



Morale Is Winning the War!

AN American is capturing a Hun—not because he is any heavier or stronger or older or bigger, but just because he has the fighting spirit which his enemy is losing.

That's morale.

"Where are those Germans? Let's get at 'em!" yelled an American before Chateau-Thierry. He was going under fire for the first time. He was wild to get there!

"We are constantly on the alert and are afraid the Americans are going to attack," wrote a German to his wife. He was captured before he could mail the letter.

"The men are so embittered," wrote another Hun, "that they have no interest in anything, and they only want the war to end, no matter how. We are only slaves of the Government." Now he is a prisoner, too.

Every despatch from France brings new proof of American fighting spirit—stories of individual valor. Morale makes Americans glad to fight for freedom. The lack of it makes Germans hate to fight for Prussia.

Our soldier knows he is a free-born fighter. He is no slave of any Government. He is part of a nation waging war. He wants to fight. He needn't be driven into battle. He yells: "Let's go!"

That's morale! Let's let them keep it! Let's keep them keen and fit and confident!

General Pershing finds that 900 men who have a hut to spend their evenings in are more effective than 1000

men without it. Napoleon called morale three times as important as other factors in war.

The strain comes with the first swift change from civil to military life, when these organizations give your man a place to meet his family, books to read and study, the hospitality of American homes, when whole cities are readjusted to the new conditions created by having a cantonment nearby.

It comes later, too, when a man has been off in some lonely camp for weeks, when the war itself seems miles away, when letters are irregular and home seems somewhere in another world, when a man has lived out in a gun-pit or a dug-out, has slept in filthy straw, when the bodies of his friends lie just beyond him, out in No Man's Land.

That's when the men and women of your organizations overseas can show our fighters that they aren't forgotten, that home is following them up to the guns. Sports, entertainment, education, religion, warmth, and cheer and friendship—these are the forces that are working to keep morale up to a victory pitch.

On you, this week, depends this question of morale. These are the seven recognized activities through which the Government enables you to stand behind your fighters. Their value depends on just how much you, as an individual, will give to help them hasten victory. Give as you never gave before! Give for morale!

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.

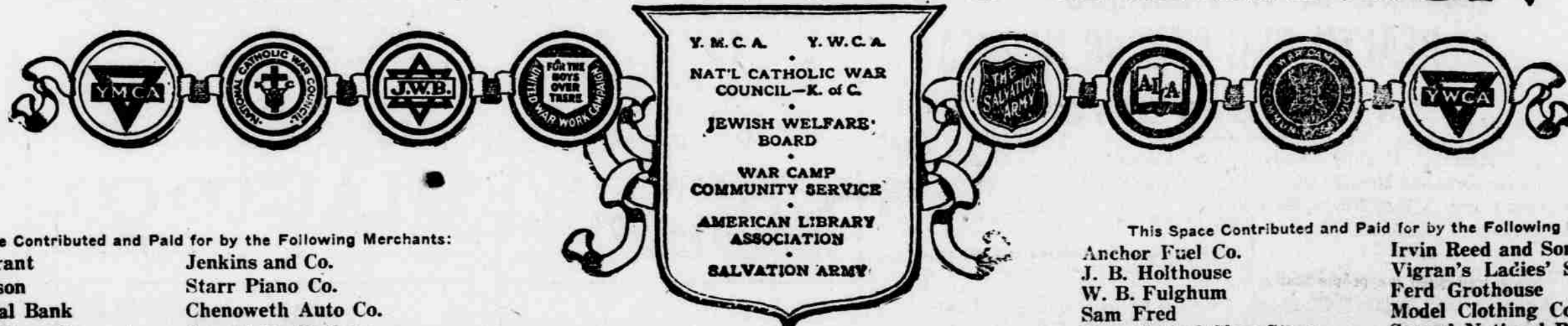
Unless Americans do give twice as much as ever before, our soldiers and sailors may not enjoy during 1919 their:

3,600 Recreation Buildings	2,500 Libraries supplying 5,000,000 books
1,000 Miles of Movie Film	85 Hostess Houses
100 Leading Stage Stars	15,000 Big-brother "Secretaries"
2,000 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



This Space Contributed and Paid for by the Following Merchants:

City Restaurant	Jenkins and Co.
O. E. Dickinson	Starr Piano Co.
First National Bank	Chenoweth Auto Co.
Romey Furniture Co.	Geo. H. Knollenberg
Palais Royal	Neff & Nusbaum
Zwissler's	American Trust and Savings Co.
J. M. Coe Printing Co.	Jordan, McManus & Hunt
Union National Bank	Reed's
Klehfoth-Niewoehner	Haner
Kresge 5 and 10 Cent Store	The Boston Store
Weiss Furniture Store	Price's Confectionery
Lichtenfels	Richmond Light, Heat & Power

This Space Contributed and Paid for by the Following Merchants

Anchor Fuel Co.	Irvin Reed and Son
J. B. Holthouse	Vigman's Ladies' Shop
W. B. Fulghum	Ferd Grothouse
Sam Fred	Model Clothing Co.
New Method Shoe Store	Second National Bank
Richmond Lumber Co.	Dickinson Trust Co.
O. D. Bullardick	Richmond Coal Co.
Kennedy Clothing Co.	Thomas and Wessel
Stanley Plumbing Co.	B. Johnson & Son
Doan & Doan	Feltman's
Ackerman	Hoosier Store
Ed. Wilson	
Jones Hardware Co.	Railroad Store