

The Cause That Touches the Hearts of Us All!

"RED CROSS!" There's a magic in the very words to conjure up an instant vision of suffering relieved, quick aid rendered, patient nursing through weary months of convalescence, loving care to the very end when recovery is impossible, care that follows right to the grave when Death cannot be fought off any longer.

If you or I were a disabled soldier, minus an arm, a leg, or both, or maybe lacking both legs, or both arms, or sightless, or an irresponsible, helpless imbecile from horrifying experiences suffered FOR OTHERS in that hell called "the fighting zone," or otherwise incapacitated for normal life and human happiness—if you or

I were so placed, dependent upon what the Red Cross would do for us, how we would hope that the other people would support its work!

We are not in that position. Let us be thankful as we realize it. We are simply ordinary citizens who have been spared and protected because of the fight others have put up for us, often at the cost detailed above. Shall we not, in merest gratitude, supply the money to look after them? We promised to do so; let us not forget that. Our chance comes in the campaign for the RED CROSS this week.



January 7, 8 and 9

\$75,000 NEEDED

WILL YOU HELP?

A Message From Col. Noel Marshall, President of the Canadian Red Cross, Says:

"Money will be urgently required for 1919. There are over 40,000 sick and wounded Canadians overseas. The last of these cannot reach Canada until January, 1920, and our promise made at the beginning of the war that every sick and wounded man should be looked after must be kept. Hospital work in London and other cities of Canada will largely increase as men are returned. Then the expense connected with the Siberian expedition will be heavy. It is, therefore, absolutely necessary that the London Branch should make plans to provide funds to continue the good work they have done so far."

The entire responsibility will rest with the Red Cross Society here. Each district will need a standing reserve store of supplies upon which the medical authorities of the district may draw and from which the needs of individual soldiers may be met. Moreover, the Canadian Red Cross must undertake all of the following:

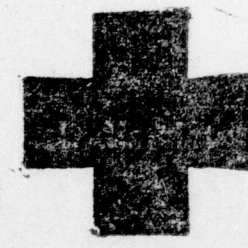
1. Care of Canadian prisoners of war on German soil, during the period of mobilization, transport, home-coming and repatriation to Canada.
2. Care of sick and wounded Canadian soldiers in field hospitals, base hospitals, convalescent homes and specialized hospitals in England and France, AS LONG AS ANY SUCH REMAIN.
3. Care of sick and wounded Canadian soldiers on transport to Canada and in hospitals and convalescent homes in Canada.
4. Maintenance of complete Red Cross establishment with personnel and supplies for the Canadian forces in Siberia, under the direction of Lieut.-Col. J. S. Dennis, recently appointed Canadian Red Cross commissioner with the Siberian contingent.
5. Maintenance of complete Red Cross establishment with personnel and supplies for the Canadian army of occupation in Europe, for as long a time as any Canadian force remains in Europe.

6. Care, personal service and comfort for Canadian forces, during demobilization and return of troops from France and England to Canada.
7. Demobilization of Red Cross active service establishment in England and France, and the return to civil life of Canadian Red Cross workers overseas.
8. Relief for the destitute sufferers of war.

You see, don't you, the great need for funds! The work of the Red Cross must continue long after the last shot is fired. It's splendid work, against which no criticism can be levelled—a work of mercy—love—cheer—restoration—hope. You've given—we've all given—to the Red Cross, given generously. We'll do it again, and we'll ALL stand up to be counted when the campaign is on, answering "Present!" to the call of the greatest "mother" in the world.



Serve by Giving



We MUST come clean with "the boys." They finished their job well; let's finish OURS."