

You are bound to help Canada

You want to help Belgium

You may help yourself

YOU WANT Canada to win the best results out of the calamities of the war. **THE CANADIAN WAR** is published for that end.

YOUR HEART is wrung by the cruelties inflicted by our enemy on the heroic Belgians, millions of whom depend on kindness for food, shelter and raiment. **THE CANADIAN WAR** is a pleader for them.

YOUR MIND craves for something more than accounts of bloodshed and chances of military strategy. **THE CANADIAN WAR** is the sum of Canadian discussion of the vital aspects of the war. You need it and it needs you.

THE PRICE for ten numbers is fifty cents. A fifty per cent. commission is usually paid for subscriptions to periodicals. The first subscription agent for **THE CANADIAN WAR** is Miss Helen Merrill, secretary-treasurer of The U.E.L. Belgian Relief Committee, who will turn half of all subscriptions into the Belgian Relief Fund.

YOU ARE NOT limited to one subscription, or a thousand subscriptions. You can act as honorary agent exactly as Miss Merrill is doing, and have your name and address in a printed list here.

YOUR FRIENDS will want to feel just as you do about Canada's part in the war and Canada's relation to those who have felt the worst effects of Canada's war. So send them **THE CANADIAN WAR**, one friend, two friends, fifty friends. If you have more dollars than friends, send the dollars and we will see that **THE CANADIAN WAR** is distributed to the value of your subscription, where it will effectively serve the objects we all have at heart.

THESE SERVICES could not be rendered were it not for the co-operation of many forces—the women and men who write **THE CANADIAN WAR**, the printer, and the advertiser. If this comes to you by mail, you owe it to a friend who desired in this way to give you an opportunity for service as well as the pleasure of seeing the newest thing in Canadian journalism.

SEND THE MONEY in any form you please—bills, cheques, orders, stamps, coins—all is blessed that helps us to help the Belgians who are paying the price for placing themselves between the Germans and the British Empire, which the Germans wish most to destroy.

**Remit to Miss Helen Merrill, Belgian Relief,
The Canadian War, 32 Church St., Toronto**

A flame to spread—that is what The Canadian War is intended to be. So pass it on; and tell the other person to do likewise.

"You have lived up to your promise," writes an eminent public servant about the first number. Send for it.