

AMERICA THIS IS IT!



For him the terrifying grand climax of the war is at hand.

The supreme military risk—bloody, costly in American lives.

Our boys know this. They don't have to read the heart-rendering headlines or casualty lists to know what is expected of them.

They are in it.

But they are not flinching—not holding back.

They will see the grim venture through to the bitter, victorious end.

And if, for your boy, or some boy you know, the price of Victory is death, you can be absolutely certain he did his part courageously—for the cause of Freedom.

For us, too, the terrifying grand climax of the war is at hand.

You must buy War Bonds—now! Your Government is counting on you.

Your boy—millions of them—are counting on you. Just as desperately as you are counting on them at this fateful hour.

Weill's Dept. Store

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