

TURN DOLLARS INTO VICTORY

THIS IS OUR WAR, TO WIN, and nothing else matters but how quickly, and how thoroughly, we can win it. For us at home the biggest thing we can possibly do right now is to take this Victory Loan in our stride . . . make it OUR war-job . . . work, save and lend *together* to turn our dollars into new striking power for our armed forces.

Our Victory Loan is the voice of a free people . . . free to search our own conscience and decide for ourselves just how much we really *want* to win this war! Our willingness to economize, to save, to practice self-denial so that we can buy more Victory Bonds, means just that.

Here are three things you can do to help assure the success of Canada's Third Victory Loan.

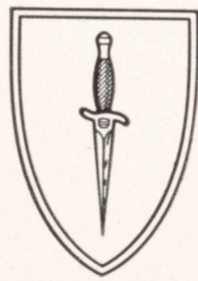
(1) Consider your *own* responsibility. Can you, by still more rigid self-economy, buy more Victory Bonds *yourself*? Only you can answer that question. But face it, NOW, and make your own decision.

(2) Consider your *firm's* responsibility. Have you reserves, or funds of *any* kind, that can possibly be invested in Victory Bonds? If so, turn those dollars into Victory.

(3) Talk to your employees about *their* responsibility. They look to you for leadership—respect your sincere advice. Help them, through payroll savings plans, to do their share *now* and so accumulate a nest-egg for their own prosperity *later*. Let them know that you and they are working *together* for the success of this Loan. And then welcome the Salesman when he calls on you.

● *Representatives of the National War Finance Committee are calling on all employers to outline the Payroll Savings Plan. He will give you a book outlining the plan in detail. Make it your job to explain the plan to your employees, and encourage them to organize a canvas, among their own ranks.*

**“NOTHING MATTERS NOW
BUT VICTORY”**



Buy the New **VICTORY BONDS**

OBJECTIVE: \$750,000,000

NATIONAL WAR FINANCE COMMITTEE

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