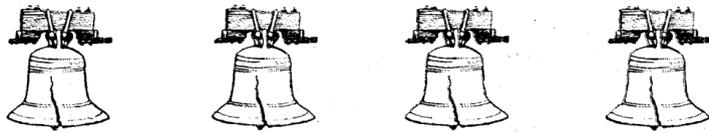


2

Fourth Liberty Loan

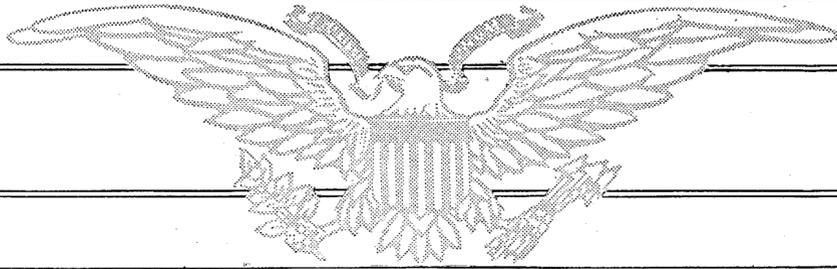
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Advertising Campaign



Copy from
United States Treasury Department

Ads Prepared by
Western Newspaper Union

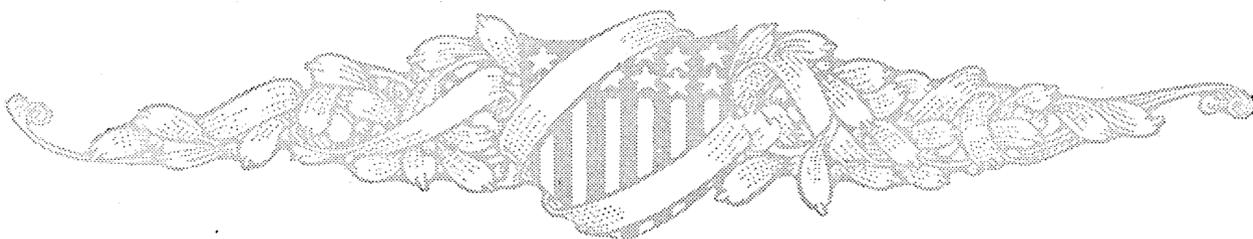


THE WHITE HOUSE
WASHINGTON

Again the Government comes to the people of the country with the request that they lend their money, and lend it upon a more liberal scale than ever before, in order that the great war for the rights of America and the liberation of the world may be prosecuted with ever increasing vigor to a victorious conclusion. And it makes the appeal with the greatest confidence because it knows that every day it is becoming clearer and clearer to thinking men throughout the nation that the winning of the war is an essential investment. The money that is held back now will be of little use or value if the war is not won and the selfish masters of Germany are permitted to dictate what America may and may not do. Men in America, besides, have from the first until now dedicated both their lives and their fortunes to the vindication and maintenance of the great principles and objects for which our Government was set up. They will not fail now to show the world for what their wealth was intended.

Woodrow Wilson

This Space Contributed to Winning the War by





The Enemy Is Watching

By **NEWTON D. BAKER**, *Secretary of War*

The supreme moments of our struggle with Germany have now come.

We have carried our first armies across three thousand miles of ocean and joined the issue of battle with the military power of a nation that has been for forty years preparing its plans and its weapons for its present attempt to dominate the world. We have had to put forth an immense effort and spend a fabulous

sum in order to make, in so short a time, an adequate beginning for our gigantic task.

But it is only our beginning. We must follow it with greater energy and support it with increasing power. Men, munitions, ships and supplies must go to Europe in a larger and larger stream. We must redouble our blows and add constantly to the strength of those blows, if our initial effort is not to be wasted.

This Means That Our Fourth Liberty Loan Must Be Larger Than Its Predecessors, More Enthusiastically Supported and More Quickly Than Ever Subscribed

The enemy is watching anxiously for the first sign that we are faltering.

Our Government Loans should go "over the top" as eagerly as our soldiers do, in order to carry with them the terror of furious attack. Our dollars must rain upon the enemy as overwhelmingly as our hail of bullets or our storm of shells.

We are fighting for the liberty of the world, for the triumph of our ideals of democracy and self-government over the last great advocate of force upholding injustice. We are buying with our Liberty Loans the security and joy of our people for generations to come. No price could be too high to pay for such a victory—no cost too great for such a purchase.

Lend the Way Our Boys Fight—To Your Very Utmost!

This Space Contributed to Winning the War by

AMERICA'S

ROLL OF HONOR

OVERSEAS CASUALTIES

KILLED IN ACTION.

LIEUTENANT.
Leonard C. Hopkins East Las Vegas, N. M.

PRIVATES.
George K. Pfeiffer, John Mass.
Joseph Maciejewski, Berlin, Wis.
John Nowak, Waukegan, Wis.
Stanley S. Perry, Dublin, Ga.
George S. Sereb, Hanquette Lake, N. Y.
Patrick J. Sullivan, New York City.
Marvin D. Tesque, New York City.
George J. Verkoulas, Philadelphia, Pa.

DIED OF WOUNDS.
John J. Bergman, Hancock, Iowa.
Herman R. Lewishin, Yam Hill, Ore.

CORPORALS.
George S. Alberts, Brooklyn, N. Y.

PRIVATES.
Louis F. Beckler, St. Louis, Mo.
Domenick Blotto, Philadelphia, Pa.
Herman F. Doering, Chicago, Ill.
Eugene Gonski, 1449 West Seventeenth street, Chicago.
Joseph E. Hadfield, Bristol, R. I.
Francis M. Hickman, Flatwood, W. Va.
Leo C. Murphy, Sayre, Pa.
Jay Ruge, Cassette, Pa.
Ree D. Sparks, Gimlet, Ky.
Edward Szperki, New York City.
Thomas Villotto, East Rutherford, N. J.

DIED OF DISEASE.
CORPORAL
Merio M. Hutchinson, Bartlesville, Okla.

PRIVATES.
John S. Cooper, Cassville, Mo.
Joseph F. Fochey, Hoboken, N. J.
John McCue, Colquhoun, O.
Kent Odell, Buena Vista, Ark.
Albert S. Rex, Philadelphia, Pa.
David Schwartz, New York City.

DIED, ACCIDENT AND OTHER CAUSES.
PRIVATES.
Paul G. Mente, Heidelberg, Pa.
Byron E. Stone, Shrewsbury, Mass.
Lease Thomas, New York City.

SEVERELY WOUNDED.
LIEUTENANTS.
Bernald D. Groat, New York City.
Daniel W. Patterson, Northfield, Vt.
William M. Walton, Palatka, Fla.

CORPORALS.
Raymond A. Tomarzo, Brooklyn, N. Y.

PRIVATES.
George A. Brown, Philadelphia, Pa.
Frank M. Farrell, Stamford, Conn.
Wesley S. Knutson, Chicago, Ill.
Toras R. Lovvren, St. Louis, Mo.
Toras Maximovitch, Philadelphia, Pa.
Alexander Kovich, Buffalo, N. Y.
Robert L. Povey, Greys Chapel, N. Y.
John R. Turovich, New York City.

UNITED STATES'

ROLL OF HONOR

KILLED IN ACTION—28.

Captains.
FISKE, NEWELL R., Cranford, N. J.
SHAW, WILLIAM T., Tatam, S. C.

Lieutenants.
CRANDALL, ROBERT O., Stamford, Conn.
JAUSS, RAYMOND E., New York City.

Sergeants.
CARRICK, JOHN W., Monongahela, Pa.
DONOVAN, JOHN, Boston.
DOWNER, FRANK, Pittsburgh.
KATZBERG, GEORGE CHRISTIAN, Wallingford, Conn.
MAMMEY, CLYDE, Kenton, O.

Corporals.
BOYD, JOHN W., Hazard, Pa.
CARLSON, EDWARD MARTIN, Princeton, Ill.
FELDMAN, HYMAN, New York.
MULLOY, RAYMOND J., Scott, Pa.
NITZERHOUSE, CHARLES MENTZER, Chambersburg, Pa.

Privates.
ALOISE, JOS. M., Whitel Plains, N. Y.
ANDERSON, ROSS D., New Brighton, Pa.
ARMSTRONG, CLARENCE DAVID, Frederick, Md.
CERULLO, LEWIS, Altoona, Pa.
CHRIZANEVICZ, NICOLAI, Steubenville, O.
CLIFFON, FRBD, Sturgeonville, Tenn.
COE, EARL, Alma, W. Va.
CONRAD, DONALD ROSS, Tonawanda, Pa.

Private First Class.
CUNNINGHAM, KERR ANDREW, Canton, Pa.
DAVIS, WALTER, Portmouth, O.
FORBES, GEORGE, Lancaster, Pa.
FORBES, GONZALEZ, New York.
GRADY, MYRON, New Brunswick, N. J.
HALL, ARNOLD D., Dalton, Ga.
JAMISON, MALVIN, Nathan, Springs, Pa.

Private Second Class.
KRELLER, IRA CRANMER, Manastayney, Pa.
KOWALSKI, CHRIS, Peoria, Ill.
LYLE, ROBERT P., Burton, Pa.
MCKUNE, BART S., New York.
MOLLO, APOLLO, New York.
NICKFORD, WALTER, Smydside, Pa.
RIFE, ELZA, Hedgesville, Pa.
WASSERMAN, N. Greenville, Pa.

DIED OF WOUNDS—DISEASE.
Private First Class.
James W. Freeman, Weatherford, Tex.

CORPORAL.
Abner Humphreys, Oglethorpe, Ga.

Private First Class.
Russell L. Bowman, Wilkesburg, Pa.
John Gatti, Allison, Pa.
Mariano Daniels, Lawrence, Pa.
Walter Lebose, East Tennessee, Ala.
Peter Goldstein, Norwalk, Conn.
Robert J. Henderson, Chattanooga, Tenn.
Michael Pizzi, Rochester, N. Y.

DIED OF AEROPANE ACCIDENT.
FIRST LIEUTENANT.
Edward T. Hathaway, Houston, Tex.

DIED, ACCIDENT AND OTHER CAUSES.
LIEUTENANT.
Kin K. Larson, Harvard, Ia.

CORPORAL.
Ray Miller, Chester, Pa.

PRIVATES.
Wald H. Ahlberg, 1426 North Chicago.
Stanzeo De Pietro, Philadelphia.
James W. Dunn, Poteau, Okla.
Edward Fischer, Beaver Dam, Wis.

WOUNDED SEVERELY.
LIEUTENANTS.
G. Dunnington, Farmville, Va.
C. Green, Derider, La.
E. Bagland, Cooksville, Va.

SERGEANTS.
Barnes, Lily, Colo.
Beckett, New Britain, Conn.
Dasgett, Eldora, Ia.
Kuson, Ashabula, Minn.
Reeser, Sidney, Pa.
Thorn, St. Paul, Minn.

CORPORALS.
Eugene G. Girard, Grand Island, Neb.
Eugene G. Girard, Grand Island, Neb.
Eugene G. Girard, Grand Island, Neb.

BUGLER.
Weedport, N. Y.

MECHANICS.
Supre, Butte, Mont.
Wagner, Philadelphia, Pa.

WAGONER.
Hanoh, Blackston, Colo.

EARLY LIST.

KILLED IN ACTION.
LIEUTENANT COLONEL.
J. M. Craig, San Francisco, Cal.

LIEUTENANTS.
Henry H. Worthington, Lancaster, Pa.

Private First Class.
George R. Anderson, Ardmore, O.
Earle A. Billings, Portland, Me.
James M. Duncan, New Haven, Conn.
Glen C. Hall, Haverhill, Mass.
George W. Ryley, Lawrence, Mo.
Lambert A. Wood, Portland, Ore.

SERGEANTS.
Francis J. Brown, Englewood, Pa.
Earl Conner, Quaker City, O.
Carl B. Davis, Petersburg, Va.
Rus...

KILLED IN ACTION.
MAJOR.
John H. Wills, Lynchburg, Va.

LIEUTENANT.
Forbes Richard Jr., Denver.

SERGEANTS.
Lloyd C. Ackerman, Evansville, Ind.
Albert Andrews, Westport, N. Y.
Otha L. Goff, New York City.
Koual W. Roodman, New York City.
Charles West, St. Louis, Mo.
Carroll W. Wheeler, St. Louis, Mo.

CORPORALS.
Henry W. Newack, N. J.
Edward J. Berry, Rousesville, La.
Roy L. Conn, Westport, N. Y.
Daniel W. Davis, New York City.
Clayton B. Kaiser, New York City.

PRIVATES.
Eddie O. Anderson, Utah.
Herman Baker, Indianapolis, Ind.
Earl B. Barcus, Indianapolis, Ind.
Michael J. Ferris, Cleveland, Ohio.
Vito Glowacki, Cleveland, Ohio.
Walter Goggin, Canton, O.
William Hageman, Reading, Pa.
David C. Hallahan, Dunbar, Pa.
Louis E. Harry, Ogona, Wis.
Fred H. Hauck, Philadelphia, Pa.
Ernest B. Heacock, England.
Vernon W. Jackson, Birmingham, Ala.
John W. Knott, N. Fairfield avenue, N. Y.
William C. Knott, N. Fairfield avenue, N. Y.

Private First Class.
George Koprivica, Jackson, Ind.
George B. Leonsen, Emmetsburg, Ia.
Bollin Lovins, 3355 W. Thirty-eighth street, Chicago, Ill.
Louis Leichner, Milwaukee, Wis.
David McKean, New York City.
Batemann McNamee, New York City.
William J. McSherry, New York City.
Patrick Martin, Stamford, Conn.
Albert Matthews, Manchester, O.
Robert Miller, Roxbury, Mass.
Charles H. Newton, Roxbury, Mass.
Ered J. Omski, Newton, Mass.
Baslaw Omski, Newton, Mass.
Joseph C. Omski, Newton, Mass.
Spero Pappandikopolos, Groceries Kalay, Greece.
Anthony J. Flacht, Torrington, Conn.

“Yanks”

By WILBUR D. NESBIT

There were 62 names in a recent casualty list. Twenty-two of those names were of men who were obviously of foreign blood. Joseph Maciejewski and George Verkoulas and Eggi Ganski and Thomas Villotto and Wesley Knutson and Toras Maximovitch were among them. So it went—Greek, Italian, Swede, Dane, Russian, Jew, Pole, German—you could find as many nationalities as you knew. Yet they were all “Yanks.”

The casualty lists keep coming; the names keep pouring over the cable. Oh, yes, the Smiths, and Joneses and Browns are all there. All the boys whose great-great-grandfathers and great-grandfathers and grandfathers and fathers have fought for liberty right here—their names are in the lists.

