

# Liberty Loan Brochure

See a lesson plan related to this material on the [Wisconsin Historical Society website](http://www.wisconsinhistoricalsociety.org).



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## Brochure

Madison Liberty Loan Committee brochure. Wisconsin State Council of Defense, World War I Records in the Wisconsin Historical Society Archives.

Accrued interest to be paid on date of final installment, credit being given at rate of 3½% for all prior installments paid. Payment in full may be made on and after allotment and before August 30, 1917, by giving two weeks' written notice.

All payments to be made through your Bank or Trust Company or Postal Savings Bank, on notice from them.

**Coupon Bonds:** Coupon Bonds are payable to bearer and have coupons attached representing interest due. These coupons may be cashed at any bank on their due date without discount or charge of any kind. We recommend coupon bonds to subscribers as being the most convenient in case of resale.

**Registered Bonds:** Registered bonds are payable to your order and interest will be sent to your address twice a year by the Government. Smallest denominations of registered bond is \$100.

**Taxes:** These bonds are free from all Income, State, County and City Taxes.

**How to Buy Your Liberty Bonds**

Below you will find the subscription blank prescribed by the Government for your use. Read it carefully before you fill it out and then be sure to write clearly and distinctly so that your subscription may be filled without fail.

After the blank has been filled in and signed place it in the enclosed envelop and mail to Madison Liberty Loan Committee, Central Wisconsin Trust Co. Should you wish additional information before subscribing, ask your Bank, Trust or Investment Company or employer.

**Make No Payments to Solicitors or Agents of Any Kind**

The Bank, Trust or Investment Company you indicate will notify you how and when to make payments to them, and you will receive your bonds from them when ready for delivery. Partial payment plans are available.

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**ORDER FOR UNITED STATES GOVERNMENT LIBERTY LOAN BONDS**

Madison, Wis. .... 1917.

I wish to apply through .....  
(Name of Bank or Trust Company or Employer.)

for ..... Dollars (\$ .....)  
par value of United States Government "Liberty Loan" 3½% Coupon\* bonds, subject to the official terms of subscription and allotment. I desire bonds in ..... Dollars denomination.


Remarks.....

Signed.....

Address.....

\*It is understood coupon bonds are desired unless registered bonds are requested. See explanation above.

Authorized by Federal Reserve Bank. Issued by Madison Liberty Loan Committee.



**UNITED STATES GOVERNMENT**

**3½% LIBERTY LOAN OF 1917**

**A Loan for Liberty & Democracy**

“...That government of the people, by the people, for the people shall not perish from the earth ...”

ABRAHAM LINCOLN

**The Liberty Loan is Your Loan**

Probably never before in your life time has your country called on YOU for help! You have enjoyed the blessings of a Free People, your children have grown up in the proud and noble spirit of Democracy. Now your country calls YOU to turn your Savings into Soldiers—to do your share to save the principles for which the founders of this republic fought and bled and died.

**Your Share is A Liberal Subscription to the Liberty Loan**

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## In Helping Your Government You Are Helping Yourself

When you buy a United States Government Bond you take advantage of the rare opportunity of:

**First, doing your patriotic Duty, and, Second, of Benefiting Yourself Financially!**

Others are called to lay down their lives—you are only asked to buy the safest investment known and receive a good rate of interest in return.

The bonds pay  $3\frac{1}{2}\%$  interest now— $\frac{1}{2}\%$  more than the Government has paid for 40 years.

**If the war lasts a long time** and additional war bonds bearing a higher rate of interest become necessary, your  $3\frac{1}{2}\%$  bond will be changed to one bearing the increased interest rate without cost. (This assures you the highest interest the Government will pay.)

**If the war does not last long**, history shows that a United States Government Bond paying  $3\frac{1}{2}\%$  will in all probability sell for much more after the war than you pay for it now.

