



The Trenches Will Hear of What We Do!

Over in the trenches, the clammy, muddy trenches, the London boys are waiting to hear from you and me! They're wondering whether

LONDON

Forgets their mothers
Forgets their youngsters
Forgets their wives
Forgets the wounded fighter

or whether

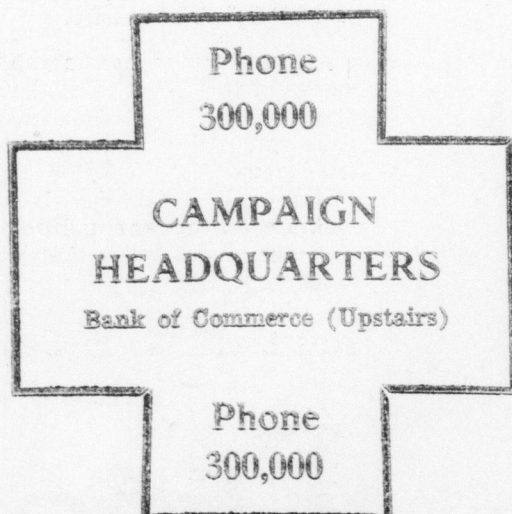
LONDON

Thinks of them
Works for them
Gives for them
Backs them up

Will Fritz yell across No-Man's Land that London has thrown its soldiers down, or will our boys let Fritz know that London is behind its soldiers to the limit, to the last million, to the last nickel?

Think of what your donation means to you. Say to yourself—"Is what I'm giving going to hurt me—am I going to miss anything—is my donation going to make me do without anything?" Then, if your donation is not SACRIFICE, DOUBLE IT, MAKE IT THREE TIMES AS MUCH, FOUR TIMES. If your gift doesn't hurt it isn't worth while—it is not to be mentioned in the same whisper as the work the boys are doing overseas. SPEAK OUT, DIG DOWN, and DIG DOWN DEEP!

Think of What London's Message Will Mean to the Trenches!



"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

