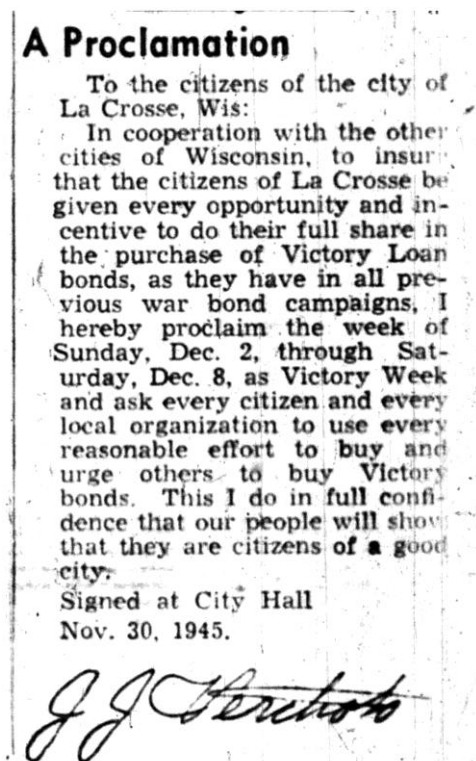


1945 November 26 - December 2

The Victory Bond Push



(La Crosse Tribune, 1945 December 1, page 7)

At this time 75 years ago, the country was in the midst of transitioning from wartime to peacetime. Part of that transition was the eighth war bond drive to pay the costs of redeploying and caring for soldiers and sailors who had been affected by the war, as well as converting industries back to peacetime production.

By late November 1945, war weariness and war forgetfulness may have combined to dampen the enthusiasm for buying government war bonds. Sales of individual bonds were only 28 percent of the county quota, and adding in corporation sales made the total 42 percent of quota for the county. That put La Crosse County in last place out of the 17 counties in the district.¹ Since La Crosse County had always been near the top in sales during the previous seven war bond drives, La Crosse County war finance committee chairman Gysbert Van Steenwyk called the situation "extremely distressing."² Van Steenwyk said bond sales solicitors were doing their job, but the general public was not. He said, "This is especially true in the rural townships of the county, in other words, among farmers." Van Steenwyk stated that dairy farmers had a strong dislike for the policies of the current presidential administration. In his view, "Every patriotic person certainly ought to be willing and glad to do his full share."³

By the end of November, sales figures had improved somewhat but were still below expectations. Individual sales were 34 percent of quota and total purchases for the county were at 53 percent.⁴

**"Our dollars in
VICTORY BONDS
will work wonders
for us...!"**

"Buying Victory Bonds gives me such a safe feeling. Now we can go ahead and plan the home remodeling we've talked about these last few years..."

"There's the new kitchen... and the water system... we'll pay for them from current income, of course... but Bonds will give us peace of mind to go ahead..."

"For if farm income should drop, we could still pay for the improvements. Victory Bonds yield a fine return... and are just like cash in case of need!"

**LET'S ALL
DO OUR
SHARE!**

THIS AD SPONSORED AND PAID FOR BY THE FIRMS LISTED BELOW

LA CROSSE TELEPHONE CORP. E. B. Samp. Mgr.	KRAUSE DAIRY Quality Dairy Products
MISSISSIPPI VALLEY PUBLIC SERVICE COMPANY	STELICK OIL COMPANY D-X Products
ONALASKA TRANSPORTATION COMPANY	ONALASKA PICKLE and CANNING COMPANY
OUTERS LABORATORIES Gunslick — Reelslick	ERICKSON BROTHERS Forest Products
MANKE HARDWARE 1302 Caledonia. La Crosse	PERTZSCH SERVICE STATION Standard Products
AIKEN COAL and LUMBER CO. Phone 4	HOTT MANUFACTURING CO. Metal Fabricating

(La Crosse County Record, 1945 November 29, page 4)

Several events were planned over the course of several days to boost war bond sales.

