



Morale Is Winning the War!

AN American is capturing a Hun—not because he is any heavier or stronger or older or bigger, but just because he has the fighting spirit which his enemy is losing.

That's morale.

"Where are those Germans? Let's get at 'em!" yelled an American before Chateau-Thierry. He was going under fire for the first time. He was wild to get there!

"We are constantly on the alert and are afraid the Americans are going to attack," wrote a German to his wife. He was captured before he could mail the letter.

"The men are so embittered," wrote another Hun, "that they have no interest in anything, and they only want the war to end, no matter how. We are only slaves of the Government." Now he is a prisoner, too.

Every despatch from France brings new proof of American fighting spirit—stories of individual valor. Morale makes Americans glad to fight for freedom. The lack of it makes Germans hate to fight for Prussia.

Our soldier knows he is a free-born fighter. He is no slave of any Government. He is part of a nation waging war. He wants to fight. He needn't be driven into battle. He yells: "Let's go!"

That's morale! Let's let them keep it! Let's keep them keen and fit and confident!

General Pershing finds that 900 men who have a hut to spend their evenings in are more effective than 1000

men without it. Napoleon called morale three times as important as other factors in war.

The strain comes with the first swift change from civil to military life, when these organizations give your man a place to meet his family, books to read and study, the hospitality of American homes, when whole cities are re-adjusted to the new conditions created by having a cantonment nearby.

It comes later, too, when a man has been off in some lonely camp for weeks, when the war itself seems miles away, when letters are irregular and home seems somewhere in another world, when a man has lived out in a gun-pit or a dug-out, has slept in filthy straw, when the bodies of his friends lie just beyond him, out in No-Man's Land.

That's when the men and women of your organizations overseas can show our fighters that they aren't forgotten, that home is following them up to the guns. Sports, entertainment, education, religion, warmth, and cheer and friendship—these are the forces that are working to keep morale up to a victory pitch.

On you, this week, depends this question of morale. These are the seven recognized activities through which the Government enables you to stand behind your fighters. Their value depends on just how much you, as an individual, will give to help them hasten victory. Give as you never gave before! Give for morale!

Why you should give twice as much as you ever gave before!

The need is for a sum 70% greater than any gift ever asked for since the world began. The Government has fixed this sum at \$170,500,000.

By giving to these seven organizations all at once, the cost and effort of six additional campaigns is saved.

Unless Americans do give twice as much as ever before, our soldiers and sailors may not enjoy during 1919 their:

3,600 Recreation Buildings	2,500 Libraries supplying 5,000,000 books
1,000 Miles of Movie Film	88 Hostess Houses
100 Leading Stage Stars	15,000 Big-brother "Secretaries"
2,000 Athletic Directors	Millions of dollars of home comforts

When you give double, you make sure that every fighter has the cheer and comforts of these seven organizations every step of the way from home to the front and back again. You provide him with a church, a theatre, a cheerful home, a store, a school, a club and an athletic field—and a knowledge that the folks back home are with him, heart and soul!

You have loaned your money to supply their physical needs. Now give to maintain the Morale that is winning the war!



Says General Pershing, referring to one of the war work organizations:

"A SENSE of obligation for the varied and useful service rendered to the army in France . . . prompts me to join in the appeal for its further financial support. I have opportunity to observe its operations, measure the quality of its personnel and mark its beneficial influence upon our troops, and I wish unreservedly to commend its work for the army."

—General Pershing



"THE United War Work Campaign of these societies is merely another indication of that unity of spirit as a nation that is making it possible for us to win the war. That spirit and the place which the work of these agencies has made for itself in the hearts of all of us gives me confidence to believe that the united campaign will be crowned with abundant success."

Woodrow Wilson



Unusual Times

WE ARE facing the most extraordinary situation in the history of our country. Never before have so many new problems—so many demands for re-adjustment—thrust themselves upon men and women for settlement.

Things big with fate are happening and we must know how to adjust our business—our homes—our personal lives to the new conditions.

This bank publishes a Monthly Bulletin Letter that represents a very unusual service at this time. In a clear and general way these Bulletins present the pith of facts that influence your welfare.

This is one of the ways we are helping our friends and customers to meet the demands of the present and assisting them in their plans for the future. We will gladly mail future copies regularly to anyone free for the asking.

Tillamook County Bank
Tillamook, Oregon

CLOUGH'S CARBOLIC COMPOUND

For disinfecting where Contagious or infectious diseases are prevailing.

CARBOLIC COMPOUND is a powerful Germicidal mixture and by its use will improve general stable conditions.

C. I. CLOUGH CO.
RELIABLE DRUGGISTS.

The Man in the Tobacco Store Says



—it does beat all how men are taking to Real Gravely, now that they know it costs nothing extra to chew this class of tobacco. All you have to do is to get a man to take his first plug of Gravely. Let him get the pure, satisfying Grave-

ly taste, and learn for himself how much longer the small Gravely chew stays with him than a big chew of ordinary plug.

It goes further—that's why you can get the good taste of this class of tobacco without extra cost.

PEYTON BRAND Real Gravely Chewing Plug 10¢ a pouch—and worth it

P-B GRAVELY TOBACCO CO., DANVILLE, VA.

City Transfer Co.

We do a general Transfer and Delivery business, with special attention to moving Furniture and Pianos. Coal and Wood a Specialty.

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Kitchen Ranges and Heating Stoves.

THE BEST STOCK OF HARDWARE IN THE COUNTY.
See Us for Prices Before Ordering Elsewhere.