

"YOU'VE DONE YOUR BIT NOW DO YOUR BEST!"



DURING the first year of our toughest war, we—

Trained millions of fighting men—made millions of dollars worth of fighting tools—built millions of tons of shipping to carry these men and tools to the fighting fronts.

And to help pay for it all, we bought War Bonds. Altogether, 50 millions of us bought War Bonds. And nearly 30 millions of us started putting, on the average, 10 percent of our pay into War Bonds every pay day through the Payroll Savings Plan.

That was a good start—a whale of a good start. But every American knows that it was only a start. Nobody would contend for a single instant that what we did in '42 is enough for '43!

Did we make 48,000 planes last year? Believe it or not—we did. But we've got to make 100,000 this year! Sure! We broke every record in the world last year, building 8 million tons of shipping. But everybody knows that the 18 million tons we're building this year isn't enough!

We've got to do more fighting this year. We've got to do more building, more training, more shipping—and more saving.

We've got to buy more War Bonds.

Is that too much to ask? Many of us are making more money than we have made for

years. The things we'd like to buy with that money have either disappeared or are as "scarce as hen's teeth." So, why not put that money into War Bonds at good interest—\$4 for every \$3 when the Bonds mature? Money to help pay for the war—keep prices down—provide peacetime jobs and peacetime goods and a generally decent world for all of us when the war is won.

Chances are, you're already in the Payroll Savings Plan—buying War Bonds—doing your bit. But don't stop there. See if you can't boost your ante! Do your best!

How millions of Americans have done their bit—and how they can do better.

Of the 34 million Americans on plant payrolls, nearly 30 millions of them have joined

the Payroll Savings Plan. (If you aren't in yet—sign up tomorrow!)

Those Americans who have joined the Plan are investing, on the average, 10 percent of their earnings in War Bonds. (If you haven't reached 10 percent yet—keep trying!)

BUT...

America's income this year will be the highest in history; about 125 BILLION dollars! In spite of all taxes and price rises, the average worker will have more money than last year—more than ever before!

That is why Uncle Sam has a right to ask us, individually, to invest more money in War Bonds, through the Payroll Savings Plan. He asks us to invest not 10 percent or 15 percent or 20 percent, but all we can!

YOU'VE DONE YOUR BIT --- NOW DO YOUR BEST!

BOOST YOUR BOND BUYING THROUGH THE PAYROLL SAVINGS PLAN

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

LEONARD'S BARBER SHOP
N. Woodward Near W. Maple

MIL-PEX COFFEE SHOP
144 S. Woodward

PIPER BODY SHOP
168 1/2 S. Woodward

PURE FOOD CAFE
N. Woodward near E. Maple

BUD'S GRILL
128 W. Maple

BODINE NEWS
"The Greeting Card Shop"

MORTIMER'S MEN'S STORE
136 N. Woodward

RICE A. HOWELL General Insurance
Wabeek Building

SHERMAN'S MARKET
362 E. Maple

DOWNTOWN FRIENDLY SERVICE
314 E. Maple

SUMNER MOTOR SALES, INC.
484 S. Woodward

HAR-TROM HI-WAY FURNITURE MART
1522 S. Woodward

THE BIRMINGHAM ECCENTRIC
Printers - Publishers

VOGUE BEAUTY SALON
Wabeek Building

SHAIN'S DRUG STORE
W. Maple at Pierce

F. J. MULHOLLAND CO.
Clothes for the Entire Family

DAVIDSON'S
129 S. Woodward

MILLER'S SHOES
Woodward at E. Maple

BECK CLEANERS & DYERS, INC.
332 N. Woodward

THE DETROIT EDISON CO.