Yet, somehow, one's hand involuntarily goes up in salute to Szyperski and Mente and Schwarz—to these “Yanks” whose fathers and mothers just a few years back stepped from deck to dock and blinked their eyes in the knowledge that at last their dreams of freedom had come true.

Why, we folks who have lived here all our lives and who can't remember when our folks weren't native Americans—here's a rich blessing for us!

These people who came to our shores believing in us are *proving* their belief. Their boys are fighting for our common country and for our common beliefs and principles.

They *are* “Yanks”—God bless them!

And every time you buy a Liberty Bond you put a newer and higher courage in the hearts of all our boys, but especially of those boys whose parents came here so that their sons might be free to fight for liberty if liberty had to be defended. Every penny you lend our government in your investment in Liberty Bonds goes to give us a better army and navy.

There isn't a soul living who owns bonds of the first, second or third Liberty Loans who isn't proud of what he has helped to do for our country.

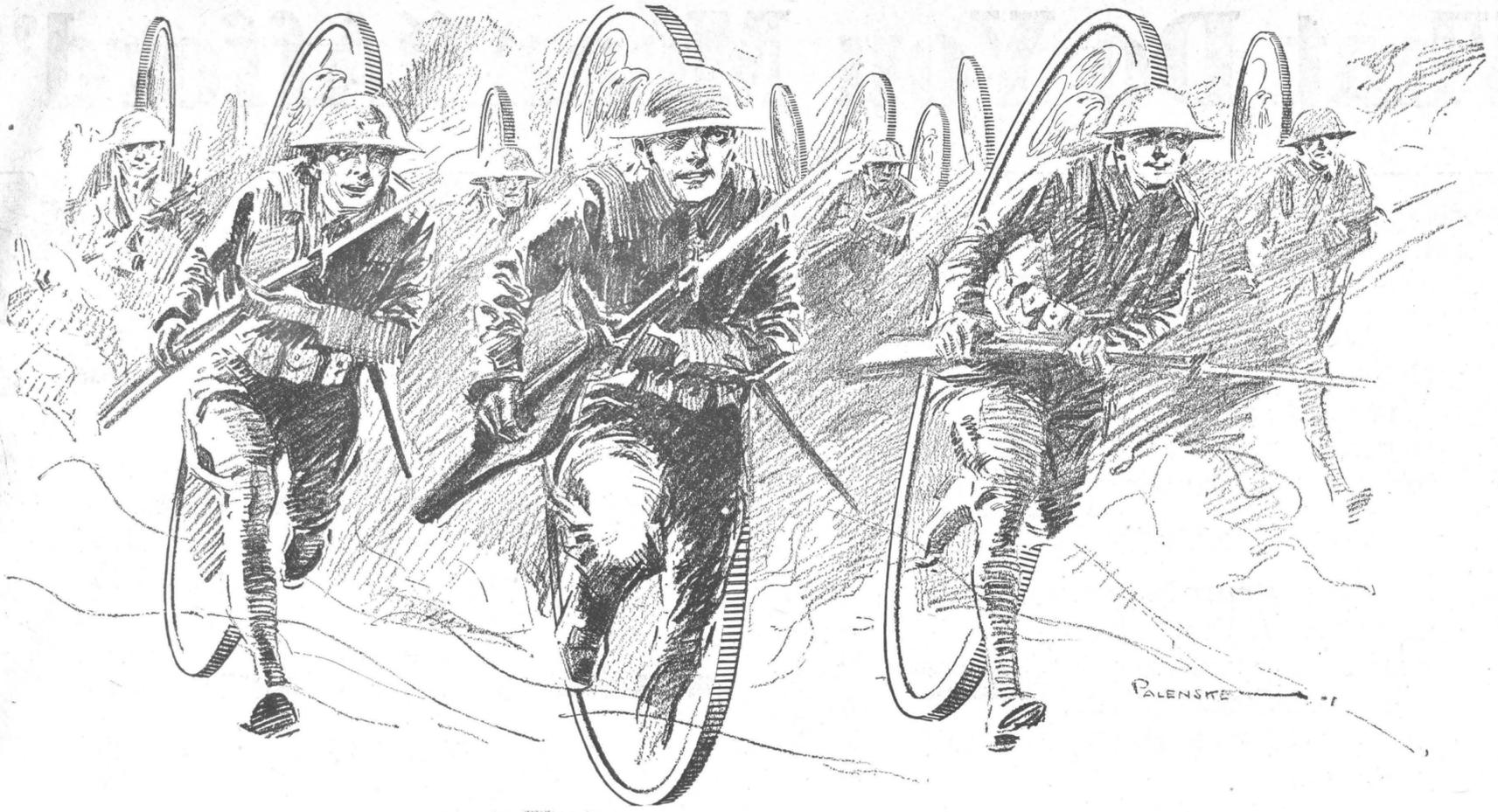
Now it is the Fourth Liberty Loan—bigger than was ever known before, and backed by greater resources than any investment you ever made. Don't wait for the final “spurt;” don't wait for the fire of enthusiasm; don't wait for speeches and parades and bands. Buy your Liberty Bonds now, for you *know* you are going to buy them. You are not sacrificing a penny; you are not *giving* a cent. You are lending your money; you get good interest for it; you get your money back. Best of all, you are saying to Gerondo and Norwich and Nowatny and all the other boys who are fighting shoulder to shoulder with Smith and Jones and Brown: “We Yanks are standing together! The old flag that our forefathers worshiped means more today than it ever did!”

U. S. Government Bonds

Fourth Liberty Loan

Buy Them TODAY—Don't Wait

THIS SPACE CONTRIBUTED TO WINNING THE WAR BY



Dollars that Fight

By SENATOR HENRY CABOT LODGE

The war will be won by men and ships, by guns and airplanes. To raise armies and supply them, to build the navy and support it, and to furnish ships and transport, we must have money in large amounts. The expenditures of the Government for the ensuing year are estimated at \$24,000,000,000, a sum which baffles the imagination to conceive. That vast amount

must come one-third from taxes and two-thirds from loans. The success of the Fourth Loan, like those that preceded it is, therefore, absolutely necessary. We must work with the highest speed, as if the war was to end in six months. We must prepare in every direction, as if it was to last for years. Speed and preparation are both expensive.

Without the Loans We Cannot Have Either

We are fighting to secure a just, righteous and lasting peace. For a complete peace we must have a complete victory. It must not be a peace of bargain or negotiation. No peace which satisfies Germany can ever satisfy us. No peace that leaves Germany in a position to renew the war against us will be worth having. It will be far from sufficient to gain all our objects on the Western front—Belgium, Alsace-Lorraine, Italia Irredenta. The President with wisdom and foresight and great force expressed his determination to redeem Russia. Russia

must not be left in Germany's hands. That would mean another war. Poland must be free. Slav republics must be established to bar the way between Germany and the East. Serbia and Roumania must be redeemed. All these things are essential. *Nothing will bring them but complete victory and a peace dictated by us and our allies.* It is a conflict of ideas. It is the principle of evil arrayed against the principle of good. It is the battle of freedom and civilization against barbarism and tyranny. *We must win and we shall win.*

We Cannot Win Without Money, and, Therefore, These Loans Are Vital, and the Country Should Rally in All Its Strength and Subscribe and Oversubscribe the Fourth Loan

Buy Bonds to Your Utmost!

This Space Contributed to Winning the War by

What Do You Mean "Afford"?

By George Ade



We come to another big task. This time we need not call for helpers. The volunteer workers stream in myriad hosts along the main highway leading to victory and vindication.

All patriots, by confession.



The grumblers are awed into silence. If the taint of disloyalty remains anywhere it is hidden as a shameful secret. The heads are wagging and we hear many bold assurances:



"I'll do all I can."



"I'll go as far as the next fellow."



"I'll take all I can afford to take."



We are speaking, of course, of the Fourth Liberty Loan and the willingness of the war-backers to subscribe.



This time we do not explain a Liberty Loan and how it works, or why we battle with Germany or that a war costs money. It will just about require a search-warrant to find a man who does not say that he will take all of the bonds he can "afford" to take.



But, O my countrymen, we need night schools and correspondence schools, private tutors and Chautauquas and special information bureaus to enlighten Mr. A. and Mr. B. and Mr. C. as to the real meaning of the word "afford."



Are you penciling around to find out how much money you can set aside without the slightest inconvenience to any of your pet private projects?



Are you trying to decide how many bonds you will have to take in order to escape the charge of being a slacker?

Are you getting ready to answer in hundreds a country that has endowed you with thousands?

As you squint your eyes and try to decide upon the sum which will fairly represent your individual quota, are you acting as attorney for the United States of America or have you gone in for technicalities in order to protect special interests?

In reasoning with your conscience, are you trying to be generous or trying to play safe?

It is up to you.

The buck cannot be passed.

It is for each man to decide whether he is going to be a thoroughbred or a squeezer of 50-cent pieces.

For the sake of your own self-respect, come through to the limit. If you live to be a thousand years old you never will have another chance to start your iron dollars upon such a noble mission.

Do you wish to deepen the wrinkles upon the brows in Potsdam?

Would you fortify the courage of every soldier in France?

Shall we set in such a stack that the Kaiser can't see over the top of it?

All right! You are appointed a Special Agent.

Don't wait for a committee to hunt you up or run you down.

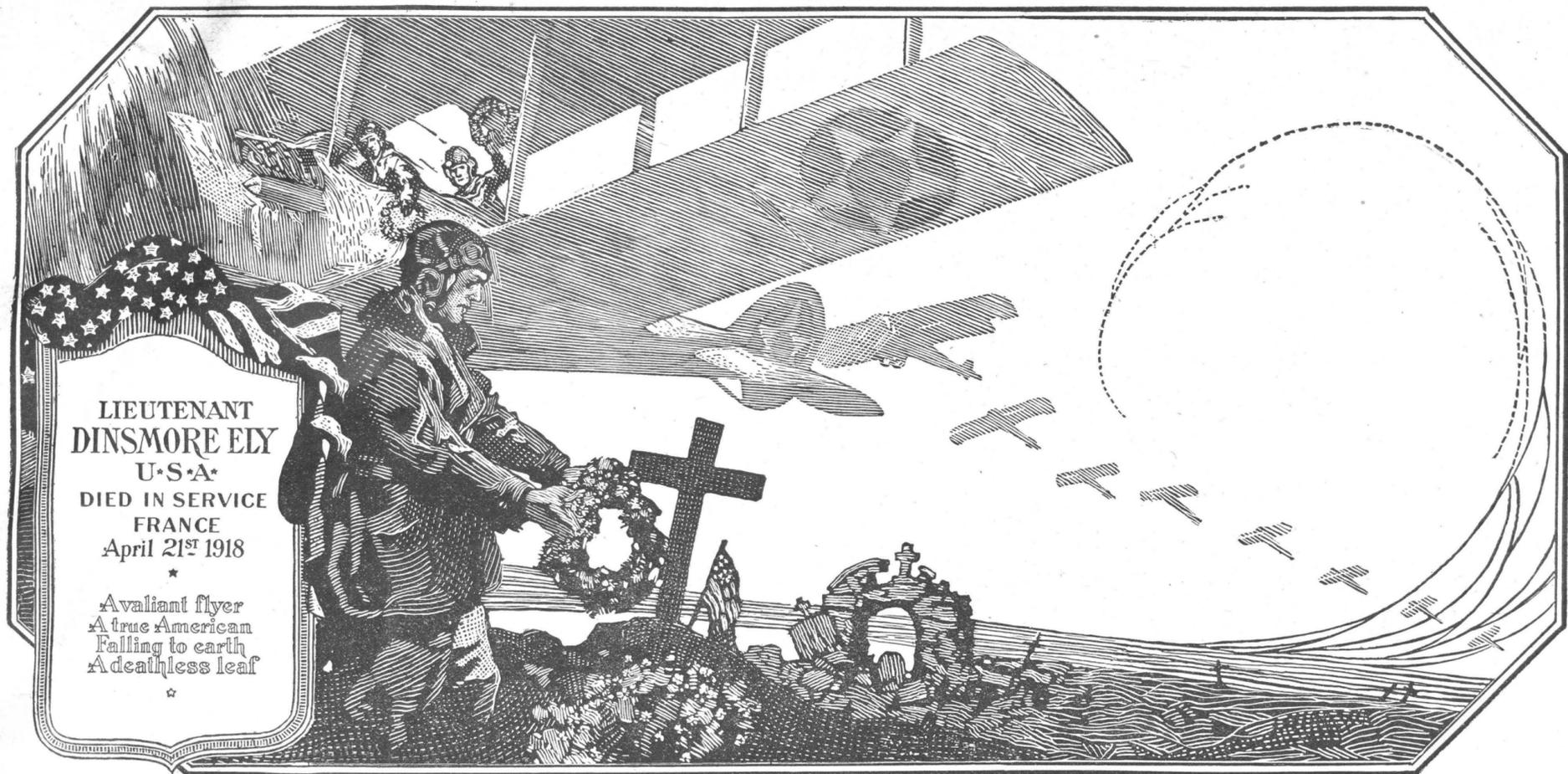
Hurry to the bank and break through the line and order so many Liberty Bonds that the man inside will be dazed and all of the neighbors surprised and all of your relatives proud.



Buy Liberty Bonds — Wholesale, Not Retail

This Space Contributed to Winning the War by





LIEUTENANT
DINSMORE ELY
U.S.A.
DIED IN SERVICE
FRANCE
April 21st 1918

Avaliant flyer
A true American
Falling to earth
A deathless leaf

While Heads Are Bared.

LIEUTENANT ELY, it is ours reverently to acknowledge the service you have rendered.

To your country and ours, you gave all you had to give, a life, young and buoyant, offered when you had but just arrived at life's fullest understanding—and more than this no man can give.

But in the giving, sir, you gave as well the outpour of your stout young heart—that all of us to whom you pass along the touch might offer prayer, and carry on in better understanding of that ennobled cause for which no sacrifice shall be in vain.

Some of us are far behind the fighting lines of France today. For circumstance has made two battle lines, and there must be therefore those gone to fight, and others kept behind to carry on at home.

But as you say, both lines bring chance for deeds well done, and great investments too.

Little did you know, Lieutenant Ely, when you

went to the post that day, that your last letter to those proud parents you left back home contained a message not alone for them, but, simple and sincere, for all your countrymen as well.

It did, indeed, for you uncovered the heart of all America when you wrote, "*I want to say in closing, if anything happens to me let's have no mourning in spirit or in dress, for like a Liberty Bond, it is an investment, not a loss, when a man dies for his country.*"

The Fourth Liberty Loan is now announced.

