

This is the one that counts!



"... Ask the Joes in the front lines!"



"... Ask that kid on the stretcher!"



"... Ask those who bury our dead."

THEY KNOW. Every G. I. Joe knows. "This is the big show. This is the pay-off. This is the one that counts. "Sure, we're going to take 'em. But it's going to cost us plenty . . . thousands and thousands of lives . . . billions and

billions of dollars. "That's the price we must pay for a decent world—a world in which we and our children can live in peace. We G.I.'s will furnish the bodies. Will you furnish the dough?"

..and it's going to cost us plenty!

NOBODY needs to tell you that the *fighting* in this war is reaching a crisis. But we've got to realize also that we face a similar crisis in *financing* the war.

Make no mistake! The 5th War Loan is beyond question the biggest, most vitally important financial effort of this whole war!

We can't afford to fail.

Now is the time for every American, sol-

dier and civilian, to go all-out. Buy *double* the extra Bonds you bought last time!

And here are 5 More reasons for buying Extra Bonds in the 5th!

1. War Bonds are the best, the safest investment in the world!
2. War Bonds return you \$4 for every \$3 in 10 years.
3. War Bonds help keep prices down.
4. War Bonds will help win the Peace by increasing purchasing power after the War.
5. War Bonds mean education for your children, security for you, funds for retirement.



Back the Attack! - BUY MORE THAN BEFORE

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