



# THE 2<sup>nd</sup> WAR LOAN DRIVE IS ON!

# America...you've got to get tougher!



**A**MERICA — Let's be frank about it . . . so far, many of us back home have been fighting this war from an easy chair.

Many of us have bought War Bonds out of *extra* cash, out of money we didn't miss too much. We haven't been really tough with ourselves.

But this war is a hard, down-to-reality war. And many of our boys are dying in it.

### We've got to buy MORE

So your government asks you to buy Bonds and *more* Bonds — to get really tough with yourself. We're asking you to give up the frills and "extras" for the rest of this war.

We know how human it is not to make sacrifices until the crisis drives us to it. In England they felt the same way until the bombs started falling. Now they can't do enough!

Bombs are such persuasive things. But just as persuasive ought to be the spirit of our brothers, sons, husbands — who are ready to give all. Think now . . . what are your dollars, compared to their lives?

### If you could see

Look at it this way — suppose you had a magic carpet that could take you to Africa and New Guinea. Suppose you could hear the groan of American boys wounded, and American boys dying . . . Say now, how many Bonds would you buy?

### That kind of war

THEY . . . are dying. And they will keep on dying until we drown the enemy in an overwhelming torrent of bombs, bullets, guns, tanks, planes, ships, and shells.

That's why we're asking you, in this one month of April alone, to lend Uncle Sam 13 billions of dollars — by buying War Bonds. 13 billions of *extra* dollars — over and above any buying that you'd be doing anyway!

### A lot of money

Of course, 13 billion dollars is a lot of money. It'll take sweat and tears to raise it. It'll mean going *without* now. But also—it will mean savings now—to buy later. It'll mean giving up *everything* you can't square with your conscience, so that we, us, our children,

can have a better, more decent place to live in when this war is won.

### The drive is on

So during this month of April, if someone calls on you to ask you to buy War Bonds in this 2<sup>ND</sup> WAR LOAN DRIVE, will you buy to the limit—and then buy more?

Better yet, will you go to your Bank, Postoffice, or wherever you're used to buying your Bonds — and buy NOW? Will you lend *extra* money this month? Money that can hasten the day of Victory? Money that can help to save American lives—perhaps your son's or your brother's or your husband's—by helping to shorten this war?

### Money buys money

Remember, what you're really buying with your money is still *more* money. For after all, these Bonds are *money!* Money *plus!* Every dollar you put into War Bonds will bring you a dollar *plus* interest.

So the more Bonds you buy the better for you. Americans — Get Tough — with yourselves — for your country.

### There Are 7 Different Types of U. S. Government Securities — Choose the Ones Best Suited for You:

**United States War Savings Bonds — Series E:** The perfect investment for individual and family savings. Gives you back \$4 for every \$3 when the Bond matures. Designed especially for the smaller investor. Dated 1st day of month in which payment is received. Interest: 2.9% a year if held to maturity. Denominations: \$25, \$50, \$100, \$500, \$1000. Redemption: any time 60 days after issue date. Price: 75% of maturity value.

**2½% Treasury Bonds of 1964-1969:** Readily marketable, acceptable as bank collateral, these Bonds are ideal investments for trust funds, estates and individuals. A special feature provides that they may be redeemed at par and accrued interest for the purpose of satisfying Federal estate taxes. Dated April 15, 1943; due June 15, 1969. Denominations: \$500, \$1000, \$5000, \$10,000, \$100,000 and \$1,000,000. Redemption: Not callable till June 15, 1964; thereafter at par and accrued interest on any interest date at 4 months' notice. Price: par and accrued interest.

**Other Securities:** Series "C" Tax Notes; ½% Certificates of Indebtedness; 2% Treasury Bonds of 1950-1952; United States Savings Bonds Series "F"; United States Savings Bonds Series "G."

# THEY GIVE THEIR LIVES...YOU LEND YOUR MONEY!

This advertisement is sponsored by the patriotic firms listed here in behalf of the nation's war effort

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Wabeek Building  
MARY LINQUIST, MASSEUSE

