

To the ADVERTISING MANAGER

Mats of this advertisement, suitable for use as co-operative pages, may be obtained FREE by writing or telephoning Rapid Grip and Batten Ltd. (384 Vitre Street West, Montreal, telephone MA. 9421), who will fill your orders promptly.

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

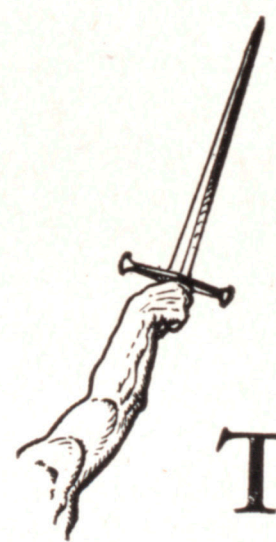


**"You can't
 EAT your cake
 and HAVE it, Brother!"**

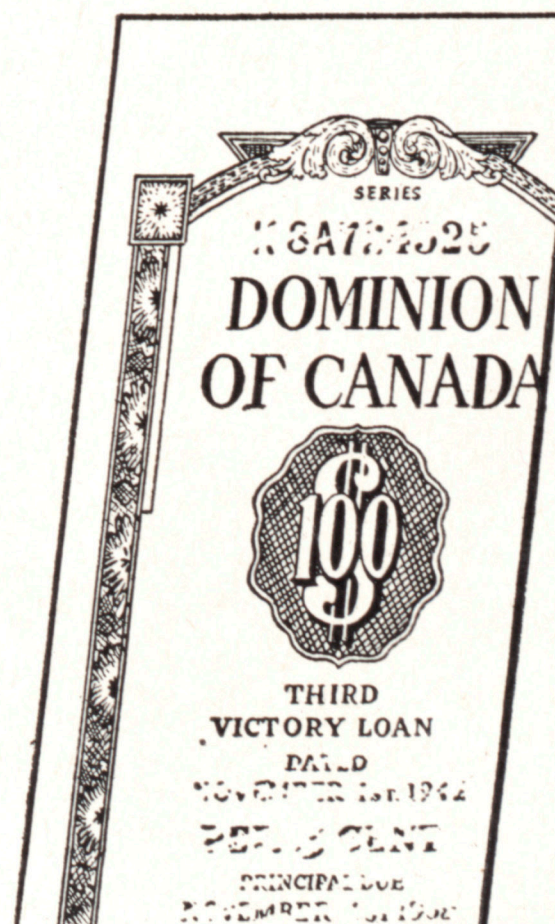
“And, let me tell you, life in Canada *is* cake—fruit cake—compared to the bitter, stale crusts of bread conquered Europe begs under the Nazi heel Sure, I know back home you've got rationing and bigger taxes, and it costs more to buy things But this is war . . . If we don't lick the Axis—they'll lick us. They'd make it plenty tough, too . . . then you *would* know what high taxes really are—what it's like to be a slave Impossible? . . . There are millions of slaves in Europe right now. Yesterday these people were free. They, too, thought they were safe. They were wrong Winning this war needs courage—and money, too . . . for planes and ships and tanks So dig down in your pocket, brother, and buy your share of those new Victory Bonds. Don't say you can't afford it. You've *got* to afford it. Remember: Victory depends on you as much as on us So roll up your sleeves and fight—with your dollars.”

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



This is
YOUR Fight for
Life . . . Fight for
all you're worth by
lending all you can.



*This Message
 is sponsored by...*

BUY

VICTORY BONDS

for security now . . . and in the future