

Loan Sole
for Canadians
ing Next 10 Days

All Other Features
War Must be Com-
ely Subordinated.

ry Loan must monopolize
on of Canadians during
en days. There will be
e after the campaign to
n the prospect of peace,
antime the call comes to
on." The people in
istricts especially should
at home must take their
ch. When he says "Let
ay be justified in doing
ile the men are overseas
supplies will continue.
and also that Canada's
will not cease at the
en the soldiers lay down
A long time must elapse
boys overseas can be
ek. Probably 450,000 of
gone over, and good
that they cannot be
ne under 15 months. In
ne they must be kept.
so remembered that a
tion of the Victory Loan
go to finance the sale of
oducts abroad. The farm-
ent on it for the sale of
beef, pork, butter, cheese
Great Britain.
Canadian Army is to be
and the farmers, mana-
mechanics and businesspeo-
y are to be kept busy the
wanted must be raised.

VICTORY BONDS.

Loan Promotes
Farmers' Interests

ictory Loan and the
together.
s surplus farm pro-
d not be sold without
y Loan.
surplus could not be
s in the home market
to pieces.
e thing to raise farm
but it is another thing
m for cash.
proportion of Cana-
products could not be
ash, if it were not for
y Loan.
rmer who invests in
nds thus helps to pre-
wn business.

OUR COUNTRY.

NG FARMERS
E GONE OVERSEAS.
arms of Canada thou-
ing Canadians have gone
ese boys have acquitted
splendidly. Now when
es for \$500,000,000 to
Army, and keep the busi-
dominion going on a war
ple in the homes from
boys have gone will not

Loan Set

adians High Mark
d States did so well in
urth Liberty Loan cam-
nada, in justice to her-
s unusually well in the
e, or she will suffer by

icans started out with
00 as their objective.
y raised \$6,866,000,000.
of subscribers is placed
y, or about one for every
population.
ell as this Canada must
00,000,000. If she se-
me percentage of sub-
e population, instead of
0,000, she will have
As can readily be rea-
ns have their work cut
y are equal to it.

COMMUNITY AN

FLAG WITH CROWNS?
at your community gets
s, and gets it at once.
e, see that it gets a few
t. An Honor Flag is
owns are better. It is
to reach the objective
much better to go away

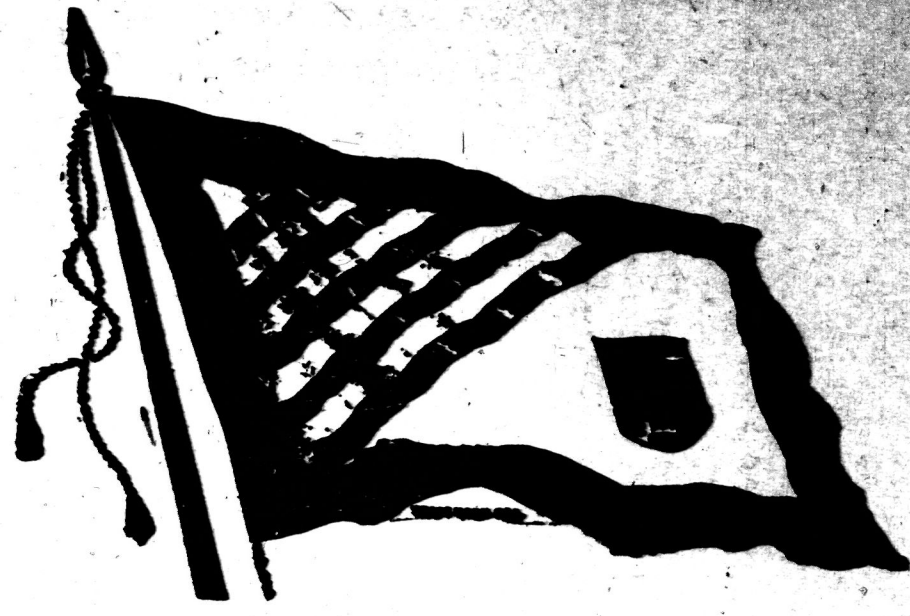
until you see that Honor
your district. When
you will think so much
you will insist on a few
placed there.