Do you think, Lieutenant Ely, that we shall soon forget your admonition—or that we shall not proudly subscribe for all we possibly can of your country's Liberty Bonds, which you so nobly glorified?

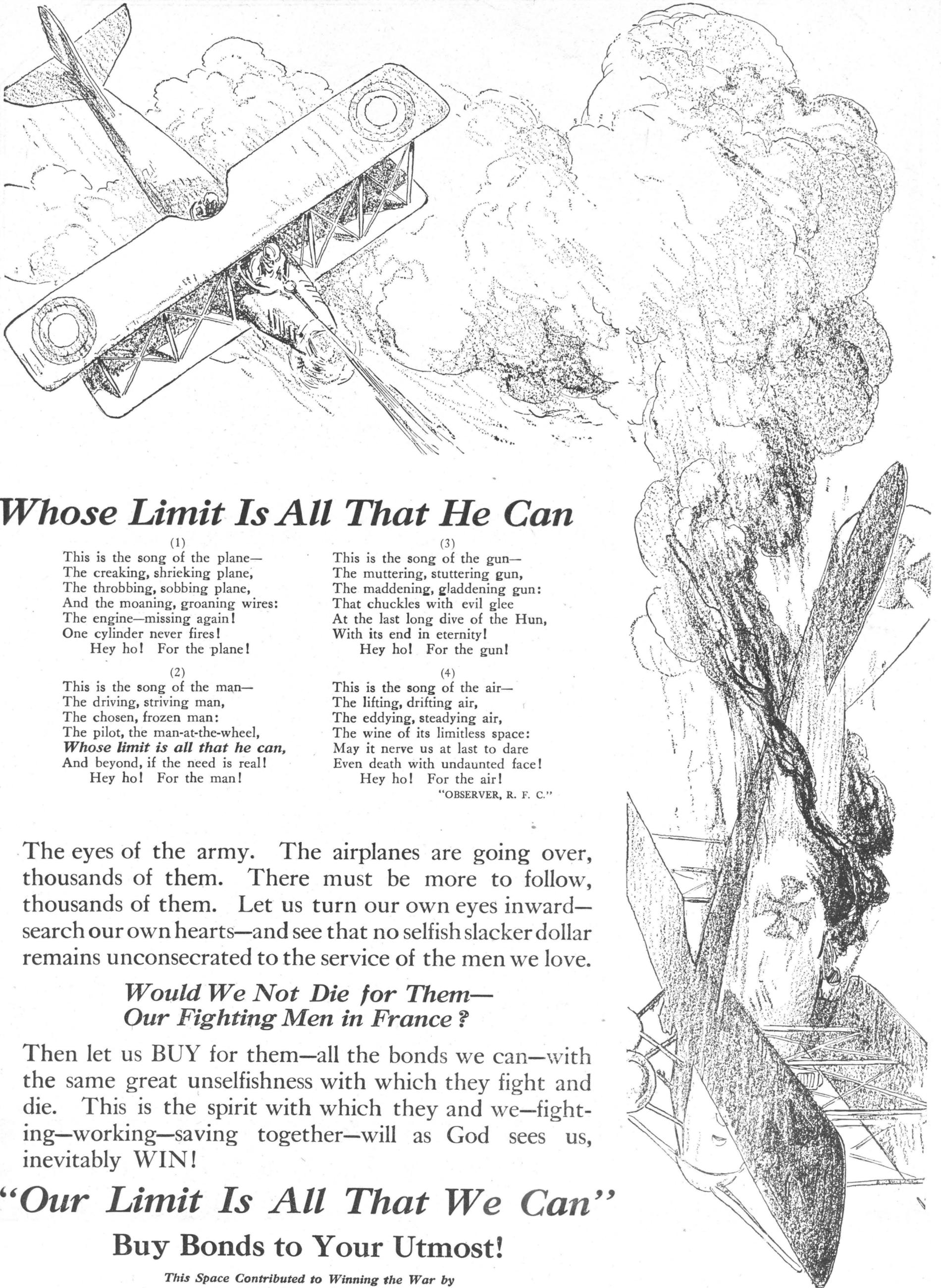
Indeed, we can do no less, for it seems to us that each subscription blank must bear your parting salutation—"for like a Liberty Bond, it is an investment, not a loss, when a man dies for his country."

**BUY UNITED STATES GOVERNMENT BONDS
OF THE FOURTH LIBERTY LOAN**

Written by I. R. Parsons

This Space Contributed to Winning the War by

Fourth Liberty Loan—National Ad NO. 7



Whose Limit Is All That He Can

(1)
 This is the song of the plane—
 The creaking, shrieking plane,
 The throbbing, sobbing plane,
 And the moaning, groaning wires:
 The engine—missing again!
 One cylinder never fires!
 Hey ho! For the plane!

(2)
 This is the song of the man—
 The driving, striving man,
 The chosen, frozen man:
 The pilot, the man-at-the-wheel,
Whose limit is all that he can,
 And beyond, if the need is real!
 Hey ho! For the man!

(3)
 This is the song of the gun—
 The muttering, stuttering gun,
 The maddening, gladdening gun:
 That chuckles with evil glee
 At the last long dive of the Hun,
 With its end in eternity!
 Hey ho! For the gun!

(4)
 This is the song of the air—
 The lifting, drifting air,
 The eddying, steadying air,
 The wine of its limitless space:
 May it nerve us at last to dare
 Even death with undaunted face!
 Hey ho! For the air!

"OBSERVER, R. F. C."

The eyes of the army. The airplanes are going over, thousands of them. There must be more to follow, thousands of them. Let us turn our own eyes inward—search our own hearts—and see that no selfish slacker dollar remains unconsecrated to the service of the men we love.

Would We Not Die for Them— Our Fighting Men in France?

Then let us BUY for them—all the bonds we can—with the same great unselfishness with which they fight and die. This is the spirit with which they and we—fighting—working—saving together—will as God sees us, inevitably WIN!

"Our Limit Is All That We Can"

Buy Bonds to Your Utmost!

This Space Contributed to Winning the War by

Germany's Terms

By Count Roon

Germany is entitled to the following terms because of its strength, and until they are realized there should be no armistice:

Annexation of Belgium. Annexation of the entire Flanders coast, including Calais. Annexation of the Briey and Longwy basins and the Toul, Belfort and Verdun regions eastward.

Restitution to Germany of all her Colonies, including Kiaochow.

Great Britain must cede to Germany such naval bases and coaling stations as Germany designates.

Great Britain must give Gibraltar to Spain, cede its war fleet to Germany, give Egypt and the Suez Canal to Turkey.

Greece must be re-established under former King Constantine, with frontiers as before the war.

Austria and Bulgaria will divide Serbia and Montenegro.

Great Britain, France, and the United States must pay all of Germany's war costs, the indemnity being a minimum of \$45,000,000,000.

They must also agree to deliver raw materials immediately.

France and Belgium must remain occupied at their expense until these conditions are carried out.



How Are You Going To Answer Germany's Peace Terms?

THE greatest advertisement for the Fourth Liberty Loan of the United States of America has been written by a Prussian.

His name is Count Roon and he wrote it as a member of the Prussian House of Lords. It is printed above. Read it carefully.

Forty-five billion dollars or more indemnity!

This, then, is the price the world must pay for a victorious German peace. This, then, is the footnote to the Kaiser's prayer, expressed in the coldest terms of plainest business.

This is the meaning of war to the Prussian, as he proclaims his battles righteous, prosecuted in self-defense.

Oh, you men and women of America, is there a dollar in all this land to-day so tightly held that it will not now come forth to answer the swaggering arrogance of the Hun?

These days will tell, for as you place your name upon that subscription blank for Liberty Bonds you state the price your land, your liberty and democracy are worth to you today.

Now how are you going to answer the "peace terms" of the kaiser and his band of murdering buccaneers?

**BUY UNITED STATES GOVERNMENT BONDS
OF THE FOURTH LIBERTY LOAN**

Written by I. R. Parsons

This Space Contributed to Winning the War by

Fourth Liberty Loan—National A.d No. 9



Every Acre Is an Arsenal

Every acre of land that you farm grows more than the crops you harvest.

It grows actual dollars and cents which represent big guns and high explosives, swords and rifles, machine guns and bombs, food and clothing, everything that our brave soldiers and sailors

need to drive the brutal Hun back to Berlin and force him to his knees.

Therefore, every one of your acres is an arsenal which can turn out weapons and supplies for our men *if—*

And only *if—*

You put as large a part as possible of the dollars you get for your crops into LIBERTY BONDS

A Liberty Bond is a loan to protect yourself, to protect your home and your farm, your wife and your children—all that you value and hold dear, all that makes your life worth living.

American boys are giving their lives in your cause on the fields of France.

They are giving all for you and yours, and they need help.

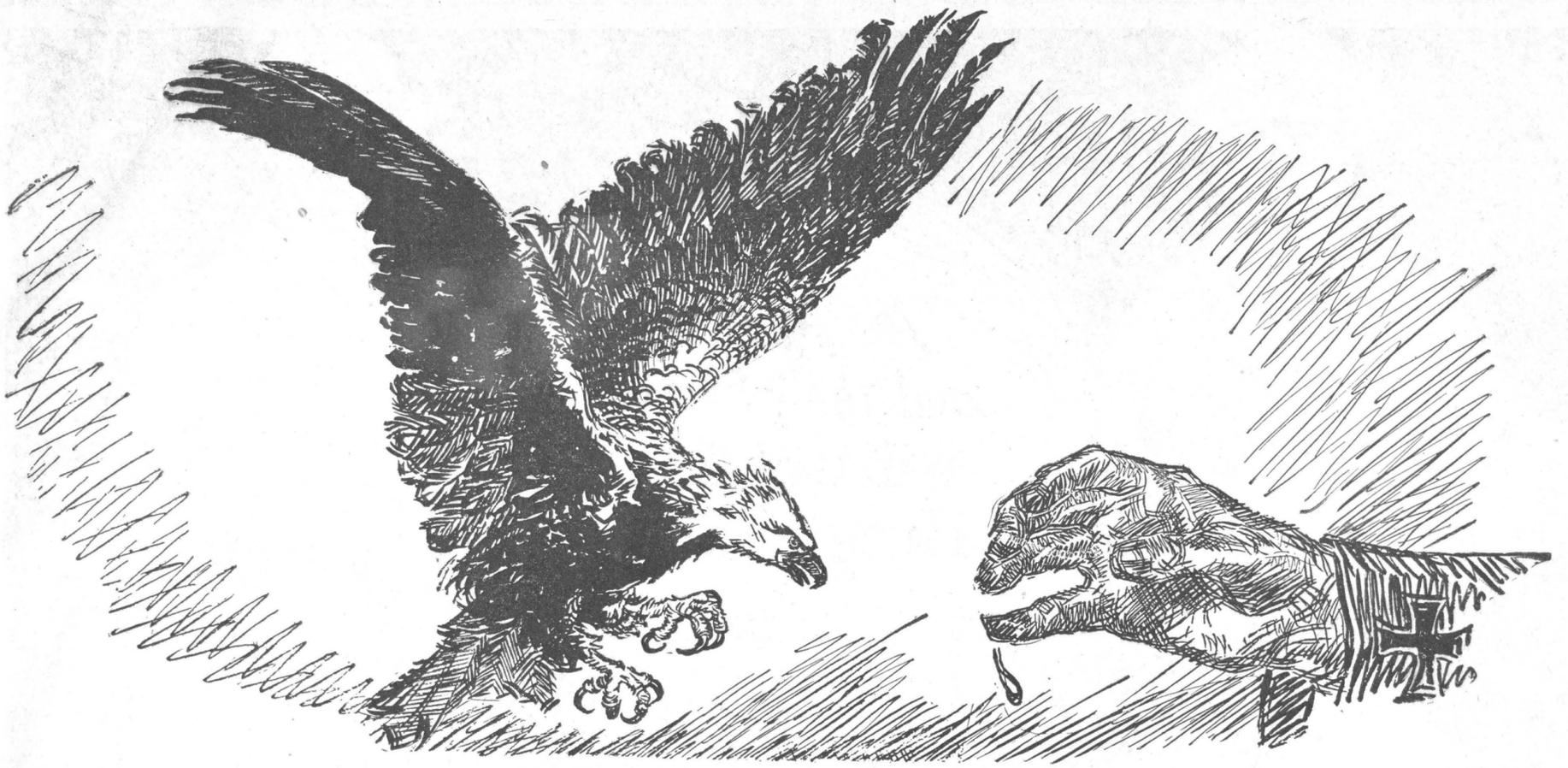
Have *you* done *your* full share?

How many guns and rifles and other supplies are your acres furnishing?

Think it over!

Buy Liberty Bonds TODAY—Any Bank Will Help You

This Space Contributed to Winning the War by



Whose Fight?

THREE MILLION MEN — half of them in France—many more in training.

But is this all their fight?

It takes ten men at work to keep one fighting man at the front.

It takes millions of dollars just to keep this army fed. It costs thousands of dollars every time one battery of big guns lays down a barrage.

Is it any wonder then, that the United States is spending at the rate of *fifty millions of dollars a day* in war and war plans? And with that grand total as the interest on a far vaster principal, which must support this colossal cost or all this task will have been in vain, whose fight do you think this is?

The man's in the trench? The fellow's on the supply-train? The chap's on the gunner's deck?

No, it is yours!

It is *your* fight, Mr. Banker—*yours*, Mr. Manufacturer—*yours*, Mr. Merchant—*yours*, Mr. Mechanic—*yours*, Mr. Worker—*yours*, Mr. Farmer. This fight is

yours, all of you who are left behind, as much or even more than it is the man's in the trench.

For that man, though three million strong, cannot raise a hand in the cause of democracy, he cannot even raise a hand in self-defense, except *for you*.

He is potent only as you are potent. He can fight only as you *will* fight. The difference is only this: *his* fight is expressed in nerve and ammunition, *yours* in work and dollars.

The Fourth Liberty Loan is the world's biggest drive back of the lines. It is the test of the financial reserves of this entire country of ours. It will gauge the power that you intend to put back of the fighting men in France for the next half year or more to come.

In fact it will show the value *you* place on the heritage of liberty, which three million men have taken up arms to defend *for you* to-day.

