

SUGGESTIONS FOR PROMOTING WAR BONDS IN FARM HOME RELEASES  
(For County Home Demonstration Agents)

1. With so many of their sons and daughters off to war, farm women are anxious to do everything they can to hasten Victory. In addition to their very important contribution to food production, War Bonds offer them another opportunity to strike a telling blow against the Axis. Tell them how the equipment their Bonds are buying is making the invasion road to Berlin much easier and saving the lives of thousands of our soldiers.

2. Better farm homes of the future will be built with the War Bonds that are being purchased today. Make War Bonds a part of stories discussing home management and home finances. Much of the profit farmers are making today will find its way into better living if it is invested in Bonds. Urge farm families to save for specific purposes. With their savings in War Bonds, they can make post-war plans with the assurance they'll not be idle dreams.

3. Farm women, too, should know the dangers of land inflation. Doubling the value of land will not increase its ability to produce by a single bushel, but it will add to the overhead costs of farming. After World War I this added overhead, as a result of land inflation, robbed many farm families of the money that they needed for better living. Certainly farm women don't want this to happen again.

4. Many farm women look forward to the day when they and their husbands can retire - or at least reduce their farming operations to the point where there will not be so much work. For this purpose War Bonds make an ideal annuity. Seventy-five dollars invested now grows into one hundred dollars 10 years later. The farmer and his wife who invest regularly in War Bonds now will have a regular income 10 years from now.