

# Your Help May Turn the Scale

There is little need to more than remind you business men of Canada how vitally necessary it is that the Victory Loan 1918 should be an overwhelming success.

Your responsibility does not end with your subscription---large as it may be.

You business men of Canada occupy a peculiar and responsible position in respect to the Victory Loan because many people, with whom you come in contact, will act according to your advice and example.

So, for the period of the Loan do not overlook an opportunity to throw the full weight of your influence and enthusiasm behind the Victory Loan 1918.

Yes, do more than that. Go out of your way to increase the prestige of this Loan, remembering that you are accomplishing war work of a most important nature.

Don't underestimate your part in this campaign.

The assistance and support of you business men may be just the weight necessary to turn the scale. It may be that your influence and the influence of every business man from coast to coast, is all that is needed to make the Victory Loan 1918 a new world's record per capita in subscriptions.