

## FOLLOW THE EXAMPLE OF JAY COOKE

Who was Jay Cooke? He was a great financial patriot, who helped to bring the American Civil war to a successful and permanent end, just as surely as did Lincoln or Grant.

How? By his genius for organization he found the money which enabled Lincoln to preserve the Union, and gave Grant paid and well supplied armies. The American union could not have been preserved without money; vast sums of it. And Jay Cooke found it.

Lincoln and his cabinet were often greatly embarrassed by lack of revenue. Cooke was a Philadelphia banker who, early in the conflict, set his mind to the problem of raising the sinews of war without inconvenience to the people. When Lincoln's secretary of the treasury could not sell \$500,000,000 of Federal bonds, the proceeds of which were necessary to the prosecution of the war, Cooke came to the rescue. He said he would make the American people the nation's bankers—and he did. He organized a great campaign with 2,500 sub-agents and secured the co-operation of the press. By this means he reached the people, and the bond issue was over-sold.

Again, in the final months of the war, the government was in pressing need. It had men but not money, and a bond issue hung fire. The genius of Cooke was once more invoked and again he relied on the people to become the nation's bankers. He offered Federal bonds in villages and hamlets and the remote mining camps of the west, and raised \$330,000,000.

By this means Grant's armies were rendered invincible and quickly struck the final blows. By their investment the American people purchased peace and unity; and secured a good financial return for themselves.

Jay Cooke was a patriot of sanity, faith and vision. It is on the principles he enunciated that Canada's new "Victory Loan" is to be floated and the Canadian people may be relied upon to make it a great success.

## PIMPLES AND RUNNING SORES

Would Hold Head Down Face  
Was Such a Sight.

Pimples are caused by the blood being out of order. These festering and running sores appear on the chin and other parts of the body, and although they are not a dangerous trouble they are very unsightly to both you and your friends.

There is only one way to get rid of this obnoxious skin trouble, and this is by giving the blood a thorough cleansing by the use of Burdock Blood Bitters.

This sterling remedy has been on the market for over 40 years, during which time we have received thousands of testimonials as to its curative powers over all skin diseases. Mrs. Victor G. Fry, North Battleford, Sask., writes: "I used Burdock Blood Bitters when I was about eighteen. I was so bad with pimples and running sores, that when I went down town, I would hold my head down when I would see anyone coming, my face was such a sight. I got two bottles, and my face began to clear, so I kept on until I had a beautiful complexion. I have recommended it to everyone who is in a run down condition, as it builds up the blood, and when the blood is A1 the face is clear."

Manufactured only by The T. Milburn Co., Limited, Toronto, Ont.

### BANKS TO HELP

Ottawa, Nov. 9. — The chartered banks of Canada have united in a plan to assist small investors in their subscriptions to Canada's Victory Loan. Action was taken through the Canadian Bankers' Association after a conference with the heads of the various banks.

A letter to Sir Thomas White, minister of finance, from the president of the Bankers' Association says the banks will advance up to ninety per cent, of the amount subscribed, the interest rate to be 5½ per centum per annum with monthly or quarterly reduction payments as may be arranged.

### DR. BLAND DEFEATED

Winnipeg, Man. Nov. 10.—The result of the fusion meeting in Winnipeg Centre last night was that the delegates decided to vote an expression of opinion upon the candidature of Dr. Salem Bland and Major Andrews and the vote gave Major Andrews 44 votes and Dr. Bland 7.

## CASTORIA

For Infants and Children  
In Use For Over 30 Years

Always bears  
the  
Signature of *Dr. H. P. Plummer*

# OFFICIAL PROSPECTUS

The Proceeds of this Loan will be used for War purposes only, and will be spent wholly in Canada



The MINISTER OF FINANCE offers for Public Subscription

## Canada's Victory Loan

issue of

**\$150,000,000. 5½% Gold Bonds**

Bearing interest from December 1st, 1917, and offered in three maturities, the choice of which is optional with the subscriber, as follows:

5 year Bonds due December 1st, 1922  
10 year Bonds due December 1st, 1927  
20 year Bonds due December 1st, 1937

This Loan is authorized under Act of the Parliament of Canada, and both principal and interest are a charge upon the Consolidated Revenue Fund.

The amount of this issue is \$150,000,000, exclusive of the amount (if any) paid for by the surrender of bonds of previous issues. The Minister of Finance, however, reserves the right to allot the whole or any part of the amount subscribed in excess of \$150,000,000.

Principal and Interest payable in Gold

Denominations; \$50, \$100, \$500 and \$1,000

Subscriptions must be in sums of \$50 or multiples thereof.

