

"In the past we have had a light which flickered.

In the present we have a light which flames.

In the future there will be a light which shines over all the land and sea."

*Prime Minister Churchill, on the
United States Declaration of War.*



What of the Faith
and Fire within You

What of the Faith



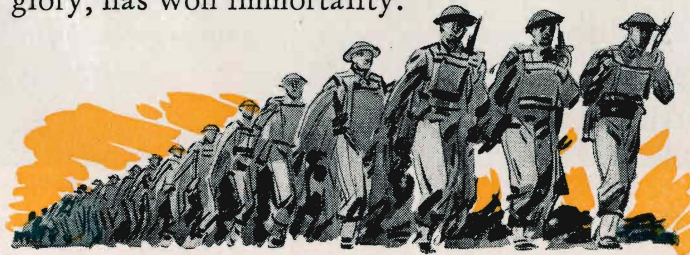
“Never in the field of human conflict was so much owed by so many to so few.”

and Fire within You

Within your heart there lives an heroic spirit. You don't proclaim it but it kindles and flames whenever you learn of some stirring endeavour, some valiant deed, some supreme sacrifice. Your heroic spirit whispers: “I, too, would have done that.”

That whisper is your spirit's answer to your conscience. It reveals your courage, not from any vainglorious instinct, but in homage to the valour of others.

This call of your inner self is never so strong as in time of war. Day by day, and almost hour by hour, you hear of some gallant young Canadian who, without thought of fame or glory, has won immortality.



At such moments, you experience a revealing self-communion.

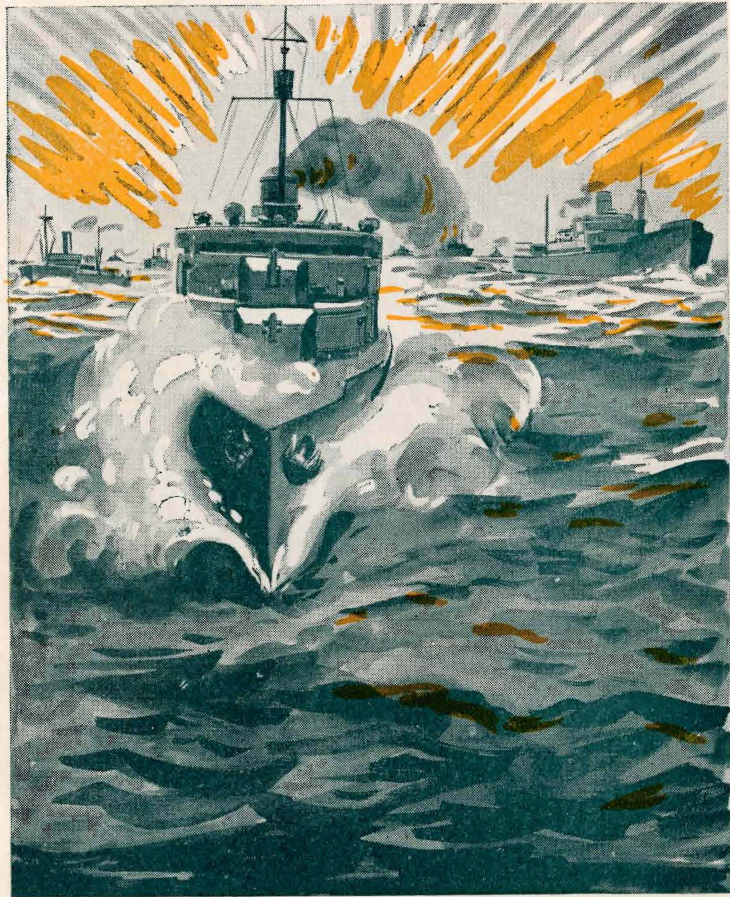
How often you have experienced this self-communion since the war started, none but you can know. But this is certain: you are facing the inescapable reality of TOTAL WAR in which Canada, your own country, is menaced.

You were stirred by the epic of Dunkirk, aroused by the bombing of Britain, thrilled by Mr. Churchill's tribute:

*"Never in the field of human conflict was
so much owed by so many to so few."*

In spirit you fought with the men of the "Rawalpindi" and with Fogarty Fegan on the "Jervis Bay". In thought you watched the scuttling of the "Graf Spee". You perceived the sinister mission of the "Bismarck" and soberly rejoiced at its destruction.

In spirit you have fought over the hot desert sands and have suffered and triumphed with our



**Your spirit shares in the courage of our
merchant seamen.**



Then came Hong Kong.

kinsmen from Britain, South Africa, New Zealand, Australia and India. Your heart rose as you read of the Royal Naval Air Arm wiping out Mussolini's best and biggest warships at Taranto.

In spirit you were with the Canadian youngsters aboard the Corvettes "Chambly" and "Moose Jaw" as they sank a marauding U-boat and brought most of the crew to Canada as prisoners. Your spirit shares in the fortitude and courage of our merchant seamen.

You stood hour by hour with your brothers in the heroic last-ditch defence of Hong Kong.

