



# LOYAL SERVICE

The most valuable thing about loyalty is that it cannot be bought---it must be given.

Fair wages, honest dealings and just conditions are the soil from which the growth of loyalty springs---for loyalty is a living thing and exists in the brains of men and women, directing their deeds and actions.

The demand for loyalty today is so patriotic and so vital that it takes in every person under our starry flag and is just as much a demand upon the man who sits in the chair of management and directs, as on those who lend their brains and hands to the actual doing of the task---*for we are fellow-workers all.*

## *The Call of the Hour Is to Serve and Save*

SERVE that our arms may triumph and the world be made free for liberty and labor. Stay with your job and do the best that is in you.

SAVE that our individual future may be assured. No man ever saved a dollar without sacrifice. In these times when we are learning the meaning of the word sacrifice give heed to the counsel of thrift. Safely put aside all you can, and remember *that Liberty Bonds are the most loyal form of saving.*