

A \$1000 Liberty Bond Is Worth \$1050 at the Northwest Auto Company

Lee Yuen is a Chinaman. He's probably a good deal like the rest of his countrymen. He sneaks off now and then to flirt with the Goddess of Chance. At times we have suspected that his imagination has been oddly stimulated. He is a janitor—and he does his work well.

You wouldn't expect to find inspiration in a janitor—especially a Chinese janitor—would you? Neither did we. Lee has been sweeping out and polishing up at our place for quite a while. He does his work so unobtrusively—and thoroughly—that we never paid much attention to him until—

Manager Menzies called the boys together the other morning and announced that he had been made chairman of the automobile dealers' Liberty Loan committee. The purpose of the meeting was obvious. Being chairman, he expected his co-workers to "come through" handsomely.

They did—\$3000 worth.

Lee stopped work. He listened to the talk about the Bonds and Uncle Sam's need of money to win the great war. He doesn't understand much about making the world safe for democracy; he doesn't know that civilization totters at every thump of the Prussian machine. So he asked to have the Liberty Loan explained to him.

Next morning he bought a \$100 bond!

That's what I call patriotism. From the standpoint of income, Lee heads the honor roll of bond buyers in this organization. Not only that, but it's more than likely that he doesn't comprehend the reason we're in this war. But he does understand that many a mickle makes a muckle and that if we all do our bit victory will be the surer and the quicker.

AND HE KNOWS THAT HIS \$100 IS SAFE!

Ever since war clouds loomed we have been doing our level best to keep business moving "as usual." We know there are quite a number of you who would like to buy automobiles, but you hesitate when there is such an insistent call from the government for financial aid. You're patriotic and you'd like to help the Liberty Loan. There are the others, too, who have not the faith of the Chinaman.

NOW—

The Northwest Auto Company will take Liberty Bonds for automobiles.

Not only that, but we'll pay you a premium of 5 per cent!

This offer holds good until November 1. Furthermore, it applies to any agent of the Northwest Auto Company. Any dealer who sells COLE, REO, DORT OR MARMON CARS OR INDIANA, REO OR DUPLEX TRUCKS UNDER CONTRACT with the Northwest Auto Company is authorized to accept Liberty Bonds at a premium of 5 per cent on the purchase of any model in our line.

That's what we think of Liberty Bonds—when you come to us to buy an automobile (and from "The Line Complete" you'll find the car you want) or a truck, your \$1000 Liberty Bond will represent \$1050, your \$500 Liberty Bond \$525, your \$100 Liberty Bond \$105, and your \$50 Liberty Bond \$52.50.

That's what we think of Liberty Bonds!

There isn't any question about their safety. They're the safest investment in the world! A hundred million people and the resources of the richest Nation on earth are back of the Liberty Loan. These bonds represent the pledge of YOUR Nation to pay you their face value—WITH 4 PER CENT INTEREST.

It's hard to find a reason—ever so trivial—why you should not buy Liberty Bonds. They're negotiable. They afford a safe and lucrative investment at a

time when safety is an important factor. They are not taxable—and never will be—Nationally or locally. The assessor who comes around to ask you about your personal property has no right even to ask you how many Liberty Bonds you own. For that is an affair between you and the National Government.

Then there's the easy payment plan. It fosters thrift. A few dollars down and a few dollars a month. Soon you'll have the saving habit. This leads to the elimination of waste and the practice of economy.

* * *

Here's another point—an important point:

The money you put in Liberty Bonds not only comes back to you when the bonds mature, but the Government will spend the money you lend right at home; nearly all the money the Government raises on Liberty Loans is being spent in this country on purchase of food and on American wages. Our allies, while paying the regular interest on the funds they borrow, are making purchases here.

Don't you want to be a voluntary partner of Uncle Sam? Wouldn't you rather lend him the money at 4 per cent than have him take it in taxes, without hope of return, much less interest? For, you know, the money is needed—AND THE GOVERNMENT IS GOING TO GET IT! It's up to you. You can take your choice. Liberty Bonds—money back and 4 per cent—or taxes.

Pretty nearly every day there's a bunch of fine boys starting on the great adventure. They're sacrificing their all for their country. You're not asked to sacrifice anything. You're merely asked to buy bonds—and thus give the men in khaki the backing to make the world safe for democracy.

* * *

A word about business.

The business slacker is as much a menace as the patriotic slacker. It is your duty to keep business generally as near to the normal level as possible. It is the liberal circulation of money that keeps a way hard times. Do your bit to help all share in the prosperity this country is so abundantly blessed with.

