



In Occupied Europe
it's **TOO LATE** to buy
VICTORY BONDS!

The Canada Life
urges you to

INVEST *NOW* in VICTORY

Victory Bonds Ad in the *Woodstock Sentinel-Review*,
circa 1940s

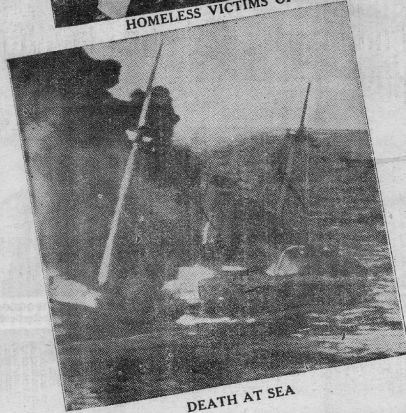
WAR
 this
 is the most cruelly de-
 structive in human
 history — a war of
 machines.



RUSSIA 1942



HOMELESS VICTIMS OF WAR



DEATH AT SEA

it is
**LATER and
 WORSE**

than you think!!

Wishful thinking is a Canadian habit. Another name for it is "kidding ourselves." Ordinarily it isn't serious. But this time it can cost us our lives.

WE HAVE NEVER LOST A WAR!

Japan has never been beaten in its 2,000 years.

THEY CAN'T GET US, 3,000 MILES AWAY!

Japan got to Burma 3,600 miles away—and conquered it.

ANYWAY, WE'RE POURING IT OUT OF OUR FACTORIES!

But Germany has been doing just that for ten years—at a faster rate per man than we have yet reached.

OUR BOYS ARE BRAVE!

You bet they are. But they're up against fanatics, who are experienced campaigners.

ANYWAY, WHAT I CAN DO ABOUT IT!

WORK HARD — SAVE MONEY — BUY BONDS

This space contributed to the third Victory Loan Campaign by

W. F. CRAIG MACHINES
 LIMITED

WOODSTOCK

ONTARIO

Victory Bonds Ad in the *Woodstock Sentinel-Review*,
 10 October 1942, p. 32

Girls - - - Serve Canada

with
"Beauty as Usual"

Women at work . . . making arms for Canada . . . rolling bandages . . . driving ambulances . . . pounding typewriters . . . collecting salvage . . . preparing good wholesome meals . . . and looking downright pretty through it all. Canadian women have shown themselves ready to meet any emergency and with smart clothing and accessories they are a definite aid to morale. See our many suggestions for work and play . . . for street and home wear, sports and vacation items. We have them all.



Army Week
June 29 July 5

**MEN AND WOMEN
IN THE SERVICES**

Today we send you our good wishes . . . together with our hopes for your early success against aggression.



Hosiery
Gloves
Neckwear
Blouses
Sportswear
Lingerie
Foundation Garments
Cotton Frocks
Children's Wear

BISHOP'S

Woodstock's Leading Specialty Shop



Ad in the *Woodstock Sentinel-Review* encouraging ladies to purchase clothing, makeup, and accessories to help the economy and to keep up their appearance for the war effort, circa 1942

**.He Had a Good Job
.He Left Home and
Family
.His Business Now is
War**



*His Ambition is to
"Finish the Job"*
He's the Canadian Soldier

Now is the ideal time for us at home to take stock of the situation, to think the matter over . . . to realize whether or not we as individuals are backing him up to the very limit.

We are Proud of Him. Let us give Him every reason to be as proud of us.

**WOODSTOCK
LAMP
CO.**

**9
PERRY ST.**

WHOLESALE ELECTRIC DISTRIBUTORS
Put at least 10% of your earnings in War Stamps.

*HOW WOULD
YOU FEEL-*

—if YOU were fighting—grimly, desperately, to ward off a murderous attack on your home. How would YOU feel . . . if you cried out to your family for help—the very ones you were defending—and found them so selfish, so indifferent they turned away and let you fight it out alone? That would take the heart right out of you, wouldn't it? You bet it would!

Then, think of your lads overseas—they're looking to YOU for help . . . for the planes, ships and guns that will give them an advantage in their fight against YOUR deadly and powerful enemy.

Face the truth—we're confronted with a real and terrible danger. We've all GOT to help—we've GOT to GIVE them what they need to fight with . . . and we can't do it unless we deny ourselves those luxuries and conveniences that not only cost money to buy, but take labor to produce. . . Sure, those extras make life soft and comfortable—but they don't make it safe.

Remember, we can lose this war if we DON'T supply those vital war materials. Each one of us MUST do our share. Any price we pay for freedom is not too high.

Buy Victory Bonds to the Limit

**ARTISTIC
LADIES' WEAR**

446 DUNDAS ST.

Victory Bonds Ad in the *Woodstock Sentinel-Review*,
10 October 1942, p. 22

Victory Bonds - Second World War

A war bond, or Victory Bond as it was known in Canada, was issued by Allied nations to help finance the military operations of the war. Basically, citizens would lend the government money that could be redeemed with interest after a set amount of years had passed. Often the ads promoting Canadian citizens to invest in war bonds used language and tactics to appeal to the emotions and fear of Canadians. Would reading these ads convince *you* to invest in Victory Bonds?