

Y-O-U

Must Stand Behind the Man Behind the Gun

No government, at the outbreak of war, could be completely prepared to rescue and care for its dying and wounded. It is a task of gigantic proportions—second only to the forming and training of the fighting forces.

The Red Cross steps in and fills the gap, working hand in hand with the government—with its supervision and assistance.

Our government is burdened with war fundamentals. It must not be hampered now in its preparations to fight to victory. It must be free from details—even merciful details.

And YOU, who are to stay at home, must stand behind the man behind the gun. You are privileged to do your bit now.

One Hundred Million Dollars is needed by the Red Cross. It is a high privilege to give to this cause—to give freely, even extravagantly—and to GIVE NOW.

What the Red Cross Must Do at Once

The American Red Cross has a tremendous task before it.

It needs money to rescue wounded soldiers from "No Man's Land" and from the trenches where disease stalks.

It needs funds for base hospitals, field hospitals, ambulances, surgeons, nurses, beds, operating tables, medicines, instruments and thousands—yes, tens of thousands of other things.

There are millions of surgical dressings, night gowns, socks, slippers and food delicacies required to better aid in recovery and recuperation of wounded men.

The government must not be asked to do these things now—its task is to raise and train an army and navy to fight. So the Red Cross must step into the breach—and we must all help it do its tremendous work.

There will be thousands of dependent families—families which have given their bread-winners to the Cause of Liberty—families which perhaps face starvation as they bid "him" a tearful, but willing farewell.

The Red Cross must keep these homes together, to see that the mother and children of the men fighting for YOU are fed, clothed and sheltered.

This must not be a public charity, but a patriotic duty, performed by the Red Cross—and YOU MUST HELP.

We, who stay at home, must give—we must not give as to a charity, picking pennies from our purses as we do for the whining mendicant.

No, we must give our dollars—our tens and hundreds and thousands of dollars—freely, cheerfully, even gladly, with the same joy that we would give to our father, our mother or our children if they were in need.

For it is our brothers who face a merciless foe, lusting for power, drunk with carnage, intoxicated with the thought that

Why the Red Cross Must Have \$100,000,000 for a War Fund

"Why is the Red Cross asking for \$100,000,000?" is asked by the people at the beginning of this great campaign for funds. "Will not the government care for the sick and wounded soldiers and sailors?"

Yes! But here are a few things the government cannot do—things which only an independent organization like the Red Cross must do, and which a free and prosperous people must help to do—and help at once!

Because We Are in the World's War the Red Cross Is Called On

1—To provide, instantly, the best talent in the land in medicine, sanitation, transportation and welfare work.

No government can do this so well as the Red Cross, which, though under government supervision, is free from the restriction of the so-called "red tape" protection of the expenditure of public funds.

2—Base hospitals to care for tens of thousands of sick and wounded men must be provided—and provided at once.

The government looks to the generous hearted people of the United States to provide them. Uncle Sam will operate them after they are established.

3—Hospital units (merely smaller hospitals, more easily established) are needed, and the need will increase as our men get into the trenches.

The government will operate these, too; but we who stay at home must provide them so they will be ready for instant use when needed.

4—Vast amounts of bandages, medicines, surgical dressings, bedding, hospital wearing apparel and other comforts for the men who fall fighting for us, must be provided in advance of the need.

You, who do not fight on the front, can do no nobler work than help the Red Cross finance this work of mercy. The call for help is heard now—heed it.

5—Thousands—perhaps hundreds of thousands—of soldiers and sailors will be permanently disabled, fighting for your liberty—yes, for your very life.

Until the government can arrange to pension these men, someone must see that they are not left to suffer for the comforts of life. Help the Red Cross do this!

6—The bread winners will be taken from thousands, perhaps millions of homes, to go to the firing line. Those who are left behind must not be allowed to suffer, nor to stultify themselves when they have given so much for the Flag, by accepting a grudging charity.

The Red Cross will see that they do not suffer for the necessities and comforts of life after making this great sacrifice. You are glad to help in this, of course.

7—Destitution and death stalk the devastated districts of Europe, where a merciless enemy has driven hundreds of thousands from their homes, and burned everything as it marched through a stricken land.

The Red Cross is the only recognized organization which can help these sufferers to keep soul and body together until the dawn of a brighter day. Your dollars will do a grand work here—so give them with a prayer of thanks that your home is still secure.

8—Millions of innocent men, women and children in Belgium, Poland, France and other countries, have lost all they had in the world. The United States must help them back to happiness by providing farm implements, live stock, and the like, so they may be self-supporting once more.

The Red Cross is the only capable organization for performing this splendid work of rehabilitation. It needs your support—and you will give it cheerfully.

THE GOVERNMENT HAS PLENTY TO DO IN PREPARING TO FIGHT. IT IS BEHIND YOU, YOUR HOME AND YOUR LIBERTIES.

THE RED CROSS, NEXT IN EFFICIENCY TO THE GOVERNMENT AND WORKING UNDER GOVERNMENT CONTROL, MUST DO THESE GREAT WORKS. IT MUST HAVE MONEY—MILLIONS OF DOLLARS.

YOU, WHO STAY AT HOME, WILL CHEERFULLY MAKE A SACRIFICE TO THIS WONDERFUL CAUSE—THANKING GOD THAT YOU ARE ABLE TO DO SO, AND THAT OUR SHORES HAVE BEEN SPARED THE HORRORS OF EUROPE'S CARNIVAL OF BLOOD AND DEATH.

America Must Pay Germany to Our Last Penny If This War for Liberty Fails

Give to the Red Cross now—Give with a glad heart and a free hand—give to help the man behind the gun, who is standing between you and the desolation that has made Europe a charnal house.

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+ Red Cross +

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