Then you realized as never before the civilian's part. You realized that every ounce of Canada's moral, material, physical and FINANCIAL strength is needed for victory. Now you stand convinced that every dollar that can be mobilized should be placed at your country's service.

You, as a man, cannot but think on these things. You, as a woman, cannot but think



The Epic of Dunkirk

The Scuttling of the "Graf Spee"

The Battle for Africa

The Bombing of Britain

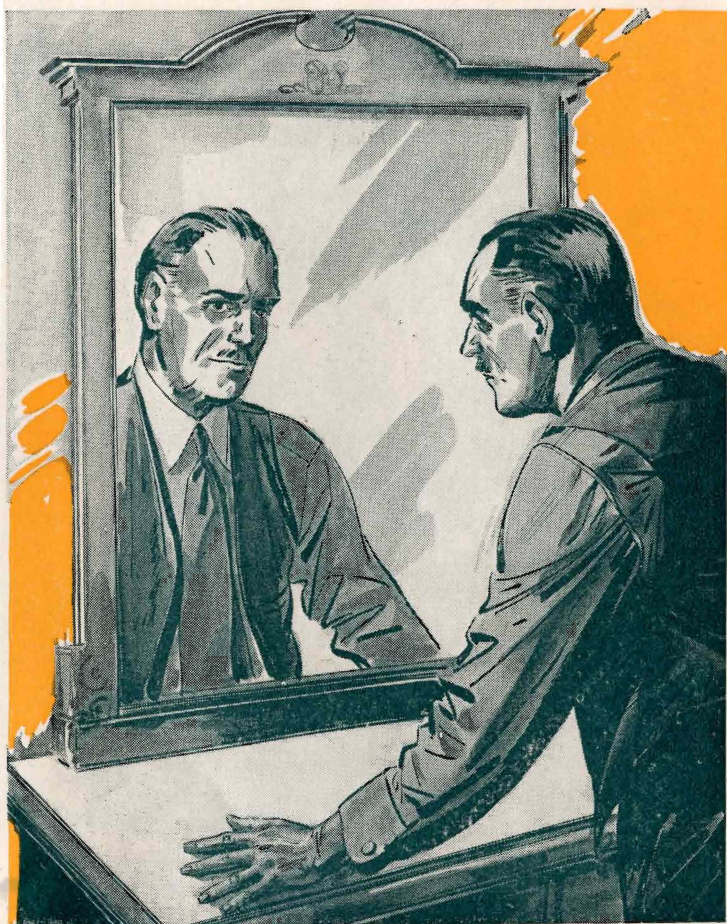
Taranto

Corvettes "Chamblay" and
"Moose Jaw" capture U-Boat

The "Jervis Bay"

The Destruction of the "Bismarck"

Come on Canada! Buy *the new* Victory Bonds



Think on these things . . . before you sleep, stand before your mirror and ask yourself . . .

about them. Many a woman has said: "I wish I were a man, so that I could fight!"

Well, man or woman, old or young, *you can fight*, and fight hard—by buying the new Victory Bonds.

Think on these things. Think on them again tonight. Before you sleep, stand before your mirror and ask yourself:

If it were given to me to bear arms, would I do it?

If it were given to me to know pain and suffering and sacrifice in the cause of freedom, would I endure it?

If it were given to me to prove my courage in the hour of battle, would I be worthy?

If it were given to me to prove my determination, and radiate confidence in victory, no matter how grave the peril, would I do it?

You would! You know you would!

So, then, as you leave your mirror and prepare for sleep, search your conscience again. Ask yourself these things again. If your heroic spirit, your conscience answers aright, you will sleep in peace.

In all faith and confidence, you will have pledged yourself to **BUY THE NEW VICTORY BONDS** to the limit.

... AND
YOU'LL
DO IT!



Come on Canada!
Buy
The New
VICTORY BONDS

WHAT IS A VICTORY BOND?

It is Canada's promise to repay at maturity the principal amount you lend to your country and to pay interest every six months at the rate of 3% per annum. All you need to do is to clip the interest coupon and present it at any branch of any chartered bank and get the cash.

A MARKETABLE ASSET

You can sell your Victory Bonds or borrow against them at any time. They are readily convertible into cash.

BUY ALL YOU CAN

You can buy Victory Bonds for \$50, \$100, \$500, \$1,000, \$5,000 and \$10,000 according to your means. Buy as many as you now have money to pay for, and as many more as you can pay for by instalments out of earnings or future income.

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 make regular payroll deductions for you. Salesman, bank, trust company or your local Victory Loan Headquarters will be glad to give you every assistance in making out your order form.

The official prospectus, giving the price of Victory Bonds and methods of paying for them in cash or by instalments has been published and is available to you. Salesmen are now calling to take orders for the new Victory Bonds. Your salesman has many calls to make.

Each salesman will have an arm band or other means of identification and a certificate authorizing him to take orders.

Come on  *Canada!*
Buy

THE
NEW VICTORY BONDS