

# The Soundest Investment for Your Post-war Future

Back the 'Final Punch' too, with More Victory Bonds

Want to buy shares in a Corvette? It's a perfectly safe investment—your country is backing it to the limit and that's pretty good security. Of course there are other choices: tanks, guns, planes, if your interests run that way. Again there are many shares to be taken up in hospitals, rehabilitation centres and so forth—all of which are of vital importance to the war effort. All you need to do is state the amount you wish to subscribe, it is not necessary to signify your choice of investment—that is looked after as the needs arise. One good thing about it, no matter which you choose, it's first class—Nazi Germany could vouch for that and it is planned to send a considerable amount to help make the Mikado much velly sorrier as soon as the Hitler quota is filled.

After that there will be investments in Canada that we can get a piece of. Factories, roads, electrical developments and many other projects are in prospect and our money is needed for that. Plans of this nature are extremely vital to Canadians who are interested in the development of their country and to help make full employment in the crucial post-war period.

And what's the pay-off? See that little sketch of the bungalow at the right—it could



THE SPOTLIGHT IS ON YOU!—Or rather it's on a spot on one of our Departmental Charts that's specially marked for you! There's a star to go into that spot when you buy a bond—an investment that covers yourself, your country and Victory. Will there be a good review for the finished chart? The number of stars it rates is up to you!

be somebody's dream house—most of us have such pipe-dreams at one time or another and many a dream floats into space when the dreamer starts to figure things out. Bonds bought and held are going to solve the problem of many houses in Canada after this war. Bonds are going to permit many to purchase cars, summer cottages and many other much-wanted commodities after Victory is won.

After all, we are being paid off handsomely on every dollar we have loaned and it is up to our own good sense how much there will be for us when the pay-off day arrives. The more we put in the more we take out and what could be more sound than to "Invest in the Best!" Are YOU in yet?



**INVEST  IN THE BEST**  
**BUY MORE VICTORY BONDS**

FLASH  NEWS

# TORONTO STAFF ALL OUT TO TOP \$960,000.00 OBJECTIVE IN 8TH VICTORY LOAN DRIVE

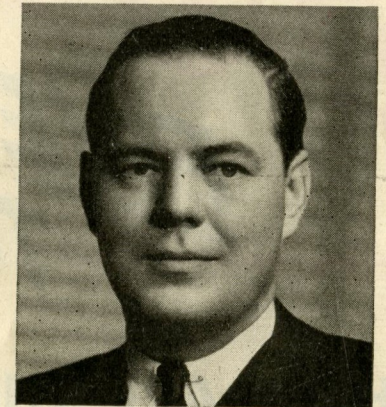
Let's Get Going and Make it Our Biggest Effort!

The Eighth Victory Loan—eight up and ??? to go. We don't know how many more there'll be but we do know there can be no let-up now. Since Adolf started to go all out (and we do mean out) Eatonians have responded well in the seven bond drives and have formed the habit of topping their objectives. This time the "one big heave" is really on in earnest and we are out to put Number Eight over bigger than any before.

Not only are we sure that Victory is well in sight, but there is the feeling that this one is FOR THE BOYS. Some of our fighters are going to need a lot of looking after when they return and we all have a corner on this responsibility. Buying a bond will help—buying a couple will help just that much more and there's no limit to how many we may buy or how much we can go over that objective.

Bond drive number Eight could be likened to the last period—we are ahead but the pressure is definitely on because we want to keep ahead. Our job on the sidelines is to root our team in by buying bonds, for which we get our cash back with interest. We also know that much of what we loan now will go to care for those who fought for us and we owe them plenty. To let them down now just can't be.

What's that objective again? Well, last time the Toronto staff bought bonds to a total of \$960,000. Our new objective is to top that by as much as we possibly can, and remember, again, this time it's FOR THE BOYS.



## A Message from our President

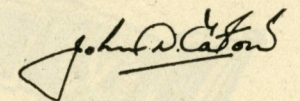
Dear Fellow Employees:

The Eighth Victory Loan is about to be launched. Possibly some feel that, with the glorious Victory in Europe in our grasp, this issue may not be as important as previous Loans. May I assure you that the need is just as urgent to-day as it has been in the past. Our sick and wounded must have the best care that can be provided; our ever-increasing forces in the Far Eastern theatre must have the best equipment. In addition, the success of this Loan will speed the Day when our Boys Come Home.

On every loan to date, we EATONIANS have gone well above our own objective, and I feel confident that this Eighth Victory Loan will be even more successful.

In anticipation of your full co-operation in putting it over the top, may I extend my best wishes for another record campaign.

Yours sincerely,





# **BIGGER AND BETTER!**

## **FIVE \$100. BONDS ADDED TO OUR VICTORY LOAN DRAW!**

### **HERE ARE THE RULES . . .**

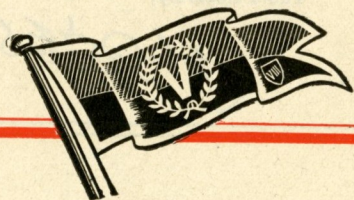
#### **BUY YOUR TICKET WHEN YOU BUY YOUR BOND**

1. One \$500.00 Bond, Five \$100.00 Bonds and 100 \$50.00 Bonds will be purchased by the Eaton Victory Loan Committee to provide prizes for the Lucky Number Draw.
2. Tickets for the Draw will be sold at 25c each and each employee who subscribes to a \$50.00 Bond is entitled to purchase one ticket; if \$100.00 or more is subscribed an additional ticket may be purchased. (Not more than two tickets to one subscriber).
3. The first ticket drawn from the drum will be for the \$500.00 Bond. This will be followed by five draws for \$100.00 Bonds and 100 draws for \$50.00 Bonds.
4. A person winning a prize will not have the privilege of cashing their original subscription before it is fully paid for.
5. Not more than one Bond may be won by any one person.
6. Draw will take place at the close of the Victory Loan Drive—time and place will be announced later.
7. Only Eaton employees subscribing through the Toronto Division of the Eaton Victory Loan Committee may participate in the Draw.
8. Arrangements have been made for our General Audit Department to supervise the audit of all moneys and stubs.

**\$6000.**  
**IN BONDS AS**  
**PRIZES**



**One \$500<sup>00</sup> Bond**  
**Five \$100<sup>00</sup> Bonds**  
**One Hundred \$50<sup>00</sup> Bonds**



**INVEST IN THE BEST**