#### WABEEK BUILDING

Birmingham's Best Business Address

#### WARD'S GROCERY

1056 S. Woodward

#### RITTER'S

Reverence

#### DICKINSON'S MEN'S STORE

In the Wabeek Building

#### CHEER SHOP

151 S. Woodward

#### DIMAS FURS

227 S. Woodward

#### SCRIB'S CANDIES

207 S. Woodward

#### SUMNER MOTOR SALES, INC.

464 S. Woodward

#### STERNAL'S AUTO SUPPLY

408 S. Woodward

#### LEONARD'S BARBER SHOP

N. Woodward Near W. Maple

#### THE JAY SHOP

122 S. Woodward

#### WILSON DRUG CO.

Woodward at Maple

#### BECK CLEANERS & DYERS, INC.

322 N. Woodward

#### SCIENTIFIC SWEDISH MASSAGE

247 W. Maple

#### HERBERT F. BURR SHOE STORE

166 W. Maple

#### MAPLE FRUIT MARKET

180 W. Maple

#### HILLY ACRES DAIRY

356 W. Maple

#### HUSTON HARDWARE CO.

205 N. Woodward

#### LAWSON & SON

484 Forrest

#### GENERAL AUTO SERVICE

315 S. Woodward

#### PECK'S MEN'S STORE

108 S. Woodward

#### OLSEN'S MARKET

120 S. Woodward

#### KAY BAUM SHOP

81 W. Maple

#### McBRIDE HARDWARE

128 S. Woodward

#### MIL-PEX COFFEE SHOP

144 S. Woodward

#### BOUGHNER'S MACHINE SHOP

168½ S. Woodward

#### BIRMINGHAM AUTO ELECTRIC SHOP

168½ S. Woodward

#### SHAIN'S DRUG STORE

W. Maple at Pierce

#### LEON & NICK'S FRENCH SALON

55 W. Maple

#### TORENCE OIL COMPANY

Furnace Oils

#### S. S. KRESGE CO.

183 N. Woodward

#### PARKS COAL COMPANY

369 E. Maple

#### R. B. SHOPS

163 N. Woodward

#### BIRMINGHAM DRUG STORE

1220 S. Woodward

#### McKEE SERVICE STATIONS

264 N. Woodward and 1104 S. Woodward

#### THE DETROIT EDISON CO.

#### BLEAZBY'S

In the Wabeek Building

#### DOWNTOWN FRIENDLY SERVICE

314 E. Maple

#### JESS McNEAL, INC.

380 S. Woodward

#### PIPER BODY SHOP

148½ S. Woodward

#### BUD'S GRILL

123 W. Maple

#### CUNNINGHAM DRUG STORES

Woodward at E. Maple

#### LADD'S SERVICE

Woodward at Lincoln

#### HAR-TROM HI-WAY FURNITURE MART

1322 S. Woodward

#### SNYDER, BUCK & BENNETT

Theatre Building

#### HOWARD J. BELL, FLORIST

928 S. Woodward

#### MAX BROOK INC.

Homes - Farms - Estates

#### REINHOLD DEEPFREEZE FOOD SERVICE

303 E. Maple

#### SPFRE BROTHERS MARKET

Quality Foods

#### F. J. MULHOLLAND CO.

Clothes for the Entire Family

#### CADILLAC MOTOR CAR DIVISION

Birmingham Branch—N. Woodward at Willett

#### THE BIRMINGHAM ECCENTRIC

Printers - Publishers

#### MAJESTIC SHOE SHOP

279 E. Maple

#### BIRMINGHAM PHOTOGRAPHIC SHOP

Game Headquarters

#### EAD & GRAVES INSURANCE AGENCY

126 S. Woodward

#### SCULTHORPE STANDARD SERVICE

Woodward at Hamilton

#### BLOOMFIELD THEATRE

Bonds Issued While We Entertain You

#### MEL'S BEAUTY SALON

124 S. Woodward

#### WILLIAMS-BOOT SHOP

115 W. Maple

#### LIBERTY CLEANERS AND DYERS

123 W. Maple

#### LaBELLE'S

Birmingham's Shop of Books and Gifts

#### BIRMINGHAM HARDWARE

127 S. Woodward

#### MATTHEW'S TAILOR SHOP

244 E. Maple and Pierce at Martin

#### PURE FOOD CAFE

N. Woodward near E. Maple

#### SHERMAN'S MARKET

262 E. Maple

#### DEER BEAUTY SHOP

350 E. Maple

#### DAVIDSON'S

133 S. Woodward

#### BIRMINGHAM FRUIT CO.

124 E. Woodward

#### F. W. WOOLWORTH STORE

129 S. Woodward

#### MARY THORNTON, ANTIQUES

286 E. Maple

#### BIRMINGHAM PAINT & GLASS STORE

288 E. Maple

#### BODINE NEWS

"The Greeting Card Shop"

#### MORTIMER'S MEN'S STORE

126 N. Woodward

#### LEONARD ELECTRICAL CO.

182 W. Maple

#### AXLER'S CLEANERS & LAUNDERERS

181 Theatre Building

#### JACK GUNDRY BARBER SHOP

E. Maple near Woodward

#### VAN'S PHARMACY

141 E. Maple

#### JACK'S SHOE REPAIRING

213 E. Maple

#### BIRMINGHAM THEATRE

Your War Bond Buying Station

#### WALSH, JAMES & WASEY

Birmingham and Moonfield Properties

#### MILLER'S SHOES

Woodward at E. Maple

#### RICE A. HOWELL, General Insurance

Wabeek Building

#### THE ARNOLD STUDIO

211 Theatre Building

#### STYLE & FUR CLINIC

Quarton Building

#### THE MAXWELL SHOP

184 W. Maple