The Alternative

BUY

HE MAY TAKE MY PLACE UNLESS I SELL MY QUOTAS —

WOULDN'T WE RATHER DO BUSINESS WITH HER?

COMPULSORY WAR SAVINGS QUOTAS

VOLUNTARY WAR BONDS DRIVES

FOR VICTORY PUT 10% OF YOUR SALARY INTO WAR BONDS

This enlarged reproduction of a Joseph Parrish cartoon is dedicated to the United States treasury department's drive to fulfill its August quota in respect to war bond sales. This drive, so far as Chicago and Illinois are concerned, is to be thrown into high gear today, following the public announcement that the state's quota for war bond sales this month is $27,500,000. The idea behind the government's war bond sales campaign, as brought out in the cartoon, is that all patriotic Americans, in this war effort, should invest voluntarily at least ten per cent of their income—wages, salaries, or other kinds—in bonds to help the nation achieve victory. If voluntary investments do not produce the funds required to prosecute the war, the next step may be compulsory investments, in the form of forced deductions from salaries and other income.