



He owed his success to a red-haired woman

A tall, shabbily dressed man stood before the Court and told a fantastic dream for discovery and riches. The King listened—was unimpressed. But red-haired Queen Isabella asked to hear more and came to believe in those ambitious dreams of Christopher Columbus. She even, according to legend, pawned her jewels to finance his voyage.

This much is certain. Columbus would never have succeeded without the faith, determination and practical assistance of a great and courageous woman.

The same is true today. Many a man owes his success to a woman's essential help. And so often it's the wife who gets the family started in a savings program through U. S. Series E Savings Bonds.

Wives know that U. S. Savings Bonds are the safe and sure way to save. Any principal invested in Bonds is safe—not subject to market fluctuation. All returns are sure—an average 3% interest, compounded semiannually when held to maturity (9 years and 8 months).

Remember, one of the easiest ways to make sure that your family's long-term ambitions are realized is to start investing regularly in U. S. Savings Bonds today.

***For the big things in life, be ready
with U.S. Savings Bonds***

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