

STRAIGHT TALK

ABOUT THE 7th WAR LOAN

THE 7th WAR LOAN starts May 14. Americans as individuals are taking on their biggest quota to date—7 billion dollars, 4 billions in E Bonds alone.

You may be wondering, "Why this biggest of all individual quotas now? Haven't we already reached the peak?"

A fair question—requiring a straight answer.

The Money Is Needed For War

The Battle of Japan has just begun. It must be backed up, paid for, fought for by a free people, intent on sweeping the Pacific clear of fascist hate—forever.

With the war in the West our first and major concern, we have not yet been able to go all-out in the East. *But neither has the Jap.*

The war to crush Japan will be bigger, tougher, and longer than most Americans expect. The Allied Military Command has estimated that it will take years, not months.

The destruction of Japan's armies has not yet reached the annual rate of normal replacements—between 200,000

and 250,000 men a year. And the Jap, as our men in the Pacific know, fights to the death.

As far as Japan is concerned, the outer Empire—and the men who defend it—are expendables. The Jap will fight the Battle of Japan from *inside the inner Empire*, of which Iwo Jima was an outpost. And Iwo Jima, according to Admiral Nimitz, was a pattern of the resistance our forces may expect to meet in future offensives.

New Tasks, New Needs

The single greatest obstacle to our crushing of Japan is distance. While in the Battle of Europe supply ships from our bases in England had only an overnight run to make, ships in the Pacific have long-reach round trips taking up to 5 months to make.

To crush Japan will take time, heroic and back-breaking effort, overpowering equipment.

Millions of fighting men—freshly outfitted and equipped

—will have to be moved from Europe halfway around the globe and supplied day-in, day-out by hundreds of new ships now building.

More of everything will be needed. More B-29's. More tanks, half-tracks, jeeps, and trucks. More rockets, mortars, airborne radar.

A whole new air force is in creation—huge new bombers dwarfing the Superfortress—fast new jet-propelled combat planes, the P-80 or "Shooting Star," coming off the lines by thousands.

These are just some of the 101 ways in which your dollars are needed more than ever to bring America's might to its full strength—so that we may crush our foe the faster, make an end of killing, and bring our men back home.

And Lest We Forget

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The sick, wounded, and disabled will require medical attention and care.

Many millions of dollars will be required for mustering-out pay and benefits voted by Congress to help our veterans get started again in civilian life.

That's the least we can do in return for what they've done for us.

Winning the Peace

There are other weighty reasons for supporting the 7th War Loan—reasons that take us from the present to the future.

By investing in the 7th War Loan, the patriotic American is safeguarding his own future, his country's future.

By putting every dollar over rock-bottom expenses into the purchase of War Bonds, he is delivering a body blow to wartime inflation—thus putting a lid on the cost of living and maintaining intact the purchasing power of the dollar. At the same time, too, he is insuring the country and himself against the catastrophe of a possible postwar deflation—with its depression, unemployment, misery, and heartache.

So save for your country—save for yourself. In helping your country, you are also helping yourself! Come peace,

we'll all need money for education, replacements, retirement, new homes, a new start—and we'll need a lot of it. And there isn't a better or safer highroad to your goal than United States Savings Bonds.

Making 2=3

This year there will be *only two* War Loan Drives, not three. But in those two drives the Government will have to raise almost as much money from individuals as in the three drives last year. That means *bigger extra bonds* in the 7th. Because only by buying *more* can we make 2 take the place of 3.

The 26 million Americans who buy bonds on payroll savings are already off to a flying start! These patriotic men and women began *their* buying in April. And they will keep on buying *extra* bonds through May and June!

It's now up to the rest of us. It's *our* turn to swing in line. To raise the vast sum needed, *every* American will have to dig deeper into current income—dig deeper into cash reserves. Only by buying *bigger extra bonds* can we stretch

place of 3.

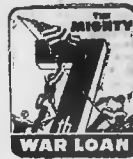
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Let all Americans do their part—for their own sake, for their country's.

If you have an income, whether from work, land, or capital, you have a quota in the 7th War Loan. Find out what that quota is—and make it!

FIND YOUR QUOTA... AND MAKE IT!		
IF YOUR AVERAGE INCOME PER MONTH IS:	YOUR PERSONAL WAR BOND QUOTA IS (CASH VALUE)	MATURITY VALUE OF 7TH WAR LOAN BONDS BOUGHT
\$250	\$187.50	\$250
225-250	180.00	200
210-225	172.50	175
200-210	165.00	150
180-200	150.00	125
160-180	135.00	100
140-160	120.00	75
100-140	87.50	50
Under \$100	18.75	25



ALL OUT FOR THE MIGHTY 7th WAR LOAN

LIGHTNER FUNERAL HOME

W. H. KING DRUG CO.

NEWBERNE'S GARAGE

THE VOGUE SHOP

RALEIGH LOAN OFFICE

ECKERD'S DRUG STORE

STATE DISTRIBUTING CORP.

W. E. COOPER FURNITURE CO.

HEILIG AND MEYERS

BLACKWOOD'S

SANDERS MOTOR CO.

7-UP BOTTLING CO.

MARTIN MILLWORK

MOTHER & DAUGHTER STORE

CAROLINA POWER & LIGHT CO.

RALEIGH INDUSTRIAL BANK

DILLON SUPPLY CO.

BROGDEN PRODUCE CO.

LINCOLN THEATRE

EYRUM LUMBER CO.

STEARNS ENGRAVING CO.