

How Will the Cost of This War Be Met?

THE colossal sums required to carry on the war must be paid by the people. The Government has no other source from which to secure the money.

There are two ways by which the Government can get this money from the people. One is by taxation; the other is by the sale of bonds.

When you are taxed, your money is gone. You never see it again. When you buy a Government bond you get all your money back, and interest besides.

As a matter of sound business judgment and foresight, every corporation, partnership, and firm, should invest a goodly portion of its surplus in the Second Liberty Loan of 1917.

These bonds are an ideal investment for the surplus of any business because of—

1. Their absolute safety.
2. Their quick marketability.
3. Their immediate availability as collateral.
4. Their stability in value.
5. Their attractive interest rate.
6. Their freedom from local personal property taxes.

We suggest to American corporations, partnerships, and firms of all kinds and characters, that they immediately invest such a portion of their surplus in Liberty Bonds as may be advisable, and make further purchases as additional sums are set aside for surplus.

Moreover, every American business man must remember that this is a war to make the world safe for business, as well as safe for democracy. It is a war to end war.

Unless we are victorious and achieve a just and permanent peace, we must look forward to an age of militarism and of renewed warfare, and a colossal burden of taxation. To do your part in averting these evils, subscribe to the Second Liberty Loan and help toward victory and lasting peace.

But there is another reason why you should buy Liberty Bonds—a bigger, better reason—a more unselfish and patriotic reason.

You love your country. You know it is the finest country in the world to live in. You love your country's flag. It is the symbol of liberty, justice and equality. It protects your life and your property.

Hundreds of thousands of your fellow Americans are going abroad to fight for your country and your flag.

They are ready to lay down their lives, if need be, to make sure that no invader's foot shall desecrate American ground; that your family, your home, your property, your liberty, are not destroyed or violated.

These gallant young Americans must have food, clothing, arms and ammunition. Otherwise they are lost, and the war is lost.

That is the purpose to which the money you pay for Liberty Bonds will be put. That is the reason why you should buy Liberty Bonds.

Do it now. Buy all you can.

An Ideal Investment For Your Funds

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