

GERRIT J. JOHNSON

NOYES APARTMENTS
1495 WEST ADAMS ST.
LOS ANGELES, CAL.

Dear Friend:—

September 21, 1918.

Enclosed you will find a sample copy of the little Great Adventure. Will you please look it over? There are two more along the same line on the way. We want to get one or more to every voter in California. I am sending this appeal only to those who I think will know at a glance how much they will want to send, and do it at once, as this is the time for action. I have put in some money, and am going to put in some more; that is why I dare ask you to do the same. I do not consider this begging. Putting over the Single Tax is a mutual proposition. We have but forty days left before election, and whatever is done, must be done at once.

I am appealing to you, not only as a Singletaxer, but as one with some experience in the art of advertising. It seems to me this same energy can be used in appealing to the heart instead of the pocket-book, or, let me say, for life instead of personal gain.

Please do not tell me this method is too harsh, unless you, as a child have gone hungry, and know what it is to stand beside one of those yawning holes in the Potter's field, and see a loved one lowered into it, for then you will know that no method can be too harsh in dealing with the monster, Poverty. If the truth hurts, and makes people think, then let's have the truth and nothing but the truth. All realize that neither rich nor poor are satisfied with our present state of society, and if one half actually knew how the other half lives, then, with a proper remedy offered, there would be such a rush to the polls November 5th, that we would all wonder how it happened.

Both these items were in the same issue of the L. A. Times:

DO YOU KNOW THAT—

California ranks first among states in per capita wealth?

CHILD DIES ON POVERTY'S PYRE.

The story under this head told how poverty precipitated tragedy into the home of Bert McWilliams, a Los Angeles laborer, and caused the youngest of his seven children to be burned to death. The furniture he was paying for in installments, was removed because of arrears, dry goods boxes being substituted. The gas was shut off for the same reason. The family obtained a gasoline stove, and the mother went to the store for provisions. The children became hungry, and tried to light the stove to warm some left-over food. An explosion followed, and one child was fatally burned before the mother came to rescue the others.

The opposition will furnish us with abundant material such as the above. Will you furnish us with ammunition for the fight? Are you willing to take a chance in this game called Life, and play it for all there is in you? It is fifty-fifty now, and with the proper financial support, the chances are in our favor. Don't hesitate; send your share—yes, more than your share,—and send it now.

Yours for a better world,

Gerrit J. Johnson

P. S.—Send your check to T. A. Robinson, Treas., 203 Tajo Bldg., or to myself at Noyes Apartments, 1495 West Adams St.

Buy Liberty Bonds, fight stamps and war saving stamps—these first
—they are Uncle Sam's greatest immediate need; then get behind this
man's size job of opening 20,000,000 idle acres to immediate production.