

As a matter of business, what do you think of the plan?

You are a farmer.
Canada is a farming country.
Canada grows more food than the people of Canada need.

To prosper she must sell that surplus food.

Great Britain is our best customer for grain, pork, beef, cheese and other farm products.

Every practical man must see how important it is to hold the British trade. Canada wants not only the profit on this trade, she wishes to create a good-will in Britain towards Canadian products and thus assure our export business for the future.

At the moment Great Britain asks for credit, asks Canada to sell her the products of the farm, "on time." To hold her trade, it is necessary to give this credit.

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

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

This is the reason for selling Victory Bonds.

Can anyone deny the sound business sense of this plan of protecting our valuable market?

From the standpoint of the man who lends, what better security could he get for his money? Where else could he get a five and a half per cent. return on such security? Where would he find an investment to pay interest so regularly and with so little trouble to the lender? Certainly Canadians have an opportunity to benefit very directly from this borrowing plan.

And the money Canada borrows is spent entirely in Canada—a very large part of it for the very crops the farmer has to sell.

Therefore, if the Victory Loan is a success, business in Canada must be good, the nation must prosper and so be able to carry on a vigorous war effort in France and Flanders.

As a practical man you must approve of the Victory Loan plan.

Then help it along. Put your own money into Victory Bonds; urge your friends to buy; work hard among your loyal neighbors to make the Victory Loan 1918 an overwhelming success.

Buy VICTORY BONDS

—all you can pay for in cash and all you can carry on instalments.

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

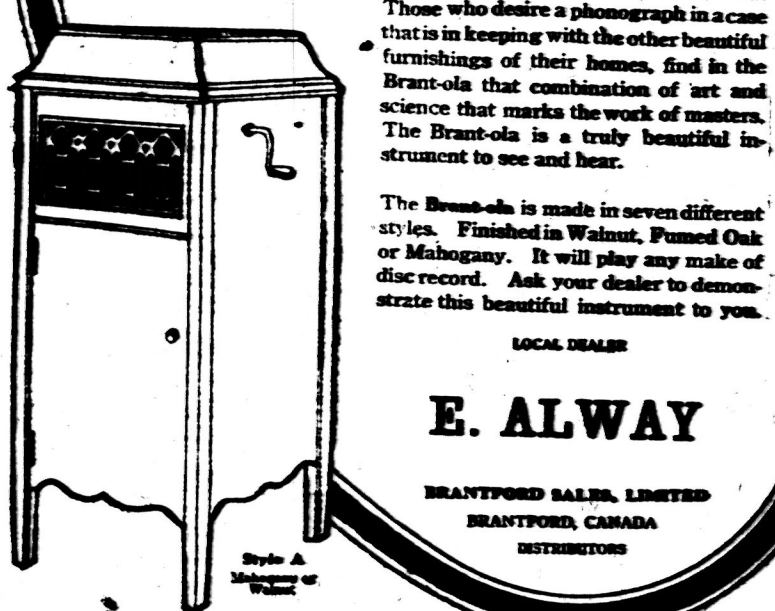
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Completing the Home Circle

There is no other force more effective in making the home attractive than music. Every member of the family is irresistibly drawn by good music. The

BRANT-OLA

supplies this welding link in hundreds of Canadian homes. Those who desire to be wound down to no limited number of artists in their choice of records choose the Brant-ola because it plays all records equally well.



Those who desire a phonograph in a case that is in keeping with the other beautiful furnishings of their homes, find in the Brant-ola that combination of art and science that makes the work of music. The Brant-ola is a truly beautiful instrument to see and hear.

The Brant-ola is made in seven different styles. Finished in Walnut, Pained Oak or Mahogany. It will play any make of disc record. Ask your dealer to demonstrate this beautiful instrument to you.

LOCAL DEALER

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BRANTFORD SALES, LIMITED
BRANTFORD, CANADA
DISTRICTORS

NOW

You will be replacing your worn-out Springs and Mattresses with New. Before you do so don't fail to inspect our complete line of Springs and Mattresses.

