

a division or a lesser unit which contained men from that district. Give figures whenever you can.

- (e) Describe, if you can, how Canada cared for her wounded.

4. The Appeal:

Simply and sincerely arouse sympathy for the maimed and helpless.

- (a) Compare the sacrifices made at home with the tremendous sacrifices made by those in France. Illustrate how your comrades knew their job and finished it, some of them finishing it with their lives.
- (b) State how the men on the fighting line finished their job up to the last minute set for fighting in the Armistice. This was the end for them. For those at home the job will not be finished until the last debt is paid.
- (c) Work up their pride in our heroes and especially in the local heroes. Tell your audience they cannot afford to do less than these men. They finished their part of the job. It is up to the audience to finish the rest. They can do it by putting the Victory Loan "over the top."
- (d) Say that your comrades fought so nobly and so fearlessly because they knew the honor of their Nation was at stake. It is up to the people to see to it that the honor of the Nation is preserved.

5. Conclusion:

I have told you of the fighting "Over There." I have told you what the men you sent over endured for your sake. But I have not told you of the more than 200,000 casualties, nor of the thousands of my comrades who will never come back, who died with a smile on their lips because they had faith in their comrades and you—they had faith in the cause for which they were fighting. Are you going to have this faith misplaced? Are you going to be ungrateful for their supreme sacrifice? There is only one way in which you can keep faith with the dead.—Hold high the torch thrown from their falling hands—put the Victory Loan "over the top."