

1945 January 1-7

Hope for Peace in 1945

1945

THROUGH
CLOUDS OF SMOKE
OVER WAR PLANTS TODAY
MAY BE SEEN

THE SECURE PEACE OF TOMORROW

Yes, the billowing clouds of heavy smoke rising from today's war plants foreshadow the promise of tomorrow's secure peace for all. Even as our plants work night and day to supply the equipment our fighting men and those of our allies must have for the final crushing blows that will bring complete Victory, so also work our engineers, our designers and our scientists planning the conversion of our war plants for the production of peacetime goods.

Every hour devoted to war work in our plants today brings closer the time when all available men and women will be needed to build products for the more secure, the more abundant peace. Save every penny you can in war bonds or in a savings account so that you will be able to buy what industry will offer in the peaceful tomorrow. Your savings of today, when spent tomorrow, will make jobs for returning soldiers as well as a happier life for you.

LA CROSSE TOOL AND DIE CO.
315 South Front Street

La Crosse Tribune 1945 January 1, page 14

A new year traditionally means a fresh start and perhaps even making resolutions for making improvements in the coming 12 months.

None of that was appropriate as the year 1945 began. War in Europe and the Pacific raged with progress made during the previous three years of combat, but there was not a certain end in sight.

Americans at home were making sacrifices in their daily lives to support their men and women at the battlefronts. There was war weariness, but there was also the realization that nobody could give up until victory was at hand.

The most fervent wish for the year 1945 was victory in the war and peace in the world.

This advertisement from La Crosse Tool and Die Co. was recognizing the important work of factories supplying the materials for the war, but it was also looking ahead to the peace that all hoped would come before year's end.

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