

NATIONAL WAR FUND DRIVE

Begins Mon., Oct. 25th



SEVENTEEN WAR AGENCIES COMING TO YOU FOR FUNDS . . . NOW THEY'VE BEEN UNIFIED INTO ONE BIG FUND . . . HERE'S THE STORY . . .

Wherever the Jap or Nazi boot has marched, it has crushed under its heel the homes, the food, the bodies, the hopes, the souls of men, women and children.

These men, women and children are our friends, our allies, and it is inconceivable that we would not extend to them all possible help. It is inconceivable, too, that we would not help American fighting men who have gone forth to bring freedom back to the world, and the families these men have left behind them.

This we have done. Agencies have been formed to provide aid to our friends, our own fighting men here and across the world, and the needy here on the home front.

There were many of these agencies; there had to be. They all had to come to you for money and your heart could say "no" to none. But it was confusing.

Eliminating the Confusion

Now, in order to eliminate that confusion, a very sensible thing has been done. Seventeen national war relief agencies have been combined into one campaign, into the National War Fund. You give to this unified fund and you have given to seventeen agencies. You give once for all these!

The National War Fund is officially endorsed by the President. It has the backing of the Government as an improvement over the old confusing way of raising money. It permits you to budget your wartime giving more easily. It makes sense.

Yet it does not intrude upon the autonomy of any of these agencies. The USO, China Relief, British War Relief, and all the others will be left under their present efficient and experienced direction. They will be freed from the task of raising money, and have time to devote full time to their good works, and you will not have to dig down so often that your pocket becomes frayed at the edges.

Round the World and at Home

The money you give will work around the world. It will also go to work right in your own neighborhood, for the National War Fund appeal has been combined with that of our local agencies. Part of it will be used for the families of men in the service, for the children of parents at war work, for the social services needed to keep a community at war healthy and efficient.

This has frequently been called "America's best-run war." And it is.

After a shaky start and the first few stunning setbacks, the crescendo of production, the achievements of the military, and the steady determination of the people have been pretty close to miraculous.

In keeping with this "best-run" handling of all war problems, the National War Fund idea brings unity to the inescapable giving of funds, to the confusing multiplicity of necessary war agencies.

With the world in flames and in tears, the demands on generous American hearts have been infinite. When the fires of London are so thick the fire hoses run dry—when a Chinese mother has to watch her baby die for want of a simple drug—when Greeks by the hundreds drop dead in the street from starvation—when a home-town "war-orphaned" kid hardly through playing with dolls starts playing with fire—decent Americans cannot close their eyes or turn their backs.

These mass tragedies, these war-made horrors, stirred kind people to action. Committees were formed to provide aid for the suffering, and of course these committees needed money to carry on their good and vital work.

Give, generously when solicited. Add up your total gifts — then double it!

Give Once
For All These

USO
United Seamen's Service
War Prisoners Aid
Belgian War Relief Society
British War Relief Society
French Relief Fund

Friends of Luxembourg
Greek War Relief Association
Norwegian Relief
Polish War Relief
Queen Wilhelmina Fund
Russian War Relief

United China Relief
United Czechoslovak Relief
United Yugoslav Relief Fund
Refugee Relief Trustees
United States Committee for the Care of European Children