

Dressing Station, Firing Line—Official Film, "Battle of the Somme."

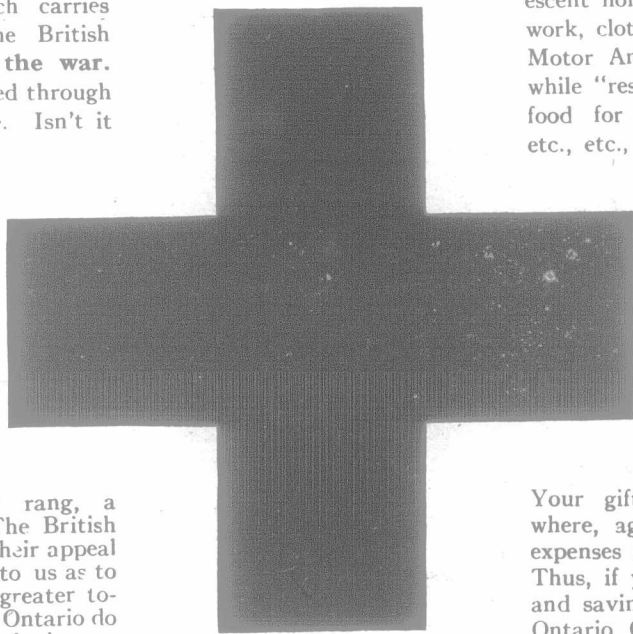
# GIVE and HEAL!

An urgent call for help again goes forth from the Motherland's mighty life-saving agency—the British Red Cross. The Empire is called upon to give greatly, give lovingly, give quickly, that the sick, wounded and suffering on all the battle fronts may not languish and perish in their hours of deepest need.

Here is a great work in which all can share. The Joint War Committee of the British Red Cross Society and Order of St. John is the only institution which carries voluntary aid to the sick and wounded of the British forces on land and sea in every region of the war. Thousands of lives of our bravest and best are saved through this splendid work. YOUR gift may save a life. Isn't it worth doing? It is. GIVE!

The Red Cross looks after the transportation of sick and wounded—it equips thousands of hospitals, rest and convalescent homes. It supplies countless requisites for hospital work, clothing and other comforts. Over 2,000 Red Cross Motor Ambulances are at work on the various fronts, while "rest stations," hospital trains, steamers and launches, food for prisoners, books, special work for the blind, etc., etc., are a few only, of Red Cross activities.

Make "Our Day" Your  
Red Cross Gift Day  
Give on Oct. 19



The Sick and Wounded  
Call for Your Help  
Give on Oct. 19

Ontario's princely gift in 1915 of \$1,514,000 rang, a clarion mercy call, throughout the Empire. The British Red Cross were grateful beyond measure, and their appeal through Lord Lansdowne, President, now comes to us as to friends who sympathize and help. The need is greater today than a year ago—it is ever growing. Will Ontario do less than she did last year? No! GIVE—give a day's pay, give all you can, GIVE.

Your gift will go entirely to the British Red Cross, where, again, through much voluntary work, the working expenses are cut down to only 2 1/4 % of the total revenue. Thus, if you give \$10, actually \$9.77 1/2 goes to the healing and saving of some stricken hero. The expenses of the Ontario Committee, advertising, printing, etc., are being met entirely by the Provincial Government.

**Premier Hearst Has Seen the Work**

"My visit to England and France has aroused deeper appreciation than ever of the splendid work of the Red Cross. It deserves every support, and I trust the people of Ontario will respond with their usual generosity to the British Red Cross Appeal for OCTOBER 19th."

HON. W. H. HEARST,  
Prime Minister of Ontario

**Mr. N. W. Rowell, K.C., Brings a Red Cross Message**

"I bring a message of cheer to those who have relatives at the front and who fear they may be wounded. I believe everything human skill can do, that human care and sympathy can provide, is being done and provided each day and each night throughout the year by the Army Medical Corps and the Red Cross. It is a perfect marvel of efficiency."

MR. N. W. ROWELL, K.C.,  
Leader of the Opposition.

He gives twice who gives quickly.  
Your help is needed NOW!

The Motherland's only direct appeal to us for help in this great war is her great Red Cross mercy work. Ontario's response must and will be quick and generous. Give through the Treasurer of your local Committee—or, send your subscription to the Clerk of your municipality—or, make it payable to Hon. T. W. McGarry, Treasurer British Red Cross Fund for Ontario, Parliament Buildings, Toronto.

Don't Let Your Stricken  
Defenders Call in Vain, but

Give and heal



Wounded in the Trenches—Official Film, "Battle of the Somme."