

# IT'S CANADA'S GREATEST EFFORT

## \$1,100,000,000

# BACK THE ATTACK



TODAY, as the war gets well into its fourth year, Canadians are again asked to lend their savings to their country.

This is a costly war. Each year, as our armed forces increase in might, and our output of machines and munitions of war continues to expand, our war costs are multiplied, too. This year, our country will require one billion dollars more to wage the battle of freedom than in 1942. This year, Canada must raise the staggering total of five and one-half billions of dollars.

Never in all history have Canadians faltered in the face of the enemy. Never has the price of freedom been too great a load to bear. And so, with unflinching courage and endurance, Canadians now will continue to put forth an increasing effort until their enemies lay down their arms in complete surrender.

This year, our armed forces will be ready to strike damaging blows against the enemy. Canadians must stand shoulder to shoulder behind the men who face the foe. Every man, woman and child must do his or her utmost. Make your dollars fighting dollars. Back the attack — buy Victory Bonds.



**THIS MAN IS A CAPTAIN  
IN THE FIGHT**

*Welcome the Victory Loan  
Salesman when he calls.*

**HOW TO BUY.** Give your order to the Victory Loan salesman who calls on you. Or place it in the hands of any branch of any bank, or give it to any trust company. Or send it to your local Victory Loan Headquarters. Or you can authorize your employer to start a regular payroll savings plan for you. Bonds may be bought in denominations of \$50, \$100, \$500, \$1,000 and larger. Salesman, bank, trust company or your local Victory Loan Headquarters will be glad to give you every assistance in making out your order form.

LOCAL VICTORY LOAN HEADQUARTERS  
Recruiting Office, 303 Third Avenue. Phone 301



*Buy* **VICTORY BONDS**

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NATIONAL WAR FINANCE COMMITTEE