

THE AURORA OBSERVER

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EDITOR AND PUBLISHER

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I pledge allegiance to my flag and the republic for which it stands, one Nation, indivisible, with liberty and justice for all.

OUR COMING TASKS

Although the sheer weight of America's millions of troops will be sufficient to crush the Hun back of the Rhine and batter down upon the Kaiser's ears the remnants of the world crown he thought to wear, it has not been numbers, but typical American mobility, which has saved the day for the entente thus far.

Wilhelm and the German General Staff, admitting the gigantic resources of the United States, made the error of calculating in years instead of weeks the time necessary for the shaping of those resources for war purposes.

The day that we entered the war, scores of our fleet destroyers sped east across the Atlantic. To a ship, they reported upon arrival at British naval bases, "Ready for action."

When continued losses by submarines seemed likely to make good the German threat to starve England, Schwab turned a hundred shipyards loose on a shipbuilding program such as the wildest optimist had not dreamed possible.

American railroad men built 2000 miles of track in France; hundreds of huge warehouses were erected; mountains of food, munitions and other supplies were landed.

When the German masses, released from all Eastern fronts, began their ominous drive through Picardy, American troops, months in advance even of the hurry-up American program, began to pour through the channel gateways, and the Hun was held, then driven back.

Thus American ability to concentrate quickly its war efforts on any given point on the enemy lines has foiled every Hun attempt whether by sea or land.

A really great demonstration of this American faculty will be given in the Fourth Liberty Loan. Confronted with the necessity of raising a war loan of twice the size of any of its epoch-making predecessors, we are called upon to finish the task in three weeks.

Only by the full and united effort of every man, woman and child in the United States can this great task be completed in the time set. It is as certain that it will be completed successfully as that the grim courage of America on French battlefields will continue to batter back the Hun.

Be sure you do YOUR share.

Every day 170,000,000 cups of tea and coffee are used in the United States. If half a teaspoonful of sugar is left undissolved in each cup, the waste will amount to 1,700,000 pounds of sugar daily. Go easy with the sugar shell and stir your tea and coffee well.

Don't let up too much on substitutes. The new wheat crop is large, but we must store up a great reserve for the unknown future, for ourselves and our Allies. Five million American soldiers must have wheat bread and everything else of the best the nation can give them, for the victory and peace they will win for us.

It is not hard for the loyal Americans to go short of many things to which they are accustomed in times of peace, in order that our armies may have the things indispensable to them. Some may grow a little but in their hearts they would not refuse to support—if they could!

PUBLICITY CAMPAIGN IS WIDELY APPROVED

Words of approval have come to the Observer for its Fourth Liberty Loan publicity campaign—from county chairman F. C. Dockhach of Salem; county chairman, M. D. Latourrette of Oregon City; August Buchstein, postmaster, of Salem; Jas. H. Albert, of the Capital National Bank of Salem; the Salem Commercial Club; Max Gehlar, district attorney; Judge Gen. G. Bouffard, of Salem; C. M. Crittenden, postmaster of Hubbard; and from a number of our own people locally. There is every promise of a very effective publicity campaign in all the territory covered by the Observer.

HOW THINGS ARE GOING

Encouraging reports are coming from various Oregon counties on the progress being made in organizing and "putting over" the Fourth Liberty Loan. A few of the reports made are given below:

"Yamhill County Women Active."
Women are taking an unusual interest in the campaign in Yamhill County. They are relieving the men from many of the duties of the drives as they are needed to harvest the fruit crop and other products.

"Polk County Enthusiastic."
Polk County, according to report, has plans under way of which it is saying very little. It is very certain, however, that the quota will be promptly subscribed.

Linn County has its campaign of establishing quotas almost finished. It is planned to make every subscription a volunteer.

"Marion County Ready for Hard Work"
Owing to the shortage of crops and loss of laboring population in the cities Marion County feels that its task will not be small and has accordingly made its organization and plans proportionately larger. The campaign will be a far-reaching one.

"Benton to Persuade Objectors."
Plans for persuading conscientious objectors to subscribe to the Fourth Liberty Loan" came up the subject of a recent meeting at Corvallis. After all arguments fall their names will be published in newspapers as slackers. Wide use of the questionnaire will be made in Benton County.

"Lane Depends on Publicity."
Lane County will depend to a great extent on publicity and advertising for the success of its drive. The committee feels that it is no longer necessary to sell the war to its people, but that everyone will do his level best when told what is expected of him.

O. A. C. OPENING DELAYED

Opening of the Oregon Agricultural College has been postponed from September 23 to September 30, in consequence of students who join the army training corps.

Wants, For Sale, Etc

LOCAL AD RATE.

A uniform and invariable charge of 3 cents per line is made for all advertising notices of every description in the news columns of this newspaper. This rate applies to the sale, for rent, lost, found, card of thanks, "want ads," and to all kinds of similar notices as well as to all notices of entertainments, fairs, socials, shows, etc. No reductions or discounts.

FOR SALE—7 acres green field crop for silage. H. W. Watkins, "Jon Miller" farm. 25-1f.

Gummed fruit labels (with blanks for kind of fruit and the year canned) at the Observer Office, in little tablets (perforated booklets) at 10 cents per tablet.

MARRY IF LONLEY, best and most successful "Home Maker"; hundreds rich with marriage; strictly confidential; most reliable; years experience; descriptions free. "The Successful Club", Mrs. Purdie, Box 556, Oakland, Calif.

