



Save for Victory!

The main purpose of the War Savings Committee throughout the United States is to awaken a realization among the men, women and children of the entire nation that in their hands lies the key to the successful prosecution of the war; that they can render the most far-reaching patriotic service by refraining from the purchase of all unnecessary articles, and by confining themselves to the use of only such things and the expenditure of only such money as is necessary to maintain their health and efficiency, thus releasing the labor and materials needed for the support of our armies in the field; and that there is not enough labor in the United States to produce the great variety of articles required by our armed forces and at the same time to provide all the things we have been accustomed to use, even apart from the comforts and luxuries we enjoyed when there was no war.

The Government requires during 1918 upwards of fifteen billion dollars' worth of material and of the labor of men and women. Our task is to deny ourselves the use of this vast amount of material and labor and to hand it over to the Government as our civilian contribution to the winning of the war. Unless we are willing and able to effect this vast saving of labor and material, we shall be merely competing with the Government for the same labor and materials, increasing greatly the Government's war expenses and compelling it to finance the war more and more by bank credit, a programme which can result only in disaster.

It is vital to the successful prosecution of the war that, without further delay, every one be induced to save in far larger volume than has yet been attempted, to economize in the use of all materials and to reduce even to the point of elimination, all expenditures not absolutely necessary to the maintenance of health and efficiency. Business and other organizations must likewise conduct their affairs with the same rigid economy of industries not absolutely necessary to what must now be our primary and controlling purpose, to win the war.

When each of us learns to sacrifice every interest for the national service, Germany's doom will be sealed.

Live in health and efficiency, but without extravagance and without waste. Here is an opportunity for each to share in the joy of service as important as the service rendered by the man at the front.

This is the gospel of labor and material

This is the lesson which must be immediately brought home to the American people. This is the philosophy which underlies the campaign of the National War Savings Committee, and the principle which the members of the War Savings Societies pledge themselves to follow and to induce others to follow. Not alone for one day or one week, but honorably, patriotically and persistently until we have fought this war and won it according to the highest traditions of our country.

Save and Serve

A Country Worth Fighting For---Is a Country Worth Saving For

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*War Savings Committee
of the District of Columbia*

