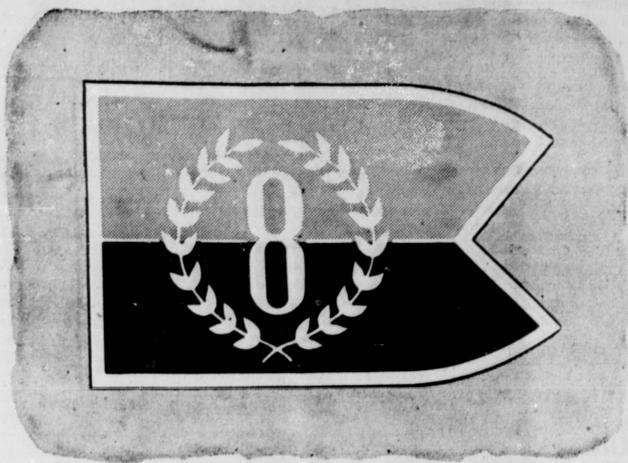


8th Victory Loan Opens Monday, April 23rd



This is the symbol of Canada's Eighth Victory Loan . . . the symbol of an opportunity and a challenge. Join the millions who will wear the investor's pin as a sign that they too have done their part to FINISH the job!

Is this Victory Loan different?

NO

This Eighth Victory Loan which begins today is no different from each of the other seven before it.

The money millions of Canadians will lend becomes the tools and supplies of war—ammunition—armour—clothing—food—for our fighting men . . .

These dollars represent things we do without now in the cause of freedom—to assure the safety and sanctity of home—our *loan* to place beside their sacrifice!

Like the seven loans before it, this eighth is just a loan—not a gift—a loan backed by the soundest security in the world—an investment for the things they will need and we will want in the brighter tomorrow.

No, this Eighth Victory Loan is, in many ways, just like the seven before it in which Canadians have participated so fully.

YES

In one way this loan is utterly different—different because it is infinitely more important than those other loans.

This time we are facing an enemy with his back to his last wall . . . an enemy who will stop at no frightfulness to damage us or to postpone his own defeat.

Therefore we must give our enemy no slightest chance to recover from the defeats being heaped upon him.

We must press on to FINAL Victory . . . backing our fighters to the very last . . . so there can be no doubt of the issue when we give the last great "heave."

But the essential point is a thing of the mind. Our effort must rise to a climax as our enemy's desperation rises . . . our support must match the fever pitch of the final battles. We here must *feel* it, as they over there know it! That is why this loan is different.

Invest in the best . . . buy Victory Bonds!

Eighth Victory Loan Objective . . . \$1,350,000,000