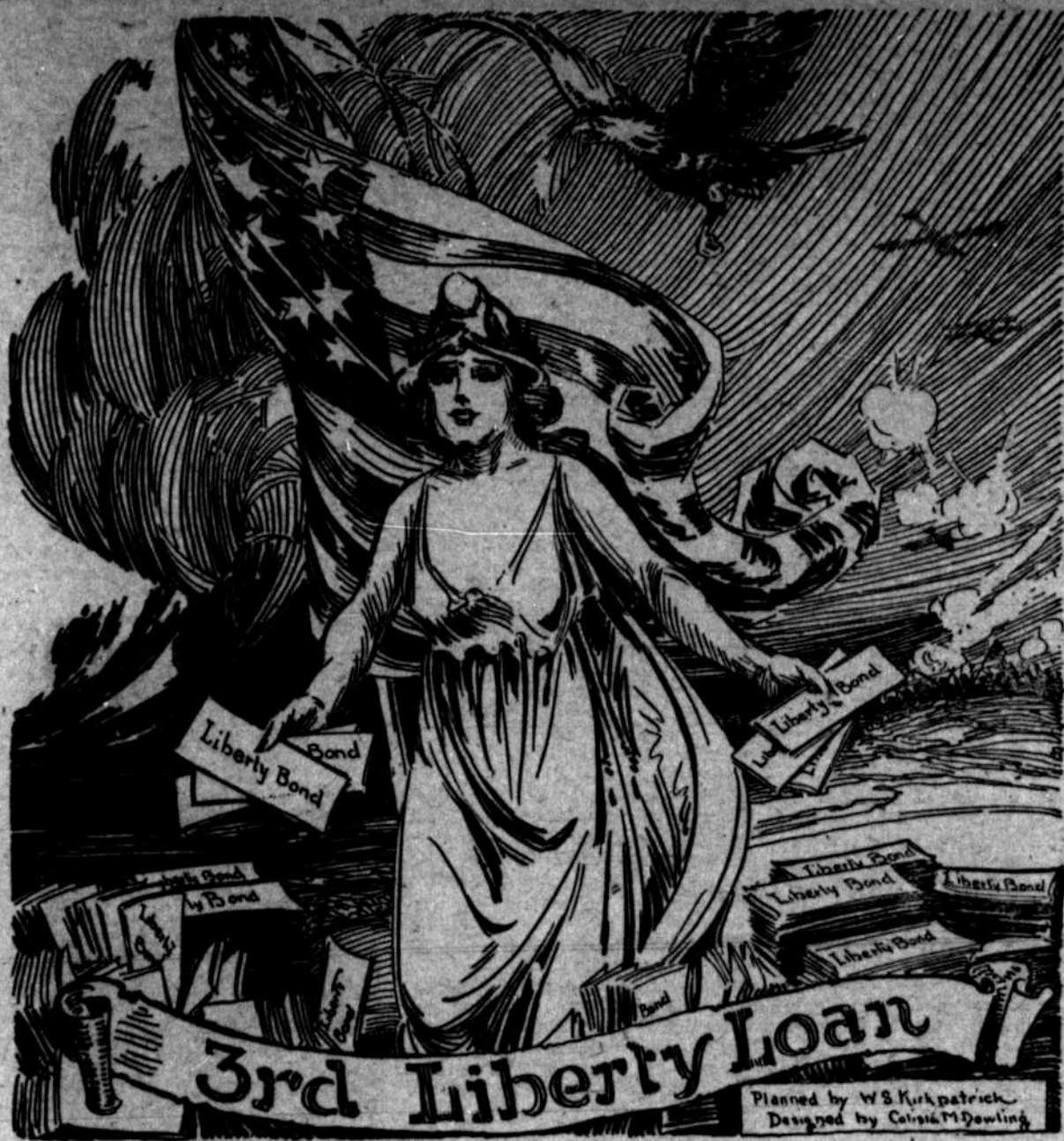


"TIS FREEDOM'S CALL—LEND YOUR ALL"

—Florence B. Hoyt, Portland.



This is Oregon's official slogan—'Tis Freedom's Call; Lend Your All. Defend yourself. If you can't go across to fight, you can do the next best thing by investing in Liberty Bonds to keep your boy—your neighbor's boy—on the firing line...

FIGHT, BUY OR SHOW WHY

That's What We're Up to in the Third Loan.

THE HUN GOES MARCHING ON AND AMERICAN BOYS BLEED WHILE THE TIGHT WADES WAVER.

It's up to this—fight, buy or show why!

Every American who can afford to buy a Liberty Bond will be expected to buy.

If he refuses, the searchlights of public opinion will be so turned upon him that he may be put into the position of having to explain why he denies the government the use of his surplus money...

Information regarding the standing of every individual, his worth, his income, his Red Cross activities, amounts which he has subscribed to the First and Second Liberty Loans, war work which he has done, his patriotic attitude, and other details, will all be carefully listed on a questionnaire which will be kept on file by the government.

Questionnaires, prepared in Spokane for use in Eastern Washington, contain 34 questions. One has to be filled out for every man, woman and child above 15 years of age.

