



Will You Help PASS THE AMMUNITION?

ATTACK! ATTACK! ATTACK! That is the keynote of Canada's armies this year.

And every attack uses up fabulous quantities of war equipment—machine guns, mortars and tanks—bullets, bombs and shells—vehicles, radios and medical supplies.

That means a steady flow from Canada to overseas divisions—so that our fighting men may have an abundance of what they need to achieve Victory. Our role at home is to produce—and

to pay for what we make and ship. With our dollars, we can help pass the ammunition to our boys on every forward line.

It is not enough to convert our savings into Victory Bonds. We can do more—we must do more. By confining our purchases to strict necessities, we can buy an *extra* bond and pay for it by instalments every pay day.

Right now—let us save more—lend more; let us really put Victory *first!*

"PUT VICTORY FIRST"



MOORE & McLEOD LTD.

CHARLOTTETOWN

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