"...and never count the cost"...

Sacrifice, pain and often death go hand in hand with the award of the Purple Heart.

"...For those who receive it this honor is the symbol of faithfulness and bravery—of a will to triumph "and never count the cost."

But we do have a duty—and a privilege. We are asked to lead our nation by purchasing war bonds—bonds which help bear the tremendous cost of waging a remorseless war. That cost rises as we fight nearer and nearer to the heart of our enemy. During the Second War Loan Drive we must try more and bigger bonds than ever before. Last year there were two war loans driven by this time. That's why our quota during the Second War Loan Drive is so large.

If you have any bonds, buy any more—whether from work, land or spares—you have a promise to make the bonds. Look for it in the box on the right.

This quota must be met. Buy your share in the memory of those heroes who have freely bought their share of victory with blood, pain and death.

MERRILL LYNCH, PIERCE, FENNER & BEANE
Underwriters and Distributors of Government Bonds
Brokers in Securities and Commodities
114 WEST STATE STREET
TRENTON 8
*ALL OUT FOR THE MIGHTY SEVENTH!*