

# THE GEORGETOWN HERALD

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## "PUT VICTORY FIRST"

### Sixth Victory Loan Campaign Got Underway on Monday

#### Can We Meet the Challenge of This Loan

With the slogan "Put Victory First," the Sixth Victory Loan got underway on Monday morning, and it is without a doubt the most important of all appeals yet made to Canadians.

Here in Georgetown we are asked to raise \$230,000 and with Esquesing's quota of \$140,000 makes a total of \$370,000 for this district.

The success of the loan may speed the day of victory nearer, and it is up to each one of us to do our part in the coming days. We have got past the stage of asking ourselves "Should I give my support?" Doing all that we can individually is a foregone conclusion. More important is the question: How much more can I subscribe than I had considered doing at first thought?

The people of Canada have made a magnificent contribution towards winning this war. No one group has made a greater contribution either by way of quota or total effort than the people of Georgetown and Esquesing. By your response in the previous campaigns you have set for yourselves a high standard of responsibility. The needs of this "Put Victory First" Loan are greater than ever before, and we are sure you still have the "will to win" and that you will not only maintain but surpass your quota again.

#### Get the Habit

We all eat three meals a day and it has become a habit. We have acquired other habits in the past few years which are part of living in wartime. Many of us have had our lives turned inside out. We work harder, at different jobs, at different hours. We have fitted ourselves into wartime existence to an amazing degree. We know we must in order to survive.

Let us speak about one of these new habits . . . one which is as necessary to us as three meals a day . . . the Victory Bond habit.

There is nothing new about Victory Loans . . . We are now accustomed to them. We are all familiar with Victory Bonds . . . We know that, backed by all the wealth of this country, they are the greatest security we can have. We know that we will all continue to buy bonds as long as they are necessary to help win this war.

No, there is nothing new about Victory Bonds . . . there is nothing new about war either. But its price must be paid.

As free individuals, we have always had a habit . . . if we really wanted something and we had the money, we got it somehow . . . and price was no object. Right now we really want Victory.

We have the money today . . . to do our share in winning this war . . . We are earning more money now than we ever earned in our whole history.

We have accomplished more as Canadians than we — or any other nation of our size — ever accomplished in all history.

#### Can We Meet the Challenge

Don't forget that this is not an offensive war. We are no longer taking it. We are dishing it out. The slogan of this loan is "Put Victory First". That takes money — more money than ever before, for an offensive war costs

#### What is a Victory Bond?

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

This Bond is your country's promise to return your money to you — and, in addition, to pay interest on your money each 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 all its obligations — always in full.

Victory Bonds are obtainable in denominations as low as \$50.00. They can also be secured in \$100, \$500 and \$1000 denominations. Victory Bonds can be purchased on the time-pay-

#### Window Displays, Posters, Flags

#### Attractive for Victory Loan Drive

ment plan. "Put Victory First" and buy Victory Bonds today.

#### Ringling of Bells and Blowing of Whistles Usher in Sixth Victory Loan Drive

The blowing of whistles and the ringing of bells ushered in the Sixth Victory Loan at 9 o'clock on Monday morning in Georgetown. Their message to the people of this town and vicinity was "Now is the time to do your part in winning the war. Buy all the bonds you can to fulfill the quota of \$370,000 set for Georgetown and District."

The Victory Flag is waving proudly in the breeze from atop the Post Office tower, and shields and banners asking your support in the Victory Loan have been placed throughout the town. A "V" for Victory thermometer is being placed in McGibbon's Store window, and each day the sales of bonds in Georgetown and the county will be recorded by the "mercury."

Headquarters for the loan is at the waterworks building, and any phone calls regarding bonds will be handled there. Mrs. Angus Duncan is Loan Secretary.

There's a special Victory Loan display in C. J. Buck's window now, put in by the Publicity Committee, and towards the end of the week you'll doubtless be seeing many fine examples of window-dressing art in connection with the Victory Loan, for nearly all the merchants are entering into the Window Dressing Contest, sponsored by the Local War Finance Committee, with enthusiasm, and with hopes of winning one of the three cash prizes, \$12.00, \$8.00 and \$5.00.

A grand Victory Loan Theatre Night will be held in the Gregory Theatre on May 4th, when two hours of motion picture entertainment will be enjoyed. Included on the "bill of fare" is that epic picture "The Battle of Russia." The two other pictures being shown "War Department Report" and "Canadian Army Sing-Song" are also well worth seeing. In fact in one of the pictures, the history of a Lancaster Bomber from the factory at Malton to the bombing of Berlin will be shown.

Within the next few weeks, one of the following Bond salesmen will call at your home: Mr. G. C. Brown, Mr. W. A. Wilson, Mr. Wm. Deane, Mr. F. Kersey, Mr. L. H. Clegg and Mr. T. E. Henson. Mr. E. V. MacCormack is chairman of the Sales Committee, and is assisted by Mr. LeRoy Dale, E. C. Mr. F. D. McNally, Mr. Howard May.

The set-up of the Georgetown National War Finance Committee for the Sixth Victory Loan is as follows:

Honorary Chairman — Mr. Ralph Ross.

Active Co-Chairman — Mr. L. E. Fleck and Mr. W. F. Bradley.

Chairman Sales — Mr. E. V. MacCormack.

Chairman Publicity — Mr. Walter Carpenter; committee, G. L. McGivray, S. W. Cox, Thos. Eason, Jr., Rev. G. C. Cochrane, H. O. McClure, H. C. Wrigglesworth, K. M. Langdon.

