

How the Y.M.C.A. Contributes to Victory

"Earn and Give" Campaign for Boys

Serve your Country by your labor and make a gift to the Red Triangle Fund from your earnings! What a fine chance to do a double service! Six thousand boys are asked to give \$10 each. Of the total, \$50,000 goes to help the soldiers, the balance for boys' work. Gifts must be at least \$10, the standard unit. A boy may subscribe more than \$10 in \$10 units but not less. A beautifully engraved certificate will be given to each subscriber. Ask your local Y. M. C. A. representative for pledge card and full information.



Y. M. C. A. man serving coffee 100 yards from German Trenches

YPRES, Langemarck, Festubert, Vimy Ridge, Paschendaele—how the very names thrill! They stand for deeds of the bravest of the brave—our own Canadian lads! They fight and win, not always by strength of numbers, but by unbeatable fighting spirit, or "morale."

Said a British Staff officer: "I have known morale to be found in a cup of hot coffee. I have seen it sustained by a man's merely writing a letter home. If you want an easy and short definition of 'morale' you will find a good one in the four letters Y.M.C.A."

Y.M.C.A. Red Triangle Fund

\$2,250,000, May 7, 8, 9

Canada-Wide Appeal

The staff officer pointed to the men trooping into the big Y.M.C.A. hut and continued: "Those men are going to the front line to-morrow. In the Y.M.C.A. some of them will be playing games, others attending divine service, but each in his own way will find a strengthening of his 'morale' in the comradeship of his fellows under the Red Triangle. All this is a thing which is going to turn the balance in our favor."

Through the hell of battle after battle, our brave soldiers fight. Through fire, water, mud, filth and deadly danger follows the ever faithful Y.M.C.A. man, even if he can bring but a bucket of invigorating coffee to fagged fighters. Will you help us to supply the coffee—and to render the thousand and one similar services to soldiers everywhere?

The Y.M.C.A. needs at least \$2,250,000 to meet the tremendous demands. Be generous!

Bits from Soldiers' Letters

"The Hut is very well termed 'next to home.'"

"I went home for the first time in 18 years and I had not written for 13 years. I have given up my old habits of drinking and gambling and thank God for it. Thanks to a little word caught at one of your good-night services."

"From one end of the train to the other I heard nothing but good of the 'Y.' Your representative did his best to supply our needs, purchasing stuff at rock bottom prices and letting the boys have it the same way."

"They send guides out with parties of soldiers on sight-seeing tours all over London."

A German prisoner said: "The reason you fellows show such fight is easily understood. Your officers' can-tees, Y. M. C. A.'s and padres are backing you up."

"Who pays? I don't know. But whoever they are, God bless them. They are the fathers of thousands of boys."

Tributes

Lord Northcliffe:

"I do not think the war can be fought without the Y.M.C.A."

Maj.-General Burstall:

"The benefit to the troops is beyond calculation."

Lt. Colonel Mayes:

"Games have a tendency to increase fighting spirit. Any efforts on your part to expedite delivery of athletic equipment will be of national service."

Harry Lauder:

"We took the responsibility of sending these boys to defend us, and we must not fail them. The Y. M. C. A. huts are the soldiers' 'Home from Home.'"

Brig. Gen. Odium;

"I want to let you know how much I was impressed with the work done by the Y.M.C.A. It was simply magnificent. All ranks are enthusiastic. I have recommended one of your officers for the Military Cross. The Y.M.C.A. has endeared itself to the soldier in France as no other institution has."

National Council, Young Men's Christian Association

Headquarters: 120 Bay St., Toronto

JOHN W. ROSS (Montreal)

National Chairman of Red Triangle Fund Campaign

G. A. WARBURTON (Toronto)

National Director of Red Triangle Fund Campaign