

*"The Most
Blessed
Work in the
World"*



Your purchase of the new Victory Bonds will help equip Canada's Navy.

"THE MOST BLESSED WORK IN THE WORLD"

Canada now asks her citizens to subscribe to her Second Victory Loan. Your Country needs at least \$600,000,000 to help arm and equip our fighting forces and speed them on toward the goal of victory. Extension of the war by the entry of Japan means that our own country is now menaced on both sea coasts.

War costs money. The greater part of the money for Canada's war effort is raised by taxation, for Canada from the start has paid her way out of income as far as possible. To bridge the gap between revenue and the actual sums required to pay the heavy current costs of war, Canada must borrow from her own citizens.

Canadians have cause for pride in their patriotic response to the nation's need—in men, materials, money. A powerful Canadian force stands ready in Britain pointed, as the Canadian Corps Commander has said, "like a dagger at the



Your purchase of the new Victory Bonds will help toward making Canada's army the best equipped in the world.

heart of Berlin". We have a splendid army. Our Navy has been developed from small beginnings into a powerful instrument for attack and defence alike. Through the development of the Commonwealth Air Training Plan Canada has contributed enormously to the offensive striking force of the air.

Canada is serving as the arsenal of Empire and as Britain's great source of food supply. Her industrial production has expanded beyond any expectations.

All this has cost—is costing—will cost—much money. The requirements of the armed forces and the demands of production are enormous. Under the menace from across the Pacific the needs have recently expanded. Money to maintain Canada's place in the forefront of the battle for freedom is required urgently. Canadians having responded magnificently to every call that has been made upon them for money to fight this war, are confidently relied upon to respond to this new appeal.

"... The whole North American continent is becoming one gigantic arsenal."





The money you lend by buying the new Victory Bonds will help provide the most powerful planes for Canada's airmen.

From mid-February into March, an intensive drive will be conducted to raise at least another \$600,000,000—the same amount that Canada asked in her first Victory Loan, which citizens oversubscribed.

Man for man, and given the equipment, Canadians can meet any enemy. This loan is sought in order that the Canadian forces may be made the best equipped fighting men in the world.