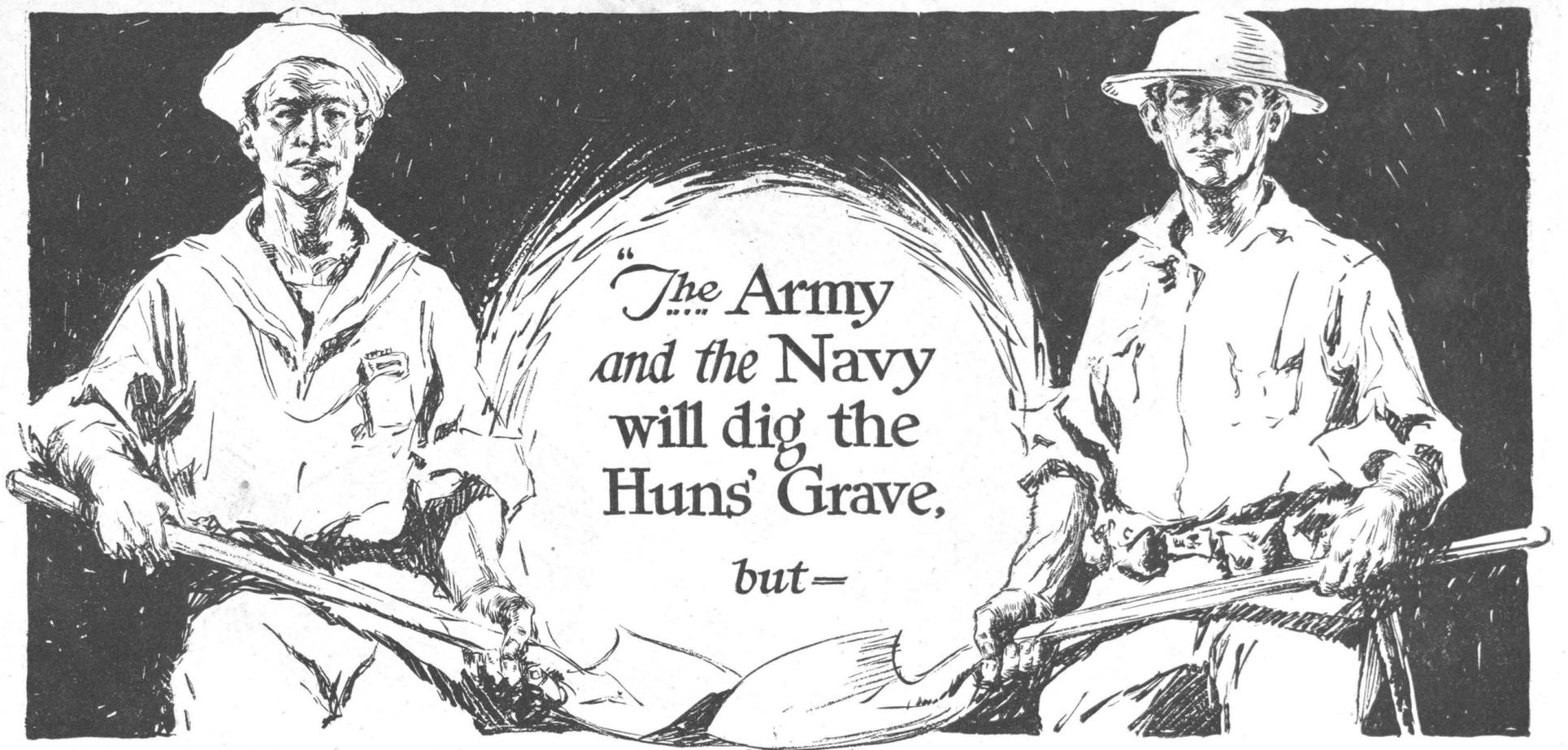
Take care when you sign that subscription blank for Liberty Bonds that the amount you set squares as nearly as it can with all your heart acknowledges this heritage to be worth to you.

**BUY UNITED STATES GOVERNMENT BONDS
OF THE FOURTH LIBERTY LOAN**

Written by I. R. Parsons

This Space Contributed to Winning the War by

Fourth Liberty Loan—National Ad No. 11



We Must Furnish the Spade" — *Billy Sunday*

By REV. WILLIAM A. SUNDAY

Uncle Sam's Liberty war chest needs filling again!

We have the cash to fill it as many times as he lifts the lid.

There are only two horns to this dilemma—you are either a patriot or a traitor.

The men on the firing line and on the battle-ships have turned from business, home, mother, wife, children, and they stand ready to give *their* lives and shield with *their* bodies us who remain at home.

We are unworthy to be thus protected, if we do not do our utmost to sustain them.

We must be one in our determination to win this war. We are traitors to the cause for which they are giving their lives, if we do things here that make their efforts harder.

Life is not worth living unless there is something to live for. *Life would not be worth living if that bunch of Heinies should win.*

That is why they cannot win. That is why we cannot lose.

What a mountain of crime God has on his books against that horde of Hellish Huns. What grave is deep enough for this thousand-armed, thousand-footed,

thousand-headed, thousand-horned, thousand-fanged pirate of the air, assassin of the seas, despoiler of the earth and ambassador of Hell!

The army and navy will dig the grave, but we must *furnish the spade.*

Our boys will soon hang crape on the door of the Potsdam Palace, and the bands will play Yankee-Doodle and Dixie along the Rhine.

Uncle Sam is the cactus in the Kaiser's pillow.

Our Boys have gone over to clean up on that fool bunch of Huns and it is up to us to supply them with whatever they need to finish the job. It takes money to keep the riveters riveting—the sawyers sawing—the machine guns spitting bullets and the grub wagon always on hand with the eats. There is nothing too good for our brave defenders.

Our vocabulary contains no words adequate to express our approval of the achievements of our government since we threw our hat in the ring. We are rich on top of the ground; we are rich under the ground and our rivers creep like silver serpents to the seas, bearing our products.

The children of England, France, Italy and Belgium are laughing once more because they are being fed from Uncle Sam's bakeshop. One carload of meat every two minutes, one hog out of every four, nine million pounds of meat a day—all going over to feed our boys. We are in this scrap to the last dollar, the last grain of wheat, the last day.

We will never stop until Germany dips her dirty blood-stained rag to the Stars and Stripes. It's a whale of a job we've tackled, but we can and must put it over.

But you must help.

Don't whine. Don't knock. You can't saw wood with a hammer. Don't turn the hose on the fire; add fuel.

Buy Bonds!

Buy Bonds!

Buy Bonds!

This Space Contributed to Winning the War by

"After Germany Has Won"

Listen to the words of the Hun, spoken by his duly authorized Imperial Chancellor:

"After Germany has won, the United States will find herself confronted with an indemnity which will about equal the entire amount expended by Germany in the whole war. For every loan to the Allies, for every bullet, shell, every gun, every conceivable item of war material shipped by America to the Allies, there will be an accounting in gold."



How do you like it?

How do you like the idea of footing Germany's war bill after she has won the war?

Whether you like it or not, you *know* that what the Imperial Chancellor says is absolutely true—

if Germany wins the war.

Therefore it is up to you right now to do

your share to see that Germany does not win the war, so that your money will not be given to pay the expenses of the Hun.

Would you rather lend your dollars to America or give them to the Hun?

Choose now. The amount of LIBERTY BONDS you buy is your answer to the impudent boasting of the Hun.

Buy Liberty Bonds Today—Any Bank Will Help You

This Space Contributed to Winning the War by

Fourth Liberty Loan—National Ad No. 13.



Shall We Not Prove Our Gratitude?

Are we not grateful that our homes are not in ruins, our women and children slaughtered and enslaved?

We have been spared thus far the horrors which have been visited upon France and Belgium and other countries which have been fighting our enemies for so long.

What sort of selfish people will we appear to the world if now, when our country asks us to lend our money for the benefit of our boys on the firing line, we fail to answer the call?

The people of the rest of the civilized world have pledged everything they have to defeat the monstrous military power of Germany.

Can we retain our self-respect if we do less?

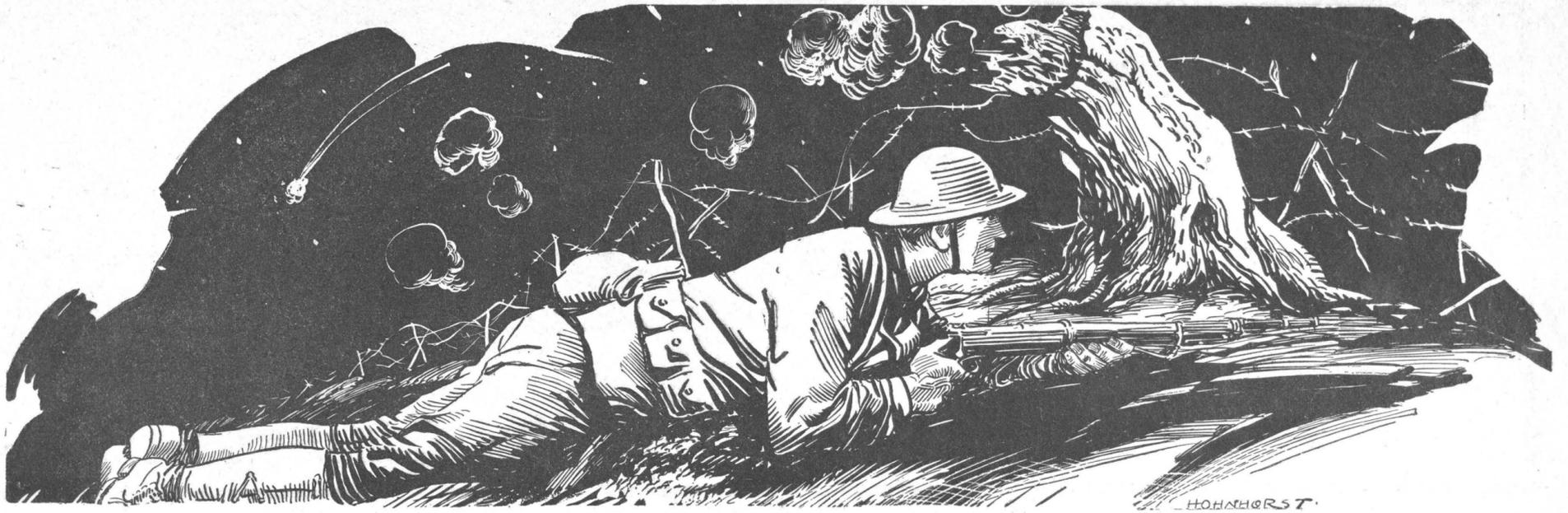
Are *you* doing *your* share? Have *you* bought all the LIBERTY BONDS *you* possibly can?

When you have bought all you can get your friends to do the same.

Buy Liberty Bonds Today—Any Bank Will Help You

This Space Contributed to Winning the War by

Fourth Liberty Loan—National Ad No. 14.



A Soldier Facing Death For You

Somewhere in France today, at this very minute, there is a soldier looking straight into the face of death.

He is doing this for *you*.

By night and day, in storm, in rain, in cold and gloom, facing a hundred deaths he never hesitates a minute but does his duty without a thought of hesitation and without a thought of reward.

What are you doing for him today?

When you think of that man don't you want to do something to prove that you appreciate what he is doing for you?

• Of course you do. Then act on your desire and buy *Liberty Bonds* which will help to safeguard him and to bring him back home.

After *you* have bought all you can tell your friends to do the same.

**Buy Liberty Bonds Today
Any Bank Will Help You**

This Space Contributed to Winning the War by

Fourth Liberty Loan—National Ad No. 15.

Does Such an American Exist?

Can there be any American who is not doing all he can to help win the war? Who pretends to believe that we could have kept out?

Who whines or growls about the little sacrifice he is asked to make?

Who gets panicstricken and thinks that it would be better to compromise with the Hun and listens to the serpent whisperings of German propaganda?

If such an American exists let him realize what Germany has done to Russia, which gave in and negotiated a cowardly peace.

There is only one thing for us all today and that is war to the bitter end—war until the Hun is utterly and completely destroyed.

For those who cannot fight, **LIBERTY BONDS** are the best possible weapons against the Hun.

**Buy Liberty Bonds Today
Any Bank Will Help You**

This Space Contributed to Winning the War by

Fourth Liberty Loan—National Ad No. 16.



Does Your Life Work Mean Anything to You?

You farmers who have worked hard—and no one works harder—to get together your property, what does it mean to you?

Your property—your farm and buildings, your crops, your stock, your farm implements and, too, your home—all of these represent years and years of work that you have done.

Everything that you enjoy as the result of your work comes to you and stays with you because the heroic soldiers and sailors of Uncle Sam are standing between you and the bloodthirsty, murderous Hun.

To keep the Hun away from you, Uncle Sam does not ask you to **GIVE** even a single penny. He simply asks you to **LEND** him your money at good interest and he guarantees on his word of honor—a word that has never been broken—to pay back every penny you lend.

What is your answer?

Have *you* bought all the **LIBERTY BONDS** you possibly can?

**Buy Liberty Bonds Today;
Any Bank Will Help You**

This Space Contributed to Winning the War by

Fourth Liberty Loan—National Ad No. 17.

America's Coming of Age

by Dr. Frank Crane

America is coming of age.

The nation's hundred years of democracy have been but the preparation for its manhood.

It is a cheap jibe to say that America was unprepared for this war. It has had the mightiest preparation in the history of nations. For over a century Destiny has been preparing in this New World a spirit of triumphant Democracy. Such a spirit cannot be made. It must be grown, inbred.

On this Western Continent Destiny has been training the young Galahad for the rescue of the world.

Nature has an antidote for every poison.



American Democracy Is the Antidote for German Autocracy

Every one of our wars has been for the same purpose: to liberate the common man.

The Revolution of 1776 was to get the privileged class of England off the backs of the American Colonists who were redeeming this wilderness.

The War of 1812 was to rescue American seamen from oppression.

The Mexican War was to liberate the settlers of Texas from the whimsy cruelty of Mexico.

The Spanish War was to save the people of Cuba from the tyranny of the Spanish Government.

Every time our army and navy have gone forth it has been to clean up some filthy autocracy.

But all of our wars have been but a preparation for our present task. We did not realize it. No man foresees his Destiny, no nation foresees its mission. Yet the life of every nation, as of every man, is a plan of God.

God has been piling up riches on this continent until we are the wealthiest nation in the world. He has been sharpening our inventive skill

and our business ability. Our training has been intensive.

Now God says, "America you are come of age. All I have done for you is to prepare you for the present conflict, for your real work. Go forth and make the world a decent place to live in."

At this time every son of America is called upon to do his utmost. The slacker is a traitor.

We are sending men across the ocean, men who are physically and mentally the pick of the world, an incomparable army. But the men at home must back them up.

