

# HOPE for the HOPELESS

► Many a man, reduced to hopelessness by folly, misfortune or the accident of circumstance, dreams of what he might have been . . . and of what he still might be if material assistance and restored faith in his own capacity were forthcoming. To such men, The Salvation Army brings hope and the chance of recovered self-respect and usefulness.

Thousands of men, women and children in Canada have reason to bless the human touch and the understanding heart of The Salvation Army.

As trained workers, experienced in bringing practical help and spiritual inspiration to individuals sunk in the depths of destitution and despair, are performing a task which only The Salvation Army can perform.

They need YOUR dollars . . . now, more than ever . . . to help them in this great work of building for a better Canada.

*Give Generously!*

**Campaign Opens  
Sept. 22nd**

**Objective \$9,500**

Please Be Ready For The Canvasser  
When He Calls

Prov. Chairman: N. W. Lowther

City Chairman: Tom D. DeBlois

This Advertisement sponsored in the interest of the  
Salvation Army Red Shield Appeal by

MOORE & McLEOD LTD.

PROWSE BROS.

S. A. McDONALD

ROGERS HARDWARE CO., LTD.

JENKINS PHARMACY

GUDMORE'S Individual Dry Cleaners

EDISON ELECTRIC

PURE MILK CO., LTD.



## RED SHIELD APPEAL