



Help to Man the  
"Victory Tank"  
**PATRIOTIC FUND**  
AND  
**RED CROSS**

At least \$13,500,000 needed from Canada for 1917  
At least \$2,500,000 needed from Montreal for 1917

**WHAT WILL YOU GIVE**

- This Campaign Provides:
1. Comfort for the Soldiers' Families
  2. Hospital Supplies for the Wounded
  3. Food for Canadian Prisoners of War

*The boys left for the front trusting to YOU  
Don't fail them now that their needs are greater*

**Renew and Increase your Subscription**

Each bill you give is as a shell  
Shot at the German's Heart;  
Shoot, shoot, and shoot until that Hell  
is shot and rent apart.

The authorized canvassers carry an identification card. If they find you send your cheque to

**The Hon. Treasurer**  
**Patriotic Fund and Red Cross Joint Campaign**  
**303 DRUMMOND BUILDING, MONTREAL**

**PATRIOTIC FUND AND  
RED CROSS**



**ANSWER THE CALL  
OF THE BLOOD**

Canadian Wounded Soldiers  
Canadian Prisoners of War  
Canadian Patriotic Fund for  
Soldiers' Families

**THESE** need your help and need it NOW. Montreal must subscribe at least \$2,500,000 this week for necessary expenses in 1917

**REMEMBER:** Every cent of every dollar subscribed to the Montreal Branch of the Patriotic Fund since the beginning of the war has gone to those for whom it was intended

**TO MEN:** Dig down deep into your Bank Balance  
The larger your cheque the lighter your conscience  
Renew and increase your old Subscriptions

**TO WOMEN:** The Ladies' Societies of Montreal have unanimously declared that a Women's Self Denial Week. Save what is in your hand

**GIVE UNTIL IT HURTS**

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Hon. Treasurer 303 Drummond Building, Montreal

**PATRIOTIC FUND  
AND RED CROSS**

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& RED CROSS**



**WOMEN'S  
SELF DENIAL WEEK**

FOR THE

**Patriotic Fund and  
Red Cross Campaign**

Our men are offering their lives for us.

Let us make some offering of Self Denial to help our Wounded Soldiers and our Soldiers' Families

Every Dollar relieves One Soldier's Sufferings  
Sixteen Dollars a Month provides Decent Comfort for a Soldier's Family

\$2,500,000 needed from Montreal this week for the year 1917.

**GIVE UNTIL IT HURTS**

**M. R. DRUMMOND,**  
Chairman, Women's Executive,  
303 Drummond Building.

EVERY DAY HAD ITS OWN KEYNOTE IN THE VICTORY CAMPAIGN