



# The Link between "the Man in the Trenches" — and "the Woman at home"

## 200 MEN AND 300 WOMEN

Started out this morning to cover London, not as mere collectors, but as canvassers, ready and willing to discuss with you the question of your donation to the Patriotic Fund and Canadian Red Cross.

Members of the different clubs and organizations of London will canvass every factory, office, store and dwelling house and ask that you contribute.

### Somebody will call on everybody

London never has seen a campaign such as this. Businessman or Laborer, Rich or Poor, Housewife or Maid—everybody, even to the smallest infant, will have an opportunity in this campaign to do their share.

### It's simple---It's easy---It's a duty

Receive the canvassers with courtesy. Give them an opportunity of stating their case. Give all you can. Give till you feel it.

Phone  
300,000

**CAMPAIGN  
HEADQUARTERS**  
Bank of Commerce (Upstairs)

Phone  
300,000

## "SERVE BY GIVING" CAMPAIGN

### Patriotic Fund and Canadian Red Cross Appeal

Chairman of the Campaign Committee:  
SIR GEO. C. GIBBONS

President London Patriotic Association:  
W. M. GARTSHORE

Payments May Be Made to the Canadian Bank of Commerce---A. D. McLEAN, Honorary Treasurer, Campaign Fund

3  
Days

FEBRUARY 19, 20, 21

\$300,000.00

3  
Days