

THE PINK AND YELLOW CARD FIXES STATUS

Both Indicate Slackers, Though One Has Subscribed—But Not Enough.

Two colors are going to figure prominently in this Third Liberty Loan campaign, Yellow and Pink. Every person who is financially able to buy a bond and who refuses will have his name recorded on the yellow card—the slacker card.

In the last two campaigns for the sale of Liberty Bonds there were many persons who slipped quietly into their backs and made a small purchase of Liberty Bonds, when, as a matter of fact, by reason of their financial ability, they should have bought ten times as many bonds. Such individuals are considered by the federal government as slackers, just as much as are those who can but will not buy any bonds at all.

In order to get a permanent record of persons of this character, the Federal Reserve Director of Sales of Liberty Bonds has sent to every county chairman a supply of pink cards, upon which the names will be recorded of such persons as do not do their full duty—who do their "bit" instead of their "utmost."

These pink cards will be carried by every Liberty Bond salesman, and when an individual who ought to buy a \$1,000 bond will only buy a \$50 bond down goes his name on the pink card. These cards will be handled the same as the yellow cards—they will be reviewed by the county chairman and his executive committee. The individual will then be given another opportunity to increase his subscription to its proper amount, and, failing in this, the cards will be forwarded to the Federal government for such action as the Federal agents deem proper.

BARBERS WILL BUY BONDS

Union Secretary Asks Them to Share Good Fortune With Government.

Union barbers in St. Louis, who recently have been benefited by an increase in their wage scale, are being asked by F. A. Heller, secretary of Local No. 102, Journeymen Barbers' International Union of America, to share their good fortune with their country.

Heller is advising the more than 600 members of the local craft to invest some of their earnings in Liberty Bonds. Haircuts are now costing 35 cents.

Under the new scale barbers are getting a guarantee of \$16 a week and 60 cents on every dollar over \$24 a week that a barber takes in. The "boss" barbers, or shop proprietors, have inaugurated a higher charge on shaves and haircuts to meet the increased pay of the men at the chairs. "There can be no better investment than a Liberty Bond," said Heller. "I would like to see our men, who are now getting a share of the prosperity which the war has brought to some fields of industry, help our government in turn. So I am telling them to divert some of their earnings to Liberty Bonds."

WHAT WE CAN DO

Prominent Kentucky Educator Points Out Duty of American.

By FRANK L. McVEY,

President University of Kentucky. There are a number of things that we can do in this war. Some of us can do all of them. Any of us can do part of them. These things are:

1. To enlist.
2. To go in the draft.
3. To work for the government.
4. To buy bonds.
5. To save food materials and money by buying bonds.

Unless there are materials and food the men who enlist, who go in the draft, or who work for the government cannot be maintained. The means by which the government gets food and materials and pays wages is through the sale of bonds. This is the key, and when the government has the funds it can go on with the war. If it does not have them its efforts must cease. The duty of the patriotic citizen is apparent.

WHY FARMERS MUST BUY

Besides Being Patriotic, Their Investment Provides Nation With Shipping Facilities.

Some farmers may not understand just what is the significance of shipbuilding to them. They fail to see how they are to be benefited when the money they lend the government by purchasing Liberty Bonds is spent for ships that sail the seas they never leave seen.

Ships today are carrying our farm products to Europe. If there are no ships the farmer's goods never would reach the market. If German U-boats were dynamiting freight cars instead of ships the farmer's crops would not even reach the Chicago and Kansas City markets. We must have ships to get our produce to market. Bonds will help build them.



A FORMER CRISIS IN U. S. HISTORY URGES BOND SALE

During Civil War Need Was Great, but Financial System Did Not Equal Present.

By William Chauncey Langdon.

L. E. Chittenden, Lincoln's Register of the Treasury, tells in this "Personal Recollections of President Lincoln" of the anonymous Englishman who came forward in 1862 to lend the United States \$5,000,000, and the herculean efforts made to repay him. British shipbuilders were constructing two armored vessels for the Confederacy. Our Minister, Charles Francis Adams, secured the issue of a restraining order just in time, but it could not be enforced until damages had been secured by the deposit of \$5,000,000 sterling in gold coin, with gold at 160! Where could he get it? There was no trans-Atlantic cable then. "When he had given up all hope of arresting these vessels, a quiet gentleman called upon him and asked if he might be favored with the opportunity of making the deposit of coin required by the order." The only condition was that his name should not be made known.