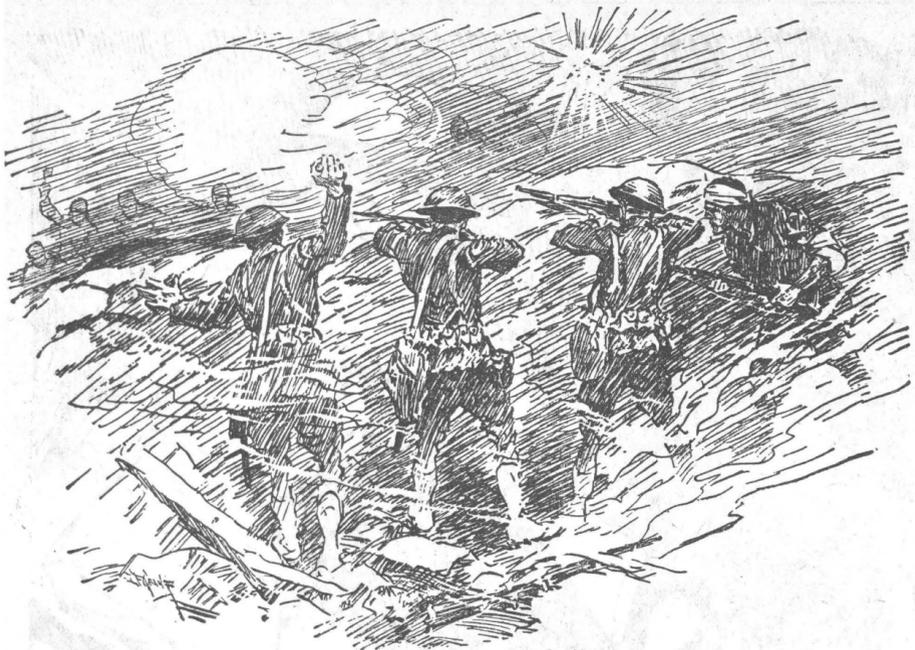
It is as much our solemn duty to put our money into the Fourth Liberty Loan as it is the duty of the soldier to stand firm at his post in battle.

This Fourth Liberty Loan is to be our supreme effort. God helping us, we shall not be found wanting. Let us subscribe all we can, and a little more.

America, Civilization, Democracy, Humanity expect every man to do his duty.

Don't Hedge—Buy Fourth Liberty Loan Bonds to Your Absolute Limit!

This Space Contributed to Winning the War by



Stick to Your Trench

*Remember, you've got to stick to your trench—
Yes, stick like glue to your trench.
You dig while it's dark, and you work while it's light,
And then there's the "listening post" at night.
Though you're soaked to the skin and chilled to the bone;
Though your hands are like ice, and your feet like stone;
Though your watch is long, and your rest is brief,
And you pray like hell for the next relief;
Though the wind may howl, and the rain may drench,
Remember you've got to stick to your trench—
Yes, stick like mud to your trench.*

*Perhaps a bullet may find its mark,
And then there's a funeral after dark;
And you say, as you lay him beneath the sod,
A sportsman's soul has gone to his God.
Behind the trench, in the open ground,
There's a little cross and a little mound;
And if at your heart-strings you feel a wrench,
Remember, he died for his blooming trench—
Yes, he died like a man for his trench.*

*There's a rush and a dash, and they're at your wire,
And you open the hell of a rapid fire;
The Maxims rattle, the rifles flash,
And the bombs explode with a sickening crash.
You give them lead, and you give them steel,
'Til at last they waver, and turn, and reel.
You've done your job—there was never a blench
You've given them Hell, and you've saved your trench;
BY GOD YOU'VE STUCK TO YOUR TRENCH!*

CAPT. C. W. BLACKALL.
(Fighting in France.)

We too can and will play the game. WE will stick to our trenches—ours can't be mentioned in the same breath with theirs but ours are not always Paradise. We can save till it HURTS to help these fighting men, and not one day or week, but every day till the war is won, and they come home to the greatest welcome humans ever got. Then they can look us in the eye and say, "By God, you've stuck to your Trench!"

We'll Stick; We'll Save---Till it Hurts.

And will put every sacred Dollar we can save into this Fight. We'll make our part as big as it is possible to make it in these trenches behind the lines.

Buy Bonds to Your Utmost!

THIS SPACE SUBSCRIBED TO WINNING THE WAR BY

Fourth Liberty Loan—National Ad No. 19

Insure Your Business Against Prussian Piracy

Buy a "Liberty" Policy

You have fire insurance—life and accident insurance—indemnity insurance—to safeguard your business.

But there are other policies you must have for your own protection—policies of insurance against the Kaiser, whose power is the greatest peril and the greatest force of destruction in the world today.

Liberty Bonds are the Best Policy

Every Liberty Bond you buy is a policy of insurance against the destruction of your freedom, your happiness, your home, and your livelihood. You cannot have too much of that kind of insurance. France and Belgium and Serbia and Poland show what Prussian militarism would do to the United States if we should fail to crush it.

Lend to Your Utmost for Victory

Money is the vital factor in the winning of this war. You must lend more than before. The fourth Loan is larger; the obligation on each of us is greater.

Lend to Your Utmost! Buy Liberty Bonds!

THIS SPACE CONTRIBUTED TO WINNING THE WAR BY
FOURTH LIBERTY LOAN—NATIONAL AD No. 20



The Boy From Next Door

YOU used to see him swing gaily down the street, radiant with the vigor of his sturdy young manhood. One day he came home in khaki; then his father told you, with mingled pride and foreboding, that he had "gone across" with his regiment.

Yesterday his name was on the casualty list—"slightly wounded"—and your face grew grave as you thought of the sorrow and suspense of his father and mother.

From every city street, every village, every community, the boy next door has gone to war.

Think of these thousands of splendid young Americans, reared in comfort, peace, and security, now suddenly plunged into that roaring inferno of battle with the hardened hordes of a desperately determined foe.

What are you doing to help them?

What are you doing to arm and protect them, and bring them home in safety? Have you bought Liberty Bonds? Have you bought all you possibly can?

Has it occurred to you that one more Bond, bought with a little additional effort, may save the life of the boy from the next door?

Buy Another Bond!

THIS SPACE SUBSCRIBED TO WINNING THE WAR BY

Fourth Liberty Loan—National Ad No. 21



Forward!

With no thought of bursting shrapnel and poisonous gases into which they plunge—with every muscle tense, with every faculty of mind alert, with one thought only—**TO FIGHT AND WIN.**

That is the way our men are going into battle. When the shrill whistle sounds the advance, out they go—their whole heart in the task before them. *No power on earth can hold them back.*

Forward!

The same sharp challenge to battle is sounding for us. We must answer in the same proud way—the way of our fighting men—the American way. *We must lend the way they fight.*

We must show the war-maddened Hun a united American people moving forward shoulder to shoulder, irresistibly, to Victory.

Our task is to supply the money, the ships, the guns, the shells that we must have to win. It is a tremendous task. We must do it as our fighting men do theirs—with the indomitable spirit of Victory.

We must work, and save, and lend with one thought only—**TO FIGHT AND WIN.**

Get into the fight—with your whole heart

Buy Bonds—to your utmost!

This Space Subscribed to Winning the War by

Fourth Liberty Loan—National Ad. No. 22



Hello, Patriots!

Uncle Sam wants you to lend him some more money. You came across on the run for the First, Second and Third Liberty Loan. **NOW SHOOT THE LEVER INTO HIGH for the FOURTH LIBERTY LOAN AND DOWN GOES THE HUN.**
DON'T HOLD OUT ON UNCLE SAM. HE HELPED YOU GET ALL YOU'VE GOT.
 Buy, Buy, Buy. You'll be Happier and Wiser.
 Let's plant a SOLAR PLEXUS PUNCH
 And ELIMINATE the KAISER.
DON'T "PIKE;" PLUNGE!
 Put your last dollar into the FOURTH LIBERTY LOAN.
IT'S THE BEST BET YOU EVER MADE IN YOUR LIFE.

BECAUSE YOU CAN'T LOSE

There's nothing so mean in all the world as A STINGY MAN. AMERICANS ARE NOT STINGY.

That's what makes these United States the GREATEST NATION IN THE WORLD.

AMERICANS ARE KNOWN AROUND THE GLOBE AS THE BEST SPENDERS ON EARTH.

SO GO TO IT. LIVE UP TO OUR REPUTATION.

PUT YOUR MIND ON UNCLE SAM'S FOURTH LIBERTY LOAN, AND LET'S PUT IT OVER WITH A BANG.

A BANG THAT WILL ECHO 'ROUND THE WORLD.

A BANG THAT WILL BE THE DEATH KNELL OF KAISER BILL AND HIS HORDE OF MURDERING HUNS. NOW, THEN: EVERYBODY, ALL TOGETHER—

BUY, BUY, BUY.

THAT'S ME.

Liberty-Loan-fully yours,

Geo M. Cohen,

This Space Subscribed to Winning the War by

FOURTH LIBERTY LOAN—NATIONAL AD NO. 23

I have a rendezvous with death—

I have a rendezvous with death
 At some disputed barricade,
 When Spring comes back with rustling shade
 And apple-blossoms fill the air—
 I have a rendezvous with death
 When Spring brings back blue days and fair.

It may be he shall take my hand
 And lead me into his dark land,
 And close my eyes and quench my breath.
 It may be I shall pass him still—

—Charles Scribner's Sons

—ALAN SEEGER
 (Killed in action July 5, 1916)

THIS American did not fail that rendezvous—and death did not pass him by. When he died the world lost a true poet. His death brings out in sharp relief how much one soldier who is lost to us—one man killed—may mean to the world.

So let us keep our rendezvous at home—our rendezvous with life. Let us look into our lives, our households, and see that they are mobilized for war. Let us save our money to save these men who daily have rendezvous with death. Let us keep our rendezvous with life and help them to win through and to come back to sunshine and happiness and home with victory on their banners.

Buy Bonds to Your Utmost!

This Space Contributed to Winning the War by

Fourth Liberty Loan—National Ad No. 24



Pouring Forth Our Earthly Treasures For Treasures That Are Godly.

WEALTH and treasure are material estate. They are the heritage of diligence and good fortune.

But life, liberty and happiness are above all these. They are the possessions of Heaven which God alone bestows, and only He may rightfully take away.

So it is fitting and natural, when a sanguinary power, conceived in cunning and nurtured upon blind submissiveness, challenges the very right of God, that the world should turn in wrath against such blasphemy.

Wealth and treasure are this land's possessions. We are proud to think that this is largely so because the divine principles upon which life, liberty and happiness are predicated have been in diligence and good fortune our earnest precepts.

But as this great estate was in the making, we had

no dreams of a day when we might pour forth this wealth and treasure for treasures far more godly.

It is today our privilege to do this, without reserve, unstintingly. And it is our privilege to see this wealth and treasure go forth hallowed by its own great purpose—for it expends itself not for selfish gain nor mean advantage, but that men throughout the world may hereinafter dwell in peace, secure in the knowledge that the life, liberty and happiness given them by God, may not, at the whim of some perverted human agency, be ruthlessly snatched away.

And so as you inscribe your name upon a subscription blank for Liberty Bonds to-day, your hand pours forth the treasure of the land, which returning will bring back with it fourfold the treasures of Heaven, life, liberty and happiness, and the gratitude of men saved from servitude and degradation.

**BUY UNITED STATES GOVERNMENT BONDS
OF THE FOURTH LIBERTY LOAN**

Written by I. R. Parsons

This Space Contributed to Winning the War by

Fourth Liberty Loan—National Ad No. 25



Do It the First Day

By Wilbur D. Nesbit

You *know* you are going to buy Liberty Bonds.
 You wouldn't be square with *yourself* if you didn't.
 You couldn't take off your hat to the flag with half the sense of *ownership* if you didn't.
 You couldn't cheer the marching line of troops with half the *thrill* if you didn't.
 You couldn't watch the Jackies go by with half the *pride* if you didn't.
 You couldn't glimpse a battleship off the coast with half the *joy* if you didn't.
 You couldn't read the war news with half the eager *faith* if you didn't.
 You couldn't be 100% *American* if you didn't.

You know the Fourth Liberty Loan starts September 28th.
 You know that buying a Liberty Bond isn't making a *gift*.
 You know you are simply lending your money to your Government—to the best *friend* you and your mother and wife and sister and daughter have.
 You know what *security* is back of your loan—security that means good interest and that your money will be paid back to you.
 You know all of that—you know the *business* side as well as the patriotic side of it.

Then, buy *your* Liberty Bonds the very first day of the Loan. Don't wait. Do your thinking beforehand. You don't need to consider it; you don't have to be *argued* into it—you *know* you will buy Liberty Bonds. Be one of the first to get the *badge of honor*—the Liberty Bond button. Get *yours* on the first day—September 28th. You *know* what an example that will set.

Make September 28th *your* Liberty Bond day.
 Could you do a better thing right now?

U. S. Government Bonds
Fourth Liberty Loan
 Buy Your Liberty Bonds the First Day

This Space Contributed to Winning the War by

Fourth Liberty Loan—National Ad No. 26

The Hun—His Mark!

There is a plain fact that every American business man must face. This war is not a dollar war. It is a war for justice, for truth, for right, and for human decency. Its financial aspects are minor aspects when measured against terms of human suffering and bloodshed.

But still the question must be asked and must be answered by American men: "Shall the German mark conquer the American dollar?"

What the Dollar Stands For

The American dollar stands for a business world of square dealing, of equal opportunity to all people, of free commercial intercourse all over the world.

You know what the German mark stands for—a commercial system as an active instrument of foul plotting, espionage, and Prussian propaganda.

Enlist Your Dollars

Every American dollar must be enlisted in the great army that is now being mobilized against the Potsdam autocracy—the great army of the Fourth Liberty Loan.

Enlist your dollars to win a world in which fair dealing and an equal opportunity for all shall be the guiding principles.

Buy all the Liberty Bonds you can. Every bond you buy safeguards your home, your business—all you possess, and all you hope to have.

Buy Liberty Bonds! :: Buy as you feel! :: Buy to your limit!

This Space Contributed to Winning the War by

FOURTH LIBERTY LOAN—NATIONAL AD. NO. 27.

How Much Would the KAISER Tax Your Business?

Think this thought twice over: "If we should fail to win this war what would happen to my business?"

What is left of business in the invaded districts of France and Belgium? What will be left of business here, if we fail to crush the sinister power of Prussian militarism? How much would you have left after paying the taxes and levies imposed by a victorious Germany?

Defend Yourself With LIBERTY BONDS

This is not only a war for Democracy and Liberty, but a war of self-defense. Germany menaces our rights, our self-respect, our homes, and our means of livelihood.

Every citizen—every business man—has weapons of defense ready to his hand. These weapons are Liberty Bonds. We cannot all fight with guns and bayonets but we can all fight with Liberty Bonds.

