



And a Thousand Fighters Call Him Dad!

THERE is a new kind of fighter in this war. He wears a uniform but he doesn't carry a gun. He carries cheer and comfort and a great big heart. Never mind whether his uniform shows the emblem of the Y. M. C. A. or the Knights of Columbus, the Jewish Welfare Board or the Salvation Army. He doesn't care—and neither does your boy.

This new kind of fighter is making a new kind of fight. He is fighting against lonesomeness and heart-ache and monotony and worry. He is fighting for that quality which wins wars—morale!

Your boy has it. This man is fighting to let him keep it.

Maybe your boy hasn't had a letter for a long time. Or maybe there was something that worried him in the letter that he got this morning.

Or maybe he has had a disappointment—hoped for promotion and didn't get it. Or maybe he'd give a million dollars just to see his folks one minute.

It hurts to lock up things like that, deep down inside your heart. It helps to pour them out.

And that is where this man comes in—the Daddy of them all. They know that he will understand—that he won't laugh or preach. They know that he is there with the right word and the right pat on the back when it's needed most.

You Daddies of America, you men who want to go and can't, let's keep this Daddy on the job!

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 1918 their:

- 3,600 Recreation Buildings
- 1,000 Miles of Movie Film
- 100 Leading Stage Stars
- 2,000 Athletic Directors
- 2,500 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