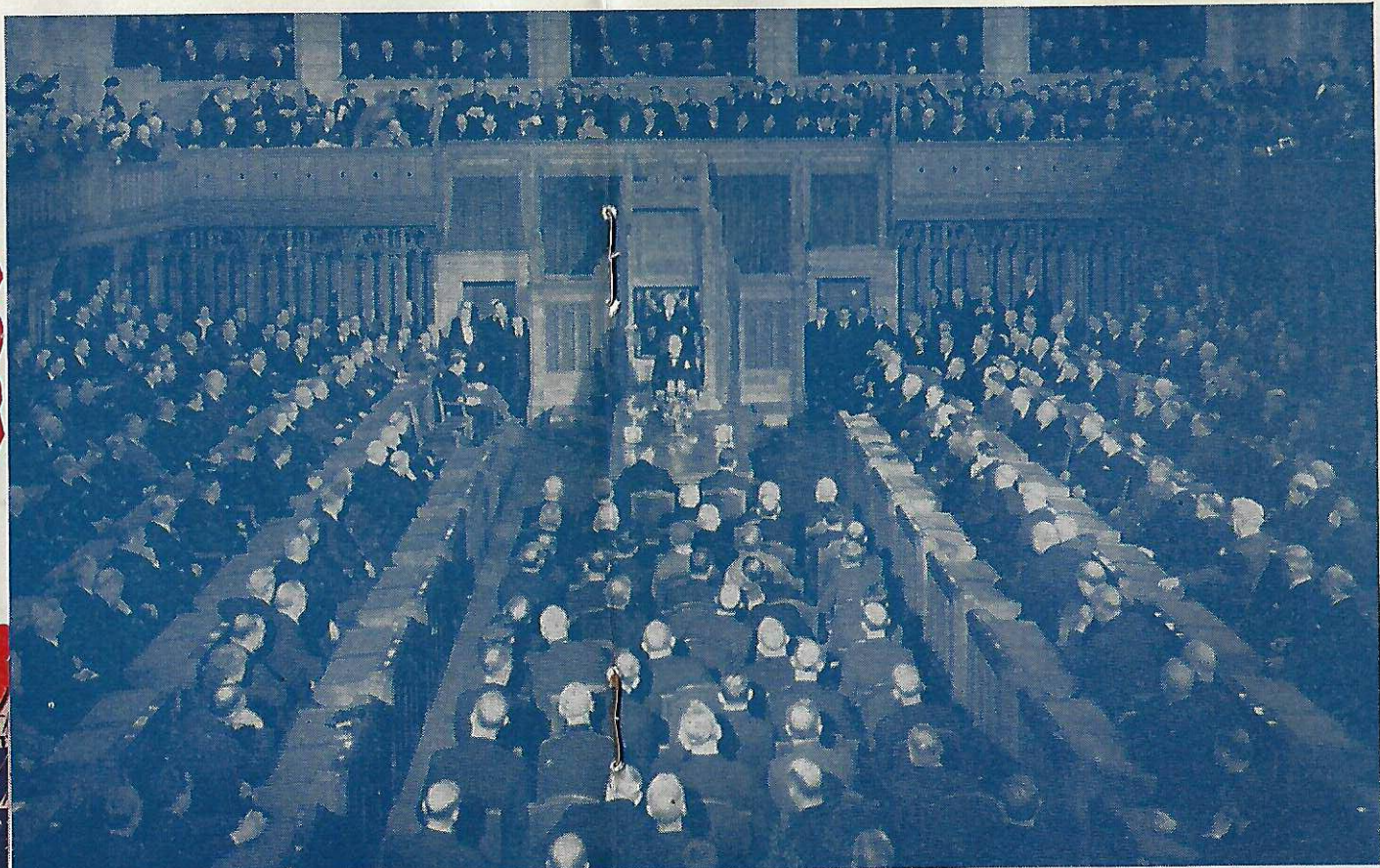
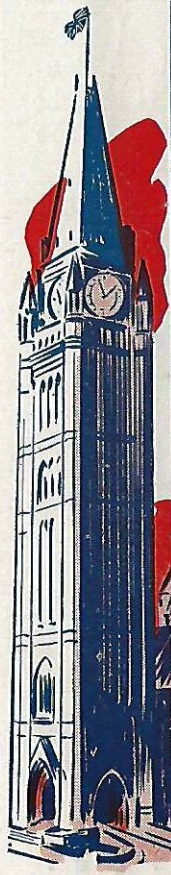
A few weeks ago The Right Honourable Winston Churchill, Prime Minister of Great Britain—introduced to the Dominion Parliament by The Right Honourable W. L. Mackenzie King as “the personification of Britain’s greatness”—spoke to Canadians upon their own soil as an invited and honoured guest. Read what he has said while on this continent:

“We are doing the most blessed work in the world. Not only defending our hearths and homes but the cause of freedom in every land.”

“I am so glad to be able to place before you . . . the proof that with proper weapons and proper

“We are growing stronger every day.”





"Not only defending our hearths and homes but the cause of freedom in every land."

—The Right Honourable Winston Churchill, P.C., C.H.,
Prime Minister of Great Britain, addressing the people of
Canada, through their Parliament, December 30th, 1941.

organization we are able to beat the life out of the savage Nazis."

"We have to win that world" (i.e., the broader world which lies beyond our struggle and our victory) "for our children."

"We cannot for a moment afford to relax. On the contrary we must drive ourselves forward with unrelenting zeal... The enemies ranged against us have asked for total war. Let us make sure they get it."

"These gangs of bandits have sought to darken the light of the world, have sought to stand between the common people of all the lands and their march forward into their inheritance."

"I think it unlikely that this war will end without the Canadians coming to close quarters with the Germans as their brothers did on the Somme or on Vimy Ridge. . . At Hong Kong Canadian soldiers of the Royal Rifles of Canada and the Winnipeg Grenadiers, under the brave

"The most strenuous exertions must be made by all."