In this war many Englishmen—and others—whose names we do not know have supplied us with money or its value—with munitions, and men, and safety, and immunity from German attack.

To this, our blood-bought benefit, hundreds of thousands of anonymous Englishmen and Frenchmen and Italians and Belgians have contributed.

Shall we not repay them promptly in kind by coming to their aid with money and munitions and ships and men, to the safety from German fury of those who remain, or of their widows and children?

This will cost! Will YOU help? How much? How soon? Buy a Liberty Bond and thus pay a little toward the freedom you have enjoyed thus far, as well as contribute toward the insuring of a like freedom and, we trust, of an even greater liberty for all in the years to come!

NO NEW AUTO—BUYS BONDS

Liberty Loan Speaker Enlivens Assemblage of Missouri Dentists.

Dr. Val Kunz, a dentist, of 3258 South Jefferson avenue, is going to rattle along in his old automobile for another season, at least.

The doctor hadn't intended to. In fact, he had all but closed a deal that would have given him a much better machine in exchange for his old one and \$1,000 "boot."

But just at this point Dr. Kunz attended a meeting of the St. Louis Dental Society at the St. Louis Club. Among the speakers at that meeting was Thomas Q. Dix, a speaker for the Liberty Loan Organization of the Eighth Federal Reserve District, which is backing the Third Liberty Loan drive.

Mr. Dix brought home to the assembled dentists the importance of the success of the loan in a manner that "raised 'em from their chairs."

Early next morning Dr. Kunz got the other man in the automobile trade on the phone.

"It's all off," said Kunz. "Why—what you mean?" asked the astonished trader.

"I heard a Liberty Loan speaker last night," said Dr. Kunz. "And I've just concluded that Uncle Sam needs my dollars more than I need another automobile. I bought a few hundred dollars' worth of the other loans, I thought I was doing my full duty. I thought I was a sacrificing American. Then I forgot all about it."

"Henceforth I'm eating, sleeping and living this war. I've been a slacker, in so far as making the sacrifices that an American should make in this cause. That deal is off. My \$1,000 and every other dollar I can spare goes into Liberty Bonds. Good-bye."

PATRICK HENRY'S FAMOUS ADDRESS NOW APPLICABLE

Liberty or Death, Issue in War of Revolution, Is Issue in the Great World War.

One hundred and forty-three years ago in the Provincial Convention at Richmond, Va., Patrick Henry, patriot to the last drop of his heart's blood, flung into the faces of his wavering fellow delegates his now world-famous call to arms.

"Mr. President," he cried, "if we mean to preserve inviolate those inestimable privileges for which we have been so long contending; if we mean not basely to abandon the noble struggle in which we have been so long engaged and which we have pledged ourselves never to abandon until the glorious object of our contest shall be attained, we must fight! 'Our brethren are already in the field! Why stand we here idle? What is it that gentlemen wish? What would they have? Is life so dear or peace so sweet as to be purchased at the price of chains and slavery? Forbid it, Almighty God! I know not what course others may take; but as for me, give me liberty or give me death!"

There spoke a patriot true. And he won his fight. Liberty's struggle was long and trying, but victory came at last. And the shield of freedom, blazoned upon the doorways of a new nation, has grown brighter and more resplendent with the passing of the years, until it stands today an inspiration for all the world.

Yet over yonder across the sea the mailed fist of Prussian autocracy is raised in menace. Its shadow is growing smaller, but it is a shadow still. It has lost some of its power, but the will to strike is yet there. And all those "inestimable privileges" of which Patrick Henry spoke are threatened and will continue so to be until Prussianism is crushed utterly.

"Our brethren are already in the field! Why stand we idle here?"

Think but a moment on stricken France, on pillaged Belgium, on outraged Serbia, on every land upon which the polluting hand of the Hun has fallen, and fancy what our portion will be if that same mailed fist is loosed upon our shores.

Then loosen your purse strings. Buy Liberty Bonds.

Patrick Henry was right. Death would be immeasurably preferable.

THE FARM AND THE NATION

Agriculturists Must Do Their Bit and Help Win World War.

Every now and then, in driving through the country, one sees a particularly well kept farm. Everything is in shape and everything indicates prosperity. The farm is a success.

What is the secret of this? It is that everybody on the place is a busy man, helping himself and helping the others. All work and all work together. No matter what the weather, no matter what attacks the crops, no matter what the market, the business prospers.

