

# An Appeal From the Motherland to the PEOPLE OF TORONTO

TO SIR JOHN HENDRIE,

Lieutenant-Governor, Province of Ontario, Toronto :

I have the honor to inform you that the British Red Cross Society, and the Order of St. John, are once more proposing to appeal throughout the Empire by street and other collections upon "Our Day," which has been fixed for the nineteenth of October. The money, received will be devoted to our wounded soldiers and sailors from Home and Overseas, at the various seats of war.

The generous response which we received last year from all parts of the King's Dominions, encourages us to hope that the constantly increasing demand for our help may be met by a corresponding increase of generosity throughout the Empire.

We shall be truly grateful to you if you will assist our work by organizing an appeal and sending the proceeds to us for our sick and wounded at the Front. I shall be greatly obliged if you will communicate the contents of this cablegram to your Ministers, and recommend the proposal to their favorable consideration. Their Majesties the King and Queen, and her Majesty, Queen Alexandra, are giving us their gracious patronage, and I trust you will also see your way to help us in the same splendid manner as you did last year.

83 Pall Mall, London,

(Signed), LANSDOWNE (Marquis of),  
President British Red Cross Society.

(Signed), **PLYMOUTH** (Earl of),  
Superior of Order of St. John and Jerusalem.

TO THE CITIZENS OF TORONTO:

Whatever may be our difficulties at home, the War is not yet won, and without the aid of the magnificent organization of the British Red Cross, we cannot hope to win. Let us hope, therefore, that every citizen of Toronto will turn out his pockets for a cause which has no critics—the most superb charity in the world.

(Signed), EDMUND WALKER.

(Signed), EDMUND WALKER

# \$250,000 IN THREE DAYS

# OCTOBER 17th, 18th, 19th

# For Our Sick and Wounded Sailors and Soldiers

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# British Red Cross Fund

## Campaign Headquarters

# Old Nordheimer Building, 15 King Street East

**Telephone Main 4260**