

## The Patriotic and Red Cross Fund is Your Chance To Get Behind the Boys at the Front

**They're Fighting For You.  
They're Enduring All the Hardships.**

**They're Taking All the Risk.  
They're Stopping All the Bullets.**

### NOW WHAT ARE YOU GOING TO DO ABOUT IT?

The gallant lads in khaki expect you to do your duty by their families. The Patriotic Fund has got to have more money. The demands on it are terrific.

You've got to dig down deeper than ever before—you're prosperous. Why?

It's time to share up with the boys. You're going to do it, and do it magnificently. You're going to do it for the glory of Canada. You're going to do your duty as our boys did it at Ypres, St. Julien, Festubert and the Somme.

It's Everybody's Campaign—Everybody Must Subscribe. Never was there such a chance for Everybody to do something—as big as they can, and as big as they should. Not a factory, not a store, not a man, woman or child will be overlooked.

## Somebody Will Call on Everybody

### **School Children**

**They will do their bit.**

### **Rotary Club Men**

**They'll enlist the workers in the factories  
at so much a month.**

### **Women Workers**

**They'll call on everyone in every home.**

### **Central Team Members**

**They'll secure contributions from the  
banks, financial houses and business men.**

Everybody is going to give as they never gave before. With everybody giving, everybody working, everybody boosting, we'll get that paltry two and a half million dollars in four days for the soldiers' wives, the soldiers' kiddies and the Red Cross.

**"IT IS NOT WHAT A NATION GAINS BUT WHAT IT GIVES THAT MAKES IT GREAT"**

In every corner of the Empire Toronto is praised for its generosity, lauded for its loyal, patriotic and great hearted benevolence. We've made that reputation. We've got to keep it. Next week we'll renew our reputation for another year and everybody will have a share—EVERYBODY.

**CAMPAIGN  
HEADQUARTERS  
15 KING ST. E.  
(NORTH WING BUILDING)  
PHONE 2-1 MILLIONS**

**"SERVE BY GIVING" CAMPAIGN**  
**Patriotic Fund and Canadian Red Cross Appeal**

**President  
SIR WILLIAM MULLOCK**

**Hon. Treasurer  
E. R. WOOD**

**Campaign Organizer  
W. S. DINNICK**

**In Four days  
Jan. 23-24-25-26th  
TWO AND A HALF  
MILLION DOLLARS**