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What it means to raise \$3,000,000 in 3 Days

It means that an average gift of \$5.00 must be received from every man, woman and child in Toronto and York County.

\$5.00 in a year is not much if you figure it down—it's less than 10 cents a week.

But if you have a wife and two children it makes your contribution, as head of the family, about 40 cents per week—say, \$1.50 per month. Does your conscience tell you that's a very moderate amount to pay for the honor of helping those who are helping you—yes, even with their Life's blood?

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10 cents a week per head for each family is, however, a minimum contribution. Yet many families, it is sad to say, could not honestly afford to give even that much.

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For this reason, those of us that can, should give as liberally as the world has prospered us, to make up the average contributions of those not so well favored. Moreover, the method by which we may spread out the payment of our gift is such that it should not strain our pocketbooks.

In other words, while it might be a strain to give \$12.00, \$25.00, \$50.00 or \$100.00 in a lump sum, twelve monthly installments of \$1.00 or more, in

proportion to one's promise, doesn't make it hard to contribute a generous donation.

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Look at it from another point of view.

It is a good thing for our citizens as a body to raise this fund. It is "the outward physical manifestation of the inward spiritual grace," as the preacher would say.

Then, too, we must not overlook the fact that in 1914, 1915 and 1916, when we were urging our men to volunteer and uphold Toronto's share in Canada's fight, it was very deliberately pointed out to them that their families would not only receive separation allowance from the Government, but that each family would be entitled to, and would receive, an allowance from the Patriotic Fund.

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Thus, the moral obligation made then, stands now. In fact, it is greater, because living costs are higher, and the loneliness and weariness of soldiers' dependents is infinitely more.

Furthermore, do not overlook the fact that one-third of the money raised is applied to the needs of the Canadian Red Cross—and this need grows greater every day—particularly now that our Citizen Army is preparing to fight.

Everybody Pays Every Month

The workers for the 50,000 Club Department of the Fund will try to canvass every office, warehouse and factory in the city.

When you are called upon to make your contribution, remember not to limit your donation to what you can afford to give at the moment. Instead of giving \$12.00 at once, give, say, \$35.00 or \$60.00

at the rate of \$1.00, \$3.00 or \$5.00 a month for the next twelve months.

A greater truth was never written than that "It is more blessed to give than to receive," especially when giving it for the magnificent joint cause of the Canadian Red Cross and the Patriotic Fund.

The Campaign Committee, Patriotic Fund and Canadian Red Cross

Toronto, January, 14th, 1918