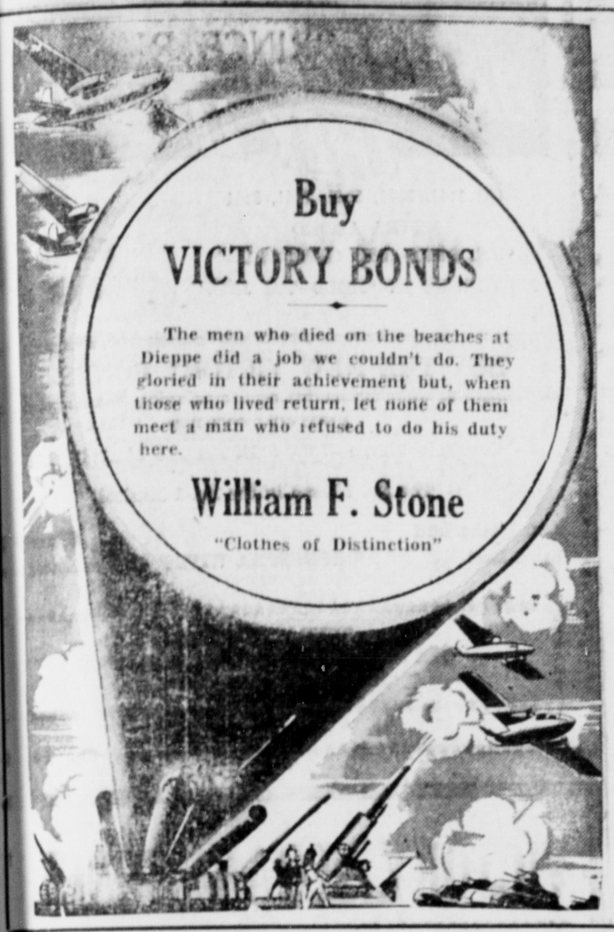
Nothing Matters But Victory - - Buy Bonds To Get It



Buy
VICTORY BONDS

The men who died on the beaches at Dieppe did a job we couldn't do. They gloried in their achievement but, when those who lived return, let none of them meet a man who refused to do his duty here.

William F. Stone
"Clothes of Distinction"

NOTHING MATTERS NOW BUT VICTORY!
Buy VICTORY BONDS

OVERWAITEA LTD.

BUY VICTORY BONDS

THRIFT
Cash and Carry

Another Opportunity For People In Home Front To Play Part

Honor Certificates for Windows of Canada While Machine Guns Point From Those of Stalingrad

In the last Victory Loan campaign, many thousand of citizens took pride in the fact that they had Honor Certificates in their windows, indicating that these households had bought a Victory Bond. They were entitled to the satisfaction thus attached because, in many cases, the bonds were bought at the cost of self-denial, by curtailing ordinary comforts of life. Nevertheless, it is not amiss to compare condition here with Stalingrad where nearly every home had something in the window. It wasn't an honor certificate, however, It was a machine-gun, and often manned by women, for the men were fighting hand-to-hand in the streets.

In the United States, certificates are posted in the windows of "V" homes. These "V" homes are where five salient factors have been observed; 1, air raid precautions made; 2, systematic economy maintained in food, travel, goods; 3, salvaging essential war materials; 4, squelching rumors; 5, buying war bonds and stamps.

This war is not ye won. Some officials say it is still being lost. Much depends on individual effort of every citizen on the home front. Save—an dinvest in Victory Bonsd.

Vast Shipping Program

Every few days a 10,555-ton cargo vessel slides down the slipways of a Canadian shipyard. The program calls for 172 vessels at an approximate cost of $325 million. Since the war began, more than 200 combat ships have been launched. Work is proceeding on 100 naval units. Destroyers are being built. Combined orders for merchant tonnage and naval vessels total more than $550 million and the program is still being expanded for victory must be won. Each individual on the home front must share in the task. Buy Victory Bonds.

