



# Let Us All Do Our Part To Hasten Victory and Peace

Day by day the hearthstones of Canada are protected by a wall of Britain's guns, ships and planes in the hands of men whose high morale commands the admiration of the world wherever there is civilization.

Day by day this wall must be bolstered — rebuilt. More ships — munitions of war — food — must go to Britain in ever-increasing measure — a great surplus to permit a British offensive — victory — peace!

War weapons must be bought with money — your money. Thanks to the workings of democracy you have money. It is good money. It will buy the essentials to victory.

Let Canada use some of your savings for a while! Invest now in priceless, unthreatened security for your home and all that you hold dear. Let's bring the enemy to his knees — soon! Invest today.

Help Finish the Job

## BUY VICTORY BONDS



**ALLIANCE PAPER MILLS, LIMITED**  
Georgetown and Merritton.

### EMPLOYEES' COMMITTEE



R. B. FOULIS



W. B. FORD



E. McWHIRTER

R. B. Foulis and E. McWhirter, of Provincial Paper Ltd., and W. B. Ford, of Smith & Stone, Ltd. form the Employees' Committee, in charge of securing subscriptions from employees of local manufacturing firms.

### A MATTER OF INSURANCE

Picture the plight of a chairman of the Board of Directors who reports at the annual meeting of his company that his colleagues had taken out ten thousand dollars fire insurance policy to protect plant buildings and equipment valued at two hundred thousand dollars.

At home that evening he would likely explain that he had a very hard day and that he was now ex-chairman of the board.

"Ah," you say, "that can't happen to any Canadian business in this modern day!"

But don't reach such a conclusion too hurriedly. Have you stopped to consider that the Dominion of Canada—our ace business institution—may be under-insured?

Europe is in flames. And that huge conflagration will surely catch Canada if the blaze is not checked on the other side. That is irrefutable.

In the light of this understanding, with the full knowledge that unless fiery Nazism is brought under control at its source, Canada stands to lose everything, what action should Canadians take from the viewpoint of good business? Canada's developed resources are measured by billions of dollars. Her undeveloped resources are so vast they cannot be earmarked by the dollar sign. Our other assets of freedom and happiness are almost as precious as heaven itself.

The only insurance available to us is ever increasing production of material for the fire fighters overseas. That production hinges on the assets of Canadians in terms of dollars.

The present War Loan is an insurance premium, small enough in relation to the size of the policy we should take out for the protection of our very existence.



**GEORGE C. ATKINS**  
Mr. Atkins, editor of the Oakville Record-Star, was chosen to head publicity work in Halton County for the Loan.



DOMINION SEED HOUSE

W. F. Bradley, Chairman of Publicity in Georgetown, started at home and converted his Seed House sign into this striking advertisement for the new war loan. Spotlighted at night, the building which stands on the highway at the eastern entrance to Georgetown, draws the eyes of travellers in advertising the loan.

### BRITAIN'S CAUSE

"In the beginning the scales seemed hopelessly against them. In the matter of machines and weapons, the scales undoubtedly were, and still are, weighted against them; but into the side of the balance holding their scanty equipment they flung the weight of British manhood, and it turned out to be heavier than thousands of tons of metal.—Gerald W. Johnson, in the Baltimore Sun.

Proceeds of Canada's 1941 Victory Loan will be used for two purposes—to help finance Canada's war effort and to render financial assistance to Great Britain.

No compromise with Nazism.  
Good wishes aren't enough.

Lend—that's not too much to ask for your freedom—Buy victory bonds!

## TOOLS to Finish the Job!

Planes, Guns, Shells . . . Ships, Trucks, Tanks  
Food, Steel, Lumber, Equipment

Your fighting dollars are needed for these tools of victory!

Mounting streams of material, munitions, supplies, equipment, are pouring from Canada's mines, mills and factories.

Thousands of airmen, soldiers, fighting seamen . . . radio experts, army technicians, craftsmen, are training for service.

To keep these wheels in motion, to speed them up, your dollars are needed.

Dig down deep! Put your dollars to work to beat Hitler. Give them the tools!

HELP FINISH THE JOB

## Buy Victory Bonds

### SMITH & STONE, LTD.

Manufacturers of Bakelite, Electrical Porcelain,  
Wiring Devices and Conduit Fittings.  
Georgetown, Ontario



# WE DID IT BEFORE . . .