

"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 To Protect Your Country To Perpetuate American Freedom To Keep the Demon Hun From Your Door. We can't act too quickly. The danger is imminent. We will be tardy at best. Don't stop to think, any more than you would stop to think whether to strike back if you were threatened by an assassin. Will you jeopardize your liberty by failing to do your duty? He who hesitates is most assuredly lost. All that your forefathers fought and died for is lost. All that the patriots of '65 fought for is lost. This is your great opportunity. Use it and Take your place as a real American.

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 WAOS 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, if the plans of the National Liberty Loan headquarters at Washington are carried out.

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. Among the inquiries were, nationality, present occupation, name of employer, other trades or occupations qualified in. Liberty Loan subscriptions, earnings, Red Cross war funds, Red Cross members in family, miscellaneous war donations, war activities engaged in, patriotic attitude, general reputation, opposition to war work, if any.

Considering the fact that Oregon's percentage appears to be rather low in comparison with other federal districts, the local Liberty Loan Committee feels that it may be necessary to adopt some such means here of reminding the people that they must do something to save the reputation of themselves and their state. Cards are now being prepared. The information for these cards will be gained by the captains of the different city precincts, after the cards have been assigned to their proper districts by postal employees. In the rural districts over the state, the work of indexing the inhabitants has been going on for some time.

Authorization for obtaining the information comes from Washington. When the system is finally complete, and when Uncle Sam makes the acquaintance of all his citizens and knows their means and their obligations, then John Jones must be induced to make him a loan or be able to give an excellent reason why.

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. Many of the other slogans from all over the state are used in connection with the cartoons being run by the Oregon press. Oregon writers and illustrators have all donated their best services in aid of the Third Liberty Loan.

PUT IRON IN OUR SOULS!

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

"A little more iron in our souls," was the appeal made by Lyle Young in Des Moines recently, "a little more of the spirit of our soldiers, a stimulus that will give us a relentless and unyielding determination to wipe the Hunzollern monster from the face of the earth."

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. They do not stop to realize the enormity of Germany's crime and the intense seriousness of the present world war of self-preservation, the supreme test of our manhood and our civilization.

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 have comfort, happiness, the ties and affections of home. But they, like immortal Alan Seeger, have their 'rendevous with death.'"

"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!"

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. All day he labored and when evening approached it was almost, but not quite, completed.

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. In the morning he discovered the ravages caused in the flock by the enemy marauders; the fence he had built for protection was no protection, because when twilight came he failed to finish it.

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.

It remains to be seen whether they will consider their duty performed and are content to slacken, to take things indifferently, to loaf on the job of patriotism.

After a day in the fields it requires spunk and pluck to tackle additional work in the twilight. The man who determines to press the labor a little further—to make a real finish to the day's stunt, is doing something for himself. And so it is with those who have helped in the previous bond flotations. There is a bit more to do before turning in; a little more exertion and patience and drain on the resources.

But if patriotism is not lulled into indifference of the twilight, the fence of protection will be completed.

Take no chances. Every bond is a board in the fence to keep out the Hun coyotes.

Report, but don't repeat. Help in Germany's defeat.

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 6.

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. McMasters, Mills City; the Kaiser groans at Liberty Loans, Nettie Page Seofield, 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, Vanora; Build freedom's foundation with Liberty Bonds, C. E. Logsdon, 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. Stright, 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. Vandervliet; 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 lend, 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 letters, 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.

YOUR SPRING SUIT

Will Cost You Much Less if Ordered Now

I have just put in a big stock of new

Woolens, including Worsteds, Serges, etc.

bought at a bargain and which will be passed along to my customers at equally attractive prices.

These goods were carried over from last season by the wholesalers and by buying heavily I was able to secure them at last season's prices. This means a big saving over present prices of this season's new goods, while the quality of last year's goods is away above this year's offerings.

The benefit I receive from this proposition is that I am able to continue in business under war conditions—the direct saving goes to my customers.

Come In, Gentlemen, My Stock and Prices Will Please You

Louis Pearson, MERCHANT TAILOR

Buy a Liberty Bond

And Save by Having Your

Shoes Repaired at

Bowers' Shoe Hospital

Modern Machinery Methods

Main Street

Heppner, Ore.

LOOK, YOU!

I Have Now a New

Line of Furniture

On hand. Will take in old on new furniture. I also handle

NEW SINGER SEWING MACHINES AND SUPPLIES

And good Second-Hand Machines in good order. I also buy old iron, rags and junk. Old iron \$10 per ton. Call and see what I have.

G. W. VERDOT, Second-Hand Store

HEPPNER, OREGON

British Field Guns in Advance



Photo shows crew of British field gun speeding up their work in securing a new and more advantageous position during big drive.