

**To the ADVERTISING MANAGER**

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NATIONAL WAR FINANCE COMMITTEE  
 J. C. NELSON — RENE THERRIEN  
 Joint Chairmen, Donated Advertising  
 and Publicity Committee,  
 Province of Quebec

*Today... Every*  
**RED-BLOODED CANADIAN**  
*is saying...*

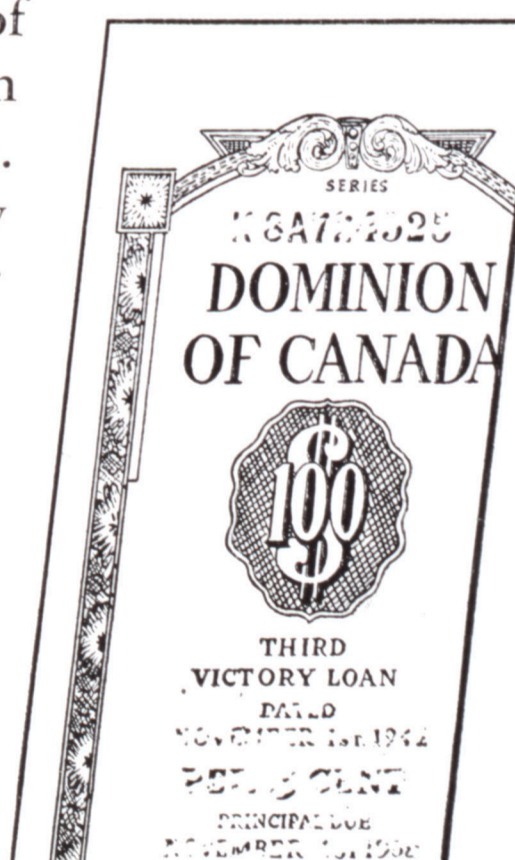


*"I've just got to afford it!"*

“ Sure, taxes are up and life's a little tougher than we'd like . . . . .  
 But this is war — war to the death . . . . . If the Axis wins —  
 it's slavery for every one of us . . . the same as with the French, the  
 Poles and Greeks . . . . . If we win, it's freedom . . . . .  
 There is just one alternative. Take your choice . . . . . Right  
 now, Canada — and that means you and me — is fighting for her life.  
 Our soldiers, our sailors, our airmen must have the weapons . . . .  
 more and more of them — the best we can produce . . . . . That  
 means money . . . in millions of dollars . . . . . It  
 means that every Canadian who is worth his salt  
 will dip deep in his pocket . . . .  
 into his savings . . . . into his  
 future earnings to buy his share of  
 Victory Bonds . . . . . I'm  
 buying my share . . . . believe me.  
 I want to keep my freedom — my  
 way of life — and I want to pay for  
 it . . . . . I've just *got* to  
 afford it . . . . . ”



*This is YOUR fight for  
 life... fight for all you're  
 worth by lending all you  
 can.*



*This Message  
 is sponsored by...*

**When You Buy YOUR Victory Bond ...**

- you are staking your claim to Victory and personal freedom
- you are investing in the safest security in Canada ... your investment is the country itself
- you are building a nest-egg for the future ... to buy the things you want when Victory comes
- you are making your money earn interest at a good rate
- you are justifying your existence as a worth-while Canadian

*Buy*

**VICTORY BONDS**

*for security now . . . and in the future*