Buy to Your Utmost

Of course you have bought Liberty Bonds. Every one has. But how *many more* will you buy? The success of the Fourth Loan and of the war itself depends on your answer to that question.

Buy all the bonds you can. Go to your bank and make your arrangements. Buy more than you ever thought you could buy.

Buy to Your Utmost

This Space Contributed to Winning the War By

Fourth Liberty Loan—National Ad No. 28

Sergeant Brown was hard to satisfy



Captives
 WITH THE AMERICAN ARMY IN THE CHAMPAGNE, July 18 (United Press).—After killing or capturing the crews of four machine guns and raking a German-filled trench with his automatic rifle until the survivors surrendered, Sergt. J. F. Brown walked into American headquarters late yesterday with 159 prisoners.
 "I am sorry, sir," that I was unable to bring in all I had," he said in reporting, "but four of the wounded died on me."
 Brown, separated from his platoon, and the

Four machine-gun crews to his credit was a pretty fair record for one day's work. But why leave a perfectly good trench half filled with Germans? Brown didn't.

The hail of machine-gun bullets could not stop him. He was not thinking of them. Shrapnel was bursting all around him. He did not heed. His rifle was so hot he couldn't touch

it, so he laid it in the hollow of his arm and kept on firing; the Huns kept on yelling "Kamerad!" and throwing down their guns. Brown forgot danger and death, he forgot that he was alone against a hundred and fifty Germans. He forgot everything but his job—Victory. And he walked proudly into camp with one hundred and fifty-nine prisoners.

We've got a big job over here, too. We must provide guns and shells and food and clothing for men with the spirit of Sergeant Brown—to send them forward to victory. Let's do our job as he did his—fearlessly, persistently joyously.

Let's lend as he fought—let's buy Liberty Bonds to our utmost

This Space Contributed to Winning the War by

Fourth Liberty Loan—National Ad No. 29



It stirs every American heart

Who was not thrilled to read of the American soldier who supported a wounded comrade, and fought his way with the little detachment back through the Boches to the American lines?

That is only one deed of heroism among the many happening every day and looked on as a matter of course by the boys fighting for us over there. It shows the stuff that's in them. They are our own sons and brothers. Is the same stuff in us over here?

We have the opportunity at home to show our patriotism by other deeds of valor. We can fight and we MUST fight. And we must WIN, no matter how heavy our burdens may be.

Our former habits are the Huns we've got to battle with. We can't go on living as we used to. We can't go on spending our money for things we like. We must set up new standards—war standards—and stick to them—loyally.

From now on there can be only one standard for those of us who fight behind the lines—by saving and lending

We must buy bonds to our utmost

◆◆◆◆◆ This Space is Contributed to Winning the War by ◆◆◆◆◆
 Fourth Liberty Loan—National Ad No. 30

"This Is the Last of Wars"

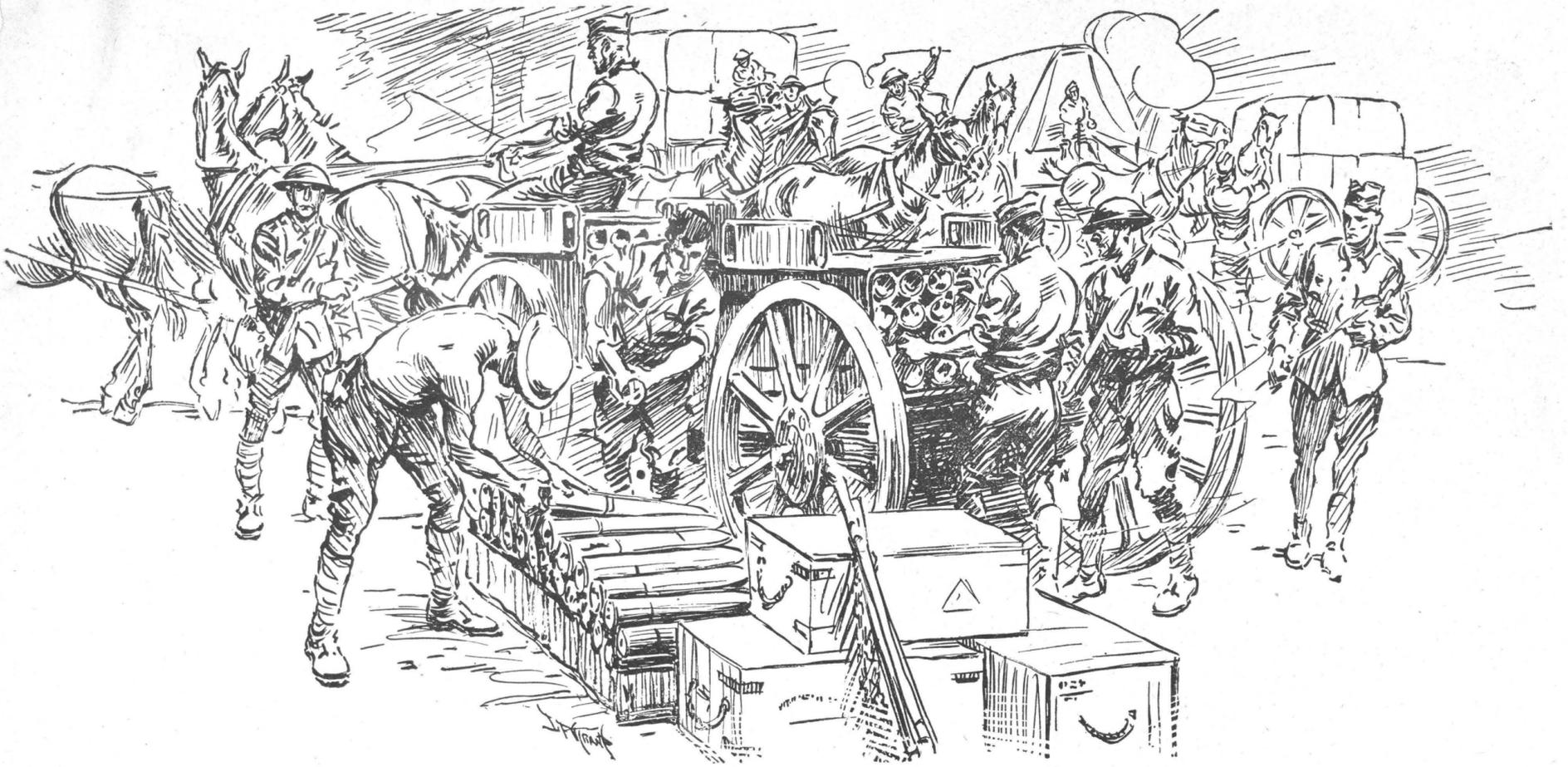
Coming in splendor thro' the Golden Gate
 Of all the days, swift passing, one by one,
 Oh, Silent Planet, thou hast gazed upon
 How many harvestings, dispassionate?
 Across the many-furrowed fields of fate,
 Wrapt in the mantle of oblivion,
 The old, gray, wrinkled husbandman has gone
 Sowing and reaping, lone and desolate—
 The blare of trumpets, rattle of the drum,
 Disturb him not at all—he sees,
 Between the hedges of the centuries,
 A thousand phantom armies go and come,
 While Reason whispers, as each marches past,
 "This is the last of wars,—this is the last!"

LIEUT. GILBERT WATERHOUSE
 (Wounded and missing July 1, 1916)

MAKE it the last! Save every dollar you can and dig deep into the work of war. Pour out your resources—hold back no single dollar that can help make the victory FINAL. Make this "The Last of Wars!"

Buy Bonds to Your Utmost!

This Space Contributed to Winning the War by
 Fourth Liberty Loan—National Ad No. 31



I am only a cog

I am only a cog in a giant machine, a link of an endless chain:—

And the rounds are drawn, and the rounds are fired,
and the empties return again;

Railroad, lorry and limber, battery, column and park;
To the shelf where the set fuse waits the breech,
from the quay where the shells embark.

We have watered and fed, and eaten our beef; the
long dull day drags by,

As I sit here watching our "Archibalds" strafing an
empty sky;

Puff and flash on the far-off blue round the speck
one guesses the plane—

Smoke and spark of the gun-machine that is fed by
the endless chain.

I am only a cog in a giant machine, but a vital link
of the chain;

And the captain has sent from his wagon-line to fill
his wagons again;

From the wagon-limber to gunpit dump; from
loader's forearm at breech

To the working party that melts away when the
shrapnel bullets screech.

So the restless section pulls out once more in column
of route from the right

At the tail of a blood-red afternoon; so the flux of
another night

Bears back the wagons we fill at dawn to the sleep-
ing column again—

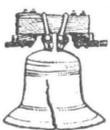
Cog on cog in the gun-machine, link on link in the chain!

—, by Gilbert Frankau

GILBERT FRANKAU

The ammunition carrier is only a link in the great war machine, but he is as vital a link in the chain as the man who goes over the top. And back of the ammunition carrier comes the ammunition maker and the railroad worker and the thousands of varieties of war workers until it all comes straight home to the individual man and woman

who helps save the necessities of life and refrains from wasteful spending in order to help our fighting men. Every link in the fighting chain, every cog in the war machine must be of the strongest steel. Every heart must be steel against waste these days. We are all part of the great battle—let us each do our part and make it a great part.



**Let us buy the Bonds we
know *they* want us to buy!**



This Space Subscribed to Winning the War by



“I’d like to be there!”

YOU have said it—as you have looked at some vivid picture or read some stirring account of our boys fighting with American courage and self-sacrifice. If you cannot go out to them, you can fight for them, over here. Smash open the way for them with howitzers and big guns. Send them ammunition, tanks, airplanes, rifles, clothing, food. Help to keep them victorious.

You can lend as fearlessly, as unselfishly, as they fight. That is your job as a part of our war machine.

OF COURSE you would “like to be there.” They don’t need you yet or you **WOULD** be there. But they need guns and shells, every hour they remain on the road to Berlin.

Absolutely the next best thing to going over is to

Buy Liberty Bonds—Buy to Your Limit

This Space Contributed to Winning the War by

Fourth Liberty Loan—National Ad No. 33



They fight with their whole souls

You are reading every day of our boys over there—of Pershing’s divisions charging into the blasting fire of the Boche trenches; of small detachments smashing their way from house to house through ruined villages; of single-handed deeds of sacrifice and valor.

One thought, one impulse only fills their souls—to *fight and keep on fighting*, until the war is won.

They know that all America is back of them; they know that they can count on us at home to send them all the guns and supplies they need to win.

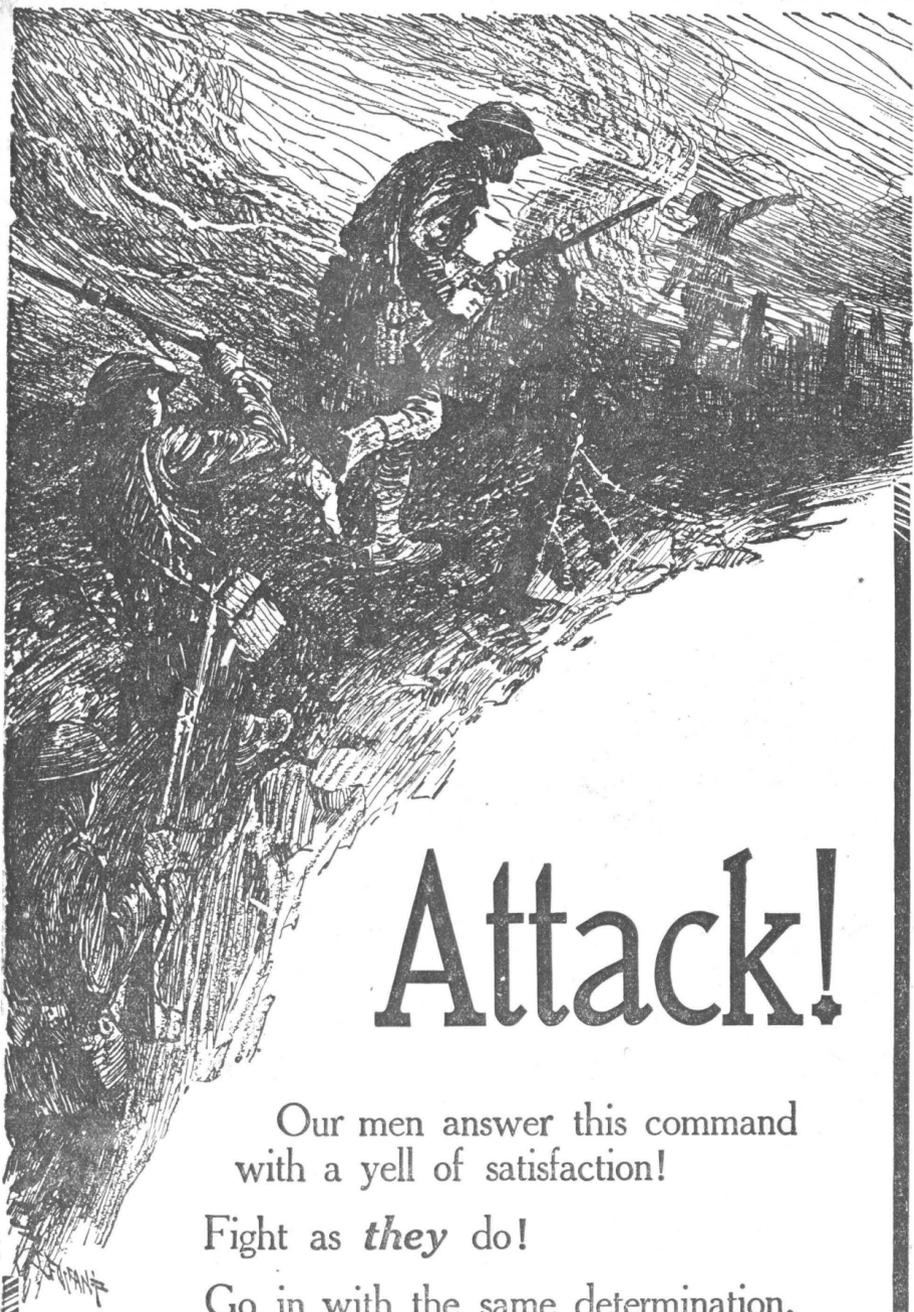
There is only one way we can do it. All of us must work and save and buy Liberty Bonds, with our whole souls, the way our men are fighting over there!

No less will win. There is no other way to provide the money the Government must have. No other standard can make the Fourth Liberty Loan a Success.

**Lend the way they fight—
Buy Bonds to your utmost**

This space contributed to winning the war by

Fourth Liberty Loan—National Ad No. 34



Attack!

Our men answer this command with a yell of satisfaction!

Fight as *they* do!

Go in with the same determination.