Principal payable without charge at the Office of the Minister of Finance and Receiver General at Ottawa, or at the Office of the Assistant Receiver General at Halifax, St. John, Charlottetown, Montreal, Toronto, Winnipeg, Regina, Calgary and Victoria.

Interest payable, without charge, half-yearly, June 1st and December 1st, at any branch in Canada of any Chartered Bank.

### Bearer or Registered Bonds

Bonds may be registered as to principal or as to principal and interest.

Scrip certificates, non-negotiable, or payable to bearer, in accordance with the choice of the applicant for registered or bearer bonds, will be issued after allotment in exchange for provisional receipts. When these scrip certificates have been paid in full, and payment endorsed thereon by the bank receiving the money, they may be exchanged for bonds, when prepared, with coupons attached, payable to bearer, or registered as to principal, or for fully registered bonds when prepared, without coupons, in accordance with the application.

Delivery of interim certificates and of definitive bonds will be made through the Chartered Banks.

Bearer bonds with coupons will be issued in denominations of \$50., \$100., \$500., and \$1,000. and may be registered as to principal only. Fully registered bonds, the interest on which is paid direct to the owner by Government cheque, will be issued in denominations of \$1,000, \$5,000 or any authorized multiple of \$5,000.

Subject to the payment of 25 cents for each new bond issued, holders of fully registered bonds without coupons, will have the right to convert into bonds of the denomination of \$1,000 with coupons, and holders of bonds with coupons will have the right to convert into fully registered bonds of authorized denominations without coupons, at any time, on application to the Minister of Finance.

### Surrender of Bonds

Holders of Dominion of Canada Debenture Stock, due October 1st, 1919, and of bonds of the three preceding Dominion of Canada War Loan Issues, have the privilege of surrendering their bonds in part payment for subscriptions to bonds of this issue, under the following conditions:—

Debenture Stock, due October 1st, 1919, at Par and Accrued Interest.  
War Loan Bonds, due December 1st, 1925, at 97½ and Accrued Interest.

(The above will be accepted in part payment for bonds of any of the three maturities of this Issue.)

War Loan Bonds, due October 1st, 1931, at 97½ and Accrued Interest.  
War Loan Bonds, due March 1st, 1937, at 96 and Accrued Interest.

(These will be accepted in part payment for bonds of the 1937 maturity ONLY of this Issue.)

Bonds of the various maturities of this issue will, in the event of future issues of like maturity, or longer, made by the Government, other than issues made abroad, be accepted at par and accrued interest, as the equivalent of cash for the purpose of subscription to such issues.

## Issue Price Par

Free from taxes—including any income tax—imposed in pursuance of legislation enacted by the Parliament of Canada.

Payment to be made as follows:

10% on December 1st, 1917	20% on March 1st, 1918
10% on January 2nd, 1918	20% on April 1st, 1918
20% on February 1st, 1918	20% on May 1st, 1918

A full half year's interest will be paid on 1st June, 1918

The Bonds therefore give a net yield to the investor of about:

**5.61% on the 20 year Bonds**  
**5.68% on the 10 year Bonds**  
**5.81% on the 5 year Bonds**

All payments are to be made to a Chartered Bank for the credit of the Minister of Finance. Failure to pay any instalment when due will render previous payments liable to forfeiture, and the allotment to cancellation. Subscriptions accompanied by a deposit of 10% of the amount subscribed, must be forwarded through the medium of a Chartered Bank. Any branch in Canada of any Chartered Bank will forward subscriptions and issue provisional receipts.

In case of partial allotments the surplus deposit will be applied toward payment of the amount due on the January instalment.

Subscriptions may be paid in full on January 2nd, 1918, or on any instalment due date thereafter under discount at the rate of 5½% per annum. Under this provision payments of the balance of subscriptions may be made as follows:

If paid on January 2nd, 1918, at the rate of	\$9.10793 per \$100.
If paid on February 1st, 1918, at the rate of	\$9.46959 per \$100.
If paid on March 1st, 1918, at the rate of	\$9.72274 per \$100.
If paid on April 1st, 1918, at the rate of	\$9.90959 per \$100.

Forms of application may be obtained from any branch in Canada of any Chartered Bank, or from any Victory Loan Committee, or member thereof.

The books of the Loan will be kept at the Department of Finance, Ottawa.

Application will be made in due course for the listing of this issue on the Montreal and Toronto Stock Exchanges.

Subscription Lists will close on or before December 1st, 1917.

DEPARTMENT OF FINANCE,  
OTTAWA, November 12th, 1917.

Lend to your Country - All Canada is your Security

"The man, be he rich or poor, is little to be envied, who at this supreme moment fails to bring forward his savings for the security of his country."