

50,000 CLUB

WANTS TO CHANGE ITS NAME

The 50,000 CLUB wants to call itself the 60,000 or the 70,000 or the 80,000 CLUB---the bigger the better for our soldiers' families.

The idea of the 50,000 CLUB is this:

-----You become a member by agreeing to pay \$1 a month, or \$2, \$3, \$4, or \$5 a month, to the Club. Your dollar or more goes almost intact---the Club has practically no expenses--- to The Toronto Patriotic Fund and The Canadian Red Cross. You know what the Patriotic Fund does. It turns the money over to the little kiddies, the wives, the mothers, of the men who are Serving by Fighting. And their folks deserve it! More! They need it.

In joining the 50,000 CLUB you Serve by Giving. Just so much a month from you personally or your firm's pay-cashier. Easy, isn't it?

NEXT WEEK

On Tuesday, Wednesday, Thursday or Friday, some one will be round to see you, with a card all ready for you to sign. They won't miss you. There'll be thousands of them, visiting

EVERY HOME STORE OFFICE

FACTORY in Toronto

And when they come around we hope you'll not throw the soldiers' kiddies down. They'll be the ones who will suffer most if the Patriotic Fund is not sustained. The 50,000 CLUB was organized to give the small giver a chance to participate in the big work of the Patriotic Fund. Will you be with us?

50,000 CLUB

CAMPAIGN HEADQUARTERS
15 KING ST. E.
(NORDHEIMER BUILDING)
PHONE 2-11 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