Your sacrifice—saving money—puts the fighting weapons into their hands.

The Boche fears a bond as he does a bayonet, for deep down in his heart he knows the money means material of war. He knows that these guns and shells and bayonets in the hands of American soldiers mean *the End!*

Lend the Way Our Boys Are Fighting!

Sacrifice self as they do, and spring to the *attack* as readily. Feel the thrill of being on the *offensive*. Get on a war basis. Save with your whole strength.

Attack the Hun!

Buy Liberty Bonds to Your Utmost

/// This Space Contributed to Winning the War by ///

Fourth Liberty Loan—National Ad No. 35

“Carry On”



THE fighting slogan in France, gathering inspiration and significance as the conflict grows more violent and more desperate, is “Carry On.” On land, on sea, in the air, it rings sharp and clear.

Into the front line trenches comes the signal to charge. The company commander swings “over the top.” At his heels, pushing and stumbling through the hell of “No Man’s Land,” come the boys. They gain a yard, five, ten, and the machine guns speak. The commander falls, but over his shoulder, above the din of battle, he shouts, “Carry On, Lieutenant!” So on and on, till every officer falls, and the grizzled old Sergeant sets his teeth and takes what’s left of them on to victory.

“Carry On” must be our slogan here at home. We must “Carry On” to the utmost limit our ability, to the last dollar of our resources, till Victory is won. Let us stand shoulder to shoulder—buy all the Liberty Bonds we can. Let us *keep* our Bonds and *save* to buy more.

“Carry On!” Buy Liberty Bonds!

THIS SPACE SUBSCRIBED TO WINNING THE WAR BY
FOURTH LIBERTY LOAN—NATIONAL AD. NO. 36

The Very Stuff of Victory

The materialist has said buying Liberty Bonds signifies nothing.

He looks upon each issue as representing an investment which has no equal today in all the world.

Consequently, he views their purchase as involving no sacrifice nor deserving of credit. As far as his vision lets him see he is right. But unfortunate is he, indeed, who cannot look beyond the simple action and recognize the full power of the motive.

That these bonds are the greatest investment in the world may rightly be laid at the feet of good fortune, because they are *the promise-to-pay-with-interest of the greatest government in the world*, backed by the most tremendous resources in the world.

Such, however, is not the great overwhelming and impelling reason that millions of red-white-and-blue men and women now own billions of dollars of Liberty Bonds and in this Fourth Liberty Loan are subscribing for billions more.

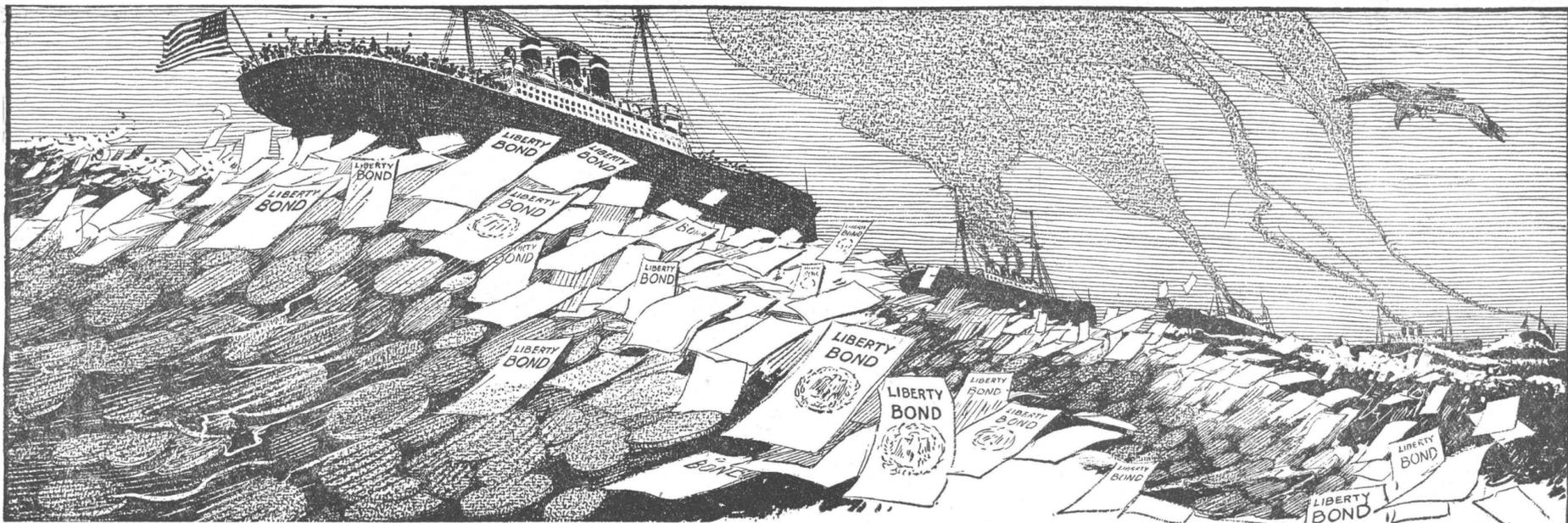
The motive is a far deeper one. It transcends all material considerations and its fabric is the very stuff of victory.

For Liberty Bonds to the great host of American men and women represent work accomplished, thrift acquired, money saved and devoted without stint or limit to that greatest purpose which shall finally achieve victory over organized force inimical to the peace of the world.

So when your dollars are invested in United States Government Bonds of the Fourth Liberty Loan, though they are invested in the *most wonderful investment in the world*, they become more than ordinary dollars because they are then the concrete expression of a hallowed purpose and dedicated to its achievement, the very stuff of victory.

THIS SPACE SUBSCRIBED TO WINNING THE WAR BY

Fourth Liberty Loan—National Ad No. 37



Money Makes the Ships Go!

By CHARLES M. SCHWAB

Despite the fact that we have made real progress in shipbuilding, it must be remembered by every patriotic American that the need for ships increases proportionately with the increase in the size of our fighting forces overseas. Transporting troops to Europe is only one-fourth of the task that our shipping facilities must bear. The other three-fourths is the carrying of supplies and munitions of war.

Ships cannot be built without money. In war time it takes a great deal of money. Undoubtedly after the war is

over the ships that we are building now will pay for themselves many times over. *But the immediate need is money and the whole-hearted support of the entire nation.*

If the American people could visualize what has been done in our shipyards with the money that they invested in the first Liberty Loans, I am sure they would be as proud and as enthusiastic as I am. The ships that we have built and are building should persuade the most cautious investor to put his money into Liberty Bonds of the fourth issue.

Buy Liberty Bonds—They Are the Best Investment in the World!

This Space Contributed to Winning the War By

Fourth Liberty Loan—National Ad No. 38

What Do You Mean "AFFORD"?

By GEORGE ADE

We come to another big task. This time we need not call for helpers. The volunteer workers stream in myriad hosts along the main highway leading to victory and vindication.

All patriots, by confession. The grumblers are awed into silence. If the taint of disloyalty remains anywhere it is hidden as a shameful secret. The heads are wagging and we hear many bold assurances:

"I'll do all I can."
"I'll go as far as the next fellow."
"I'll take all I can afford to take."

We are speaking of course of the Fourth Liberty Loan and the willingness of the war-backers to subscribe.

This time we do not explain a Liberty Loan and how it works, or why we battle with Germany or that a war costs money. It will just about require a search warrant to find a man who does not say that he will take all of the bonds he can "afford" to take.

But, O my countrymen, we need night schools and correspondence schools, private tutors and Chautauquas and special information bureaus to enlighten Mr. A. and Mr. B. and Mr. C. as to the real meaning of the word "afford."

Are you penciling around to find out how much money you can set aside without the slightest inconvenience to any of your pet private projects?

Are you trying to decide how many bonds you will have to take in order to escape the charge of being a slacker?

Hurry to the bank and break through the line and order so many Liberty Bonds that the man inside will be dazed and all of the neighbors surprised and all of your relatives proud.

Buy Liberty Bonds—Wholesale, Not Retail

This Space Contributed to Winning the War by

Fourth Liberty Loan—National Ad No. 39

The Princes of Germany Are Shaking Dice for the United States!

By Herbert Quick

WE must buy bonds to the last cent of our ability, because our country is fighting for its very life. Make no mistake, citizens of America, the crisis is just that—we are fighting for our very life.

We must fight this war through. We must fight it through to a peace the basis of which will be written by us and our Allies.

Germany must not write a single clause in the Treaty. She must be whipped until she will sign a treaty every word of which will be drawn by the Allies. Germany must not be allowed to dot an i or cross a t.

Why?

Because Germany has become nothing but a robber empire, a murderer empire, an empire every purpose of which is the enslavement of the rest of the world. Such purposes admit of no compromise. We must conquer or die. If we do not conquer we shall, nevertheless, die—and die slaves.

Germany began with the intention of robbing France of her iron, her coal, her best land and her great factories; of making Belgium with her rich mines, great cities and immense factories a part of Germany; of gaining the Belgian coast, from which she might conquer England, and of combining under her flag the hordes of Mohammedan Turks, and all the Balkan States, so that she might train soldiers in countless millions, build navies to sweep the oceans, and conquer the world.

This war was to be a step toward world conquest.

If we do not fight the war through to complete victory she will still keep on and she will succeed. She will surely succeed!

Russia with her nearly 200,000,000 people lies prostrate at Germany's feet. Germany could now give up the Balkan States, give up Belgium, force Austria to yield up the Italian territories, give up conquered France, yes, she could give up these, and even Alsace-Lorraine, and if allowed a free hand in Russia, she would still have won a victory greater than any of which she ever dreamed at the beginning of the war.

Give her control of Russia and she can, and will, within a few years come back with power to take back Alsace-Lorraine, crush poor Belgium once more and destroy exhausted France, sweep every vestige of resistance from Europe, Asia and Africa, and then what?

Then she will thunder at our doors—from Asia she will invade us on the West, from Europe on the East, and from Mexico on the South.

If Germany has control over the terms of peace, we who read this will live to see one of the Kaiser's six sons Emperor of America.

The time to whip Germany is now!

It is now or never!

The Princes of Germany are shaking dice for the United States!

It will take money, money, money, that we may send men, men, men!

Buy Bonds, for so only can the war be won. Unless it is won, everything you possess is lost, and with it the American soul is lost

This Space Contributed to Winning the War by

Fourth Liberty Loan—National Ad No. 40



**"I will not shame him with
abandoned grief"**

BY AUGUSTUS THOMAS

To fear the dark, to fear the future, to fear some man or set of men, to fear exposure of some hidden and culpable act, to fear justice, to fear anything, is a retarding and an inhibiting and sometimes a paralyzing condition.

To be courageous, to have confidence, to feel unblamable, to be ready to meet examination is to be normal, and "start scratch." To be called upon in a moment of need or crisis, and to meet the call is a gratifying expression. But to have a chance to rise to one's full stature, to strike twelve, not in a physical effort but in the arena of the soul, to stand tip-toe spiritually is to be as near Godlike as man can be in this life.

Some boys in France, both those who fall and those who go through safely, gladly meet the demand and know the furthest limit of that trial and self-acquaintance. The mother or wife or sweetheart over here who reads the name of her soldier in the list of dead, goes by another way to the same supreme spiritual experience.

We others must accept such ways and means as may come to us, wherein and whereby to make our answers. The corroding thing will be to remember all one's life an opportunity that we shunned or avoided or shirked; a moment in which, while the soldier bled and fell, and the woman lifted her brave face, and thought "I will not shame him with abandoned grief," we played safe.

That moment, trifling and easily put aside at first, will be a demoralizing consciousness at two in the morning; a dreadful, weakening and undermining memory always; a ball and chain on one's self respect. One of these opportunities to be met or shirked is for us, the lesser ones, coming now. The government behind the boys asks us to lend it whatever money we can, at fair interest and on the best security. *The money is to give the men defending us on the firing line an equal chance against the Huns who attack.*

Buy Liberty Bonds—Buy to Your Utmost

This Space Contributed to Winning the War by

Fourth Liberty Loan—National Ad No. 42

Dollars that Fight

By SENATOR HENRY CABOT LODGE

The war will be won by men and ships, by guns and airplanes. To raise armies and supply them, to build the navy and support it, and to furnish ships and transport, we must have money in large amounts. The expenditures of the Government for the ensuing year are estimated at \$24,000,000,000, a sum which baffles the imagination to conceive. That vast amount must

come one-third from taxes and two-thirds from loans. The success of the Fourth Loan, like those that preceded it is, therefore, absolutely necessary. We must work with the highest speed, as if the war was to end in six months. We must prepare in every direction, as if it was to last for years. Speed and preparation are both expensive.

Without the Loans we cannot have either

We are fighting to secure a just, righteous and lasting peace. For a complete peace we must have a complete victory. It must not be a peace of bargain or negotiation. No peace which satisfies Germany can ever satisfy us. No peace that leaves Germany in a position to renew the war against us will be worth having. It will be far from sufficient to gain all our objects on the Western front—Belgium, Alsace-Lorraine, Italia Irredenta. The President with wisdom and foresight and great force expressed his determination to redeem Russia. Russia

must not be left in Germany's hands. That would mean another war. Poland must be free. Slav republics must be established to bar the way between Germany and the East. Serbia and Roumania must be redeemed. All these things are essential. **Nothing will bring them but complete victory and a peace dictated by us and our allies.** It is a conflict of ideas. It is the principle of evil arrayed against the principle of good. It is the battle of freedom and civilization against barbarism and tyranny. **We must win and we shall win.**

We cannot win without money, and therefore, these Loans are vital, and the country should rally in all its strength and subscribe and oversubscribe the Fourth Liberty Loan

Buy Bonds to Your Utmost!

This Space Contributed to Winning the War by

Fourth Liberty Loan—National Ad No. 43

"The Army and Navy will dig the Huns' grave, but We must furnish the Spade"

—Billy Sunday

By REV. WILLIAM A. SUNDAY

Uncle Sam's Liberty war chest needs filling again!

We have the cash to fill it as many times as he lifts the lid.

There are only two horns to this dilemma—you are either a patriot or a traitor.

The men on the firing line and on the battleships have turned from business, home, mother, wife, children, and they stand ready to give *their* lives and shield with *their* bodies us who remain at home.

We are unworthy to be thus protected, if we do not do our utmost to sustain them.

We must be one in our determination to win this war. We are traitors to the cause for which they are giving their lives, if we do things here that make their efforts harder.

Life is not worth living unless there is something to live for. **Life would not be worth living if that bunch of Heinies should win.**

That is why they cannot win. That is why we cannot lose.

