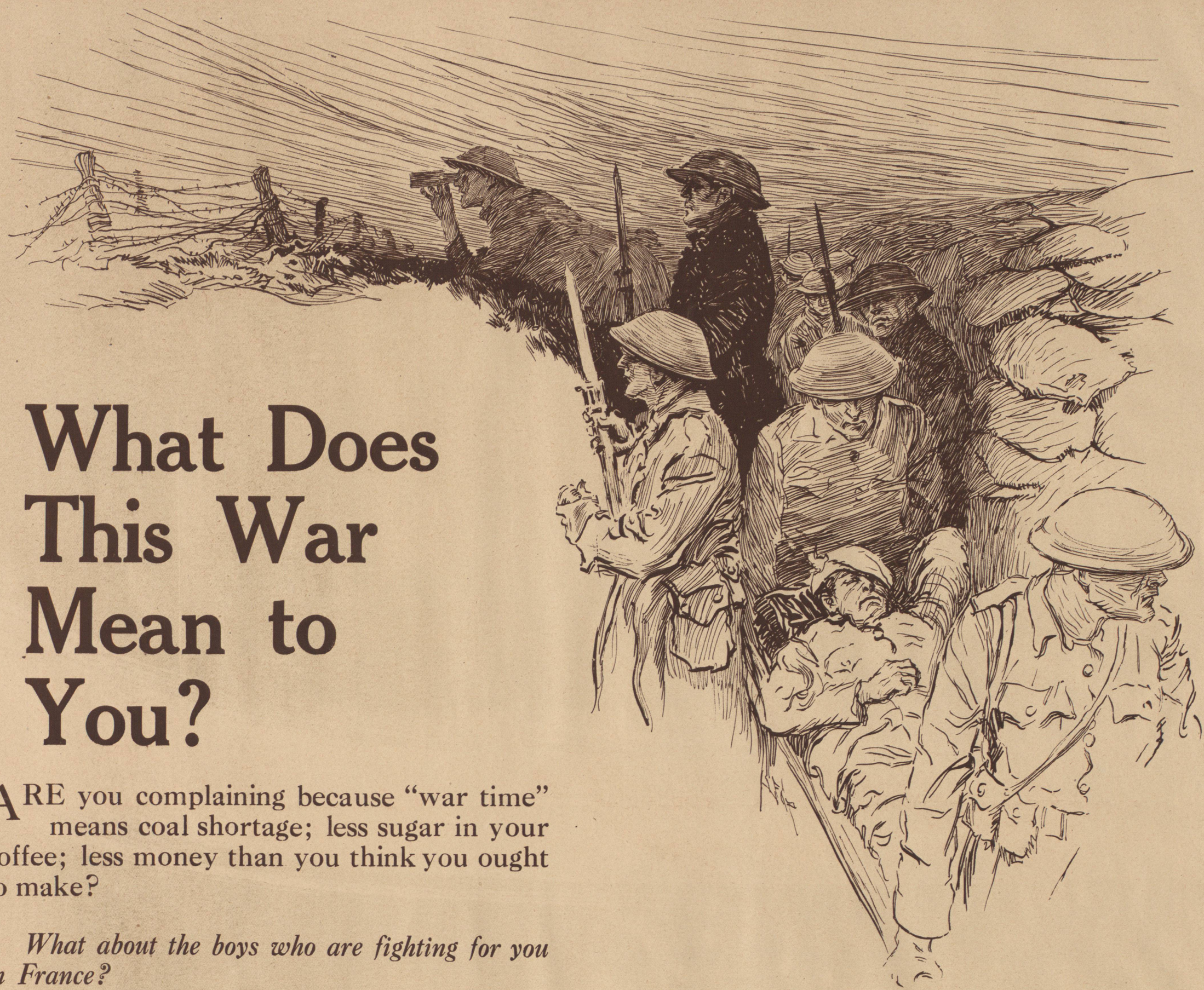

What Does This War Mean to You?

ARE you complaining because "war time" means coal shortage; less sugar in your coffee; less money than you think you ought to make?

What about the boys who are fighting for you in France?

For them, the trenches; the pitiless storms of rain and sleet; the ceaseless, deafening bombardment of the guns; hunger, cold, and fever; wounds and death. For you,—a little economy and deprivation.

The Third Liberty Loan is *your opportunity* to *prove* the patriotism that is in your heart and on your lips.

Your opportunity to show yourself worthy of the heroism, the devotion, the self-renunciation of your soldiers and sailors.

Your opportunity to share, in some small degree, the sufferings of those who stand ready to make the supreme sacrifice for you.

All you can do is little enough. You simply *lend* your money. Do it, and be glad that you can do so much and sorry you can do no more.

Back your Patriotism with more than words.

BUY LIBERTY BONDS!

Be an American.

This space—earlier planned to advertise CREME ELCAYA, the nationally popular Toilet Cream—is cheerfully contributed to the Liberty Loan Committee to "Lend Him a Hand."

James Elcaya

148 Madison Avenue,
New York City.