THE KINGDOM OF GRIEF!

A penny a day from every American will clothe the ragged women and children of Belgium and Northern France.

Think of it: One cent per head from the inhabitants of the United States means a million dollars daily---*if* all of us did our share.

***But* that would mean calling upon the babe in arms and the cripple on crutches---the slum dweller and the backwoodsman---farmers and villagers and city folk---it would demand an organization, not only to carry the news of Belgium's plight, but to collect funds and do any number of other practically impossible things.**

While all America must, in theory, provide for Belgium's destitute, a few Americans will, in actuality, have to do the work.

The burden of relief falls upon the big cities, where concentrated action is possible and where the daily press can bring the condition of these innocent sufferers of a World's War constantly to the notice of the community, until every one comprehends their dire straits and the pressing need.

In such instances as these, you, the average man and woman, are all too likely to assume that your co-operation is not vitally required,---that there will be enough assistance rendered without your individual aid, and, contrasting your means with the income of a multitude of richer men, will, in genuine sincerity, figure that a general call for aid is not specially directed at you.

But you probably have not stopped to think that the wealthy have already donated millions for relief, while the need continues and steadily grows more severe.

Don't think of the millions of dollars that have been raised, but think of the three millions in Belgium and Northern France who are still destitute. Previous contributions seem stupendous until you consider the number of beneficiaries, and then you'll find what a short end the individual gets.

The Commission for Relief in Belgium at no time has been able to allow more than seven cents per day for man, woman or child. (Imagine how luxuriously you could live upon 50c. a week!) And yet this miserable pittance has been received with great gratitude that you (whose notion of poverty has never included even the idea of a week of existence without shelter or provision) cannot possibly imagine.

Get this picture fixed in your mind and dwell upon it; whole communities, including families which fifteen months ago were dwelling in opulence, are without money, without clothes (except the horrible rags in which they stand) and without hope of survival, except through the prompt aid of America.

No other country can undertake the tremendous task.

The aged, the children and the women will perish by the hundreds of thousands if we do not continue to clothe as well as feed them.

You surely don't want it on your conscience that for lack of a few dollars' worth of aid (with which one human being can, in that war mangled kingdom, be kept alive) an old man or a young girl perish for want?

And yet it is not overstating the situation to say that your refusal to aid may mean such a tragedy for at least one person.

There are so many selfish and thoughtless among us—so many who won't or who can't be reached, that every man convinced of Belgium's necessities must not only do all that lies within his power, but constitute himself a campaigner and appeal to his friend and acquaintance to do their best for the cause.

CLOTH MUST BE SENT TO MAKE WOMEN'S DRESSES.

CLOTH MUST BE SENT TO MAKE CHILDREN'S CLOTHES.

CLOTH MUST BE SENT TO MAKE MEN'S SUITS.

Here are people who can't help themselves; here is a land in which every family shares the heaviest cross that history knows.

Clothe them—*a little bit from every little purse!*

Three millions of voices are sobbing for aid—three millions of outcast old men and women and mothers of children are turning their faces to America in anguish.

Can't your soul hear the call from the Kingdom of Grief?

GIVE—In God's name, and—GIVE NOW.

Checks or money orders may be sent to Wm. C. Potter, Treasurer, Guaranty Trust Company. The following banks have agreed for convenience of contributors to accept checks or money orders (Payable to Wm. C. Potter):—Corn Exchange Bank and branches, Guaranty Trust Company, Astor Trust Company, American Exchange National Bank, Chase National Bank, Mechanics and Metals National Bank, Mutual Bank.

Greater New York Committee of the Commission for Relief in Belgium.

SAMUEL W. FAIRCHILD, Chairman.

WM. C. POTTER, Treasurer.

J. F. BRESNAHAN, Secretary, Equitable Building, New York.