



The Big Little Things That Count

It was not big guns or tanks they wanted---it was just a little ammunition.

They had been fighting all day. They were outnumbered ten to one. The ammunition was giving out.

Private Peat and 29 other fellows crawled back to the dump to fetch cartridges. He alone of the heroes who went back survived. The day was lost for the lack of a few cartridges.

A tragedy?

Yes, and it was not any big thing they needed--just cartridges.

Ever thought that your subscription "didn't matter?" "made no difference?"

A company wiped out for the want of a few cartridges, and you say little things don't count.

But they do. They do.

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THEY'LL COUNT

As a part of their efforts to fight this war to a prompt and victorious conclusion, this advertisement is endorsed and paid for by

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