

# THE GEORGETOWN HERALD

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## Buy Bonds .. Speed Our Boys' Return

### Bond Buyers are Builders

#### Get Your Bond To-day

##### BOND BUYERS ARE BUILDERS

Regular readers of the Press in Canada will have noted by now that the National War Finance Committee is placing a new emphasis on self-interest in the Fifth Victory Loan campaign. This is being done of course without discounting the importance of public war bond subscriptions in the quest of victory.

Honest judgment reveals that most of the bonds sold since the start of the war have been bought by citizens for reasons dictated by self-interest. There may have been many who were not particularly anxious to secure 3 per cent interest, but it seems fair to say that these bought in the knowledge that they were protecting themselves from the domination of predatory nations on the loose in Europe and the far east. But at this point in the war when victory seems to be much nearer and peace-time conditions are much nearer, more and more of us in Canada are realizing the tightly bound relationship between our savings in war years and our well-being in the months and years which follow the day of peace.

Of course, from the very beginning of Canada's program of public borrowing, the Minister of Finance and his colleagues who have been directing the sale of government securities have pointed to war savings as one of the salvations of post-war prosperity. Our manufacturers and other producers of consumer goods will not be able to build up staffs of employees and big payrolls unless the great mass of consumers shall have ready cash to buy what they need and want.

Happily a very large portion of Canadian people have a backlog of these savings, enough to create a tremendous market for post-war goods of all descriptions. But we should not overlook an obvious truth, that the greater the average war savings in Canada the greater will be the post-war market with all its attendant increase in jobs and wages.

Wise Canadians will put every available dollar into Fifth Victory Loan Bonds, not only for their own immediate post-war benefit (but as a good, country-wide co-operative move to ensure a long term period of maximum employment and maximum prosperity.

### Victory Bonds Can be Sold Easily

You can sell your Bonds at any time without difficulty and without delay. All you have to do is to take your Bonds to any bank, investment dealer, stock broker, or trust company. The current sales value of the Bonds will be given to you while you wait. There is always a ready market for Victory Bonds.

They can be sold at any time—or, if the need for cash is only temporary, they can be used at any time as security for a bank loan.

The savings you invest in Victory Bonds will be paid back to you by your country when the Bonds reach their maturity date, in the same way Victory Bonds of the First World War were paid. The maturity date of each Bond is clearly shown in the wording on the Bond.

### Local Merchants Wholeheartedly Behind Fifth Victory Loan

It must be certainly heart-warming to the members of the Fifth Victory Loan Committee, and an incentive to local bond buyers and citizens generally to see the support Georgetown merchants are offering the present loan. Through their advertisements in the press, thus enabling another special edition on this occasion, they are asking you to help "Speed the Victory" by buying all the Victory Bonds you possibly can. The businessmen of Georgetown are

shrewd and prosperous merchants. They know a good investment when it comes along, and they would not ask you to put your money on Canada and the Fifth Victory Loan if they themselves were not counting on Victory and backing up their convictions by putting every available dollar in Victory Bonds.

Let us then, show what we can do, and put the loan well over the top. We still have a week and a half to do this. But let us not be complacent.

### Canadians Help to Fight Inflation

#### When They Buy Victory Bonds

##### DREAM HOME ON BOND ST.

You'll like living on Bond Street—Cool, green lawns and children's laughter in the twilight. And tall, friendly trees, sheltering a household of happiness. You can start plans today. Buy Victory Bonds.

In the old days before the war when you bought something the retailer simply called up his wholesaler and ordered more. And, when the wholesaler ran low he called up the producer to make more of the kind of thing that you had bought. No matter how much you bought, the producer could always make enough new things to replace them.

Today, when you buy something, you are drawing on a limited supply which cannot be increased without hurting our war effort. Today, when you buy something, you are taking it away from somebody who may need it more than you do.

With total incomes increasing, and the supply of available goods decreasing, the threat of black markets and a runaway increase in prices is ever present. Let us see how our unnecessary spending can crack the price ceiling.

Let us assume you go into a store today and buy something you do not really need. Somewhere along the line another fellow will come into a store ready to pay a fair price for the same article you bought—and the retailer will be out of stock. If the other fellow really needs this article he will try other stores. Somewhere along the line someone will hint for an extra couple of dollars he might just be able to find one somewhere. This man will be strongly tempted to deal with the black market—a market in which illegal, inflated prices are charged.

This example shows how any of us, by buying what we do not need, can invite the growth of black markets—and, if we do it enough, can push ourselves into the chaos of inflation.

Next, let us suppose you buy only the things you really need—you do not buy non-essentials. You have the money to buy non-essentials, but you put it into Victory Bonds instead. By doing this, you help to keep total demand for goods closer in line with available supplies. This means that when you buy Bonds you help to keep the price ceiling from cracking, and also help your country to distribute the limited supplies of essential goods at fair prices to the people whose need is greatest.

### What is A Victory Bond

A Victory Bond is proof that you have loaned dollars to your country to help win the war.

This Bond is your country's promise to return your money to you—and, in addition, to pay you interest on your money every half year until it is repaid. This promise is backed by all the wealth and resources of Canada, and by your country's record for paying every obligation in full.

### VICTORY LOAN SALESMEN

Anyone of the following Victory Loan Salesmen will be pleased to make out your application for a Victory Bond.

Wm. Deans  
F. Kersey  
Evelyn Shaw  
W. A. Wilson  
Geo. C. Brown  
L. E. Clegg

# "Hot up the Fire!"

SAYS

*Mr. Churchill*

## No! No! DON'T

### "Lay that Pistol Down"

This weird song has no place in our fight with the German and Japanese hordes.

To them is justly coming all the furies of hell and death they so joyfully rained on the innocent and long-suffering peoples of Europe and Asia.

### "Hot Up the Fire"

BUY



5<sup>TH</sup>

# VICTORY LOAN

Sponsored in the interests of the Victory Loan by

## DOMINION SEED HOUSE

GEORGETOWN

ONTARIO