YBODY'S DUTY.

spects every Canadian
her duty in this cam-
half a billion dollars
raised and there are
ays more to do it in.
y can and must be
thought of failure cal-
erated. The least that
stay at home can do
all the Victory Bonds
and induce others to

UP THE BOYS.

DOUBLE UP.
e now the popular slo-
gaign. Throughout the
is sweeping in a way
to accomplish surpri-
is the spirit that wins.
pirit that characterizes
the front. Double up
a good one. It is worth
we can lead.



How Many Crowns for Your Honor Flag?

Of course every city, town and district will earn its Honor Flag.

But how about the crowns?

For every twenty-five per cent. in excess of its quota, each city, town and district will be entitled to add a crown to its flag.

Can you do fifty per cent. better than your quota—that means two crowns for your Honor Flag.

But double your quota and it means four crowns.

Hang a Flag in your hall, that for years to come will show that your city, town or district did better than well—

That it was a real factor in the huge success of CANADA'S VICTORY LOAN 1918.

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

The Bank will trust you

Perhaps you never had an account in a bank—maybe you've never done business in a bank—hardly even cashed a cheque in one. But—

that is no reason why you cannot go to a bank and borrow money to buy Victory Bonds.

If you are a steady, industrious, thrifty citizen, working and saving a part of your income, you are just the kind of person Canada's chartered banks stand ready to help to-day.

Any bank will lend you as much money as you can save during the next twelve months, with which to buy Victory Bonds.

All you have to do is to pay ten per cent. of the amount you want to buy and deposit the receipt for that ten per cent. in the bank.

The bank will lend you the 90 per cent. balance at 5½ per cent. interest and will give you a year to repay it, the interest you get on your bond being just the same as the bank charges you.

This is a fine opportunity for you to begin a real savings account, to make a first class investment and to help your country at the same time.

Why not see a banker to-day—he will tell you all about it and you will be glad of the advice and help he can give you.

Borrow and Buy Victory Bonds

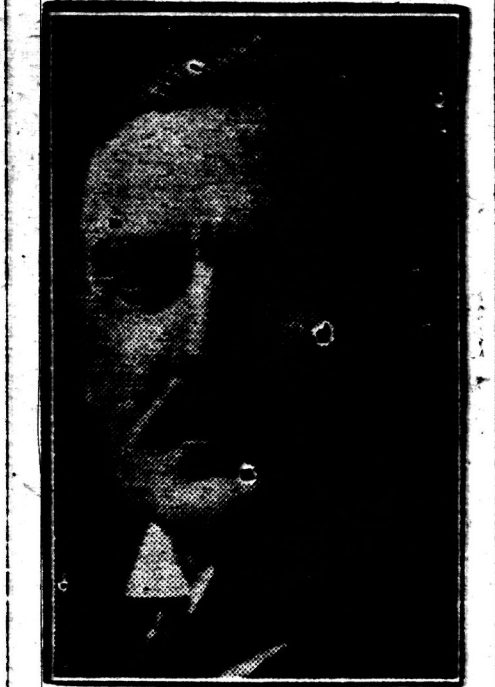
Issued by Canada's Victory Loan Committee in co-operation with the Minister of Finance of the Dominion of Canada

Sir Thomas White's Appeal to Canadians

Points Out Great Need of the Victory Loan to Carry On the War.

On the opening of Canada's great Victory Loan drive the Minister of Finance issued the following message:

To the People of Canada:
The Victory Loan of 1918 is now being offered for public subscription. It is an undertaking of great vital consequence to the nation, and I cannot too earnestly emphasize the duty and responsibility resting upon all citizens of Canada to co-operate to the extent of their available resources in making it an unqualified success.



SIR THOMAS WHITE
Minister of Finance under whose direction the great Victory Loan drive for \$500,000,000 is being made.

The money to be raised is urgently required to enable us to continue the prosecution of the war, now in its fifth and most crucial year, and for the maintenance of the prosperity of the Dominion in all departments of productive activity.

Apart from patriotic considerations which should alone suffice, it is the direct, immediate, personal interest of every individual Canadian citizen that the Loan should not fail of its objective. The bonds afford absolute security and yield a most attractive rate of interest. Undoubtedly, in the period succeeding the war, they will show a substantial appreciation in value.

