

Record War Bond Sales Is Goal Of Women At War Week Nov. 22

WASHINGTON, D. C.—America's women in the cities and on the farms—in war factories and in their homes—are determined to make Women At War Week the greatest War Bond selling effort since Pearl Harbor.

Mrs. Franklin D. Roosevelt sounded the keynote for the Treasury Department's Women At War Week, Nov. 22 to 28, with an appeal to women to save on "little things" to provide money for War Bonds.

"We women want to work hard, we want to be a part of this strenuous period because unless we are, we will not be able to face the men when they return and claim our share of the future responsibility for building a peaceful world," the First Lady declared.

The overall direction of Women At War Week rests with the Women's Section of the War Savings Staff under the leadership of Miss Harriet Elliott, Associate Field Director, and Mrs. Henry Morgenthau, Jr., Chief of the Special Activities Unit.

From coast to coast women in every community have made plans for torchlight parades, fashion shows, teas, rallies, store window displays, Stamp and Bond booths, pageants, civic sings, balls and mardi gras. In each locality administration of the one week drive rests with the local War Savings Committee which has worked out activities adapted to their areas.

Mrs. Morgenthau, in a special message for Women At War Week, declared that the spirit of America's pioneer women lives today more strongly than ever. "The average American woman began to rise to new heights on Sunday, Dec. 7, 1941," Mrs. Morgenthau said. "This winter the average American woman will be spending less in order to save more to invest in War Bonds and Stamps. She will not, please God, ever have to fire a gun or fly a bomber. But she will, please God, always do everything she can to help buy anything—and the best of everything—that fires or flies or floats in this terrible war."



During Women At War Week volunteer War Bond saleswomen will wear an armband similar to the one being attached to the sleeve of Mrs. Henry Morgenthau, Jr., by Miss Harriet Elliott.



WOMEN AT WAR—Overalls, wrenches and drills replace fineries as these war workers in an Army Arsenal march to tank repair shops. Note the determination on their faces. These women are typical of hundreds of thousands who are working in war factories and investing part of their earnings in War Bonds.



Mrs. Roosevelt (left) says women help men at front by buying War Bonds. At right is the lapel tag which volunteers will wear during Women At War Week, Nov. 22 to 28.

JUST HUMANS

By GENE CARR



"There Goes the Daily Dozen"
"How Come?"
"Because He Makes Everybody So Tired!"

RURAL TRENDS

ROGER M. KYES

IT'S NICE TO HAVE MONEY IN THE BANK

There is nothing that gives a man a better feeling of security than the knowledge that he has money in the bank.

It is the basis for confidence in both the present and the future, the thing for which most of us are working. We know, of course, that money is worth nothing itself;

Its only real value lies in what it will buy. But there is a great deal of satisfaction in knowing that we have at hand the means of buying what we need or desire.

One of the very few good things resulting from the war is that many Americans, farmers especially, have better cash incomes than have been seen during recent years. Farm crop prices are relatively high, and there is an immediate cash market for nearly everything the farm produces.

That naturally means more money in the bank—more to save against the future "rainy day." And being naturally thrifty people, we all like to save something out of each year's income.

Another benefit of war is that we now have a new incentive to save, plus a new method of saving that applies the element of absolute security—United States War Bonds and Stamps.

The dollars we put into this safest of all investments today become at once Double Duty Dollars. They help to pay for the cost of the war, for the guns and planes and ships and tanks, the food and clothing for soldiers and sailors. And they earn a very satisfactory rate of interest, that will some day add to the spending power we are building up for the future.

We must remember that only in the United Nations is there such an opportunity for free saving—free and voluntary investment. The dictators take what they want wherever they find it. Property rights mean nothing in their philosophy.

One mighty good plan is to "earn-mark" the bonds we buy, as advance payments on things we know we are going to want in the future.

Some of them might be spent for a new tractor when the present one is worn out. Some might cover the cost of a new home or a new barn. Some may be assigned to pay for education for the younger children, and some may be labeled as advance payments on comfort and peace for old age.

Security! Here it is, wrapped in a package, with our favorite red, white and blue colors. When we loan money to Uncle Sam, we are really loaning it to ourselves—keeping it right in the family.

Collateral for the loan is the whole sum total of the immense resources of America—the energies of the people, the land, the mines, the trees, the towns and the cities. Those are the things that give America its financial security, unmatched by anything else in the world.

When you buy Uncle Sam's war bonds and stamps, you are merely putting your own money in the other pocket, and getting paid a profit for doing it.

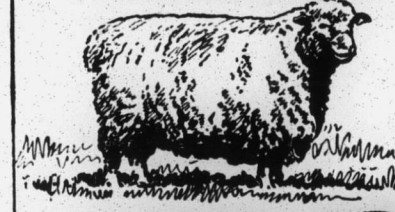
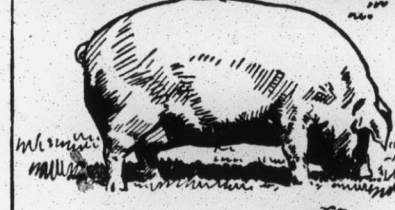
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OUR DEMOCRACY—by Mat

"Waste not, -want not."

AN OLD PROVERB—AND A MODERN EXAMPLE.

STARTING WITH THE WIRY LONGHORN, THE RAZOR-BACK HOG, THE SCRAWNY SHEEP AND THE WASTEFUL METHODS OF A CENTURY AGO, U.S. FARMERS HAVE PRODUCED OUTSTANDING LIVESTOCK—AND U.S. PACKERS, WITH SCIENTIFIC INGENUITY, HAVE DEVELOPED WASTELESS PROCESSING.



5,000,000 FARMS AND 1000 PACKERS OPERATING 1500 PLANTS, PROVIDE AMERICA WITH ITS MEAT, LEATHER, WOOL, —AND 139 BY-PRODUCTS—MANY ESSENTIAL WAR MATERIALS, WITH NO LEFT-OVERS!

LET'S ALL FOLLOW THIS "NO-WASTE PRINCIPLE" — IN HOME, OFFICE, FACTORY — FOR PRODUCTION + CONSERVATION = NATIONAL STRENGTH

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