



A Family 3000 STRONG and 50 Years of Age

A member of your community has passed its 50th year during 1944.

The A.C. Lawrence Leather Co. is having its 50th birthday.

But . . . in none of its plants . . . has there been any pause for celebration. Its 3000 employees realize the importance of their war work . . . and the great necessity of providing essential materials for civilian life. They let each day's work be recognition enough of having reached their 50th year of service.

A Community Enterprise

Yet A. C. Lawrence itself realizes that, to the communities in which it has plants, this occasion is significant. For, in such towns, are persons who, themselves, have watched the company develop from its earliest beginnings. And there are young men who, knowing the company to be strong and vigorous, have laid their course in its direction.

So, to each town, Lawrence is a "community enterprise" . . . of vital importance to the citizens



who earn their livelihood from the tanneries and offices . . . to the families who are benefiting from the pensions of former employees who have retired . . . and to the merchants who know how great is the responsibility of this company in keeping the community prosperous.

Its War Work

The various tanneries of the A. C. Lawrence Leather Co. . . normally manufacturing leather for shoes, garments, luggage, gloves, chamois, transmission belting . . . during the war have been devoting much of their production facilities to leather for Army and Navy boots and shoes, aviators' flying suits and gloves, crash helmets, goggles, chin straps, belts, holsters, bomb sight cases, signal equipment cases, dispatch cases, rigging for ships—among the 500 items in military use that are made of leather.

Each of the members of this great A. C. Lawrence family is proud that the family's 50th year could be devoted in such great extent to the country's service.

A. C. LAWRENCE LEATHER CO.

Tanneries: Peabody, Mass., Winchester, N. H., Hazelwood, N. C., Ashland, Ky., Newport, Tenn.
Branches: Boston, New York, Gloversville, N. Y., Camden, N. J., Columbus, St. Louis, Milwaukee

LET'S GO FOR THE KNOCKOUT BLOW—BUY MORE BONDS