

**It's Over...
Over Here**



**BUT —
It's Not Over..
Over There!**

Let Our Warriors Remind You — Only the European Phase of the War Is Over. Only the Victory Over Fascist Italy and Nazi Germany Is Complete. There Is Still a Conflict Ahead Which Will Tax All of Our Efforts, Energies and Resourcefulness. Japan Is Still to Be Reckoned With! So Though You Cheer Europe's Liberation — Be Quick to Return to Your War Work. War Duties and War Bond Buying. It's Over... In Italy and Germany. But—It's Not Over... In Japan. Until It Is, Our Fighting Forces Need All the Backing Up You Can Give Them — To Shorten the War.

Make This Glorious Victory In Europe Your Signal to Take Part In the 7th War Loan to the Hilt! Buy More Than Ever Before—Double the War Bonds You Bought In Any Previous War Loan! It's Your Way to Fight Side By Side With the Men and Boys In Uniform Whose Lives You Pray May Be Spared By a Speeded and Complete Victory Over Japan.

Throughout the European Phase of This Great Conflict, We At Swinson's Have Produced the Same High Quality Merchandise That Bore the S & P Label In Pre-War Days. This Same Policy Will Be Pursued Throughout the Japanese War.

