

OF all people, none has greater influence for good in a community than those who read this paper.

The very fact of being a subscriber to it implies character.

It is for this reason, therefore, that a Special Appeal is being made to you to buy Victory Bonds.

Canada needs the force of **your** example to persuade others to buy.

Your reading of the daily and weekly newspapers will have made you familiar with all the business and patriotic reasons for investing.

The security you know is perfect, and the interest rate exceedingly good. So you have every reason to buy them yourself and to advocate their purchase.

Use your influence for the welfare of Canada and urge everybody you know to

BUY VICTORY BONDS

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54