THE HUN issues no bonds for the money he extorts from the people of conquered countries.

THE U. S. GOVERNMENT pledges its entire resources to pay back the money it borrows from you.

Buy Bonds of the

THIRD LIBERTY LOAN

Any bank in Rochester will arrange to carry your bonds on the government partial payment plan, on weekly payments, or on loans.

Central Bank
Merchants Bank
Roch. Trust & Safe Deposit Co.
Traders National Bank
Rochester Savings Bank
Monroe County Savings Bank
Mechanics Savings Bank
East Side Savings Bank
Security Trust Co.
Alliance Bank
Union Trust Co.
Fidelity Trust Co.
Genesee Valley Trust Co.
Lincoln National Bank
National Bank of Commerce
Citizens Bank

MOUNDS OF DEAD MARK HUN DRIVE

Teuton Loss May Be Double That of Allies According to Latest Advices.

MARSHAL HAIG IS OPTIMISTIC

But America Must Not Slacken in Liberty Bond Purchases or Final Victory May Be Delayed

The big German drive has come almost to a halt except at the [illegible] salient which has been [illegible] Allied lines. [illegible] going on with great [illegible] constitutes a [illegible] opportunity to the Allied armies. If the Germans can hold their positions [illegible] ther reformation of the Allied lines may be necessary. On the other hand it is conceivable that the counter attacks of the French may be successful in cutting off a large number of Germans, as the British were cut off at Cambrai.

Trench geography is still in the making. The struggle is extending northward and southward. The new battle line is more than 70 miles long, but, of course, the fighting is not maintained with the same intensity all along the front. Just now the Germans are driving toward Arras, which has seen much hard fighting. In fact this is bloody ground for the most part, over which the battles are raging. There are mounds of field-gray dead upon Orange hill again. The German losses continue heavy. Unquestionably they are heavier than those of the Allies, but there does not seem to be good reason for putting them as high as three to one.

The latest statement of Marshal Haig, that the British have taken machine guns and prisoners is encouraging as it shows that there is a kick to the counter attacks. These [illegible] be confused with a counter offensive.

Counter attacks [illegible] tives and [illegible] defensive [illegible] possible [illegible] armies [illegible] stroke [illegible] not likely that any such [illegible] made until it is certain that the German drive is well in hand.

English aviators seem to have performed brilliant work in harassing the German lines of communication. This is of enormous importance for the further success of the German offensive depends to a large degree on their ability to bring up their guns and supplies. The French hope to give them pause by the counter attack in the region of Noyon. Here the French have cut a notch into the German lines. If the thrust can be driven still deeper a German retreat from the tip of the salient might be expected as well as a rich haul of prisoners.

Such a blow, however, would not be enough to compel a general German retirement unless it was accompanied by an Allied offensive all along the line. There is not much evidence as yet that the Allies have such an attack [illegible] for the present. General Foch [illegible] [illegible] the German objective.

Dog Joins Red Cross.

A dog, "Bingo" Wiles, was enrolled as a member of the Red Cross at Sandusky, O., recently. "Bingo," whose color is white, is the property of Lew A. Wiles, a Sandusky business man. Wiles asked the Red Cross authorities if they would enroll his pet if he paid the [illegible] and they said they would. [illegible]

WEEDS NO HINDRANCE

[illegible]

Little Consolation.

It is little consolation for the man whose pockets have been picked or home robbed to reflect that the money taken is not worth as much as it used to be—Indianapolis News.

EUROPE IN THROES AS LOAN STARTS

Liberty Bond Campaign Committee Doubles Effort as Titanic Conflict Rages Overseas.

GREAT SALE IS EXPECTED.

Every Home, Shop, Office, Factory and Plant to Be Visited by Salesmen to Sell Bonds.

The Third Liberty Loan campaign, which is now holding the attention of practically every community throughout the country, is the greatest financial campaign that has ever been conducted.

Never before has there been an organization so carefully devised, so carefully trained and so carefully prepared, to meet every obstacle in selling securities as the one which is now undertaking the work in the Second Federal Reserve District.

This district comprises all of New York state, the twelve northern counties of New Jersey and Fairfield county, Conn. Months ago the chief workers in the last campaign made a detailed study of the results obtained in that drive for the money of patriotic citizens and discovered many faults and imperfections which they previously could not notice. Expert bond salesmen and experts in every other field connected with the selling of securities were called upon to consider these matters. Days and nights were spent gathering information and hearing suggestions as to what could be done to overcome the obstacles previously encountered.

The result is the tremendous organization which is now carrying on the work of placing the Third Liberty Loan. So carefully has this been done that it is expected much more satisfactory results will be obtained [illegible] shorter time than were ever possible in the first and second Liberty Loan campaigns.

