



# What shall he carry to Your Boy tonight—out there in No-Man's Land?

**O**UT in the open, across the border of No-Man's Land, the Soldiers of Cheer are going tonight. In their packs they are carrying the comforts which your fighter wants. In their hearts they are carrying a message of cheer and hope.

To the most advanced positions they are crawling with those little things which loom up big in France—their bars of chocolate, their cigarettes, their rolls of cookies and cans of fruit. Yes, and sometimes, letters from home!

Under the very eyes of German snipers they are crossing open fields, dropping flat to the ground as each flare goes up, then creeping further forward.

Soon they will reach the gun-nests where a handful of fighters will whisper:—"Good for you, old boy! What would we do without you?"

Off in another sector an advance will begin at dawn. In the thick of it will be these men—perhaps of the Knights of Columbus or Y. M. C. A., perhaps the Jewish Welfare Board or Salvation Army.

Whatever uniform they wear, the hot chocolate which they serve tastes just as warm and comforting. The cigarettes they light and hand the wounded will be as good first aid.

"These men need smokes much more than what we give them," say the surgeons.

When daylight comes the wounded will be streaming back. The cigarettes and chocolate may be nearly gone—given away. But your money will replace them. Meanwhile these men will say:—"Put us to work!"

The surgeons will give them the arm-bands of the army's stretcher-bearers.

Then up beyond the front lines they will go, to bring back those too badly hit to walk.

Once, twice, three or four times they will make the trip before they too are hit.

Wherever there are fighters, the Soldiers of Cheer have their canteens, scores of them under shell fire.

Throughout the days they serve the crowd a mile or so behind the lines. At night they go forward, packs on their backs, to reach the men who occupy the outposts of civilization.

When the order comes to go over the top, they follow too. Wherever the troops go, there go these men who serve.

No wonder their names are in the casualty lists. No wonder they are cited. No wonder the fighters elect them honorary members of their outfits.

Keep the supplies coming! Help the Soldiers of Cheer to help your fighters! Give now—all together!

## 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:

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