Dining Room Sets---

---Bedroom Sets

We will be pleased to show you our large assortment of the above.

FURNITURE AT MODERATE PRICES

Agent for the celebrated

WHITE SEWING MACHINE

--IVAN W. HOLMES--

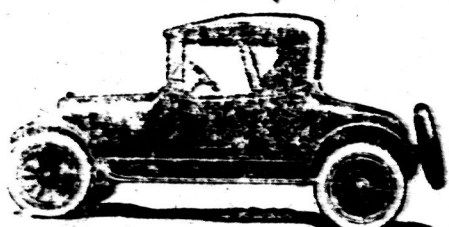
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All makes of Motors, Cars, Gas or Gasoline Engines, Tire Pumps, Lights, Bicycles, Etc.

Reo Car a speciality



We Handle—Tires and a large Trade Stock
SATISFACTION GUARANTEED

E. W. ANDERSON, Proprietor

(ESTABLISHED 1872)

BANK OF HAMILTON

WHAT may happen after the war is uncertain, but the man or woman with a Savings Bank account has no occasion to worry. Save now while earnings are high. Open a Savings account with the Bank of Hamilton.

JARVIS BRANCH
R. R. Telford

Farmers of Canada Have Much at Stake In the Victory Loan

Money From Loan Needed to Finance Exports of Farm Products to Britain.

The Canadian farmer stands to gain or lose much through the success or failure of the Victory Loan. He is much more dependent on it for the ready sale of his products than has generally been realized. Some there are, even to-day, who fail to grasp the facts of the situation. It is a mistaken idea that all a farmer has to do these days is to raise grain, cattle, hogs, or produce cheese, butter or eggs and he is sure to find a ready market at high cash prices. A keen demand for these



MR. J. H. GUNDY.

Vice-chairman of the Dominion Victory Loan Committee, and a strong leader in the campaign.

products, of course, exists, and Great Britain will take all of them that Canada has to spare; but the demands of the war have been so heavy that she cannot pay cash for all these things. She must have credit. It is here that the Dominion Government steps in, and provides the cash, obtaining the necessary funds through the Victory Loan.

The farmers should be as enthusiastic over the Victory Loan campaign as any other class. If it is not a decided success they stand to lose heavily. But if they subscribe to it liberally and endeavor to get others to do so, its complete success is assured.

BUY MORE VICTORY BONDS.

PRAIRIE FARMERS' EXAMPLE.

Saskatchewan, which is almost a purely agricultural province, has given a splendid lead to the rest of the Dominion. Owing to the crop failure in several of the districts, the allotment for the Province in the Victory Loan drive was placed at \$15,000,000. Recently those in charge of the provincial organization said that they would not think of getting less than \$22,000,000.

BONDS OR BONDAGE.

Canadians at Home Must Do Their Utmost

It Is For Them to Demonstrate That the Spirit of the Boys Over There Exists at Home.

Canadians at home must do their utmost in the Victory Loan drive, for the boys in France are looking on. These brave fellows, the pride of the British Army, who have carried all before them during the last three months, must not be disappointed in the folks at home. It must be demonstrated to them that the spirit exhibited in the front line, is to be found also on the home front.

There is no problem confronting Canada to-day, or likely to confront her in the future, which Canadians cannot solve, if they put their minds to it. There is no task for them too difficult. But, while everybody believes this, there is no use talking about it, unless the Victory Loan is put over. It will be, for it must be.

BUY BONDS FOR VICTORY.

DOUBLE UP.

The call is now "Double up." Everybody seems to be doing it. Why shouldn't they? The cause is worth doubling up for. Besides, it would be impossible to get a better investment. It's better than the American Liberty bonds bear only 4 1/2 per cent., whereas ours carry 5 1/2. So "doubling up" is the correct thing. It is patriotic and also good business. Double up.

THE CRIES.

