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THE CHARLOTTE LABOR JOURNAL

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A millionaire told me this...

THERE AREN'T many millionaires left today, I guess.

But my dad went to college with a man who is <u>now</u> a millionaire. Dad took me to lunch with this man a year ago—let's call him Murray Goodwin.

• While they were lighting up their cigars, Dad asked Mr. Goodwin if he had any good advice for a youngster like me. The millionaire looked at me thoughtfully.

"I've got some good advice for any man

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who's working on a salary today. In fact, you'll never hear better!

"Always remember," said Mr. Goodwin, tapping the table, "that the only money you'll ever have is the money you're saving right now! Saving part of each pay check is the ONLY way to save!

"And the BEST way to do it is to buy U.S. Savings Bonds through your company's Payroll Savings Plan! These Bonds are the safest, wisest investment you can make. They're backed by the U.S. Government.

"And," concluded Mr. Goodwin, knocking the ash off his cigar, "U. S. Savings Bonds return \$4 for every \$3 invested—ten years later!

"This kind of saving is automatic, painless. You never feel it. Try it!"

. . .

I went on my firm's Payroll Savings Plan the very next day. And everything the millionaire said about it is true!

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Your "L. Q.," of course, is your "Intelligence Quotient." It tells how smart you are. But what about your "Responsibility Quotient"—that shows how responsible you are in the conduct of your business?

To run a business successfully-to earn and keep your community's respect-takes a high "R. Q." Your ability to meet your responsibilities is judged by the promptness with which you pay bills and taxes... and by the community service your business renders as a legal, law-abiding source of jobs and wages.

One business in particular that strives to maintain a high "R.Q." is the beer industry. Respected as a part of the responsible business life of your community, the industry is seeing to it that it keeps that respect.

The Brewing Industry keenly desires that only responsible people will own or manage retail beer outlets. That's why it is united in its support of the Malt Beverage Division of the North Carolina ABC Board ... and that's why conditions in North Carolina's beer outlets show increasing improvement.

North Carolina Division UNITED STATES BREWERS FOUNDATION, INC.

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Automatic saving is sure saving U.S. Savings Bonds