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Second Liberty Bond Campaign

Buy U. S. Government Bonds OF THE

SECOND LIBERTY LOAN A Safe Investment--A Great Duty!

LIBERTY BONDS—the best and safest investment you can make—are America's guarantee to make the World safe for Democracy.

How can you serve yourself and your country better than to respond to the call of our Great Leader, President Wilson?

"I summon you to a great duty, a great privilege, a shining dignity and distinction. I shall expect every man who is not a slacker to be at my side throughout this great enterprise. In it no man can win honor who thinks of himself."

Amid the horrors and ravages of this World-wide catastrophe, with its millions and millions of tragedies, one *great central fact* stands out: America's *duty*, America's *rare privilege* to make the World safe for Democracy.

U. S. Government Liberty Bonds are our guarantee that our duty will be fulfilled. It is your *personal duty* to see that you measure up to your individual part of that responsibility.

It is no gift that the Government asks of you. It is a *rare opportunity* offered you, to invest your money in the safest way possible, and at the same time perform your part of our Nation's *Great Duty!*

Liberty Bonds are safe. The dollar in your pocket, the land you own is no safer!

How can you hesitate to buy? Don't ask yourself "How much can I spare?" Say "How much can I raise?"

Liberty Bond Facts

1. Are U. S. Government Bonds.
2. Bear 4 per cent interest.
3. Exempt from normal tax.
4. Sold on installments. \$2 down on each \$100 of Bonds purchased; \$18 Nov. 15, 1917; \$40 Dec. 15, 1917; \$40 Jan. 15, 1918.
5. Convertible if later bonds bear higher interest rate.
6. Mature Nov. 15, 1942 but may be redeemed by Government on and after Nov. 15, 1927.
7. Are transferable and can readily be converted into cash at any time.
8. Place your order now through your Banker, Bond Salesman, Postmaster or Department Store—and get 10 others to do the same.

BUY U.S. GOVERNMENT BONDS
—the best and safest investment you can make. Buy to your utmost limit! Insure Democracy for yourself, your family, your Country, your Race!

Buy U. S. Government Bonds Now!



The Liberty Loan
By W. G. M'ADOO
Secretary of the Treasury

For the purpose of equipping with arms, clothing and food our gallant soldiers who have been called to the field; maintaining our navy and our valiant tars upon the high seas; providing the necessary means to pay the wages of our soldiers and sailors and, if the bill now pending in the congress passes, the monthly allowances for the support of their dependent families and to supply them with life insurance; constructing a great fleet of merchant vessels to maintain the line of communication with our brave troops in France, and to keep our commerce afloat upon the high seas in defiance of the German kaiser and his submarines; creating a great fleet of airplanes, which will give complete supremacy in the air to the United States and the brave nations fighting with us against the German military men—purpose.

The congress of the United States has authorized the secretary of the treasury to sell to the American people bonds of the United States bearing 4 per cent interest, with valuable tax exemptions, and convertible under certain conditions into other issues of United States bonds that may be authorized by the congress. The official circular of the treasury department gives full details.

We fight, first of all, for America's vital rights, the right to the unmolested and unobstructed use of the high seas, so that the surplus products of our farms, our mines and our factories may be carried into the harbors of every friendly nation in the world. Our welfare and prosperity as a people depend upon our right of peaceful intercourse with all the nations of the earth. To abandon these rights by withdrawing our ships and commerce from the seas upon the order of a military despot in Europe would destroy prosperity and bring disaster and humiliation upon the American people.

Fight for Our Democracy
We fight to protect our citizens against assassination and murder upon the high seas while in the peaceful exercise of those rights demanded by international law and every instinct and dictate of humanity.

We fight to preserve our democratic institutions and our sovereignty as a nation against the menace of a powerful and ruthless military autocracy headed by the German kaiser, whose ambition is to dominate the world.

We fight also for the noble ideal of universal democracy and liberty, the right of the smallest and weakest nations equally with the most powerful to live and to govern themselves according to the will of their own people.

Make War for Peace
We fight for peace, for that just and lasting peace which agonized and tortured humanity craves and which not the sword nor the bayonet or a military despot but the supremacy of vindicated right alone can restore to a distracted world.

To secure these ends I appeal to every man and woman who resides upon the soil of free America and enjoys the blessings of her priceless institutions to join the League of Patriots by purchasing a Liberty Bond.

LIBERTY BOND COUPON

Liberty Bonds at 4% are the best and safest investment you can make. Take this coupon to your banker, your postmaster, or any public official, and he will see that your subscription is taken care of.

I also agree to sell ten of my friends U. S. Bonds.

I hereby subscribe for \$ _____ of the Second Liberty Loan.

Name _____

Address _____

Sign this today and take it to your banker

New Fall and Winter Goods are Arriving Daily at This Store

Men's and Ladies' Furnishings



Groceries and Hardware

Phone 351

Two Deliveries Daily