

each, or in the case of salaried men, 1 per cent of their earnings, to be paid monthly throughout the year. Posters, slips, noonday meetings, shop committees, speeches by foremen, all were resorted to. The plan was not one of individual collection, but practically a "check-off" system by which a workman authorized his employer to send in one day's pay a quarter direct from the pay department. Some companies went to the extreme of notifying their men that unless individual men instructed them to the contrary they would include all as contributors in the quarterly check. The house employees of one club got together and voted that any man who didn't make a contribution should be barred out of next year's Christmas gratuities. Complaints were heard that some clerks felt they were under compulsion to give, but if this were done it was without the sanction of the committee.

The "ladies' campaign" took the form of a self-denial week, and just as the wage-earners of the community were asked to give four days' pay, housewives, house servants and schoolgirls were reached by box collections from door to door. Doctors, dentists, and small shops in the residential districts, schools, churches, the railway stations and the hotels fell to the women canvassers.

Twenty-five thousand statements of fact about the fund and the Red Cross in French and English were posted at the beginning of the campaign to those whose names had been placed in the hands of these different teams. Not only were society, club, board of trade, fraternal and other lists systematically classified, but every merchant in Montreal able to afford a telephone became a prospect. Banners went up on the street cars, boy scouts tacked posters all over the town, and something like \$60,000 worth of advertising and reading space was given up by the Montreal newspapers to a publicity campaign organized by J. M. Gibbon, publicity manager of the Canadian Pacific. This, as every other part of the campaign, was volunteer work; stereos and engravings were free, cartoons, posters and leaflets free, billboard paintings free; and in addition to the straight news of the luncheon meetings and all manner of feature stories, a carefully conceived plan of free display advertising was worked out with all the care of an experiment in a psychological laboratory.