

Double YOUR Loan For VICTORY

IF you put \$50 into this Fourth Liberty Loan—when you could and should put in \$100—you are helping make this war last twice as long.

You cannot shoulder it off on someone else, because that some one else is in exactly the same position as you are.

We Americans are fast getting a new idea of our responsibilities—and none too soon. The trouble is most of us were never asked before for anything but votes?

It has taken some of us quite too long a time to realize that things are moving faster “over there.” Cantigny Chateau-Thierry? St. Mihiel? Do they mean anything to you, or are they just names that are hard to pronounce?

Ask those multiplying millions of clear-eyed, set-jawed boys of our in France if they're just names. Names? They are symbols of the ever-growing, decent might of our young and eager crusaders, whose tramping feet are moving irresistibly with the sons of France and Britain and Italy and Belgium and Russia to the goal of Victory and Right and Peace!

Things are moving faster over there. Look at the map! Read the news! You've put our boys over there. You must keep

them over there, fit in body and soul to do the hardest job any men in the world's tumultuous history have had to do.

Yes, and things are moving faster over here. America is awake—and she must keep awake. A little while ago how much a man earned or what he owned or what he did with it was nobody's business. But no more. It is the business of every man jack of us, whether trying to give Uncle Sam a full hundred per cent of good citizenship at home, or living in a life belt on a transport at sea, or plugging doggedly ahead on the long trail in Europe with a two-hand grip on seven pounds of iron argument.

If you put \$50 into the Fourth Liberty Loan when you could and should put \$100 into it, you are giving that last full measure of patriotic citizenship. If you stop at \$500 when you should make it at least \$1,000, you will not be playing fair with yourself or Uncle Sam. If you say “I'll subscribe \$5,000” when you should, and could, buy every last penny's worth up to \$10,000, you'll not be meeting your responsibility by one-half. It is our business to ask ourselves and each other if we are sure we are going to give to the limit of our means and resources to the Fourth Liberty Loan—or hold back a usurer's percentage.

It is our business to remind each other that the man who holds back now is not a slacker—he's an active enemy.

**Pershing, our great General, standing erect and
with the eyes of the world upon him, said to
Stricken but dauntless France:**

“Lafayette, We are Here.”

**Will America—will YOU—in this critical hour, be
satisfied to send a less reassuring message
to that intrepid soldier and the magnificent
army he commands in our name than this:**

**“Pershing, we have doubled our Loan for
Victory.”**

R. M. Hite for The Virginia and Pittsburgh Coal Co.