Washing Machine in first class condition for sale cheap. Apply at Observer office.

Marry, if lonely. For speedy marriage, try my club, very successful, best, largest in the country, established 11 years; thousand wealthy wishing to marry at once. Confidential descriptions free. Reliable Club—Mrs. Wrubel, 722 Madison St., Oakland, California. 12-7-1917

FOR SALE—Team 300 lbs., 7 and 8 years old. Also wagon and harness. No reasonable offer refused. A. D. Lorenz (or in at Observer), Aurora, Oregon. 25-1f.

The Observer will send the home paper to any soldier or sailor from this section at \$1.00 per year. We will change the address as often as notified.

Hogs For Sale—Foods and pigs. J. Thomsen, on the Dr. Giesy Ranch, 24p.

DR. B. F. GIESY

Physician and Surgeon

Both Phones Office at Residence Aurora, Or.

E. M. HURST

Always in the market for old Copper, Lead, Zinc, Iron, Brass, Old Newspapers and Magazines (mostly folded), second hand books, and junk of all kinds. AURORA OREGON

Wm. HEINZ

Auctioneer
Live Stock and Farm Sales a Specialty
TERMS REASONABLE
Phone Cady 13-15 (Mail—Aurora Route 1)



Benjamin Franklin



This great American statesman, who stood with George Washington in the Revolutionary war, was

the son of a poor Boston soapmaker. He started in the printing business for himself in early manhood, worked hard, lived frugally and saved his money. He had plenty to live on when old age came.

Take your cue from Franklin. Join the legion of people whose savings are growing in our bank. Enjoy the satisfaction of watching the pennies become dollars and the dollars hundreds.

See your fortress rise against the possible attacks of sickness or misfortune. Lay the foundation with a part of this week's earnings.

Multiply your money in our care.

AURORA STATE BANK

WELCOME VISITORS TO OREGON STATE FAIR

Beginning Monday, for one week Salem will be crowded with throngs of visitors attending the State Fair. No doubt many will be present from Aurora and to each and every one we say Welcome to our new store located at Court and Commercial St., Salem, Oregon, where you'll find assembled for your inspection hundreds of new models in Coats, Suits, Dresses, Skirts, Furs, Waists, and Millinery.

No trouble to show goods at this store. You're invited to come and try on as many of the garments as you desire. The Portland Coat & Suit Co's new Salem store is one of a chain of similar concerns doing business in Portland and many other large cities which enables them to purchase in larger quantities at bottom prices, and because of our low rent and overhead expenses and policy of selling for cash, we can always sell for less than others can offer similar merchandise.

Your Patriotic Attention Directed To Our

Magnificent showing of new Fur Sets, Neck Pieces, Muffs and Capes at prices that will save you money including Black Fox, Red Fox, Mink, Black and Natural Grey Wolf, Hudson Seal, Natural and Dyed Lynx, Australian Opossum Etc., priced from **\$7.50 TO \$42.50**

Tailored Made Suits
\$19.75 to \$62.50

The best of the new season's styles in suits are here for women and misses. These garments show the tendency of fashion in fabric, color and trimming, affording a sure guide to intelligent purchasing.

You'll see the new slender, semi-fitted lines, the new severely plain and one-sided and uneven panelled effects in skirts, the new three-quarter length coats with long rather tight sleeves, the new fur trimmings the new fabrics such as velours, tricotine, serges, poplins, gabardines, etc. Navy, taupe, brown, green, plum, Burgundy, etc. You'll enjoy this display and you'll enjoy the moderateness of price that prevails.

See Window Display

Women's New Fall Coats
\$14.75 to \$85.00

Coats will be unusually popular this fall. Hundreds of these garments are now ready for your inspection and selection.

Many of the new Fall coats are full length with a slight flare. There are loose styles with self belts, semi or pleated hocks, cape or shawl collars of fur or self material.

Velour, Bolivia, Plush, Pom Pom, Burella, Silvertone, crystal cloth and kerseys are prominent among fabrics.

The leading colors are navy, brown, taupe, Copen, Pekin, tan, green, Burgundy and mixtures.

Women and misses will find our assortment of new Fall and Winter coats of unexampled completeness at this time.

FALL MILLINERY

We are now prepared with an interesting showing of the new hats including broad rimmed sailor and smartly trimmed dress shapes black, navy blue, purple, taupe, browns and other prevailing colors ranging in price from \$3.95 to \$17.50.

And another attractive lot of neatly trimmed toques and turbans, some in smart tailored effects, specially priced from \$5.00 to \$20.00.

A visit to the millinery Section will give you a comprehensive idea of all that is now and desirable for this season.

See Window Display

PORTLAND CLOAK & SUIT CO.

Court and Commercial

Stockton's Corner

Salem, Oregon

When a man gets a hankering for real tobacco satisfaction, he is on the road that leads straight to the Real Gravely Chewing Plug.



Peyton Brand
Real Gravely
Chewing Plug
10c a pouch—and worth it

Gravely lasts so much longer it costs no more to chew than ordinary plug

P. B. Gravely Tobacco Company
Danville, Virginia

Phone Broadway 3019

NIEHOFF SHOE MFG. CO.

Shoes for Every Mother's Son
Union Make. Ask Your Dealer
251 16th St. North, Portland, Or.