



The Bridge to the British Market

The Victory Loan is a bridge over which the farmers of Canada drive their hogs, their cattle, their grain and all their surplus crops to the profitable British market.

For, the money raised by the Victory Loan enables Canada to give credit to Great Britain. And only by means of that credit can Great Britain buy the products of Canada's farms.

Therefore, when you come forward at your country's call and loyally lend your money that Canada may continue her vigorous prosecution of the war, you are also benefitting your-

self and the whole farming community.

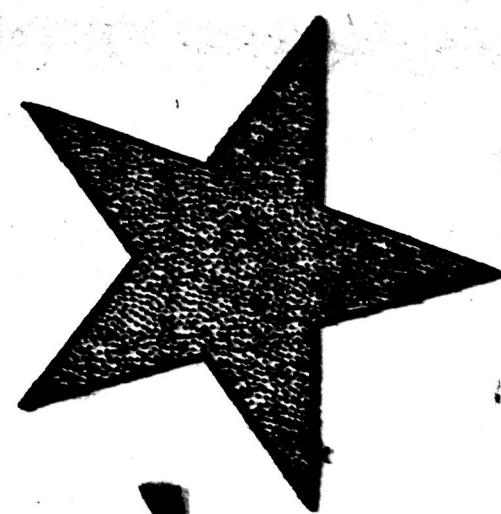
It is the duty of every earnest Canadian not only to invest heavily in Victory Bonds 1918, but to work among his neighbors to make the loan a success.

Before the subscription lists close, every man should realize the sterling character of the investment; the good interest return of 5 1/2%; the undoubted security offered in the Bonds of this wealthy nation; and the vital importance to all classes of people, particularly to the farmers, of the Victory Loan 1918.

Buy Victory Bonds

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

113



THE STAR OF GOLD

A Canadian Mother's Plea To Her Countrymen

MY son sleeps beneath the soil of France. I don't know where. Perhaps I shall never know. But often in the silent hours, my memory returns to the day he came to us. How gloriously happy we were. What brave plans we made. How we hoped and prayed for the little fellow's future.

I saw him grow into childhood. I watched through weary hours of illness. I helped him over the hard places. He was my idol, my life. I remember his merry laugh at toy soldiers' battles around the Christmas tree.

He grew to manhood, entered a profession; and everything seemed bright. Then the war clouds gathered. True to the urge of his conscience, he longed to go. I told him, through my tears there was but one thing to do. My boy became a soldier. Proudly I wore a service pin with star of blue. In October 1915 I said good-bye—the last good-bye, but I didn't know it.

One evening in March the Germans attacked our lines, first with gas then with high explosives. Concussion carried away my boy's mask. An instant later a shell tore off an arm. My service star had turned to gold.

He is but one son, I am but one mother—but he was all I had. One mother does not count for much, perhaps—but there are thousand of mothers who have given all they had.

In the name of the mothers I ask you to-day to lend your dollars that our gifts may not be in vain.

A Victory Bond is your pledge to keep faith with our sons who are gone, your promise to stand to the end with those who are left.

Think what winning the war means to you—think what it means to us—the mothers whose cherished Stars of Blue have turned to Stars of Gold. The war must be won! Will you help?

A dollar or two a week buys a Bond. Bonds are buying guns, powder, bullets—Victory. These dollars which you send out to fight will return with interest.

My son whom I sent out to fight—will never return.

Everyday more Stars of Gold are replacing the Stars of Blue. Won't you buy your Victory Bonds to-day—all the Bonds you can?

A CANADIAN MOTHER

When you Buy Victory Bonds, you give nothing, you simply lend on the best security in the world, at a very liberal rate of interest—5 1/2 per cent

This space contributed to the winning of the war by

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