

COLOURED PAPER
PAPIER DE COULEUR

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We Need **SOME** Cash **NOW**

One of the reasons for holding the Finance Drive at this time is to help us get a strong CCF campaign going **before** the election comes along. We need advertising to answer the lies about the CCF, weekly radio broadcasts, at least one new leaflet a month to give specific points of the CCF program, and a great deal more organization work throughout the province. That is why we're asking for part of your contribution in **CASH, NOW**, or in a regular monthly pledge.

. . . But We'll Take Your **WORD**

The rest of the money, for the actual election campaign, will not be needed till the election date is announced. But we **must** know how much we can expect, in order to make our plans. So we are also asking you to pledge an additional sum that you will pay **when the election comes along**.

If we want to plan for Canada, we must first learn to plan for our own needs.

HOW MUCH IS IT WORTH TO YOU?



It's easy to say, "Yes, I'll give a little." But **this time a little is not enough.**

How much is it worth to you to have a CCF government at Ottawa?

How much is it worth to you to be sure of your job? To be sure of a decent wage for your work, or a decent price for what you sell? How much is it worth to know that if you take sick the hospital bills will be paid and your family will be protected? How much is protection against another depression worth to you?

Is it worth as much as two cents out of every dollar you earn between now and election day?

Two cents on the dollar. With that we can organize fully for victory in the Federal election. Many can afford more, and will give more. But if every CCF'er will give **at least** two per cent. of his income, we're bound to go over the top.

Two cents on the dollar. Will YOU make that your pledge, TODAY?