**3% Spanish War Bonds sold at 110.**

In 1898 this country borrowed money to finance the Spanish War. Bonds were sold at par. They bore 3% interest— $\frac{1}{2}\%$  less than the present bonds bear—and **within a few months after the close of the war their market price was 110**—every man, woman and child who bought those war bonds at issuance made, besides the interest, a **net profit of 10% on the principal sum invested.**

Subscriptions will be received only up to June 15th next

Come to the Front—Subscribe Now  
United States Government Bonds  
Are the World's Safest Investment

### The Country is Watching the Citizens of Madison

Let us show the rest of the country where Madison stands. Madison's quota of the Liberty Loan is \$1,390,000—and Madison will make good.

Take what you can for yourself—take some for your wife, your sister, your brother, father or mother—and above all for **your children**. What finer thing for any one than to be able to say, "I loaned Uncle Sam money to help carry on the war for humanity!" What other single thing can so accentuate to our people the sacredness of our Government, the oneness of its people in devotion to the flag and all that the flag means?

Send in your own subscription—and those of your family. You are loaning **direct to your government**. The ordinary "brokerage" and other charges do not exist in this transaction. Banks, Trust Companies and Bond Houses are handling the bonds free of charge. All are acting for love of country and out of devotion to the country in its endeavor to do a big thing in a big way—a way worthy of the United States of America.

### Safest Investment in the World

When you invest in a Liberty Bond, you get a signed "Promise to pay" backed by the total resources of the richest nation on the face of the globe. The annual income of the United States is estimated to be Fifty Billion Dollars, or enough to pay off the present loan twenty-five times every year. The wealth of the

United States is recorded at the astounding figure of Two Hundred and Fifty Billion Dollars, which is nearly as much as the combined wealth of Great Britain, France, Germany and Austria Hungary, whereas the debt of the United States, including the present loan, is less than one-twentieth of the debt of those nations. There can be no doubt that a United States Government bond is the world's safest investment.

### Bonds Good for Cash Any Time

These bonds will be broadly distributed and will be held by all the **banks and people of every class**, so that they will have at all times a ready market.

If for any reason, the owner of these bonds needs money he can immediately turn them into cash or make a loan on them at any of the banks.

### Free from All Taxes

Our Government has made these bonds exempt from all State or Federal taxes (excepting, of course, estate and inheritance taxes) so that the income of  $3\frac{1}{2}\%$  is absolutely net to you regardless of the amount of your income.

### How Uncle Sam Will Use Your Money

The entire proceeds of this loan will be kept in this country and will be used in the **payment of labor and the purchase of food and in the purchase of the products of our farms and factories**. The Northwest and Madison will benefit greatly from the money spent here to buy our products. A part of this first offering will be loaned by our Government to the Allies, but not a dollar will leave this country to pay for other than American products. **This money is loaned to the Allies, who give full security for repayment, so that they may continue to enter our markets and to pay us for our products. It all comes back to us finally in payment for labor and material.** It will broaden the market for our goods and increase demand for what we have to sell and make for **bigger, better business** not only throughout the Northwest, but also the entire country.

### Description of Liberty Bonds

<b>Price:</b>	Par; that is, a \$50 bond costs \$50, a \$100 bond \$100, etc.
<b>Interest:</b>	$3\frac{1}{2}\%$ , payable one-half each six months; June 15th and December 15th.
<b>Amounts:</b>	\$50, \$100, \$500, \$1000 and larger.
<b>Bonds</b>	June 15th, 1947, but Government may
<b>Mature:</b>	redeem at any interest date on and after June 15, 1932, at par and interest.
<b>Higher Interest Rate:</b>	Should the Government issue bonds bearing a higher rate of interest during the war, these bonds are convertible without cost into the new bonds.
<b>Allotments:</b>	Bonds will be distributed as soon after June 15th as possible. The Government reserves the right to reject any subscriptions or to allot a smaller amount than is subscribed for, <b>except that \$50 and \$100 subscriptions will be allotted in full and may be paid for at once.</b>
<b>Payments:</b>	Bonds may be paid for in installments as follows: 2% on notice from Bank or Trust Co. 18% on June 28, 1917. 20% on July 30, 1917. 30% on August 15, 1917. 30% on August 30, 1917.

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