The Hollywood theater, as it had for previous war bond drives, hosted a Victory war loan premiere. Bond buyers saw the movie [*Hold That Blonde*](#) starring [Veronica Lake](#) and [Eddie Bracken](#). After that, a group of soldiers from Camp McCoy called "It's the McCoy" put on a show for the audience, which included the commander of Camp McCoy, [Brig. General John K. Rice](#) and his wife. This was the first time Mrs. Rice had been in La Crosse, and the theater management presented her with a corsage of orchids. S.Sgt. Mickey Sharp was the master of ceremonies for the following acts, while also adding some comic interludes:

- Sgt. Lew Douglas directing the Major and Minors orchestra
- Corp. Dick Hyde sang three songs, supported by the saxophone solo of Sgt. Marty Rifkin
- Sgt. Hank Trevisan played a number on the piano
- WAC Corp. Betty Creede ("a petite blonde") sang two songs
- Sgt. Eugene Jacobs played several numbers on the xylophone

The show concluded with a jitterbug routine by Sgt. Sharp and his partner, Sgt. Jack Alexander portraying a "buxom female." The audience clapped for an encore that was not forthcoming. Harry Greene, manager of the Hollywood, said about \$36,000 in war bonds were sold at the event.⁵

Thousands of movie theaters across the country, including all of those in La Crosse, declared December 7, 1945, the fourth anniversary of the Japanese attack on Pearl Harbor, as a free admission movie night for any purchaser of a war bond.⁶

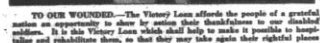
On Saturday, December 1, marching bands and other musical performers provided entertainment for bond purchasers. A parade at noon featured La Crosse Central, Logan, and Aquinas marching bands, plus the Holsum [bakery] drum and bugle corps. The auditorium at the La Crosse Vocational and Adult School hosted 30 performers called the WKBH [radio station] Victory Minstrels at an 8:15 p.m. show. John Sullivan directed the show, which included Alvin Mickelson, Dr. Harry Marshall, William Schroeder, Jake Hoeschler, the Chords and Keys, the Elks [lodge] quartet, the Trane chorus, Danny Lebakken, and teenager Jerry Lehmeier. The price of "free" admission was a war bond.⁷ The bond had to be dated on or after November 15, 1945.⁸ The Victory Minstrels show "held a capacity crowd enthralled" and was judged a huge success.⁹

The Sunday afternoon basketball game between Bangor and West Salem on December 2 was also a war bond fundraiser. West Salem High School hosted a bond auction after the game. Some of the contributors to the auction were:

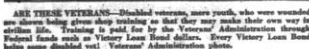
- La Crosse County Asylum [farm] ---1 pig
- Cullman Beauty Parlor---permanent wave
- Denson's Super Service---grease job
- Richard Gilster---chickens
- Swarthout Farms---heifer calf
- Lakeview Grocery---box of groceries
- Storandt's Bakery---one cake
- W. S. Packing Co.---cases of peas
- Johnson's Drug Store---box of candy¹⁰

AND

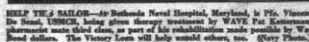
"We Have a Solemn Duty..."



Working Toward Stability



Therapy Treatments



THIS ADVERTISEMENT IS SPONSORED BY:

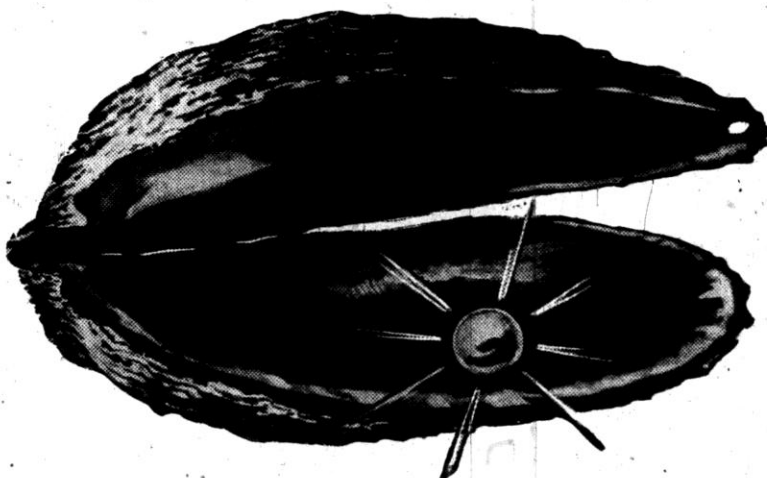
O. O. HOLMLUND

AT THE HIGH SCHOOL AUDITORIUM

Game Starts at 2 o'clock—Auction at 3 o'clock

**All those buying Bonds
will receive a Free Ticket
to the Salem Theater
for December 7th**

WHAT'S IT WORTH ?



YOU CAN make a cultivated pearl by dropping a grain of sand inside an oyster.

