



Make No Excuses---

Hear No Excuses

**Our Talk to Our Customers on
The LIBERTY LOAN**

TO MOST PEOPLE we do not feel that it is necessary to enlarge on the sound value of the Fourth Liberty Loan Bonds. Every man who has clipped his interest coupons on his other bonds has felt a little pang of regret that he did not take more bonds while he was buying.

Also, any person who reads the papers knows pretty well by this time why it is necessary to buy these bonds.

The children in the schools know. The very felons in their cells have pieced together their slender moneys and bought bonds--weaving a new garment of patriotic decency from the torn rags of their lost citizenship.

There are few so ignorant--or so poor as to plead why they should not buy when these have bought.

But you may meet some few who are inclined to advance reasons why it is inconvenient to buy as many bonds as they obviously should.

Do not lend your ear in encouraging attention to the excuses of the bond slacker.

Tell him to write out his poor, meager defense on a piece of paper and read it to his children after the war.

Tell him to put his excuse in his will, as explanation to his heirs why Liberty Bonds were not a greater part of his estate.

As for the rare individual who buys no bonds at all, tell him to go and offend the ears of someone else with his absurd and insincere arguments.

It is a fact that the bond slacker cannot keep his secret. It gnaws at his conscience and his only relief is to prate his excuses to his friends in the hope that some one will agree with him that he should not buy to his limit. So he talks and talks.

You will do a double duty--first by buying and second by discouraging the pitiful mouthings of the non-buyer who seeks from you some word of endorsement for his sorry failure to carry his share of the load.

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