

Here's Way to Get Rich Safely

Getting Down to Brass Tacks Means Getting Up to Gold Coins

"Refuse to buy what you cannot afford," was the message brought to Chi-

"My representative who visited these retail dealers," said Mr. Lester, "summed up their answer in two words—*judicious buying*. So that is why I say refuse to buy what you cannot afford. Do not pay unreasonable prices for food

country are spending recklessly. Many are selling their Liberty Bonds and War Savings Stamps—their hard-earned savings. They have not learned to practice economy as essential. Economy, which was a wartime necessity, should be a



TYPE OF BUNGALOWS AND COTTAGES ON TALLASSEE AVENUE

ago recently by Orrin Lester, Associate Director of the Savings Division of the Treasury Department. Mr. Lester said that in Washington he put the question to the retail dealers in all lines of business as to what they deemed the most essential thing to cut the high cost of living.

or material, and then the profiteer cannot profiteer. If all citizens had the courage of the Scotchman who, when told ninety cents was the price of roast beef, walked out of the restaurant, declaring he would not pay such a price, we would get down to brass tacks. The trouble is that the people of this

peacetime virtue. That is why the government is urging the people to hold on to their government securities. If you must dispose of your Liberty Bonds or War Savings Stamps, sell them in the legitimate market—not to swindlers.

"There are about thirty million who own government securities, and the gov-