



HE'S FIGHTING FOR YOU - YOU CAN AT LEAST RELIEVE HIS SUFFERING

Probably you never thought of it that way before—but it's true. Your contribution will assist the Red Cross Society in its great work of mercy—ministering to the needs of our fallen soldiers on the battlefields. The gift that you withhold, and fail to give, curtails the work of this great organization and may be the cause of some wounded hero being left to die—without a chance for life. Increasing needs mean ever-increasing expenses. The need was never greater than it is to-day. If you have not contributed something to this noble work, do so now.

Secure from bursting shells and the myriad agonies of war, it is easy for us to forget the great responsibility we carry for the men "over there"—who are fighting for us. The least we can do is to relieve their suffering. Your contribution to the Red Cross will make possible the carrying on of this great work. Your contribution in dollars will be small compared to the sacrifices our brave boys are making on the firing line. So give till it hurts—give generously. He gives twice who gives quickly. Whatever you give will be gratefully received and thankfully acknowledged.

Your Contribution Sent Today May Save a Fallen Hero's Life

This special opportunity for giving is offered to enable you to perform a duty that we know you will appreciate and recognize. The farmers of Western Canada have given generously to this worthy necessity—but they have not been afforded the opportunities for consistent giving that has been given in repeated canvasses made for the same patriotic cause in the city. The chance to do your part is now given you. Do not neglect it. Your duty is plain. Give what you can. The need is great. Give now—you may later forget.

Thousands of Canada's best sons have sacrificed home life, business, friends and all that life holds most dear to them. Sacrificed life itself for those of us who remain at home—unable to fight the just battles of a noble cause. Our part is to see that these heroes of many battles are cared for to the limit of our possibilities. Your contribution to the Red Cross will bring comforts to the wounded—and maybe life to the dying. You cannot withhold your gift from such a cause. Send your contributions now before you forget. In the spirit of Christmas—give.

Give Generously

Mail your contributions to your provincial headquarters as shown below and make cheques or money orders payable to

Give Immediately

The Canadian Red Cross Society

Manitoba Headquarters
Industrial Bureau
Winnipeg

Saskatchewan Headquarters
New Armour Block
Regina

Alberta Headquarters
Rex Theatre
Calgary