



Ottawa, November 10, 1917.

To the People  
of Canada:

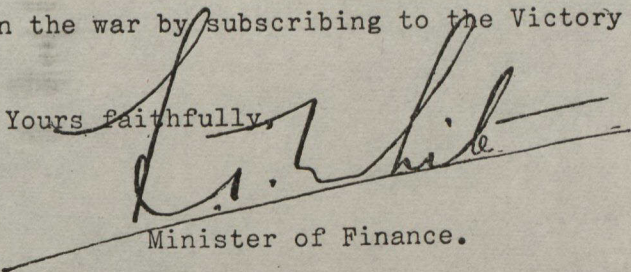
You are invited to co-operate with the Government in the nation wide effort commencing on Monday, the 12th instant, to raise at least \$150,000,000 by means of Canada's Victory Loan, 1917. The money is urgently required, not only for Canada's war expenditures in support of our gallant soldiers in the field, but also for the purpose of providing the funds necessary to create credits in Canada which will enable the Imperial Government to continue the purchase of munitions, grain and other foodstuffs and supplies. Such credits are necessary in order that Great Britain may be enabled to buy our products so greatly needed by them for their and our forces at the front, and for the sustenance of their civilian population at home. Upon the continuation of such purchases, Canada's agricultural, industrial and commercial prosperity must in a large measure depend. The proceeds of the Loan will be expended entirely in Canada.

The heroic deeds of our brave men in the field have placed Canada in the foremost rank of the nations of the world, and we at home must do our part to help maintain the position so nobly achieved. In Great Britain, 1 in every 23 of the population participated in their last War Loan. In Canada, only 1 in every 187 of the population subscribed to our last War Loan. Can we not this time equal their effort?

It is imperative that all should, at this critical juncture of the war, save their money and invest it in the War Loans of the Dominion. The Government has full confidence that the Canadian people will, as always, rise to the full height of their duty and responsibility in this most vital national matter. It is just as important that the man, woman or child who is in a position to buy only \$50 of Canada's Victory Loan, should do so, as it is that large buyers should purchase many thousands of dollars of the bonds.

You can help to win the war by subscribing to the Victory Loan.

Yours faithfully,

  
Minister of Finance.