

"Spend, Sucker, Spend"

Following editorial, reprinted from the Waterville (N. Y.) Times, was written by De Casto, and to date has read by 10,000,000 people.

Not only did a lot of folks read it, but it made the paper which it appeared famous about the nation, with thousands of requests upon requests pouring in.

Take time to read it all:

Remember? Last war... remember? ... shirts! ... green ones, blue ones ... white stripes—millions of

... silk stockings for the women legs that had never felt ... but cotton before.

... watches ... rings ... hand tailored suits ... dollar felt hats ... bet- ... sweller apartments, ... it happened.

... and the Armistice. The boom petered out. In fact, factory the wheels turn- ... slower—then stopped.

... cuffs on the silk shirts were ... and the colors were faded ... and the silk stockings were ... and the rings and the watch- ... in pawn shops ... and ... moved back where they'd ... from. But ...

... let it get you down, Bud! ... hold this country back ... country. Don't sell America ... why with our natural re- ... and the way we work ... started on the second lap, ... same circular track.

... 1929. Prosperity. Nothing ... before in the world. ... up 50 points in a week ... hands, millions—billions of ... of profit—on paper.

... ladders ... parties ... more silk shirts ... radios, refrigerators, ... estate, furniture, diamond ... boats, shoes, hats ...

... 1929 and Crash again! ... Mr. Jones ... more mar- ... we'll have to sell you out ... Mr. Jones ... unless you ... a check to cover two un- ... installments on your furniture ...

... Sir ... in the hands of ... mortga- ... worry ... worry ... better look around ... no help wanted."

... lines ... the Bonus Army ... soldiers selling apples on ... "brother, can ... a dime?" ... stocks go- ... down—down ... busi- ... suicides ...

... N. R. A. ... W. P. A. ... C. C. ... and no jobs yet, ... run down at the heels, ... the kids—und-nourished ... a bit—and "the lost genera-

... come? How did we get that ...? Why did it happen ... it couldn't happen here? ... let's look back—let's see ... did happen.

... weren't good enough for ... banks weren't as ex- ... brokers' offices.

... are trying to compress our ... the juice of three ... years and ten into a decade. ... next to nothing ... our fathers had worked ...

... clothes had to be ... smaller—more expensive ... and her jewelry,

... spend a thousand dollars ...? So what? I'm spend- ... ten hundred for mine. (On

... buy—look at my new radio! ... tubes, three loud ... record changer, home re- ... and three short-wave bands! ... Oh, I traded it in ... bought the new one—and ... refrigerator, and the din- ... furniture—slick, eh?—

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T/S Joseph L. Frady Jr., Helps Toward Victory

When Berlin blazes from incendiary bombs loaded by American war planes, Technician Fifth grade Joseph L. Frady, Jr., shared credit for another blow toward victory, according to information received from an air service command station in England.

Assigned to this important air service command chemical depot, he is helping to rush vital supplies of fire-spreading weapons to the combat air forces.

Record numbers of incendiaries are now falling on Germany as a result of his day-and-night job of sending the missiles from railroads in England to the bomb-bay of planes waiting to take off over the continent.

He is the son of Mr. and Mrs. Joseph L. Frady of Waynesville, E.F.D. No. 1, and has one brother, Life James E. Frady, in the service.

of a broad line fifteen-million-people long. So that war we win by fighting won't be lost by waste.

Remember, we're at war! Dollars are needed just as much as men—to back up those men—to give your boy, your brother, or your pal the stuff he needs to beat the Axis, and come back alive.

Money wasted on foolish luxuries won't do this. Once spent, it's gone, and neither you nor the boys fighting for you are any better off for spending.

But the dollars you save in War Bonds, in your savings account, or by buying life insurance, will help Uncle Sam buy the guns, the tanks, the ships and the planes we must have to survive and win.

And those savings will guarantee your future—the financial future of you, your family, and the boys who are fighting for us all.

Nobody can tell you what's going to happen after the war, or its searing effect on the nation.

But somebody can tell you what will happen to you. . . You can. Make a plan and stick to it. Guarantee your own future. So many dollars every payday into War Bonds, into your savings account, and for life insurance.

