

"A Cold Blooded Business Proposition"

YOU'VE heard people say it.

"The American public are tired of patriotism now that the war is over. The only thing that will appeal to them is a *cold-blooded business proposition.*"

All right! Let's see what kind of a cold-blooded proposition this is.

Sixty-five thousand Americans went to France and "invested" all they had in Liberty—and were killed before their "dividends" came due.

THAT was a "cold-blooded business proposition."

Two million other Americans went to France, too, and willingly offered to get in on the same "investment." And they knew they'd never "clip a coupon."

THAT was a "cold-blooded business proposition."

Thirty million other Americans here at home got in on that "investment"—saved and went without things for a year and a half to do it.

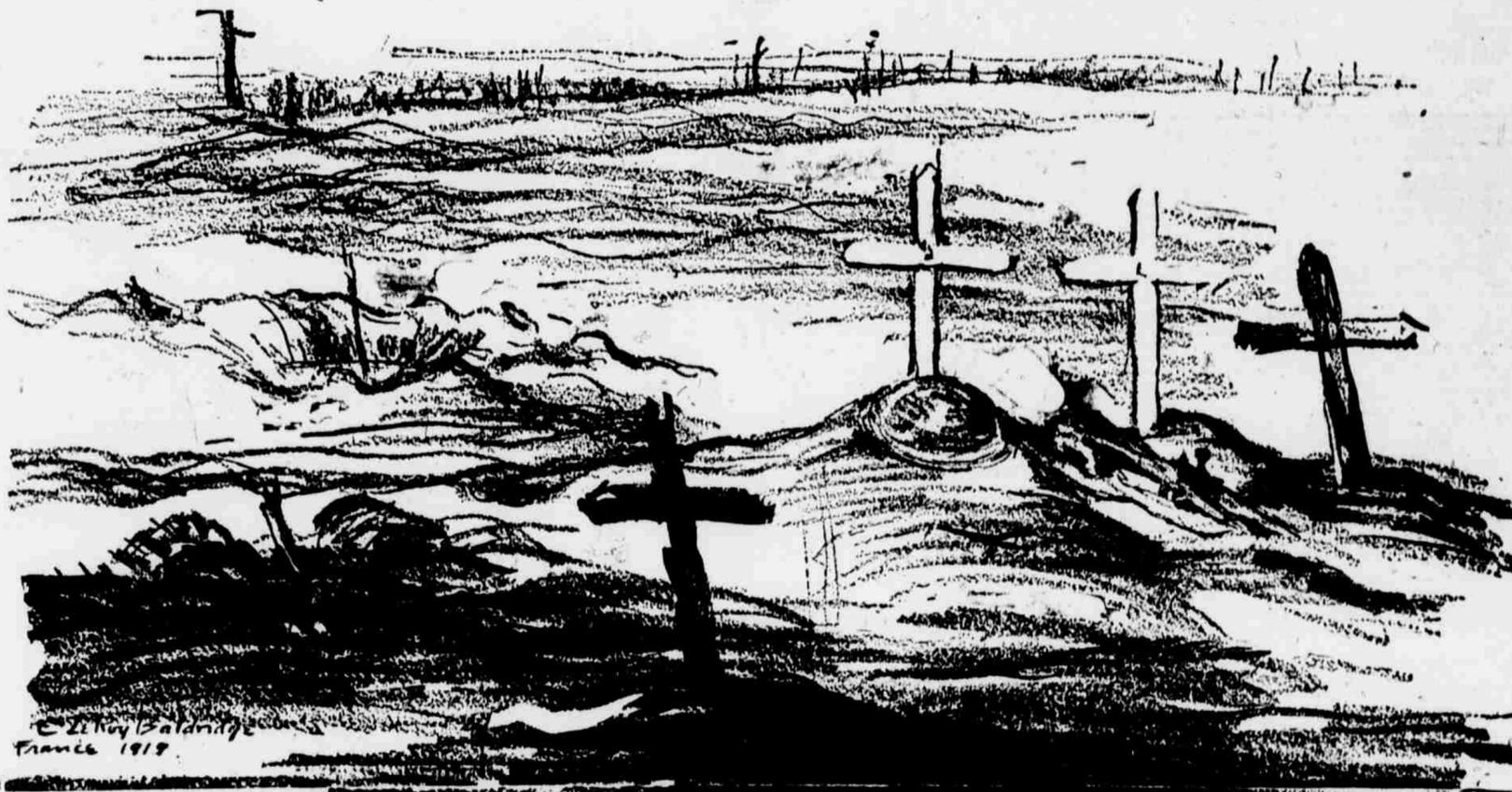
THAT was a "cold-blooded business proposition."

Well—we've still got a job to finish. And we're still Americans. Do you believe we're not going to do it in the old American way?

The only "business proposition" we're interested in just now is the proposition to see the job through right—to a finish—with whatever American dollars and whatever American energy it may take.

That *may* be a "cold-blooded business proposition."

Some people call it *patriotism.*



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