This country is engaged in a big war. Now is the time for everybody to work and work hard and help himself and others. The best way to help, if one is not at the front fighting, is to help finance the undertaking. We can't fail if we at home do our share when we have men at the front making the supreme sacrifice.

Buy Liberty Loan Bonds.

WHAT YOUR BOND WILL DO

The farmer who purchases a \$1,000 Liberty Bond need not think he has not done anything toward directly providing the War Department with the means to defeat the Kaiser and his armies. When the War Department gets \$1,000 it has the funds wherewith to equip 25 soldiers and furnish them with two rifles each. These 25 men may, by holding a shell hole or a section of a trench, decide a battle that will decide this war in our favor.

WILL BACK UP THE BOYS AT THE FRONT

Written for the Liberty Loan Organization of the Eighth Federal Reserve District.

By MILDRED S. McFADEN.

We are backing up the boys at the front,

Our soldier boys, the flower of our youth,

Who answered Freedom's call And are gladly giving all For liberty, for justice and for truth.

We are working for our heroes at the front,

Who nobly bear the brunt of shot and shell,

For, backed by love untold, And bullets made of gold, They will rescue all the world from German Hell.

We are backing up our sailors on the sea,

So gallantly a-standing by their guns, 'Mid perils of the deep

Where deadly U-boats creep To do the baneful bidding of the Hun!

We are backing up our birdmen at the front,

Whose dauntless souls no sense of fear can know.

Patrolmen of the sky, O'er hostile lines they fly

To guard the guns on "firing line" below.

We are backing up our service at the front,

Where toll of pain doth mark each victory won,

That nurse with Cross of Red May hover o'er each bed

To soothe and comfort every mother's son.

We are backing up our colors at the front,

Old Glory shall never brook disgrace. O lift it high and higher,

That its message may inspire A spirit of world-freedom for the race.

To back our allied forces at the front Is the urge of our Liberty Loan campaigns.

Each Liberty Bond we hold Is a handicap of gold

To bind the Beast forevermore in chains.

"Bring your tithes into my storehouse," Freedom calls,

Make every hoarded dollar do its share;

With patriotic thrill

And zeal of Bunker Hill

Roll up millions for the boys "over there."

WHAT A BOND WILL BUY

Even a \$50 Investment Will Do Much for Some Boy "Over There."

When you subscribe to the next Liberty Loan you not only make a good investment, but contribute in a direct and practical way to feeding and equipping the army or navy.

Here are a few of the things even a small investment in the bonds will accomplish. They are taken from a list prepared by the Treasury Department, and there are many others:

One \$50 bond will buy trench knives for a rifle company, or 23 hand grenades, or 14 rifle grenades, or 37 cases of surgical instruments for enlisted men's belts, or 19 cases of surgical instruments for officers' belts.

A \$100 bond will clothe a soldier, or feed a soldier for eight months, or purchase five rifles or 30 rifle grenades, or 43 hand grenades, or 25 pounds of ether, or 145 hot-water bags, or 2,000 surgical needles.

A \$100 and a \$50 bond will clothe and equip an infantry soldier for service overseas, or feed a soldier for a year.

Two \$100 bonds will purchase a horse or mule for cavalry, artillery or other service.

Three \$100 bonds will clothe a soldier and feed him for one year in France, or buy a motorcycle for a machine gun company.

Four \$100 bonds will buy an X-ray outfit.

One \$500 bond will supply bicycles for the headquarters company of an infantry regiment.

KEEP THE WINDMILL GOING

Investing in Liberty Bonds Keeps the Government's Machinery in Motion.

Every farmer has seen a windmill. Millions of farmers own one or maybe two. And every farmer knows that a windmill can't go without wind. There is an old-fashioned expression about "raising the wind," meaning that one is raising the money for some venture.

Uncle Sam is raising the wind at this time for one of the biggest jobs he ever has had on his hands. It is up to all of us to help out. The purchase of Liberty Bonds will make certain the turning of the machinery that will defeat the common enemy.

THE MOVIE SHOWS HELP

The motion picture exhibitors of Los Angeles have inaugurated a movement for "Liberty Loan Night," at every theater in the city, in accordance with plans now being formulated by a committee of the National Association of Motion Picture Industry.

Exhibitors throughout the United States will be supplied with posters, slides and other material to be used by the theaters in this campaign.

Children Cry for Fletcher's
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