



"The pictures, often with a small Testament, are always in that breast pocket over the heart."

"The Pictures * * * Are Always in That Breast Pocket Over the Heart"

A snap shot from home is a brand from the Home Fire that lights a Home Fire "over there"



Father:

To "him" his father's as a god. Dad's proud smile pictured will be a man's God-speed to a man.



Mother:

Queen of the world. 'Twas not for this she raised him, but to it she gladly gives him.



Wife:

Look into his eyes with thine, true wife. He will frame for himself the words those pictured lips would speak.



Sweetheart:

"I am constant as the northern star." How well he knows it. Let him see you often in pictures.



Baby:

Although the print be little, the whole matter the copy of the father. A picture a week of baby makes it Dad's pal.



Sister:

Devoted to doing her bit over here. Sister's picture will make a hit with big brother's "matey" over there.



Brother:

His ambition is to back up Brother "over there." He'll soon be a rarin', tearin', sometimes swearin' regular army man.



Home:

For which he fights. Let him see it often—there is where his wishes center, his loved spot in his native land.

A snap of the shutter, and your letter takes *you* "over there" to *him*. Every letter should carry a picture from home. Though the heart may be sad, the picture must *smile*.

Read on this page the appeals of the Red Cross and Y. M. C. A. that your serial story of home life be illustrated with plenty of snapshots. Our boys always carry them, and always over their heart.

"Over the top" they go with him.

We Offer You "Home Fire" Service

In responding to this appeal for snapshots, you will want to catch the earliest mail, or, at least not miss your regular mail. In this regard, we will say to you that, if you will just mention that "these are to go over there," we will give your developing and printing special preference and special attention.

If you have no camera, there is one to fill all your needs, at any price you are able to pay. The wee picture, up to the largest snapshot size, will all be equally acceptable over there, rest assured.

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Northern Pacific Pharmacy, Third and Morrison
Irvington Pharmacy, 15th and East Broadway
Perkins Hotel Pharmacy, Fifth and Washington

Wounded, they are his greatest comfort—they are *you*, all but speaking to him. If you have a camera, O, how much you are leaving undone, if you are neglecting to send lots and lots of pictures from home—brands from your home fires to light home fires "over there."

The lad "over there" feels the pangs of absence most—those pangs are nearest soothed by a picture of the ones whose absence he feels.

An Appeal From the RED CROSS

W. Frank Persons, director general of the Bureau of Civilian Relief, home from France, has a word to say about those letters from home. "It is very important," he says, "to keep the American Homes a Living Reality to those boys over there. Write your letters regularly and frequently, giving complete news. "This serial story of home life should be illustrated with plenty of snapshots and pictures. News and frequent pictures of children are peculiarly important. Those at home see the children daily; but from a distance of 3000 miles, and in a war environment, it is difficult to imagine a satisfactory picture of how a child who was left wearing curls really looks with his little fists pushed down in the pockets of his first pair of pants."—From an interview published in the Lake Division News of the American Red Cross.

An Appeal From the Y. M. C. A.

"There are two things the soldiers always carry with them; photographs of the 'home folks' and letters from the 'home folks.' The pictures, often with a small Testament, are always in that breast pocket over the heart. I think they sometimes are put there as a kind of charm to ward off bullets. Anyway, that's where they always are. And the look in a man's face when he shows you the picture of his mother, his wife, his children, his sweetheart, and you say—as you always do—they are very beautiful—will bring tears to your eyes."—Chas. W. Whitehair, an active Y. M. C. A. worker in France.



ARRIVAL OF THE MAIL "OVER THERE"

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