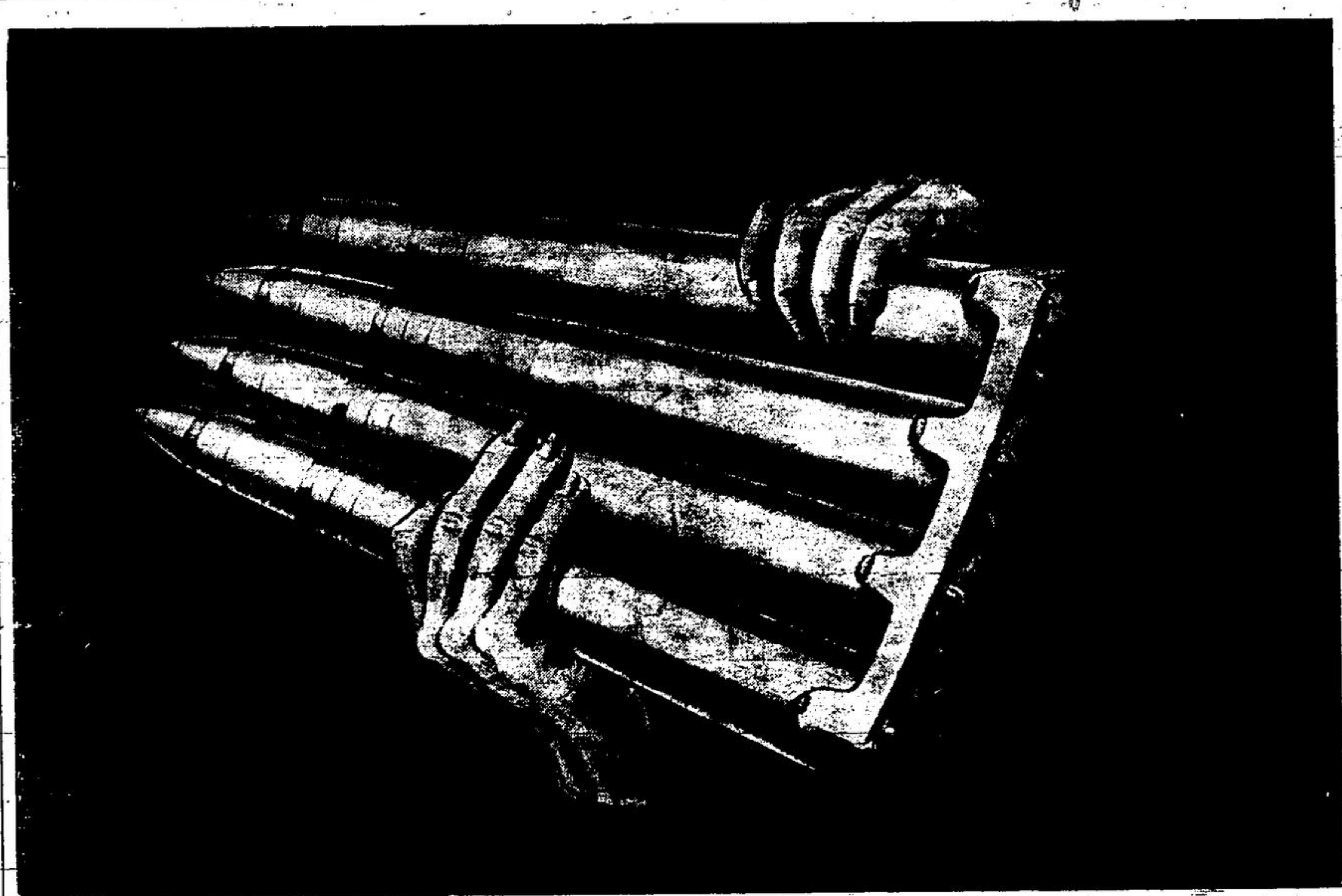
Payroll Savings Chairman — Mr. R. B. Fouts; committee, W. H. Kertner, Art Beaumont, W. B. Ford.

The Committee for the six districts are as follows:

Stewartstown — K. O. Lindsay, chairman; Walter Lawson, D. R. McLaughlin, A. W. Benton, Dan. Charles.

Naval — Howard May, chairman; Rev. S. B. Colebrook, W. K. Townsend, Frank Wilson, J. F. Lindsay.

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## Will You Help PASS THE AMMUNITION?

ATTACK! ATTACK! ATTACK! That is the keynote of Canada's armies this year.

And every attack uses up fabulous quantities of war equipment—machine guns, mortars and tanks—bullets, bombs and shells—vehicles, radios and medical supplies.

That means a steady flow from Canada to overseas divisions—so that our fighting men may have an abundance of what they need to achieve Victory. Our role at home is to produce—and

to pay for what we make and ship. With our dollars, we can help pass the ammunition to our boys on every forward line.

It is not enough to convert our savings into Victory Bonds. We can do more—we must do more. By confining our purchases to strict necessities, we can buy an extra bond and pay for it by instalments every pay day.

Right now—let us save more—lend more; let us really put Victory first!

"PUT VICTORY FIRST" **Georgetown's Objective \$230,000**  
**Esquesing District \$140,000**



# BUY VICTORY BONDS

Sponsored in the interests of the Victory Loan by Georgetown War Finance Committee