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BE NO SLACKER; BE A BACKER

In the Twilight Zone of War Financing.

FOR THE NEED FOR PROTECTION IS GREATEST WHEN EVENING APPROACHES AND THE WORKER TENDS TO REST.

(By John W. Kelly)

Upon a time there was a farmer whose sheep were threatened by coyotes, so he decided to protect them at night with a high, tight fence.

The farmer was fagged, twilight was approaching and instead of nailing up the remaining boards he drove in the sheep and decided to take a chance.

Don't permit your patriotism to succumb to the twilight zone!

In the twilight there is a slacking of industry, a tendency to take things indifferently—to loaf.

Having performed a good day's work, twilight finds a man tired of the heat and the burdens, ready to rest and congratulate himself on his accomplishments.

The Third Liberty Loan is in the twilight zone of war financing.

Twice have the people of Oregon labored indefatigably and accomplished a great work in over-subscribing the state's allotment.

Now comes the real test—now is to disclose whether they still have the vigor and patriotic strength heretofore displayed.

OREGON OFFICIAL SLOGAN



The prize winning phrase was won by Florence B. Hoyt of Portland. It is used in all advertising of the Third Liberty Loan in Oregon.

PUT IRON IN OUR SOULS!

The Spirit of the First Line Trenches Needed in Loan Drive.

"A little more iron in our souls," was the appeal made by Life Young in Des Moines recently.

American people are noted for their complacency, their seeming willingness to enjoy the fruits of their prosperity, leaving to others the task of fighting their war for them.

Our soldiers are doing their part, but says Mr. Young, "how pitiful are Red Cross contributions, Liberty Bonds and Y. M. C. A. gifts compared with the sacrifices and sufferings of our soldiers."

"We are proud," he continues, "that America has met her duty, true to her best traditions. And may God grant that those of us at home fail not in one single obligation to our soldiers, to our Allies, to our country!"

TO THE LIBERTY LOAN WORKERS

State Liberty Loan Headquarters, Portland, Oregon, April 6, 1918.

To Ten Thousand Fellow Workers for the Liberty Loan in Oregon: We set out today upon the accomplishment of a tremendous task—the raising of Oregon's share of that part of the National Defense Fund known as the Third Liberty Loan.

Let us, each one, take to the work in hand with our hearts confident of but one ultimate result—VICTORY.

Let us keep constantly in mind that a prompt and overwhelming subscription to the Third Liberty Loan Bonds is exacted of us. Faltering in this duty is virtually equivalent to an expression of willingness to abandon our boys who are in the trenches, suffering and fighting for us.

Thoroughly sweep the field on the canvass! No man should ask collectors to come a second time in this effort.

In soliciting subscriptions see that they are enrolled before leaving. A task of this magnitude well begun is half done.

With the Spirit of the First Line Trenches let every man and woman do his or her duty.

"This war," said President Wilson, "must be won, not by the Government, but by the strength of the American people."

In the spirit of "WE WILL" we will win. Sincerely yours, EDWARD COOKINGHAM, Executive Chairman Oregon State Central Liberty Loan Committee.

WILL OUR TOWN WIN AN HONOR FLAG?



In order to stimulate individual subscriptions to the Third Liberty Loan, to create community activity and to mobilize, systemize and unify the initiative and energy of citizens and districts in the accomplishment of a national purpose, an honor flag and honor roll system has been adopted by the Treasury Department for the Third Liberty Loan.

- 1. A specially designed honor flag, officially adopted as the Third Liberty Loan flag, will be awarded to all communities upon their attainment of their assigned quota. 2. A small individual poster, containing a reproduction of the honor flag and a blank for the name of the subscriber, will be awarded to each subscriber for display in his home. 3. A large honor roll, containing at the top a reproduction of the honor flag and the slogan, "Help Our Town Win the Right to Fly This Flag," and below space for the names of all subscribers, will be posted in a conspicuous place in the community. 4. A large honor flag will be awarded to each state upon the attainment of its quota, the state flag to contain the names of those subordinate groups which have attained their quotas. 5. A national honor flag will be unfurled at Washington on which will be presented the returns from all the states.

OREGON'S QUOTA

Fifteen Per Cent of the Population Should Subscribe to 3rd Loan.

The fact that Oregon in the First and Second Liberty Loans shows a percentage of only 8.77 per cent of the population subscribing to Liberty Loans, which was less than the average for the United States, and compares unfavorably with other states, makes it necessary for at least 15 per cent of the population to subscribe to the Third Liberty Loan, in order to bring Oregon into the same standing as her sister states.

Oregon's 8.77 per cent of Liberty Loan subscribers is insignificant beside New York's 16.84 per cent, Chicago's 12.22 per cent and Minneapolis' 12.04 per cent.

Canada's recent "Victory Loan" campaign, translated into the United States method of accounting, shows a percentage of 14.3 of the population subscribing for bonds.

Headquarters of the Third Liberty Loan of the Twelfth Federal Reserve District are in receipt of letters, calling attention to the fact that many banks have subscribed to previous loans so liberally that their capacity is somewhat curtailed, and it will be necessary for 15 per cent of the inhabitants of a given community to subscribe to the loan in order to fulfill the desired quota.

