

COLOURED PAPER  
PAPIER DE COULEUR

C166035

## HOW THE MONEY WILL BE RAISED

Raising the amount we need to counteract the anti-CCF campaign and win the coming election is only possible if every CCF unit and every member co-operates to the utmost.

For weeks before this drive started your CCF Riding Executive has been preparing for it. Committees have been set up and canvassers organized to make sure that every member will be visited. And in every Ontario riding the same careful, thorough job is being done.

The worker who calls on you will ask you to pledge a certain amount each month, plus a cash donation either now or when the election is announced. He will make three identical copies of your pledge—one for you to keep as a receipt, one to be sent to the Provincial Office and one to be kept by your Riding Association. Every detail has been organized in a capable, business-like fashion.

You can co-operate too by deciding NOW to make your contribution as generous as you can possibly manage.

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## Half of it Stays at Home

It must be emphasized that this Finance Drive is for local as well as provincial and national needs. **Fifty cents of every dollar collected will remain in the treasury of your constituency association.** Every riding that raises its share will automatically build up **for itself** a campaign fund big enough to meet all local election expenses—and have plenty left over for immediate expansion and organization.

**If this campaign is completely successful it is the only financial appeal that will have to be made for any purpose for at least a year.**

