

SEA POWER



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In this new poster, painted by James Montgomery Flagg, there is a direct appeal to the loyal American citizen whose patriotism largely rests upon love of home and of the women and children that make the home beautiful, for, after all is said and done, the home is the true basis of our country and its government.

Here is depicted an average American citizen who has seen the startling headlines of the daily paper "Huns kill women and children" over an account of the bombing of innocent women and children in some French towns far back of the fighting lines. In these headlines he reads a personal call to fight for the helpless victims of such outrages and, with his jaws tightened and a frown of determination, he instinctively throws off his coat to be in readiness for the fray.

The caption "Tell that to the Marines"

TELL THAT TO THE MARINES!
AT 24 EAST 23rd STREET



is derived from a sailor saying which is older than the United States. The sailor has ever been a noted spinner of yarns when he visited his friends ashore after long cruises in foreign parts or during the leisure hours of quiet days at sea. However, if he should inflict upon his mates some fanciful tale of happenings "on his last ship" which required too great a stretch of the imagination, he was apt to receive the reply, "Tell that to the Marines!" The idea was that the marines, being less acquainted with the ways of the sea, would be more credulous and hence make a more receptive audience.

The time when this saying was apt belonged to the days of sailing frigates when the marine was a sharpshooter along the rails or in the tops, before the days when wide experience made him "soldier and sailor too." To-day when we say "Tell that to the Marines," it is with the conviction that he will know what to do and the confidence in his courage and ability to do it well.