this Loan?

Should not he exchange all the money he has for Victory Bonds?—and all the money he can save for the next ten months to come?

Buy Victory Bonds

"Every Dollar Spent in Canada"

THIS SPACE DONATED TO THE VICTORY LOAN 1919 CAMPAIGN BY

.....
INSERT NAME OF CONTRIBUTOR HERE

The Eyes of Canada are Upon

Name of Place

EVERY Allied Country has raised a loan from its people since fighting ended. They have all raised loans for the same purpose----to finish paying for Victory.

Of all that were in the war (from the beginning) Canada is the only one to come out of the struggle stronger than she went into it.

Canada has found herself----spiritually and materially.

With reason and pride we can look to the future and proclaim Canada indeed A Promised Land.

The Victory Loan which is needed to finish paying war obligations is the very barometer of our confidence in the future.

In the measure of its over-subscription----we will reap the future benefits.

Come through and come through handsomely.

It was fine enough to buy Victory Bonds when war was on the threshold, but it is the bigger thing to buy them now----when the tumult is over.

Let's show the stuff _____ is made of----Let's finish the job and let's see it through.

NAME OF PLACE

Let every citizen of _____ to the limit of his ability

NAME OF PLACE

BUY VICTORY BONDS!

This space donated to the Victory Loan 1919 Campaign by—

(Insert Name of Contributor here)

Do It Again

(Name of Place)

The reaction from war to peace has been sudden and strong. Our courage may be a bit spent, our enthusiasm for service a trifle on the wane.

It needs a little effort and some determination to rekindle the old fire, but it must be kindled if the Victory Loan is to be a success.

Canada calls upon you, therefore, for a renewal of your faith and a renewal of your effort.

And that can best be expressed if you do your utmost to inspire people to

BUY VICTORY BONDS

P.S.—There is an old saying to the effect that “if you can’t sing the words you can whistle the tune.”

If you haven’t any ready money, borrow some and

BUY VICTORY BONDS

This space donated to the 1919 Victory Loan Campaign by

(Insert Name of Contributor here)

ALL TOGETHER

(Name of Place)

BUY VICTORY BONDS—

and enable your country to pay her debts of honour to her army. The eyes of Canada's living and fallen soldiers are on you to-day. Show you are worthy of the sacrifice they made. Over the top with the Victory Loan!

BUY VICTORY BONDS—

and enable your country to finance the sale overseas of her surplus products from farm, forests, fisheries and factories, mills and mines. A glorious opportunity is open to Canada---the opportunity to sell all she can produce, if she is willing to grant temporary credit. She can grant the credit only if you buy Victory Bonds. Every extra Victory Bond you buy means more money to finance more orders.

BUY VICTORY BONDS—

because they are guaranteed by Canada's promise to repay at the time, and to the full amount, stated in the bonds. The income yield of 5½ per cent. is most attractive considering the absolute security. There will always be a ready market for Victory Bonds.

All together _____ BUY NOW!

(NAME OF PLACE)

ONE—to discharge Canada's obligations to her army.

TWO—to insure Canada's continued prosperity.

THREE—because Victory Bonds are the finest investment for your money.

BUY VICTORY BONDS

This space donated to the Victory Loan 1919 Campaign by

(Insert Name of Contributor here)

(Name of Place)

Wants the Prince's Honour Banner in Every Factory

GET THE PRINCE'S HONOUR BANNER—

because the Prince's Honour Banner hanging in your factory will show that you have done your share to make it possible for Canada to fulfil her obligations to her army.

GET THE PRINCE'S HONOUR BANNER—

because the Honour Banner in your factory will be the evidence of your sound business judgment. It will show that you have done your part to insure steady orders and jobs for everyone at good wages. Every factory in _____ must win the Prince's Honour Banner. (NAME OF PLACE)

GET THE PRINCE'S HONOUR BANNER—

because the Prince's Honour Banner will show that the men and women in your factory are Victory Bond buyers, that they are thrifty, industrious and far-sighted. Put it up strong to the other factories—before they put it up to you. Show that _____ knows a good investment. (NAME OF PLACE)

GET THE PRINCE'S HONOUR BANNER—

because the Prince's Honour Banner in your factory will show that the men and women in the factory are Canadians. Show your patriotism by winning your banner, and in doing it make a record for _____ (NAME OF PLACE)

Buy Victory Bonds

This space donated to the Victory Loan 1919 Campaign by—

(Insert Name of Contributor here)

IF YOU DON'T— WHO WILL?

If you don't

buy Victory Bonds and assist Canada to fulfil her debts of honour to her army—

Who will?

If you don't

buy Victory Bonds and enable Canada to provide credits to Great Britain with which to buy Canada's surplus farm products—

Who will?

If you don't

buy Victory Bonds and assure Canada the opportunity to extend credit to Great Britain with which to purchase our surplus manufactured products and keep our factories humming—

Who will?

