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Q "Keep The Home Fires Burning" in the hearts of our soldier boys, the Y.M.C.A. has pledged its service to the Government.

A National War Work Council of 200 leading citizens has been organized to help direct Physical, Educational, Social and Religious activities among enlisted men.

Wherever American troops gather, and among French, Russian and Italian soldiers, and in Prisoner-of-War camps, the Red Triangle of the Y.M.C.A. goes to help safeguard the home ideals. For the gravest danger of this war is that our boys may not keep true to these home ideals.

500 huts have been built—warm, cheerful centers of friendliness where the soldiers find pleasant social recreation and relief from the hard, cold, camp life.

The cost of carrying on this work is tremendous. Already $5,000,000 has been used. But the amount is insignificant compared to the unique service rendered and the present need.

35,000,000

At Least to Conduct this Work to July 1st, 1918.

YOU CAN HELP

National Campaign
November 11-19

WRITE FOR FREE ILLUSTRATED BOOKLET GIVING FURTHER INFORMATION

Transcript

[PORTRAIT GRAPHIC, President Woodrow Wilson, next to a sizable YMCA meeting hall for soldiers flying a Y.M.C.A. pennant]

WILSON
TAFT, ROOSEVELT and other NATIONAL LEADERS
Indorse [sic.] Y.M.C.A. work

PRESIDENT WILSON
who has issued a general order giving Y.M.C.A. work an official standing in the Army and Navy, says:

“May I not express the very high value I have attached to the work accomplished by the Y.M.C.A. and my sincere personal interest in the large plans of the War Work Council for the work still ahead of the Association?”

Ex-President Taft says:

“We should feel proud of the Y.M.C.A. work, which is directed so ably. Are we going to be backward in giving our men the nearest thing they can get to a Christian home on the firing line?”

Ex-President [Teddy] Roosevelt says:

“What the Y.M.C.A. has been doing in Europe has been really remarkable; and now our citizens should aid them to do work of the same type for our own troops.”

Secretary of War Baker says:

“The Y.M.C.A.’s capacity for mobilization on a large scale and the readiness with which it has fitted itself to the needs of the troops make it an indispensable factor in any future military plans. Its influence in rationalizing the strange environment into which this crisis has plunged our young men has been and will be most beneficial.”

Secretary of Navy Daniels says:

“From every standpoint – military, political, moral – it is our duty to protect these youths, so we can say to the mothers when the war is over, ‘We return your sons as worthy your family circle as when they left it.”

General Pershing says:
“The greatest service America can immediately render France is to extend Association work to the entire French Army.”

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National Campaign
November 11-19 [, 1917]

WRITE FOR FREE ILLUSTRATED BOOKLET
GIVING FURTHER INFORMATION

National War Work Council
of the
Young Men's Christian Associations
of the United States

WILLIAM SLOAN
Chairman

CLEVELAND H. DODGE
Treasurer

JOHN R. MOTT

General Secretary
124 East 28th Street, - New York City

GLOBE LITHOGRAPHIC COMPANY, NEW YORK
About this Item

Title

Summary
Poster showing soldiers entering a Y.M.C.A. canteen, and a portrait of President Wilson. Lengthy text endorsing Y.M.C.A. includes quotes from Wilson, Taft, Roosevelt, Secretary of War Baker, Secretary of Navy Daniels, and General Pershing.

Created / Published
[1917]

Subject Headings
- Wilson, Woodrow,--1856-1924
- National War Work Council, Y.M.C.A. of the United States
- World War, 1914-1918--Economic & industrial aspects--United States
- Canteens (Wartime, emergency, etc.)--1910-1920
- War work--1910-1920

Headings
War posters--American--1910-1920.

Notes
- National War Work Council of the Young Men's Christian Associations of the United States.
- Forms part of: Willard and Dorothy Straight Collection.

Medium
1 print (poster) : lithograph, color ; 96 x 60 cm.

Call Number/Physical Location
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