



Only a bit o' celluloid—BUT



"Mrs. S. . . . is a widow, her son now in France lives in a small house on . . . street and, to help out, takes in sewing. . . . Said she was glad she could pay for her Third Liberty Bond in installments—for, by watching the pennies, she could complete the payments quite handsily."

THIS is only one of a hundred similar reports made by canvassers for Liberty Loan subscriptions. Think of the splendid loyalty of this courageous woman and compare it with your own. Is not her patriotism finer than your own. Is not her sense of honor and duty and fairness nobler than yours?

LIBERTY BONDS—
 Are United States Government Bonds.
 They bear interest at a rate higher than earned by any other class of Government bonds.
 They are transferable and constitute an ideal security.
 They are in denominations ranging upward from \$50 to suit the convenience and the finances of every American who wants to help his country.

They do not represent a war gift or donation but the highest type of profit producing investment.
 They are supported by every dollar of the enormous resources of the United States.
 If you are willing to help your country any bank or trust company will help you by accepting your order and arranging terms of payment without the imposition of any commission or charge for its services.
Any Bank Will Help You.

EVEN as it marks the man of patriotism and honor—just as surely is its absence the mark of indifference, selfishness, cowardice!

What's the meaning of your Liberty Bond Button compared with that of the old lady in this picture who—not content with giving her son—has given her all to the cause? What's the meaning of your button compared with that of the artisan, the clerk, the mechanic, the "carry-my-lunch-to-work" man you see on the street?

Americans all—are you doing as much as you should? Think of the terror that will reign in our land if we do not see this thing through with all our strength of heart and purse!

Perhaps you feel that you have done your full duty. You say that you bought your share of First and Second Liberty Loan Bonds. Fine! But remember—these two Liberty Loans have been exhausted. Uncle Sam needs money to "carry on"—to finish the job he's set out to do. And—he needs the money NOW!

The Third Liberty Loan is a summons to duty—a call for "silver minute men"—a cry for volunteer dollars—an appeal to the loyalty of America.

Someone has said that this war was a case of fight or four-flush. How do you stand? How about your Liberty Bond Button? Can you stand before your fellow-men and say: "I, too, am helping. I have not been chosen to rush up to the mouths of cannon, but I have come to the front with my money. I wore the first button and the second, and now I'm wearing the third—and I'll back Uncle Sam to the limit!"

Yes—it's only a bit o' celluloid—BUT WHAT DOES IT MEAN TO YOU?

TODAY—Buy a Liberty Bond—TODAY

—advertisement designed and written by Honig-Cooper Company, Advertising Agents, San Francisco

This space is Paid for as a patriotic contribution to the success of

THIRD LIBERTY LOAN BY

FIRST NATIONAL BANK, of ONTARIO, OREGON