

Lend Your Money— Give Your Time

Let every Canadian measure his responsibility towards the Victory Loan 1918 according to his ability to work for its success.

While to the people at large, the call comes as an appeal for dollars, there are many who must do more than subscribe to the loan, if they are to fulfil their obligations to their country and its brave defenders.

There are men in Canada who, because of the prominent positions they occupy in the world of business and finance, are especially fitted---and specially called upon---to influence others.

If YOU---in addition to laying aside every available dollar for the loan---can induce friends, business associates and employees to subscribe, then to YOU comes the call for SERVICE, as well as the call for money.

Think of the men and women you could, by a word, induce to subscribe---people who, without that word from you---might remain in ignorance or apathy, might fail to buy a Victory Bond, or buy less than they should.

First see that every dollar you yourself can find, is put to real use in the cause of Freedom. THEN, having loaned to the limit of YOUR capacity, work to the limit of your ability, to influence your friends and your employees and all who look to you for guidance---that the call may be widely heard and fully answered.

Do your part to make the Victory Loan 1918 a Success

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the Dominion of Canada