

When you have bought to the limit

Will you make it a point to impress on all those who look to you for information and financial guidance how important it is that this loan be a success, a great success?

The Financial and Commercial men in Canada should be fully posted regarding all details of the Victory Loan 1918---prepared to answer fully and correctly all questions regarding it---to spread information and enthusiasm.

Explain the security of Victory Bonds---the good rate of interest they pay, the advantage of saving and thrift to buy Bonds, and last but not least, the direct connection between this loan and our military efforts.

Don't consider that your help is of little importance.

It is desired that everyone shall do his share.

It is "an action" along the entire Canadian front.

From the standpoint of our national honor, our military success and our commercial and industrial future, nothing approaches in importance the success of the Victory Loan, 1918.

Buy Victory Bonds to the limit of your ability--induce others to buy to the limit of their resources