

# ARTISTS CAN DO THEIR "BIT" TO HELP WIN THE WORLD WAR

Mrs. Webster Says Uncle Sam Needs Their Services in Making General Appeal Posters

ART is one of the great inspirations used and inculcated in a propaganda of patriotism—art is a great pulse of appeal in the call of men and women into army, navy, hospital and Red Cross service. Art is a forceful, although voiceless, orator in the "urge" to walk up and subscribe for Liberty Loan bonds, to buy thrift stamps, to conserve food and save for all kinds of material that can be used in winning the war. Verily, art is an exultant controlling force in the general backing up of our army and navy.

When anything must be done in activities for the war, art comes into the game with a potent rush. If you don't comprehend this, trail over the streets of Chicago—and behold the posters that flame on every corner, in windows, over entrances, everywhere they can be installed to reach the public vision, to rouse patriotism that leads to recruiting stations, to some kind of service that conduces to winning the war. Many lads have trotted into the enlistment station after having faced that big poster on which the sturdy chap beckons to men out of the uniform, near the lettered declaration, "Uncle Sam Wants You." Pictures, pageants, featured banners—verily, art is an insistent and shouting hard worker in military activities.

Now, listen to the chance that artists have to put their art help to win the war. Quoting from the New York Sun:

"Folks at the headquarters of the National Service section of the United States Shipping Board Emergency Fleet Corporation are in high feather over the promised support of well-known artists in the campaign for posters to speed up ship building.

"At a meeting of the Salmagundi Club—that grand and sometimes picturesque and at other times spectacular Gotham affiliation of men with wit and wisdom in their brains and art in their souls—C. B. Falls, the illustrator, suggested that every artist anxious to help a good thing alone raise his hand as a pledge that he would make at least one poster for the competition which the section is carrying on through the New York Sun. The hands went up suddenly.

#### Delighted with Response.

Officials of Dr. Charles A. Eaton's organization were delighted with the splendid response made by the artists, many of whom are leaders in their profession, for the reason that it carries a guarantee that the United States Shipping Board will come into possession of finest posters possible to get in America. Another cause for rejoicing was the fact that the promised posters will cost nothing, whereas under ordinary circumstances it would be impossible to purchase the same work except at an outlay of many thousands of dollars.

"The fact that these artists decided to give their posters to the national service section, outside the competition, promises to have an enlivening influence upon the contest itself. It has been known for a long time that many persons with splendid ideas for posters and much artistic ability have hesitated about

They felt it was their duty to help the speeding-up program along, by pledging a poster apiece, without any thought of reward, and at the same time not to scare lesser artists out of the contest by deciding to come in a body. Therefore they gave the pledge that has warmed the cockles of Dr. Eaton's heart."

Splendid Salmagundi Club! Always at the fore in products of art, and always generous and hail-fellow with artists and others who aspire to "doing things" worth while in artistry.

These men are setting a stunning example—they are suggesting to every artist that his own ability may contribute a bit of patriotic art to some kind of service included in war work, and via his artistry—a patriotic picture, a poster, or a new suggestion for either one.

#### Artists Should Get Busy.

Many artists want to buy more savings stamps, to subscribe to more and more Liberty Loan bonds—and they can't afford to do so. There's the same old and bothersome "circumstances over which I have no control." But they have control of their inspirations; they are capable of putting those inspirations into posters, posters that mean great value in "the calls" to service, and the inculcation and cultivation of patriotism. They would have been glad to make these contributions any time during the past year, if they had thought such contributions were wanted! Artists are generous folks—sometimes to the limit of depriving themselves of necessities, in behalf of others. They haven't realized the immense value that art is to the army and navy, to fighting men at the front. Every artist will feel a throb of patriotism when he thinks of his chance to help win the war by means of a gift of his artistry—he will be proud to be represented in art service for the U. S. A. There's a chance for him, somewhere, in some service, any day.

#### Artists May Be Volunteers.

Still quoting from the New York Sun:

"The national service section wishes posters, the basic appeal of which will be to the man in the shipyards to do everything in his power to speed up the construction of ships. The section needs these posters to display in every shipyard and in every industrial plant in the land whose products go to the shipyards. The appeal to the workers must be put over and the poster, Dr. Eaton says, can do it.

"The national section, in making plans for the contest, desired to take