What a mountain of crime God has on his books against that horde of Hellish Huns. What grave is deep enough for this thousand-armed, thousand-footed, thousand-headed, thousand-horned, thousand-fanged pirate of the air, assassin of the seas, despoiler of the earth and ambassador of Hell!

We will never stop until Germany dips her dirty blood-stained rag to the Stars and Stripes.

It's a whale of a job we've tackled, but we can and must put it over.

But you must help.

Don't whine. Don't knock. You can't saw wood with a hammer. Don't turn the hose on the fire; add fuel.

Buy Bonds! Buy Bonds! Buy Bonds!

This Space Contributed to Winning the War by

Fourth Liberty Loan—National Ad No. 44



They're in to Win

Fair targets, every one of these men, for the German riflemen and machine gunners hidden behind the parapet.

But they are not thinking of the bullets whizzing past them; of the shells bursting over their heads.

They are intent on one thing—to scale that bank, take the bridge head and *win the day*.

And these men are made of the same stuff as all true Americans who read these words.

If we are the same stuff, let us prove it. Let us get into the fight as they do—to the limit—for Victory!

This Space Contributed to Winning the War by

Fourth Liberty Loan—National Ad No. 45



“Force, to the Utmost”

That plunging squadron of German Cavalry, expecting to carry all before it in one mad rush, learned to the full, from a little body of American troops, the meaning of the President's words.

Force, greater even than the military rulers of Germany can imagine—the overwhelming, irresistible force of a great, free Nation aroused to fight for its Liberty and the Liberty of the World.

“Force to the Utmost”

Men by the Million! Shot, shell, guns, airplanes, tanks, ships—anything and everything required to drive home the meaning of the

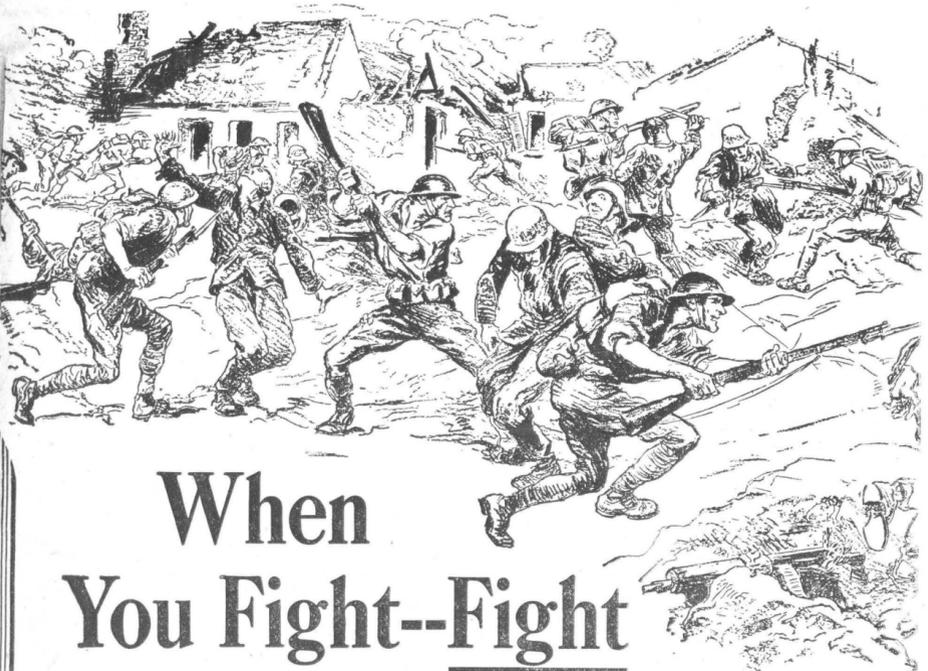
President's words to make plain, to the authors of the war, the fact that with such force, of men and of spirit, we must inevitably win.

Are YOU adding every ounce you can to the force behind our fighting men—the force we must exert to win the war?

Lend the Way They Fight — Buy Bonds to Your Utmost

This Space Contributed to Winning the War by

Fourth Liberty Loan—National Ad No. 46



When You Fight--Fight

FIGHT as these American soldiers fought in the streets of Fismes. “They covered themselves with glory,” the papers say. Of course they did—they are Americans.

They met the finest of the enemy's troops in a terrific hand-to-hand struggle. They used their guns—their bayonets—their bare fists. Every American soldier went after his man desperately, fearlessly, persistently, with one great driving purpose—to whip that Prussian Guard, to silence its machine guns—to win!

It's a pretty good way to fight—this American way. It wins battles over there, it will win a splendid victory over here—if we *fight* when we fight—if we buy Liberty Bonds to our utmost.

When you fight—fight! When you buy—buy!

Lend the way they fight—Buy Bonds to your utmost

This Space Contributed to Winning the War by

Fourth Liberty Loan—National Ad No. 47

America's Coming of Age

By DR. FRANK CRANE

America is coming of age.

The nation's hundred years of democracy have been but the preparation for its manhood.

It is a cheap jibe to say that America was unprepared for this war. It has had the mightiest preparation in the history of nations. For over a century Destiny has been preparing in this New World a spirit of triumphant Democracy. Such a spirit cannot be made. It must be grown, inbred.

On this Western Continent Destiny has been training the young Galahad for the rescue of the world.

Nature has an antidote for every poison.

American Democracy Is the Antidote for German Autocracy

Every one of our wars has been for the same purpose: to liberate the common man.

The Revolution of 1776 was to get the privileged class of England off the backs of the American Colonists who were redeeming this wilderness.

The War of 1812 was to rescue American seamen from oppression.

The Mexican War was to liberate the settlers of Texas from the whimsy cruelty of Mexico.

The Spanish War was to save the people of Cuba from the tyranny of the Spanish Government.

Every time our army and navy have gone forth it has been to clean up some filthy autocracy.

But all of our wars have been but a preparation for our present task. We did not realize it. No man foresees his destiny, no nation foresees its mission. Yet the life of every nation, as of every man, is a plan of God.

God has been piling up riches on this continent until we are the wealthiest

nation in the world. He has been sharpening our inventive skill and our business ability. Our training has been intensive.

Now God says, “America you are come of age. All I have done for you is to prepare you for the present conflict, for your real work. Go forth and make the world a decent place to live in.”

At this time every son of America is called upon to do his utmost. The slacker is a traitor.

We are sending men across the ocean, men who are physically and mentally the pick of the world, an incomparable army. But the men at home must back them up.

It is as much our solemn duty to put our money into the Fourth Liberty Loan as it is the duty of the soldier to stand firm at his post in battle.

The Fourth Liberty Loan is to be our supreme effort. God helping us, we shall not be found wanting. Let us subscribe all we can, and a little more.

America, Civilization, Democracy, Humanity, expect every man to do his duty

Don't Hedge—Buy Fourth Liberty Loan Bonds to Your Absolute Limit

This Space Contributed to Winning the War by

Fourth Liberty Loan—National Ad No. 48



to object to every criticism of the kaiser and his "war lords."

Drew Caissons When Horses Died.
 There are many tales of heroism in the fighting in France. One concerns a number of boys, belonging to an artillery group, which as a result of constant fire found itself short of ammunition. The lads had volunteered to make a three-mile trip down the road, every inch of which was shell-swept, in order to bring back a fresh supply.

Before the return was completed the horses attached to their caisson wagon were all killed. That circumstance, however, failed to deter the Americans from laboriously dragging the wagon themselves.

American citizens in this community

(From the New York Times, July 17, 1918)

They Got There In Time

They are in the fight with every muscle, every faculty of their minds, every drop of their American blood

You have read in the daily news the story of what one detachment of American artillerymen did on the Marne when their ammunition was running low.

Every shell in that caisson meant a speedier winning of the war—all the horses were killed—but the shells got there just the same. And they got there in time.

Where shall we draw the limit when we read what they are doing over there? Now is the time to put our full strength into it. Our strength, coupled with the power of our Allies, will win. Let us not delay even a few months.

Let us get there in time to hasten the victory—to save the lives of our sons.

How can any one of us, back here at home, set any limit to the help we ought to give---for victory? And we must get it there in time!

**We Must
 Lend the
 Way They
 Fight—
 We Must
 Buy Bonds
 to
 Our Very
 Utmost!**

This Space Contributed to Winning the War by

Now—

All

Together!



NOTHING could stand against the mad dash of the French and American cavalry on the Marne—the German lines gave way, broke, fled; the day was won.

That fighting spirit of the men of Foch and Pershing, that united purpose—for Victory—*must be the spirit, the purpose, of each of us behind the lines.*

Paris, Aug. 5.—The Americans covered themselves with glory in the hand-to-hand fighting in the streets of Fismes yesterday when they captured that German base. The fighting is said to have been the bitterest of the whole war, the Prussian Guards asking no quarter and being bayoneted or clubbed to death as they stood by their machine guns.

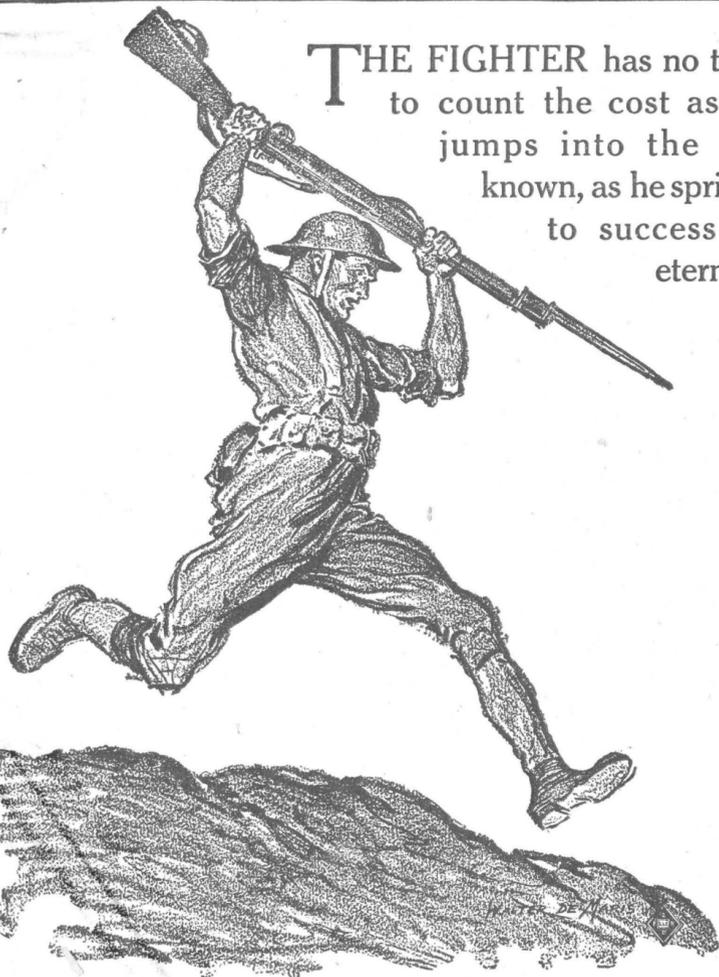
We must lend as well as they fight. And we must pull together with all the strength we have—*now!*

We must so order our lives that we can save—to the limit—and lend—to the limit—for Victory. We must put America's whole strength behind our fighting men.

Let us lend the way they fight **Now—All Together!** Let us buy bonds to our utmost

This Space Contributed to Winning the War by

Fourth Liberty Loan—National Ad No. 50



THE FIGHTER has no time to count the cost as he jumps into the unknown, as he springs to success or eternity.

Ever worry about meeting a Liberty Bond payment? Think once more of the man who does not worry about meeting death.

Buy Bonds to your utmost—and save to your utmost to pay for them and keep them

This Space Contributed to Winning the War by

Fourth Liberty Loan—National Ad. No. 51

If Everybody in This Country Said

“I'd like to buy more Liberty Bonds but—”



Who would Win this War?

Buy Bonds to Your Utmost

This Space Contributed to Winning to War by

Ad. No. 52



When I Come Home!

WHEN I come home and leave behind
 Dark things I would not call to mind,
 I'll taste good ale and home-made bread,
 And see white sheets and pillows spread;
 And there is one who'll softly creep
 To kiss me, ere I fall asleep
 And tuck me 'neath the counterpane,
 And I shall be a boy again

When I come home!

WHEN I come home, from dark to light
 And tread the roadways long and white,
 And tramp the lanes I tramped of yore,
 And see the village greens once more,
 The tranquil farms, the meadows free,
 The friendly trees that nod to me,
 And hear the lark beneath the sun,
 'Twill be good pay for what I've done

When I come home!

LESLIE COULSON
 (Killed in Action, Oct. 7, 1916)

"'Twill be good pay!" It is the only reward they ask—these fighting men of ours—to come home, victorious. It is the debt we owe—can we pay it in full? No. But we can do all we can do.

Save and try in some small way to pay our debt to those who have fallen. Save honorably—make a religion of it—nothing we can do today here at home touches so closely the *heart of life*. For saving saves life. Bonds save life. If you buy greatly you will help some strong, clean American boy, in whose heart is ringing the words "when I come home"—really to win through—to return to us—a victorious crusader—a mother's son—alive and well and home again!

Buy Liberty Bonds to Your Very Utmost

This Space Contributed to Winning the War by

Fourth Liberty Loan—National Ad No. 53



"The Relics of Chateau-Thierry"

After that memorable battle, visitors went to the building back of the lines which served as a hospital. It held the American wounded who had survived that pitiless thirteen hours of beating back the Hun at Chateau-Thierry.

On that line of white stone houses on the south bank of the river the American machine gunners, after a thirty-hour ride in camions from Antwerp, France, placed their tools of war and their thirteen hours against the mad rushes of the oncoming Germans to get across the river.

With the same unconquerable boyishness that is laughing its way into the hearts of all civilized Europe, these heroic young soldiers had tacked upon the door of their hospital this sign:

Relics of Chateau-Thierry
 Admission Free English Spoken

Fighting until they are shot down, protesting as they are carried off the field, laughing while they suffer and giving with their last breath, these are the boys we are buying Liberty Bonds to help.

most—"Lend the way they fight"—never stopping to count the cost.

It seems unfitting that we should remind ourselves that we are only lending, that we are benefiting ourselves with every Bond we buy. The very least that we can do is to lend to the ut-

Bonds of the Fourth Liberty Loan are being sold to help bring to a triumphant finish this crusade against the blackest evil in the world. Every Bond you can buy will help to the full value of every dollar it represents and to the full value of every ounce of patriotism you can put back of it.

Preserve the splendid Relics of Chateau-Thierry. They're too precious to be lost to the world through German frichtfulness.

"Lend—the Way They Fight"

With All You Have and All You Are

This Space Contributed to Winning the War by

Fourth Liberty Loan—National Ad No. 54

