

Patriotic Fund



Deal Square with those in the Trenches!

The Larger the Cheque, the Lighter your Conscience.
Renew and Increase your Subscription.

\$13,500,000 needed from Canada for 1917

\$2,500,000 needed from Montreal for 1917

To Provide: Comfort for the Soldiers' Families
Hospital Supplies for the Wounded
Food for Canadian Prisoners of War

**THEY LEFT FOR THE FRONT TRUSTING TO YOU
DON'T FAIL THEM NOW**

Give your subscription to the authorized agent 200 years' worth of wholesome
identification card or send your cheque to:

The Hon. Treasurer,

**Patriotic Fund and Red Cross Joint Campaign,
303 Drummond Building, MONTREAL**



Are you for the RED CROSS

or

Are you for the IRON CROSS ?

**ARE YOU FOR THE PATRIOTIC FUND
OR ARE YOU A SUNSHINE PATRIOT**

Ready to wave the flag
But not to pay the cost ?

Everybody who is not fighting in this, the third year of the war, must do his share of
paying. Your sacrifice of cash is nothing to the sacrifice of those in the trenches.

ABSOLUTE NECESSITY OF INCREASED SUBSCRIPTIONS TO COVER THE WORK OF

**Soldiers' Families
Canadian Hospital Service
Canadian Prisoners of War**

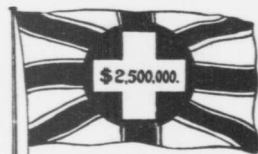
Means that Montreal
must subscribe this
week at least

\$2,500,000

Authorized representatives carry
identification card - they
must see you, send your cheque to

The Hon. Treasurer, Patriotic Fund and Red Cross Joint Campaign
303 Drummond Building, Montreal

Patriotic Fund



& Red Cross

SHOW TORONTO THE WAY

*Show that MONTREAL IS
The First City in Canada
The Most PATRIOTIC and
The Most Generous OF ALL*

Toronto last month \$2,500,000

AND GOT

**\$3,260,000 with THE ASSISTANCE OF
PAID ADVERTISING**

Montreal Newspapers, both English and French, in
addition to national radio contributions, have
devoted their space to the "Paid" Victory Campaign
ABSOLUTELY FREE

Picture, Experience and English have been placed in the same "Spangled Specter"
Fellow the imagination through of genius going

Some women have given their men!

Some men have given their lives!

WHAT ARE YOU GIVING!

Whether you intended to give GIVE MORE
Whether you have already given GIVE MORE
GIVE UNTIL YOU ARE DEAD TO GIVE
GIVE UNTIL IT HURTS!

J. W. ROSS, Hon. Treasurer,
Patriotic Fund and Red Cross Joint Campaign
303, Drummond Building, MONTREAL