



Don't Be Too Late

Bill Smith was a private. For weeks his platoon had been preparing for its share in the big drive on the Somme. The day came. The drive began. In the evening trenches were captured! But Bill wasn't there to share the glory. He fell and was left behind. Left behind! Can you imagine his frame of mind?

Don't You Be Left Behind!

This big Patriotic Fund and Red Cross Campaign began Tuesday. That day we got a million. Next day—almost as much more. Now we near the goal—and we need every copper, every dollar and five-dollar bill.

What Have You Done?

We'll get there. We must! But if you aren't one of the contributors to that success, how will you feel? It's possible you've been missed. It's possible you were out when our workers called. Well, then—

Come In to Our Headquarters

The old Nordheimer Building, 15 King Street East, Phone Adel. Two and a Half Million, with your contribution, or into any one of our 25 sub-headquarters. Be sure that when to-night, the whistles blow, announcing victory for your campaign, you can say you helped.

Giving Is Serving!

Serve By Giving!

"On To Victory!"

CAMPAIGN
HEADQUARTERS
15 KING ST. E.
(NORDHEIMER BUILDING)
PHONE 2 1/2 MILLIONS

"SERVE BY GIVING" CAMPAIGN
Patriotic Fund and Canadian Red Cross Appeal

President
SIR WILLIAM MULOCK

Hon. Treasurer
E. R. WOOD

Campaign Organizer
W. S. DINNICK

In Four days
Jan. 23-24-25-26th
TWO AND A HALF
MILLION DOLLARS