

“**E**verything the Canadian troops have done
...they have done magnificently”



"MONTY!"

The name strikes a chord of admiration in the heart of every man and woman in the British Empire . . . in all United Nations. It spells defeat and disaster for the German people.

For Monty knows how to win—if he has enough good men, enough good planes, guns and tanks and shells.

"Today," Monty has said, "a battle must be won before it is fought." And in the pages of history, the term, "Monty Barrage" will be used to describe his essential preliminary to attack . . . thousands of guns pouring destruction on the enemy. And if our Allied Commanders are to keep mounting a succession of offensives, supplies of planes, tanks, guns and shells must never slacken.

Canada's Victory Loans are essential to provide the money to build these weapons. The 7th Victory Loan will soon commence. To make it a success, every Canadian must play a part on the home front worthy of the heroic efforts of the men and women bearing the brunt of battle.

Buy One More Bond Than Before

By doing this you will create a nest-egg of savings for the future. And remember, now that Compulsory Savings have been relinquished . . . an additional 70 million dollars must be raised in Canada through Voluntary Savings in Victory Bonds. Since the war is now in its most intensive stage, Canada's over-all borrowing must increase by some 320 million dollars. Plan now to buy at least one more bond than before.



Field Marshal
Sir Bernard Law Montgomery,
C.B., D.S.O.

The idol of his troops is this keen-eyed man in the black beret whom all the world knows as "Monty." "A good general must never lose," he says. That is why he never launches a campaign until he is certain of victory. Then it's *attack, attack, attack!* Re-form and attack again. "But don't forget!" warns Monty in characteristic language, "supplies must come up . . . up . . . up!"

Get Ready to Buy VICTORY BONDS

Sponsored in the Interests of the Seventh Victory Loan by the following Businessmen:

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| MacCORMACK'S DRUG STORE | BRADLEY BROS. | RACHLIN CLEANERS | GEORGETOWN CAFE | SMITH'S SHOE STORE |
| H. J. SENKO | A. E. FARNELL | ROBB'S DRUG STORE | BAIRD'S BAKERY | PENSON'S FISH & CHIP |
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