If you don't

buy Victory Bonds and enable Canada to grasp her golden opportunity to hold and extend her overseas markets and assure good times and good wages at home—

Who will?

If you don't

buy Victory Bonds and do your part to insure your business or your job—

Who will?

Buy Victory Bonds to the Limit

This space donated to the Victory Loan 1919 Campaign by

(Insert Name of Contributor here)

What are YOU going to do about it?

IT really shouldn't be necessary at this stage to educate, argue or persuade the people of _____ into buying Victory Bonds.

(Name of Place)

FOR reasons of patriotism, of thanksgiving and of good business, the people of _____ are going over the top to achieve their allotted quota and to secure the much-prized Prince of Wales Honour Flag.

(Name of Place)

If you haven't any ready money, arrange with your employer or with any bank to buy on the instalment plan. You will be able to meet the instalments alright, and a few months hence you will be glad you arranged to do so.

**So, go now and
Buy Victory Bonds**

This Space donated to the Victory Loan 1919 Campaign by
(Insert Name of Contributor here)

The Boy Went Whistling Down the Street---

THE other day a woman came from her kitchen to answer a knock at her front door. A boy gave her a telegram. The telegram told her her son was dead. He died as a result of wounds received more than two years ago.

The boy went whistling down the street.

The woman went back to her work and---grief.

This incident is told to remind you that, for many people, the war is not yet ended.

Don't you go whistling down the street. The war is not ended for you, until war incurred costs are paid. It is your duty to buy Victory Bonds to the limit of your resources.

BUY VICTORY BONDS

This Space donated to the Victory Loan 1919 Campaign by
[Insert Name of Contributor here]

If A Disaster Should Strike

(Name of Place)

SUPPOSE some great disaster—a cyclone or a fire—had struck
(Name of Place)

If it had left death—suffering—loss of property in its wake.

Would you afterwards say “Well it’s over. Thank Goodness I’m safe”—and look calmly on the efforts of others to put things in order?

Would that be your attitude?

Not much!

You would work day and night—give your time—lend your assistance and give *your money* to put things as they were before.

THE War was the greatest disaster that ever affected Canada.

It’s over—the fire is out.

November 11th, 1918 ended it.

But since then much work has been done—much expense has been necessary.

We have had to pay, feed and clothe our army and bring them home—provide work for them—succor their widows and orphans.

And now the business and prosperity of Canada must be maintained.

THE VICTORY LOAN 1919 is back of all this.

The citizens of (Name of Place) cannot expect others to provide the money to do this work.

It cannot be done unless everybody helps.

Each Province—City—Town—District—must do its share. (Name of Place) must do its part.

You must do your part.

Canada is made up of individuals.

Remember that you are one of them and

Buy Victory Bonds

This Space donated to the Victory Loan 1919 Campaign by
[Insert Name of Contributor here]

ONE SHORT YEAR AGO —

GO back a year --- in memory.

Then we *hoped* to win.

We believed we would win.

We were willing to spend every cent in (name of place) for Victory.

Every man, woman and child in (name of place) was prepared to pay any price if only we could achieve Victory.

If you were asked to *give* to the Victory Loan 1919 you should do it in the thankfulness for Victory.

BUT you are not asked to give --- only to *lend* your money.

---On the best security in the world.

---At a good rate of interest.

If every citizen of (name of place) will make it his duty to support to the utmost of his ability the Victory Loan 1919 we can gain such a reputation for (name of place) as will astonish all Canada.

The money is here.

Why not make this a record?

All together, now!

BUY VICTORY BONDS

This Space donated to the Victory Loan 1919 Campaign by
(Insert Name of Contributor here)

.....'s
(Name of Place)

Proud Pre-eminence in War Work

IS DUE TO THE FACT THAT
EVERYBODY HELPS

WHEN THERE'S A CAMPAIGN ON

..... has never failed yet—and won't this time.
(Name of Place)

For the last VICTORY LOAN was
asked to raise \$..... and actually raised \$.....
(Name of Place)

This year is asked to raise \$.....
but the committee wants to do at least as well as last year.
(Name of Place)

See How Easily It Can Be Done

(These figures are
only suggested—
They should be
changed to conform
to local objective).

8 Applications of	\$25,000	\$200,000
10 Applications of	10,000	100,000
25 Applications of	5,000	125,000
5 Applications of	3,000	15,000
100 Applications of	1,000	100,000
20 Applications of	500	10,000
1000 Applications of	100	100,000
200 Applications of	50	10,000
		\$660,000

This is quite possible. As a matter of fact the committee
hopes to have at least applications this year in

.....
(Name of Place)

Pick Your Place Well up in the List!
Keep in the Front Rank!
(Name of Place)

This Space donated to the Victory Loan 1919 Campaign by
(Insert Name of Contributor here)