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"INVEST IN VICTORY -- BUY ONE MORE THAN BEFORE"
Uplands To Open 7th Victory Loan Oct. 23

On October 23rd Canada will launch its 7th Victory Loan Campaign with an objective of \$1,300,000,000.00. The slogan selected for this campaign is "Invest in Victory" a very appropriate one with our forces setting the stage for the last phase of the war with Germany.

The National opening will take place Saturday Oct. 21st when 8 ships will be launched at various points across Canada by members from Canada's forces. The ceremonies will be broadcast over CBC on the national network.

Uplands quota is \$100,000.00 compared to the \$90,000.00 in the last loan. The station established an admirable achievement by over-subscribing that \$90,000.00 by \$31,000.00 and your station Victory Loan committee feel confident that the new quota will be smashed with an even greater record. Our campaign will officially be opened by our Commanding Officer on Monday, October 23rd.

More than ever, Victory now means so much. In fact it means everything and buying bonds to the maximum is an investment in Victory. It is a question of lending money not giving money to assist victory in every way possible. We in Canada have a clear cut job in supporting our fellow men who are slugging it out with the enemy and that support can be expressed through Victory Bonds.

The Bonds may be purchased for cash or by assigning pay over a six month period of \$4.40 for a \$50.00 bond, \$16.80 for \$100.00, \$35.00 for \$200.00, \$71.20 for \$400.00 etc. Some may wish to buy one bond for cash and another through assigned pay. These bought for cash

will be delivered immediately by the bank designated on the application form and those purchased through assigned pay will be delivered by registered mail to the address indicated by the purchaser or kept, if desired at the Department of Finance for safe keeping. The banks will also keep the bonds in their security vaults at an annual charge of 25¢ for \$250.00 or less of bonds and 5¢ for each \$50.00 over \$250.00. In addition they will clip the interest coupons every six months, cash them and credit the amount in a deposit account.

The bonds are backed by the wealth and resources of Canada and are as strong as the dollar bill. Your bonds are your own property and you are free to sell them at any time, without difficulty or delay to any bank investment dealer stockbroker or trust company and the current sales value including interest to date of sale will be paid to you while you wait.

It is sheer nonsense to believe that the Government will prevent the people from selling their Victory bonds. You will be able to sell your bonds in the future as in the past but unless it is absolutely essential to sell your bonds it is patriotic duty and in your best interests to "keep your saving in uniform" for the duration. Once the war is over your bonds as a cash asset will be an important factor in the extent of your successful rehabilitation. Supplies and application forms are ready and the campaign is set to go. Lets smash that quota in the first few days. Uplands can do it again.

"INVEST IN VICTORY"