"The contribution of Canada . . . has been magnificent."

officer whose loss we mourn, have . . . crowned with honour, with military honour, the reputation of their native land."

"The contribution of Canada to the war effort in troops, in ships, in aircraft, in food, AND IN FINANCE has been magnificent."

"All this fighting in Libya proves that when our men have equal weapons in their hands and proper support from the air, they are more than a match for the Nazi hordes."

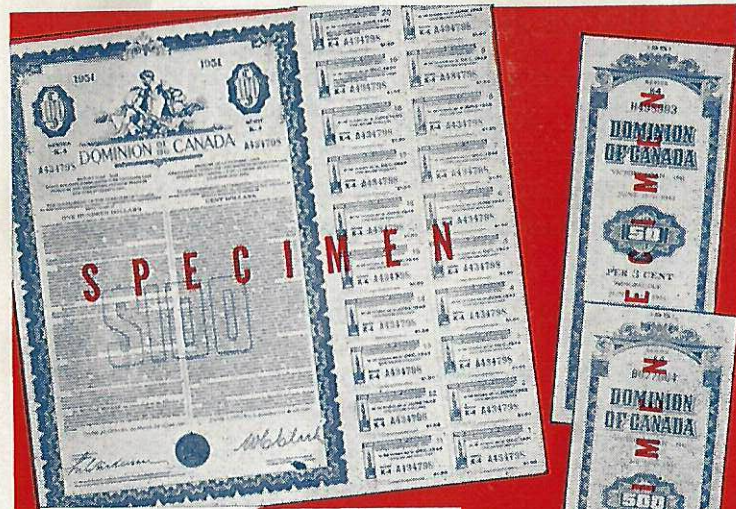
"Whatever the cost, whatever the suffering, we shall stand by one another, true and faithful comrades, and do our duty, God helping us, to the end."



Truly the financial response of Canada's citizens *has* been "magnificent". Now another and equally magnificent effort is needed—so that with equal—yes, with superior—weapons our men may help make safe the continuance of freedom in this our land.

Canada is asking you to lend again—and lend to the limit.

We did it before—let's show we can do it again!



Come on Canada!

Buy

The New

**VICTORY
BONDS**



WHAT IS A VICTORY BOND?

It is Canada's promise to repay at maturity the principal amount you lend to your country and to pay interest every six months at the rate of 3% per annum. All you need to do is to clip the interest coupon and present it at any branch of any chartered bank and get the cash.

A MARKETABLE ASSET

You can sell your Victory Bonds or borrow against them at any time. They are readily convertible into cash.

BUY ALL YOU CAN

You can buy Victory Bonds for \$50, \$100, \$500, \$1,000, \$5,000 and \$10,000 according to your means. Buy as many as you now have money to pay for, and as many more as you can pay for by instalments out of earnings or future income.

HOW TO BUY

Give your order to the Victory Loan salesman who calls on you. Or place it in the hands of any branch of any bank, or give it to any trust company. Or send it to your local Victory Loan Headquarters. Or you

can authorize your employer to make regular payroll deductions for you. Salesman, bank, trust company or your local Victory Loan Headquarters will be glad to give you every assistance in making out your order form.

The official prospectus, giving the price of Victory Bonds and methods of paying for them in cash or by instalments, will be published throughout Canada by February 16th. Salesmen will begin calling to take orders for the new Victory Bonds Monday, February 16th. Your salesman has many calls to make—he may be a day or two reaching you.

Each salesman will have an arm band or other means of identification and a certificate authorizing him to take orders.

Come on  Canada!
Buy

THE NEW VICTORY BONDS



“In this strange, terrible World War there is a place for every one, man and woman, old and young, hale and halt. Service in a thousand forms is open.

“There is no room now for the diletante, for the weakling, for the shirker or the sluggard. The mine, the factory, the dockyard, the salt sea waves, the fields to till, the home, the hospital, the chair of the scientist, the pulpit of the preacher—from the highest to the humblest, the tasks are all of equal honour. All have their part to play.”

—Winston Churchill