Then come hell or high water, follow your plan. Protect your family. Build up reserves. Create a stock of money and make it grow. Your money. Your Bonds. Your protection.

And the bigger the stock of savings you create, the better off you'll be—to buy the good things you will want when the war is over—that new car, that refrigerator and radio you can't get now—things that make American life the best in the world.

Meanwhile, helping yourself, your savings money will go to work helping your country, to provide fighting equipment for your boys to lick the Axis—homes for war workers—roads, railroad equipment and ships to transport war materials from the factory to the front. Your dollars working for Victory and Peace!

So, when you save wisely, you're helping your country and yourself at the same time.

Honest, now. . . Could you ask for anything better?

If hard times catch up with you, it isn't that night-club proprietor who's going to return the money you spent in his place—no, not any part of it!

And all th unnecessary gimmicks and gadgets you think you need now won't be worth a dime on the dollar then.

And when your pockets are empty it won't be because you'll be taking money out of them—but because no money will be going into them.

How about those bright kids of yours? Will they have to work instead of going to high school or college?

And those beautiful rings you bought your wife? Supposing you lose your job . . . how long can you last before pawning these baubles, for a fraction of what they cost you?

So look . . . When you want to spend money or buy something new, just imagine you were spending your next-to-the-last dollar.

Don't ask how happy you'd be with what you get for your money—but whether you'd be miserable without it.

That's the only test. Otherwise you're just kidding yourself. Lighting matches to ten dollar bills you're going to need—sure some day.

What? Oh, you're making more money? Then save more—don't spend more!

Because the money we all save now will play a tremendous part in the after-war economy of our country. The money we save now will be a cushion of buying power—those sorely needed dollars to "start things up again" in our civilian economy—to keep us from national bankruptcy until the wheels start moving again. The dollars you waste now may be the dollars you'll need them—yes, perhaps even for such mater-of-fact things as bread and milk and meat.

Why do you suppose your government urges you to save? It's perfectly simple—to ward off disaster. To make sure that the crash that "couldn't happen here" doesn't happen again. So that possible (if not probable) afterwar depression doesn't find you at the tail end

THESE WOMEN . . . HER ONLY CHOICE

Gregory D'Alesio



"Sorry you don't like it, Ma'am. May I suggest a bond then, for a REAL foundation."

Even Diamond Experts are Guided by

CONFIDENCE

When we "go to market" for diamonds, we deal only with suppliers whom we know to be trustworthy. The same holds true with our suppliers—and the suppliers of our suppliers—and so forth to the very diamond mine itself. Trust is the true foundation of diamond merchandising and always has been. And you, the consumer, must follow the same course. Confidence is of even greater importance to your getting value than it is to us, because we're experts in buying diamonds. Our reputation for satisfaction-giving is well-known.

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by Kay Dunhill

Like icing, like candles on a cake, the Jack Frost white edging at neckline and cuffs makes this dress memorable, marvelous. And see the hip-slimming miracles the slantwise pockets work. In a fine wool and rayon fabric, (59% wool, 41% rayon) in black, blue, fuchsia, melon. 12 to 20.

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C. J. REECE, Owner

Tobacco Growers

To our good friends in North Carolina we extend an invitation to sell your good crop of tobacco with us at one of our three, well lighted warehouses. We are glad to save you time and make you money. If you have not sold with us, ask your neighbor, who has, and then come to see us. Every accommodation will be offered by the same efficient force as in the past.

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Farmers No. 1—Phone 22 Farmers No. 2 Phone 63 Burley Warehouse 180

HEAD COLDS

ANG-ON

To relieve discomforts, the best things you can do is a good spoonful of home-Vicks VapoRub in a bowl of water.

Feel the wonderful relief as you breathe in the medicated vapors that soothe the cold-congested breathing passages! See the soothing irritation, quiets the cough, and helps clear the bringing grand comfort.

AND RELIEF . . . rub throat, and back with VapoRub at once—2 ways at once—to bring relief from distress. Remember—Vicks VapoRub you want.