



The chipped teacup of the PATRIOTIC Mrs. Jones

No matter who the guest—Mrs. Jones brings out her chipped teacup with no embarrassment. On the contrary, with a thrill of pride.

Not very pretty, that chip. But it bears witness to the fact that Mrs. Jones has her nation's welfare at heart.

Mrs. Jones has given up all unnecessary spending for the duration. By doing *without*—she is helping to fight inflation.

Maybe she doesn't know all the complicated theories about inflation. But she does know that her government has asked her *not to spend*.

So Mrs. Jones is making all the old things do . . . not only that teacup. She's wearing her clothes for another year—and another. She's not competing with her neighbors for merchandise of any sort.

And the dollars she's not spending now are safely put away (and earning interest) for the peacetime years ahead. *Then* those dollars will buy things that can't be had for any price today.

If we all are like Mrs. Jones, there will be no inflation with skyrocket prices. If

we all are like her, dangerous Black Markets cannot exist.

A chipped teacup stands for all that . . . for a *sound, secure* U. S. A.

7 RULES FOR PATRIOTIC AMERICANS TO REMEMBER EVERY DAY

1. Buy only what you *absolutely* need. Make the article you have last longer by proper care. Avoid waste.
2. Pay no more than ceiling prices. Buy rationed goods only by exchanging stamps. (Rationing and ceiling prices are for your protection.)
3. Pay willingly any taxes that your country needs. (They are the cheapest way of paying for the war.)
4. Pay off your old debts—avoid making new ones.
5. Don't ask more money for the goods you sell or for the work you do. Higher prices come out of everybody's pocket—including yours.
6. Establish and maintain a savings account; maintain adequate life insurance.
7. Buy all the War Bonds you can—and hold 'em!

**HELP
US
KEEP**

PRICES DOWN

Use it up . . . Wear it out . . . Make it do . . . Or do without