

Maine History

Volume 52
Number 2 *Maine in World War I: Relections and
Resources at the Centennial*

Article 1

7-1-2018

Journal Cover and Table of Contents

Maine Historical Society

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Recommended Citation

Maine Historical Society, . "Journal Cover and Table of Contents." *Maine History* 52, 2 (2018).
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Maine History

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Maine in World War I:
Reflections and Resources
at the Centennial



Volume 52 Summer 2018

MAINE HISTORICAL SOCIETY

489 Congress Street, Portland, Maine 04101

Maine History is published by the Maine Historical Society in cooperation with the Department of History at the University of Maine.

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5774 Stevens Hall, University of Maine, Orono, Maine 04469

Please send all correspondence, manuscript submissions, and book reviews electronically to the supervising editor at journal@mainehistory.org. We ask that manuscript submissions be 15–30 double-spaced pages in length and conform to the latest edition of *The Chicago Manual of Style*. All manuscript submissions are subject to anonymous scholarly peer review. Acceptance of manuscripts, book reviews, and other content is at the sole discretion of the *Maine History* editorial team. Review copies of books may be mailed to Editor, *Maine History*, 5774 Stevens Hall, University of Maine, Orono, ME.

Maine History is a partnership between the University of Maine History Department and the Maine Historical Society. The Maine Historical Society assumes no responsibility for the opinions and interpretations expressed by its contributors. The articles appearing in *Maine History* are abstracted in *Historical Abstracts* and *American History and Life*.

The editors of *Maine History* and the Maine Historical Society would like to thank editorial board member Stanley R. Howe for his decades of service to the journal as book review editor.

Cover Illustration: A call to action for the Third Liberty Loan campaign, enacted in April 1918 aimed at fundraising for the American war effort. The poster, which was designed by Howard Chandler Christy (1873–1952) and printed in Boston by the Forbes Lithographic Manufacturing Company, ca. 1918, features the artist's most well-known subject matter, the classic American girl—the “Christy Girl.” A renowned illustrator and portrait painter, Christy also worked as a combat artist during the Spanish-American War, where he gained national notoriety for his sketches of Theodore Roosevelt's Rough Riders. Christy continued his patriotic service by illustrating fundraising, military, and volunteer recruitment posters during the First World War. While not exclusively, his posters typically included young women, the most famous of which featured a young woman in a sailor's uniform and read, “If I were a Man, I'd Join the Navy.” “Fight or Buy Bonds,” ca. 1918. Collections of Maine Historical Society, 2017.600.126.

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