Hitler and Hirohito have Great Plans for Canada

• Yes, all Canada's great resources . . . her wheat fields, her forests, her factories . . . could be put to wonderful use by the ruthless bully-boys from Germany, by the polite little savages from Japan.

And Canada's boundless acres would provide plenty of living room . . . for the Germans and the Japs.

But what of the Canadians? The answer is simple when you think what happened and **is still happening** to the Poles, the Greeks, the Yugo-Slavs—and all the others . . . in terms of slow starvation, slave labor, mass executions.

Every time a hard-working Canadian man or woman buys a Victory Bond, the plans of Hitler and Hirohito receive a set-back. The more you save and lend . . . the more certain you help make it that our enemies shall never put their greedy claws on Canada.

NOTHING MATTERS NOW but—
VICTORY
Buy the New
VICTORY BONDS

Watts & Nickerson

BUY BONDS FOR VICTORY

There is only one issue in this war—Victory, or Defeat. If it is defeat, you lose all. Speed the Victory by backing our armed might with your dollars. Without civilian aid our troops could not carry on.

GORDON'S HARDWARE

BUY VICTORY BONDS

Ideal Cleaners

Victory Bonds are not a tax, not a gift, but a loan to Canada backed by all the resources of Canada. When you invest in Victory Bonds you are laying up for yourself the best of all investments.

BUDGET for VICTORY BONDS

The Exclusive Ladies' Ready-to-Wear
—Mrs. H. S. Parker.

Support the Victory Loan

Many are paying the cost of victory in "blood, sweat, toil and tears." If you are not privileged to be a combatant, your job is to Work and LEND for Victory

ANNETTE'S LADIES' WEAR
We Lead . . . Others Follow

A dollar bill is worth one hundred cents — no more. Each dollar bill in a Victory Bond will return you MORE than a dollar and, meantime, will help defeat the foe.

GORDON & ANDERSON
HARDWARE AND FURNITURE

WORK SAVE LEND for VICTORY BONDS

KAIEN HARDWARE

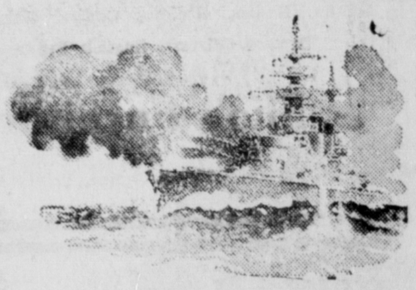
Buy VICTORY BONDS

Dibb Printing Co.
PRINTERS & STATIONERS

If you have not been asked to break home ties, to go to a far country, to face the shock of battle and to risk your life, the least that you can do is to LEND your money to equip those who do the fighting for us.

SMITH & ELKINS Ltd.
Plumbing and Heating

Buy Victory Bonds



A stamp's a bullet, a bond's a gun,
Buy them both till the war is won.

H. S. WALLACE LTD.

HELP TO BOOST
VICTORY BONDS

The National War Finance Committee, public relations section, has provided the Daily News with a number of attractive illustrations for use in connection with sponsored newspaper advertising for the Third Victory Loan campaign.

The co-operation of all business people in supporting the Victory Loan campaign by using newspaper space for sponsored advertisements is being enlisted.

The Daily News is also in possession of suitable texts for such advertising in case business people desirous of taking part have no particular ideas of their own.

We are ready to assist in suggesting both illustrations and messages but would suggest quick action. Already we have had several orders for space during the campaign.

Telephone or call at the Daily News Office.

The Daily News

FOR QUICK RESULTS TRY A NEWS WANT ADD.

WORK · SAVE · LEND
VICTORY BONDS

CHRIS MILL BAKERY

PLAN YOUR BUDGET to Include VICTORY BONDS

Every Bond you buy, every dollar you lend to your country, is a dagger thrust at the enemy's throat.

JONES FAMILY MARKET
High Class Butchers