The oyster surrounds this irritating grain with a secretion. Slowly, the pearl grows.

When it's as big as a seed, you might remove it and sell it. It would be worth something—not much, but something.

But you'd be much wiser to leave it there—month after month, year after year, while it continued to grow. By and by it would be worth much more. And if, at the same time, you went on growing more and more pearls in more and more oysters—

you'd be surprised how your **fortune** would grow!

Your Bonds work the same way. And they're a lot more convenient than oysters.

If you keep the Bonds you now have till maturity, they'll be worth four dollars for every three you invested. And if you keep on buying more and **more** Bonds, you'll find you've done an amazing thing — accumulated enough to make many a dream come true!

Keep buying Bonds—and hang on to them! For security. A home of your own. College for your children. Leisure in your older years. For those Bonds are the **safest** investment on earth!

VICTORY BONDS...to have and to hold

Sponsored by

HOWARDS

112 South Fourth Street
La Crosse

This is an official U. S. Treasury advertisement—prepared under auspices of Treasury Department and War Advertising Council

(La Crosse Tribune, 1945 November 30, page 6)

One day before the Victory Loan drive was to end on December 8, the Marines were coming to town in the last push to get the county over the top for bond sales. A train including three flat cars and two baggage cars carrying guns, ammunition, vehicles, and equipment used in the war was to stop in La Crosse. Part of the display was to be guns and equipment captured from the Japanese. About 30 Marines would be on the train to explain everything to visitors.¹¹

IT'S ON ITS WAY!

The VICTORY LOAN TRAIN

Will Be In La Crosse
FRIDAY, DEC. 7th
PEARL HARBOR DAY

Bringing You
WEAPONS OF VICTORY
★
COMBAT VETERANS
★
**CAPTURED
ENEMY EQUIPMENT**
★
**ADMISSION
FREE**
Come one — Come all.



**At the C. B. & Q. Tracks,
Second and Pearl Streets!**

This Train is Being Brought to La Crosse Through the Cooperation of
United States Treasury Dept. — Marines — Asso. of American Railroads
In behalf of the
8th VICTORY LOAN
and to Aid La Crosse County Reach its Quota of
\$3,127,000 IN VICTORY BONDS
This Advertisement Sponsored by
LA CROSSE BREWERIES, INC.
Brewers of Peerless Amber Beer

(La Crosse Tribune, 1945 November 30, page 3)

Americans had survived for almost four years to see the outcome of World War II. The result of the eighth war bond drive of the war would be known in much less time.

Jeff Rand
Adult Services Librarian
La Crosse Public Library
jrand@lacrosselibrary.org

Sources & Notes:

¹ "Urge Purchase Of U.S. Bonds," *La Crosse Tribune*, La Crosse, Wisconsin, 1945 November 26, page 1.

² "County's Victory Bond Sales Called 'Extremely Distressing,'" *La Crosse Tribune*, La Crosse, Wisconsin, 1945 November 27, page 7.

³ *La Crosse Tribune*, 1945 November 27.

⁴ "County Behind In Bond Sales," *La Crosse Tribune*, La Crosse, Wisconsin, 1945 November 29, page 1.

⁵ "Bond Buyers Crowd Hollywood To See 'It's The McCoy' Show," *La Crosse Tribune*, La Crosse, Wisconsin, 1945 November 30, page 4.

⁶ "Bond Buyers Get Tickets To Theaters," *La Crosse Tribune*, La Crosse, Wisconsin, 1945 December 2, page 9.

⁷ "Cast Of 30 Persons Presents Bond Minstrel Show Saturday," *La Crosse Tribune*, La Crosse, Wisconsin, 1945 November 29, page 4.

⁸ "Bonds Admit Residents To Minstrel Show," *La Crosse Tribune*, La Crosse, Wisconsin, 1945 November 30, page 9.

⁹ "Victory Minstrels Give Bond Crowd Here Outstanding Show," *La Crosse Tribune*, La Crosse, Wisconsin, 1945 December 2, page 2.

¹⁰ "Victory Bond Auction After Salem-Bangor Game Sunday," *West Salem Journal*, West Salem, Wisconsin, 1945 November 29, page 1.

¹¹ "Variety Of War Equipment Included In U.S. Marine Corps Train to Visit City On Dec. 7," *La Crosse Tribune*, La Crosse, Wisconsin, 1945 December 2, page 16.