

# HOW SMART PEOPLE AND JACK BENNY LATCH ON TO THEIR MONEY

by Fred Allen



1. Smart people hang on to their money by buying Victory Bonds—and HOLDING them. Jack Benny does, too. But don't let that stop you. Buy some anyway. All high-class people do this. For example, I do. Lowlifes like Benny imitate us upper-crust denizens by buying Victory Bonds just so they can get their picture in the "Police Gazette."



2. Among polite circles, it is no longer considered *de rigueur* to trip up the waiter or cash in your Victory Bonds. In these circles, in which Benny is considered a square, it is also deemed a trifle *gauche*—that's hog Latin for sloppy—to dunk your feet in the finger bowl. When Benny finds this out, he'll probably be so embarrassed he'll break down and start wearing shoes.



3. The boys coming back from Europe and Okinawa probably won't lope up to you breathlessly and dangle a medal around your neck for buying Victory Bonds, but you can bet your bottom Jap yen they won't give you the water cure, either. They know the importance of Bonds—they buy enough every month themselves to make Benny's toupee turn green.



4. The laziest way in the world to make extra money is to let those Victory Bonds accumulate interest. You get back 133% on your original investment in ten years. So let all your spare cash snooze away in Victory Bonds. If you MUST tuck something under your mattress, try your mother-in-law.



5. And don't think because your Aunt Cracklethroat's tea leaves spelled "rat" last Sunday that the end of this war is in sight. It's not even within swooning distance. So make like Benny and pinch that penny. Or, as the farsighted zoo keeper said to the careless elephant keeper, "Till V-J day, hoard that hay!" Then, KEEP hoarding till the Victory Bonds mature.

## Victory Bonds . . . To Have and To Hold

The Following Patriotic Merchants Sponsored This Advertisement:

Carolina Inn  
Carolina Sport Shop  
Danziger's

Hospital Saving Association  
Foister Photo Co.  
John Foushee, Fire Insurance  
Harry's

Lacock Shoe Shop  
Ledbetter-Pickard  
University Cleaners

This is an official U. S. Treasury advertisement—prepared under auspices of Treasury Department and War Advertising Council