All citizens are earnestly invited to subscribe. Remember, you are asked not to give but to lend your money to the state. Small subscriptions from those of slender means are as welcome as the large. In the last Victory Loan we received subscriptions of over four hundred million dollars from over eight hundred thousand subscribers. This year we expect five hundred million dollars from more than a million subscribers.

Let all subscribe to the extent of their means, be they great or small, and once more demonstrate to the world the strength, unity and determination of the Canadian people in this world struggle. Even if the war should end at an earlier date than has been anticipated, all the money asked for will be required for the purposes of demobilization, which will extend over many months, and for the continuation of credits for the purchase of Canadian products. The organization and publicity work in connection with the Loan has been completed after many weeks of effort. It now remains for the people of Canada to do their share. That they will do so to the fullest degree, I am entirely confident.

W. T. WHITE.
Ottawa, Oct. 25th, 1918.

CANADIAN ARMY AND THE VICTORY LOAN

War Costing Canada Over Million Dollars a Day — \$400,000,000 Will Be This Year's Bill.

Nearly 600,000 have been enrolled in the Canadian Expeditionary Force. About 425,000 have gone overseas. Canada's 1918 war bill will be \$400,000,000.

Canada's 1917 war bill was \$225,000,000. Canada's war expenditure is now \$23,000,000 a month. It exceeds \$1,000,000 a day.

The \$425,000,000 subscribed to the 1917 Victory Loan will not do much more than pay this year's war bill. \$500,000,000 are needed through the Victory Loan, even though peace should come to-morrow.

BANKS WILL LEND.

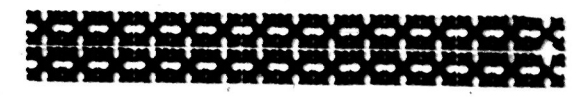
In order to help out small subscribers to the Victory Loan the banks will lend subscribers, on the probable certainty of repayment within a year, up to 90 per cent. of the amount of the investment in the Loan. The rate of interest charged by the banks is 5½ per cent. Repayment is to be made monthly and quarterly. These are much better terms than were granted last year.

There are over 425,000 Canadians overseas who will have to be kept for at least a year, even if peace were to come this month.

No one who looks at the casualty lists can do otherwise than subscribe every dollar possible to the Victory Loan.

The Canadians in France have set a high standard for those at home to reach in the Victory Loan campaign. Canada must put every ounce of effort into the Victory Loan drive. Over-subscribing to the Victory Loan would have a wonderful effect on the Canadian Corps in France. It would be the best thing that Canada could possibly do.

TO OUR GENERAL PARTNERS: The People of Norfolk and Haldimand: THANK YOU!



It will be both interesting and proper to many friends to recall the incident that, six years ago Saturday Nov. 16th, the new kind of a store began its mission in Simcoe and also that this year is the 27th Anniversary of the founding of our business here. It is with satisfaction that we can say the first year's business in the new store was all we hoped for and each year since has outdistanced its predecessor until now we do as much business in two months as we formerly did in a year, and we haven't nearly finished growing. Not with boasting or self-laudation do we mention this but because nearly everybody in Simcoe and vicinity will be glad to know it and because we actually believe we deserve it.

"The craziest thing that ever a business man did" was one of the expressions freely made when the new store was nearing completion.

"The White Elephant Store" and "Falls' Folly" as certain people dubbed it, went right along paying strict attention to "It's Own" business and opened its doors; the time had come for us to take a new step and we took it, we are glad we did. Would Simcoe be as good a Town? Would Norfolk be as good a County, if we hadn't?

Our Anniversary Sale Begins Saturday and Continues For Thirteen Days

Saturday, November 16th	Saturday, November 23rd
Monday, " 18th	Monday, " 25th
Tuesday, " 19th	Tuesday, " 26th
Wednesday, " 20th	Wednesday, " 27th
Thursday, " 21st	Thursday, " 28th
Friday, " 22nd	Friday, " 29th
Saturday, November 30th	

We Are Going To Sell Great Quantities Of Dependable Merchandise at Remarkable Price Reductions During Our Anniversary Sale

Every Department of the Big Store will be dotted with signs that tell of **Special Anniversary Prices**. Some of them have their story told here. Many more are for you to find, yourself. Sale opens Saturday morning at 9 o'clock. Descriptions here are brief—every item on sale is of genuine merit and of incomparable value.

