

## Only a Flood of Dollars Will Put Out the Fire in Europe

**WHEN** the Kaiser started the great conflagration, which threatened to engulf the world, he failed to reckon with Canadian prosperity.

Here in the Western Hemisphere, safeguarded by the British fleet, production has increased to such an extent that Canada is one of the richest countries in the World.

Step by step, the Allied armies have got the fire under control. Ever and anon it breaks out anew. Only one thing will put it out---Money, Money and still more MONEY.

Money is urgently needed to keep the Canadian troops at the front. Money is absolutely necessary to supply the munitions of war. Without more money we can never hope to win a lasting PEACE.

Where is this money coming from? From You---and You---and YOU.  
Get in line NOW!

### BUY VICTORY BONDS

Buy till it hurts. Cut out your frivolous expenditures—those harmless luxuries you can so well do without.

Make this a real sacrifice. Don't merely use the money you can easily spare—mortgage your income for a year ahead to provide the sinews of war.

You are not asked to donate, but to lend every dollar you have or can borrow. You will receive good interest, and your loan will be paid back to you in a few years.

From the standpoint of patriotism your duty is clear.

But, apart from any consideration of duty and patriotism, Victory Bonds represent the safest, surest and best investment in Canada to-day.

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