



"WATCH IT, FOLKS,

**that Ceiling Price List
helps keep food costs down"**

"I'VE BEEN KIND OF BUSY LATELY so I've got to depend on you to keep prices down now—and afterwards. My wife and kids can get along on my allotment,—if prices just don't start jumping all of a sudden.

"I understand that's what happened in 1919. They tell me almost half of the rise in prices during the last war was AFTER THE ARMISTICE. That's bad for every one, especially for guys like me on fixed incomes.

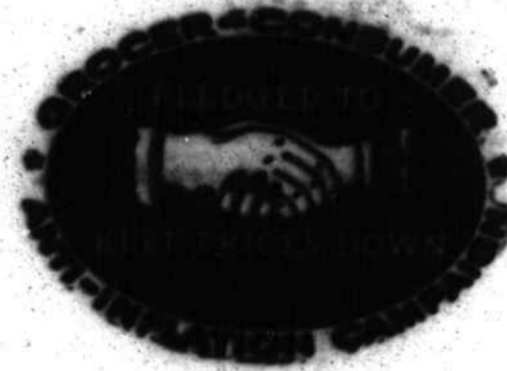
"I don't want to face inflation when I get

home. So won't you folks keep up your good work and keep on making that ceiling price plan work?"

PATRIOTIC GROCERS are posting their ceiling price lists : : : charging only ceilings or less : : : welcoming questions about prices.

PATRIOTIC BUYERS are using the lists : : : paying no more : : : asking friendly questions about possible mistakes.

Are you doing your share : : : for the sake of America's future?



WARE & SONS

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