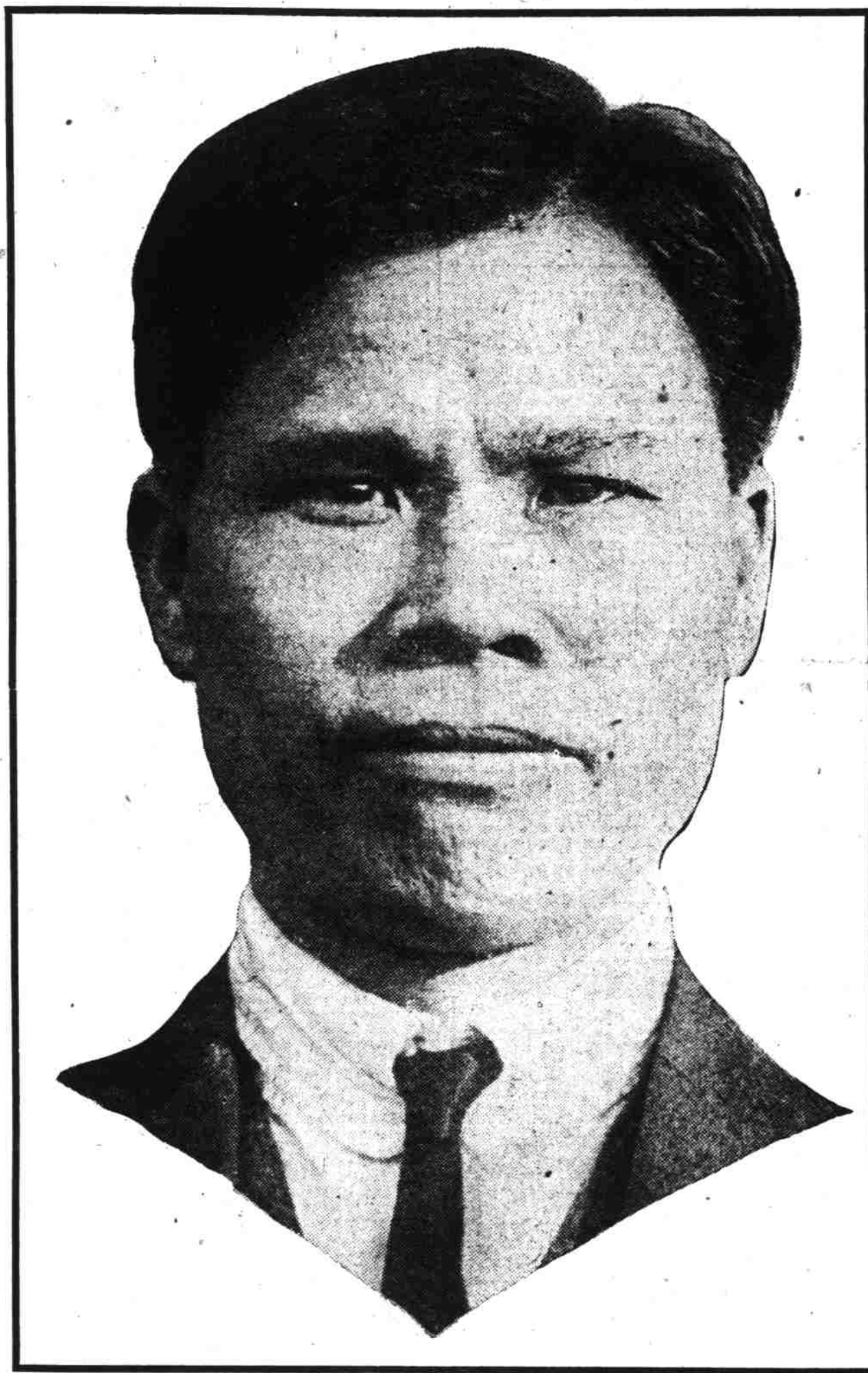
No one wants you to buy an automobile if you cannot afford one. But because the Nation is at war should not deter you from making the investment. We give you the chance to buy the automobile and at the same time aid the Government.

For firms and individuals who have use for motor trucks, this: Now, more than ever, there is need for commercial efficiency and economy. The motor truck is the efficient and the economical method of local transportation and delivery. It saves man power, one of the vital needs of the Nation; it saves time, another important factor; it cuts costs and widens the scope of your business.

For the individual or the concern, we have the type of automobile or motor truck fitted for your purse and your needs. It is a complete line—and a standard line. In its class, each represents sound values.

Remember: This offer lasts only until November 1. It applies to any car—new or second hand—we have. It's an opportunity to help win the war by buying your automobile from us. You are assured of positive automobile or truck values—and a 5 per cent premium on your bonds!

J. H. Vogler
President



TERMS IF REQUIRED

Northwest Auto Co., Factory Distributors
Cole, Reo, Dort, Marmon
C. M. Menzies, Manager
Indiana, Reo, Duplex Trucks
Automobiles for Liberty Bonds