MEL'S BEAUTY SALON
124 S. Woodward

AXLER'S CLEANERS & LAUNDERERS
181 Theatre Building

SFIRE BROTHERS MARKET
Quality Foods

McKEE SERVICE STATIONS
264 N. Woodward and 1104 S. Woodward

HERBERT F. BURR SHOE STORE
168 W. Maple

MATTHEW'S TAILOR SHOP
244 E. Maple and Pierce at Martin

STERNAL'S AUTO SUPPLY
408 S. Woodward

WILSON DRUG CO.
Woodward at Maple

WARD'S GROCERY
1056 S. Woodward

HOWARD J. BELL, FLORIST
828 S. Woodward

TORENCE OIL COMPANY
Furnace Oils

MAPLE FRUIT MARKET
160 W. Maple

MARY LINDQUIST, MASSEUSE
Theatre Building

WABEEK BUILDING
Birmingham's Best Business Address

JACK GUNDRY BARBER SHOP
E. Maple near Woodward

S. S. KRESGE CO.
183 N. Woodward

CUNNINGHAM DRUG STORES
Woodward at E. Maple

BIRMINGHAM AUTO ELECTRIC SHOP
168 1/2 S. Woodward

BIRMINGHAM PAINT & GLASS STORE
288 E. Maple

JESS McNEAL, INC.
360 S. Woodward

McBRIDE HARDWARE
128 S. Woodward

ITTER'S
Beverages

MAJESTIC SHOE SHOP
279 E. Maple

PARKS COAL COMPANY
349 E. Maple

VAN'S PHARMACY
141 E. Maple

BIRMINGHAM PHOTOGRAPHIC SHOP
Game Headquarters

MAX BROOK (INC.)
Homes - Farms - Estates

CHEER SHOP
191 S. Woodward

JACK'S SHOE REPAIRING
213 E. Maple

MARY THORNTON, ANTIQUES
266 E. Maple

HILLY ACRES DAIRY
356 W. Maple

WILLIAMS BOOT SHOP
115 W. Maple

LIBERTY CLEANERS AND DYERS
123 W. Maple

R. B. SHOPS
143 N. Woodward

HUSTON HARDWARE CO.
205 N. Woodward

DICKINSON'S MEN'S STORE
In the Wabeek Building

LAWSON & SON
484 Forrest

THE JAY SHOP
133 N. Woodward

F. W. WOOLWORTH STORE
129 S. Woodward

EAD & GRAVES INSURANCY AGENCY
126 S. Woodward

THE ARNOLD STUDIO
211 Theatre Building

BIRMINGHAM DRUG STORE
1820 S. Woodward

DIMAS FURS
227 S. Woodward

LaBELLE'S
Birmingham's Shop of Books and Gifts

BOUGHNER'S MACHINE SHOP
168 1/2 S. Woodward

BLOOMFIELD THEATRE
Bonds Issued While We Entertain You

BIRMINGHAM FRUIT CO.
124 N. Woodward

WIELAND FURNITURE SERVICE
527 N. Woodward

LEONARD ELECTRICAL CO.
182 W. Maple

CADILLAC MOTOR CAR DIVISION
Birmingham Branch—N. Woodward at Willets

SNYDER, BUCK & BENNETT
Theatre Building

LEON & NICK'S FRENCH SALON
55 W. Maple

GENERAL AUTO SERVICE
315 S. Woodward

SCIENTIFIC SWEDISH MASSAGE
247 W. Maple

LADD'S SERVICE
Woodward at Lincoln

DEER BEAUTY SHOP
356 E. Maple

BIRMINGHAM THEATRE
Your War Bond Buying Station

REINHOLD DEEPFREEZE FOOD SERVICE

BLEAZBY'S
In the Wabeek Building

PECK'S MEN'S STORE
108 S. Woodward

BIRMINGHAM HARDWARE
152 N. Woodward

OLSEN'S MARKET
126 S. Woodward

WALSH, JAMES & WASEY
Birmingham and Bloomfield Properties

KAY BAUM SHOP
81 W. Maple

THE MAXWELL SHOP
164 W. Maple

SCULTHORPE STANDARD SERVICE
Woodward at Hamilton

SCRIB'S CANDIES
227 S. Woodward