An important message to the people of PRINCE RUPERT

During the past six weeks in this City as everywhere else in Canada, a gigantic job has been underway—exchanging Victory Bonds for the new Canada Conversion Bonds. When carried to a successful completion, this enormous national undertaking can bring important benefits to Canada and to individual investors. The project is going very well indeed. The response in all parts of Canada has been enthusiastic. With orders flowing in every day, more than 3-4 of all Victory Bonds outstanding have already been converted.

There are now only

8 BUSINESS DAYS LEFT

The opportunity to convert expires on Monday, September 15th.

In this City the response has been wonderful. But we believe that there are still a great many families who participated in the Victory Loan campaigns more than a decade ago who are not yet fully aware of this opportunity. We regard this as a stimulating challenge.

We, the financial organizations listed below, together with a number of authorized representatives of other organizations, intend to do our utmost in the short time remaining to place before the people all the facts about this attractive conversion offer.

FOR EXAMPLE:

1 Regardless of the size of your holding of Victory Bonds—whether it be $50 or $500, $5000 or higher—it is to your advantage to exchange into the new Conversion Bonds.

2. The serial numbers on Government of Canada bonds which have the prefixes L-7; L-9; P-3; P-5; or P-7, indicate that they are Victory Bonds and are eligible for conversion. Check any Government of Canada bonds in your possession.

3. Remember there are four maturities of the Canada Conversion Loan available—a 25-year bond paying 4½%; a 14-year bond paying 4¼%; a 7-year bond paying 3¾%, and a 3¼-year bond paying 3%.

4. If you do not hold Victory Bonds and wish to acquire Canada Conversion Bonds, consult any one of the undersigned We can arrange for you to buy Victory Bonds which may then be converted into the new issue—thus making it possible for everyone to own Canada Conversion Bonds.

REMEMBER, we stand ready to help you make the most of this unprecedented opportunity. Please feel free to make the fullest use of our facilities:

THE ROYAL BANK OF CANADA — THE CANADIAN BANK OF COMMERCE

BANK OF MONTREAL