As an example of the [illegible] [illegible] selling efforts in the Third Liberty Loan campaign were begun a close scrutiny was made of the financial results in practically every county, city, town and village in the Second Federal Reserve District. For the convenience of the men taking part in the campaign maps were prepared showing which sections of the district had subscribed their quota and which had failed to reach the allotted figures. Where there was any shortcoming an intensive canvass of business and banking interests was carried on in order to learn the reasons. In some cases it was found that in the haste of building up the previous organization parts of the machinery had been overlooked, and the result was that the canvassing was not as thorough as it should have been. In other cases it was learned that the people of the district which had failed to come up to its quota were led to believe that their aid was not really necessary in a vital sense. Many other [illegible] were discovered, and it is expected that with the careful attention given to all of these they will not appear in the present drive.

From the beginning of the present campaign canvassers will be [illegible] away from local headquarters toward every single household [illegible] shop, factory or firm in the Second Federal Reserve District, with instructions not to overlook an opportunity to sell bonds to any one who has or may be able to save the amount of money needed.

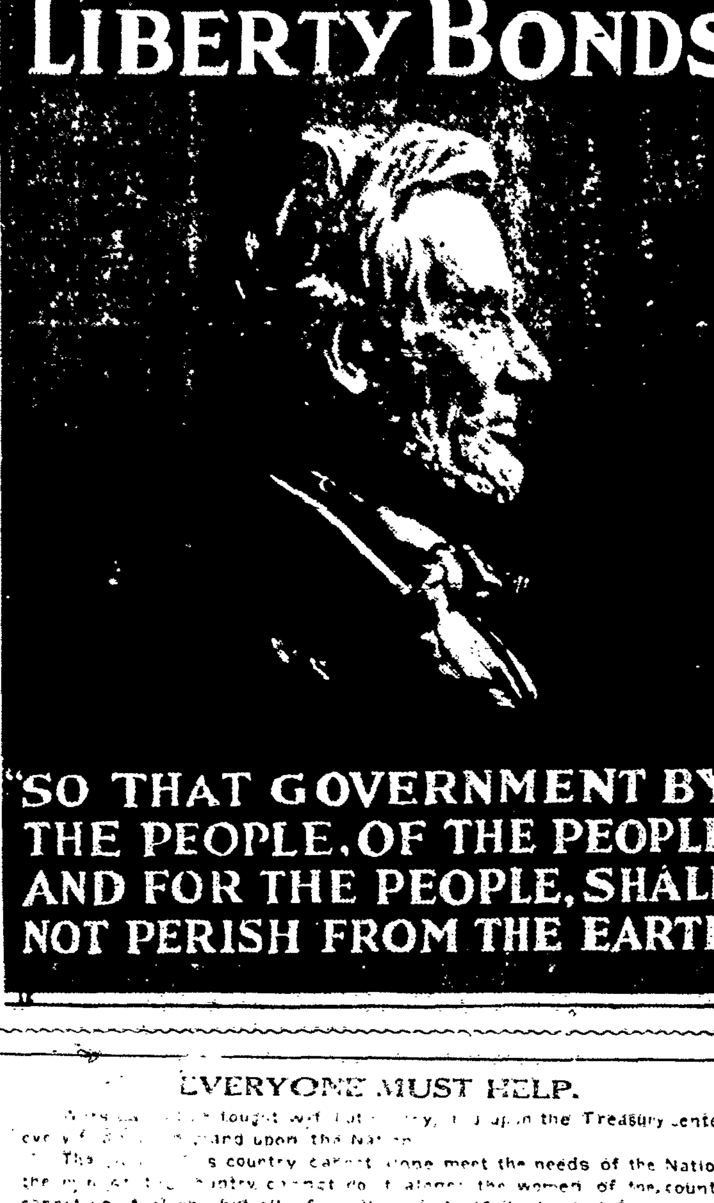
On every citizen will be forced home the fact that it is his duty as a matter of patriotism and loyalty to the country which provides him with a home and with safety in that home, to invest his money in the future of his country. It will be pointed out to him that the vital need at present is the success of the Liberty Loan, and that, therefore, these bonds give him an opportunity for the sort of investment that will mean freedom for him and safety for his descendants.

The great dragnet will reach into every home and into every business house with an urgency and persistence justified by the great emergencies which we now face.

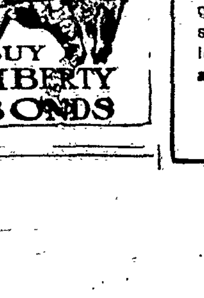
An advantageous feature of the present drive is the fact that the people have come to realize the value of U. S. Government Bonds in the strictly investment sense. It is no longer necessary to educate them on the comparative value of these issues in relation to other securities. These facts have been so thoroughly emphasized in the past that they are receiving only occasional attention at present.

Liberty Loan Poster

One of the Designs Adopted From Collection Submitted by Noted Artists of the Country



The Message of Liberty



EVERYONE MUST HELP.

[illegible] fought [illegible] upon the Treasury centers every [illegible] upon the Nation.

The [illegible] country cannot alone meet the needs of the Nation; the [illegible] country cannot do it alone; the women of the country cannot do it alone; but all of us, the people of the United States, disregarding partizanship, forgetting selfish interests, thinking only of the supremacy of right and determining to vindicate the majesty of American ideals and secure the safety of America and civilization, can do the great and splendid work which God has called upon us to do.

W. G. McADOO,
Secretary of the Treasury.