Dear Madam or Sir,

I have the honour to enclose a circular about the great War Fair organised by the Wounded Allies Relief Committee at the Caledonian Market, Islington, for Tuesday and Wednesday, June 8th and 7th. And to solicit your immediate help.

You can help in five different ways.

I. By sending anything and everything you don't want, or can do without, to the great War Fair, at once. Nothing is too trifling, too worn out, or too valuable for the War Fair. When you are looking for something to send, please do not say: "That is not worth sending." It is. And please do not say: "That is too valuable to send." It isn't. Valuables will be competently handled by experts.

All gifts should be sent, packed, carriage paid, and marked "Caledonian" either to Messrs. Selfridge & Co., Ltd., Oxford Street, London, or The Wounded Allies Warehouse, Caledonian Market, Islington.

The Wounded Allies Relief Committee cannot pay for carriage. But if you have bulky and valuable gifts for us, and are in difficulties as to the carriage, kindly communicate with the Caledonian Secretary, Wounded Allies Relief Committee, Sardinia House, Kingsway, London (Telephone Holborn 2608, 2609).

II. By acting as principal or assistant saleswoman or salesman at a stall. Those who are willing to do this are requested at once to write to or call upon the Caledonian Secretary, as above.

III. By collecting goods for, and entirely equipping, and taking sole responsibility for, a stall or several stalls. Intending benefactors under this head are requested at once to write or call upon the Caledonian Secretary, as above.

IV. By sending copies of the present appeal and its enclosure to your friends. A postcard from you to the Caledonian Secretary will ensure delivery to yourself by return of post of as many copies as you may require for this purpose.

V. In the very unlikely event of your not being able to help under I, II, III, or IV, you can send a gift of money to the Committee, and you are implored to do so.

Your assistance will be highly appreciated.

Faithfully yours,

Arnold Bennett
Publicity Manager.

Wounded Allies Relief Committee,
Sardinia House,
Kingsway, London, W.C.