

Don't Let This Be On YOUR CONSCIENCE

MANY TIMES in the early days of this war, battles were lost and lives were sacrificed because there was "Too Little Too Late". No words could be more tragic. They *must not* be heard now.

Canada's armed forces are fighting *our* battles. Shall we at home fail to give them every possible support? They left their jobs, their homes, their friends for the discomforts and dangers which are ever present, prepared if need be to make the supreme sacrifice. Are we going to let them down? Are we going to increase the dangers . . . multiply the hazards . . . prolong the struggle because of "Too Little Too Late"?

Our big job right now is to put over this fourth

Victory Loan. The need is greater than ever. It's unthinkable that we should falter or fail.

A lot of money to raise? Sure it is. But it *can* be done. It *must* be done. Have *you* gone the limit? Or, could you stretch the budget by a greater effort; by real self denial, by postponing the purchase of something you would like *now* but could wait until the time when you can buy with a clear conscience?

Canada needs every dollar you can lend.

There is still time for you to do your full part. Maybe it's your own son, or your neighbor's son, brother or husband who is depending on you. Don't let them down at this critical time.

***If you have not already bought . . . or if you find you
can buy another . . . Phone Local Headquarters—***

a Salesman will call

LOCAL VICTORY LOAN HEADQUARTERS
Recruiting Office, 303 Third Avenue. Phone 302

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