

THERE ARE ONLY A FEW PEOPLE WHO WILL BE INTERESTED IN THIS ADVERTISEMENT

DON'T BE A WELSHER

LET'S be brutally frank. The man or woman who buys a Victory Bond or Certificate to save face, then sells it—except in case of dire necessity—is a welsher.

True, there is no law which says you cannot sell your Victory Bonds or Certificates. It is not a legal obligation that you keep them for the duration. But there is a moral promise to make a loan to your Country for the War period. To evade that undertaking through sale, at this time of great need, is to welsh—it is the denial of an obligation which you admitted and accepted by your act of purchase.

Your Country does not ask you to deny yourself those necessary things which make for decent living, that you may buy Victory Bonds and Certificates. But the voice of Public Opinion does say that those persons who now insist on the unnecessary luxuries of life are not themselves decent.

Of course—you have no immediate cause for worry. No one will ask you to cross the beach and climb the cliffs of Dieppe. You are not in a slit trench with Stuka Dive-Bombers showering death about you. The blazing sun of Africa—the wind-driven sands—will never cut and blister *your* skin until every exposed part of your body becomes a festering sore. No—you will never feel the vibrant crash of a torpedo—the tilt of a ship's deck under

your feet as it slides to Davey Jones. No one is asking you to leave your favorite chair tonight and fly over Germany. None of these things is asked of you.

All you are asked to do is to *lend* to your Country—Canada—lend at interest all the money you can possibly spare to provide the tools for those men who are fighting your fight. You are not expected to deprive yourself to the extent that you must live below the level of ordinary decency.

But if you think you are doing your part by buying Victory Bonds only to sell them—then, you had better take yourself into a dark room and ask yourself some soul-searching questions. Ask yourself what you are doing to protect your loved ones, your Country, and your way of life.

If you do this we know what the answer will be. We know because the men and women of Canada are inherently decent people. They value the good opinion and respect of friends and neighbors. But most important is the fact that we Canadians value our own self-respect. We ask charity from none—we assume our obligation to work and lend. So there can only be one answer—you will *hold* your Victory Bonds and Certificates for the duration except in cases of extreme necessity.

NATIONAL WAR FINANCE COMMITTEE