Your country needs your financial help to meet its crisis to-day. You may need financial resources to meet a possible crisis in your affairs later on. There is one safe, sane, sure way to meet either kind of crisis. In taking it you discharge your duty to your country and to yourself. Take it to-day. Buy Victory Bonds. Buy all you can.

LEND TO CANADA.

Victory Loan Sole Topic for Canadians During Next 10 Days

To This All Other Features of the War Must be Completely Subordinated.

The Victory Loan must monopolize the attention of Canadians during the next ten days. There will be lots of time after the campaign to speculate on the prospect of peace. In the meantime the call comes to all—"Carry on." The people in the rural districts especially should realize this.

Canadians at home must take their cue from Foch. When he says "Let up," they may be justified in doing so. But while the men are overseas the need for supplies will continue.

Bear in mind also that Canada's war expense will not cease at the moment when the soldiers lay down their arms. A long time must elapse before the boys overseas can be brought back. Probably 450,000 of them have gone over, and good judges say that they cannot be brought home under 15 months. In the meantime they must be kept.

Be it also remembered that a large proportion of the Victory Loan money will go to finance the sale of Canadian products abroad. The farmer is dependent on it for the sale of his wheat, beef, pork, butter, cheese and eggs to Great Britain.

So if the Canadian Army is to be maintained, and the farmers, manufacturers, mechanics and businesspeople generally are to be kept busy the \$500,000,000 wanted must be raised.

BUY VICTORY BONDS.

Victory Loan Promotes the Farmers' Interests

The Victory Loan and the Farm go together.

Canada's surplus farm products could not be sold without the Victory Loan.

If the surplus could not be sold, prices in the home market would go to pieces.

It is one thing to raise farm products, but it is another thing to sell them for cash.

A large proportion of Canadian farm products could not be sold for cash, if it were not for the Victory Loan.

The farmer who invests in Victory Bonds thus helps to protect his own business.

LEND TO YOUR COUNTRY.

MANY YOUNG FARMERS HAVE GONE OVERSEAS.

From the farms of Canada thousands of young Canadians have gone overseas. These boys have acquitted themselves splendidly. Now when the call comes for \$500,000,000 to support the army, and keep the business of the Dominion going on a war basis, the people in the homes from which these boys have gone will not be lacking.

Liberty Loan Set Canadians High Mark

The United States did so well in the recent Fourth Liberty Loan campaign that Canada, in justice to herself, must do unusually well in the present drive, or she will suffer by the contrast.

The Americans started out with \$5,000,000,000 as their objective. They actually raised \$6,868,000,000. The number of subscribers is placed at 21,000,000, or about one for every five of the population.

To do as well as this Canada must raise over \$500,000,000. If she secures the same percentage of subscribers to the population, instead of having 1,000,000, she will have 1,600,000. As can readily be realized Canadians have their work cut out, but they are equal to it.

HAS YOUR COMMUNITY AN HONOR FLAG WITH CROWNS?

See to it that your community gets an Honor Flag, and gets it at once. What is more, see that it gets a few Crowns on it. An Honor Flag is good; but Crowns are better. It is a fine thing to reach the objective set, but it is much better to go away beyond it.

Don't rest until you see that Honor Flag flying in your district. When it is hoisted you will think so much of it that you will insist on a few Crowns being placed there.

EVERYBODY'S DUTY.

Canada expects every Canadian to do his or her duty in this campaign. Half a billion dollars must be raised and there are only ten days more to do it in. The money can and must be raised. Thought of failure cannot be tolerated. The least that those who stay at home can do is to buy all the Victory Bonds they can and induce others to do so.

BACK UP THE BOYS.

DOUBLE UP.

"Double" is now the popular slogan in the campaign. Throughout the Dominion it is sweeping in a way that has fair to accomplish surprising things. It is the spirit that wins, for it is the spirit that characterizes the boys at the front. Double up! The cause is a good one. It is worth every dollar we can lend.