WE MUST OVER SUBSCRIBE

Amount of Loan Estimated for Oregon is the Minimum. "Rarin' to go" truly describes the frame of mind of the Third Liberty Loan organization of the state on the eve of the big drive. The loan of three billion which the Secretary of the Treasury has just called for from the Nation is the minimum amount.

SLOGANS STATEWIDE

Contestants For Liberty Loan Prize Widely Scattered.

NEARLY EVERY COUNTY AND TOWN IN OREGON IS REPRESENTED IN THE MATERIAL SUBMITTED TO COMMITTEE.

Slogans from over the entire state were submitted for use in the Third Liberty Loan campaign, in the recent slogan contest, for the best of which a \$50 Liberty Bond is to be awarded opening day, April 8.

Among the slogans which were considered by the committee as possessing high merit and worthy of especial mention, are the following which are representative of the entire state:

Open your purse — help kill the curse, Miss Hazel McCoy, Dufur; buy a bond that binds Democracy, W. P. McMaisters, Mills City; the Kaiser groans at Liberty Loans, Nettie Page Scofield, Newberg; Liberty Loans are Liberty's stepping stones, Mrs. J. D. Slater, La Grande; bury the Kaiser with Liberty Bonds, Geo. A. Barden, Grants Pass; Uphold the colors with Liberty dollars, Mrs. Edward Hill, Marshfield; Over there our boys are watching, H. K. Donnelly, Salem; Break Liberty's chains—invest your gains, Buena Fisher, Dallas; Sow bonds—reap victory, Miss Elva S. Hall, Vazora; Build freedom's foundation with Liberty Bonds, C. E. Lonsden, Junction City; Our country's armor—Liberty Bonds, C. W. Collier, Milwaukie; The Liberty Bond is victory's wand, H. E. Allen, Hillsboro; Gold were dross with freedom's loss, Count that day lost, whose low descending sun, sees nothing done to beat the Hun, both by T. P. McAndrews, Baker; Your little mite may win the fight, Mollie E. Striight, Oregon City; Protect your homes with Liberty Loans, Lonna Powell, Baker; Buy a bond—bridge the pond, Mrs. H. M. McKenna, Astoria; We'll bridge the pond with Liberty Bonds, M. Eva Duell, Eugene; Join the band at Liberty's stand, Mrs. L. R. Whitney, Vancouver, Wash.; Another Liberty Loan insures Entente success, Wilna Debill, Amity; Provide Pershing power to punish Prussianism.

The following slogans are a few of those submitted by residents of Portland in the contest:

Fight, buy, or show us why, Grace N. Crow; Patriots all, subscribe to the call, A. R. Vandervelen; Liberty Loans protect what you own, W. W. Lawton; Our bonds dictate our soldiers' fate, Mrs. D. W. Jackson; Have a heart, do your part, they also serve who only lead, Jennie A. Marshall; Yankee Doodle dollars do or die, Keep the home funds fighting, W. S. Kirkpatrick; 'Tis freedom's call—lend your all, Be no shirker, be a worker, Florence B. Hoyt; Save America's fate from German hate, J. N. Reeves; The Liberty Loan safeguards the home, J. H. Mason; For county and home—Liberty Loan, Geo. E. Hall; Be a backer, not a slacker, H. G. Furnish; Subscribe to loan, protect your home, Miss Myrtle Bates; Can you deny while others die, Anna Laville McPherson; Bonds are better than Prussian fetters, Ruth Helen Underhill.

HOW RETURNS ARE NOTED

Map System to Be Used During Third Liberty Loan Drive.

Returns from the various counties of the state will be indicated at the Oregon State Central Liberty Loan headquarters, Portland, on a color scheme map, as will every town and district in which a quota has been assigned, by a yellow thumb tack. The counties will have a large headed tack and the districts a small yellow one.

As soon as one-half of the assigned quota has been reached in each town or district a red thumb tack will replace the yellow one on the map. Similarly with the counties on the state map. Each county headquarters will have their own map with the county divided into convenient districts which are to be bulletined likewise.

When the full quota in each town and district is attained it will be designated by a blue thumb tack. This system will afford an accurate check and will indicate those counties and districts of the state which are doing the most effective work in the Third Liberty Loan Campaign.

In each town and district a solicitor will be sent out with the Government household questionnaire upon which is written pertinent facts concerning the individual's ability to subscribe. Should the person be unable to subscribe one-half of the amount estimated that he is able to, a yellow card will be sent into district headquarters. When more than one-half but less than the full assignment has been received a red card replaces the yellow, and a blue card is used when the full quota of the individual has been subscribed. This system gives an accurate and detailed check on every person and the state and county headquarters will know exactly what can be expected and what is being done.

The master map at Washington, D. C., will indicate the advance in each state and the entire country.

Everyman's Pledge. America shall win this war! Therefore, I will work, I will save, I will sacrifice, I will endure. I will fight—cheerfully, and to my utmost—as if the whole outcome of the struggle depended upon me alone.