

On the Home Front

Madison Eagle September 20, 1918



2488 MONTGOMERY FLAGG

Your boy comes stumbling out of the battle-line—

He wants a place to rest, a place to get warm, a place to smoke and get a hot drink and hear somebody talk United States.

He sees a light ahead. It's a hut!

Do you think he cares whether that hut is run by the Knights of Columbus or the Y. M. C. A., Jewish Welfare Board or the Salvation Army? Not much! He knows what he wants and he knows that he'll get it—whatever uniform the folks inside happen to be wearing.

Your boy knows what real democracy means.

He's fighting to make it something bigger and better and finer than it ever was before. He's the world's greatest authority on democracy today. Take his word for it!

Keep the hut fires burning!

A hut is your fighter's home over there. It is his store, his theatre, his church, his school and his club.

It is the place where he writes your letters.

It is the place where he reads his books and magazines, where he and his friends get around a piano and sing or listen to a phonograph.

It is the place where all the movies are given, and the concerts and the minstrel shows and vaudeville. Often it is the only place within reach that is dry and light and warm and clean.

A hut may be a shed or tent or a fine old chateau or a hotel. Sometimes, at the front, it's just a battered little shack—the only building left standing in town.

On the fighting line, it's just a board laid across two boxes with a sign nailed to a tree.

The sign doesn't matter—it's what the hut gives your fighter.

Back up these seven organizations without thought of race or creed, because your boy knows that he is always welcome everywhere, and he needs them all.

Why you should give twice as much as you ever gave before!

The need is for a sum 70% greater than any gift ever asked for since the world began. The Government has fixed this sum at \$170,500,000.

By giving to these seven organizations all at once, the cost and effort of six additional campaigns is saved.

Unless Americans do give twice as much as ever before, our soldiers and sailors may not enjoy during 1919 their:

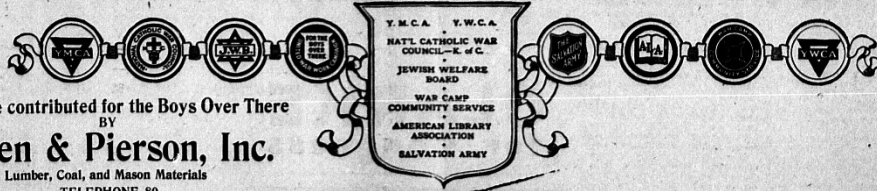
- 3600 Recreation Buildings
- 1000 Miles of Motion Film
- 100 Leading Stage Stars
- 2000 Athletic Directors
- 2500 Libraries supplying 5,000,000 books
- 85 Hostess Houses
- 15,000 Big-brother "secretaries"
- Millions of dollars of home comforts

When you give double, you make sure that every fighter has the cheer and comforts of these seven organizations every step of the way from home to the front and back again. You provide him with a church, a theatre, a cheerful home, a store, a school, a club and an athletic field—and a knowledge that the folks back home are with him, heart and soul!

You have loaned your money to supply their physical needs.

Now give to maintain the Morale that is winning the war!

UNITED WAR WORK CAMPAIGN



This Page contributed for the Boys Over There

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Familiar organizations raised money and volunteers to support the troops in Europe. The logos across the bottom represent: YMCA, National Catholic War Council, Jewish Welfare Board, United War Work Campaign, Salvation Army, American Library Association, War Camp Community Service, YWCA.