

Today, with the eyes of the world upon us, THE FOURTH WAR LOAN IS LAUNCHED!

TODAY, the 18th of January, America's Fourth War Loan starts.

It is the largest of all war loans in terms of individual participation—in the amount you must dig down for.

And—it is, perhaps, the most important of all War Loans. For it comes at a time when the eyes of all the world are upon us; the eyes of our friends, the eyes of our enemies, the eyes of our own fighting men.

We have just entered the crucial year of the war, a year of destiny, a year that promises to decide how good or bad a world we'll have to live in all the rest of our lives. And the world is wondering how deeply we mean it when we promise our men we'll back their attack, and when we promise our Allies we'll stick with them not only through the winning of the war but through the winning of the peace as well.

The Fourth War Loan is the home front's first big test of this new and vital year. It will take unity and determination of will of all the people to make the Loan succeed.

The need for this and other War Loans should

be clear to every American. This war is the costliest effort ever undertaken by any country. It costs 250 million dollars each day. This is just the cost of the war, in addition to the regular, inescapable cost of running a great and huge country. Taxes can't take care of all this outgo. Neither can government borrowing from insurance companies, savings banks, corporations, and other large investors. It is necessary to turn to the people, their weekly wages, their savings accounts, the money tucked away in pantry sugar bowls, in socks, under mattresses.

This is as it should be. In a democracy, war is the business of all the people. Some must fight, some must work and put up the money.

It's the only way to raise the money. It's also the right way to raise the money. It gives you a good place to invest the extra money you have today. It's a curb on inflation, on that dangerous bulk of pocket money that leads to black markets and disastrous spending. It's a mattress for tomorrow, a sort of individually planned Social Security that will bring in welcome money in the years ahead when income might not be the Mississippi flood it is today.

These last are not the reasons for the Loans.

They are extra reasons, however, over and above the \$1 interest you get on every \$3 you invest. The fundamental reason for the Fourth War Loan is that your beloved America, at war and in danger, needs your help!

Every one who has a job or savings, should invest at least \$100—if possible, \$200, \$300, or \$500 extra. Some 5,000,000 Americans, volunteers, will be working to sell these Bonds. One of these volunteers will ask you to buy, where you work, at your home, or some other place. If by some chance, you're missed, find out where to buy and buy on your own.

The place where you work will have a quota. That's where you should make your major investment. That's where your personal quota really counts.

But...

The place you live also has a quota. Try to invest there, too. Other people will ask you. Salespeople, in retail stores, have volunteered to help and have an individual quota. If they ask you to buy, try to buy from them, too. Movie theaters, restaurants, schools, banks, postoffices, and many other places also will be selling bonds.

The Fourth Loan is a test of us as a nation.

The eyes of our fighting men are upon us to see if we are backing them.

... The eyes of our Allies are upon us to see if we are with them.

... The eyes of our enemies are upon us to see if we are soft enough to fall for a non-victorious, here-today-gone-tomorrow peace...

Are we? The answer is in your pocket!



Let's all BACK THE ATTACK!

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