

LAST YEAR'S BONDS GOT US STARTED

THIS YEAR'S BONDS



ARE TO WIN!

★ Last year saw nearly \$30,000,000 workers voluntarily buying War Bonds through some 175,000 Pay-Roll Savings Plans. And buying these War Bonds at an average rate of practically 10% of their gross pay!

This year we've got to top *all* these figures—and top them handsomely! For the swiftly accelerated purchase of War Bonds is one of the greatest services we can render to our country . . . and to our own sons . . . and our

neighbors' sons. Through the mounting purchase of War Bonds we forge a more potent weapon of victory, and build stronger bulwarks for the preservation of the American way of life.

"But there's a Pay-Roll Savings Plan already running in my plant."

Sure, there is—but how long is it since *you've* done anything about it? These plans won't run without winding, any more than your watch! Check up on it today. If it doesn't show sub-

stantially more than 10% of your plant's pay-roll going into War Bonds, it needs winding!

War Bonds will help us win the war, and help close the inflationary gap. And they won't stop working when victory comes! On the contrary—they will furnish a reservoir of purchasing power to help American business re-establish itself in the markets of peace. *Remember, the bond charts of today are the sales curves of tomorrow!*

THIS SPACE IS A CONTRIBUTION TO AMERICA'S ALL-OUT WAR EFFORT BY

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