

Continuous Supplies...

FOR MOUNTING DOLLARS



Official U. S. Coast Guard photo



Official U. S. Marine Corps photo

.....STEP UP YOUR PAY ROLL PLAN!

War is a continuous job.

Ever-widening, ever-advancing fighting fronts call for a never-ending flow of manpower and materiel—*financed by a continuous flow of money.*

Your responsibility as top management increases with the mounting tide of battle. You've been entrusted with two major responsibilities—steadily maintained production, and steadily maintained War Bond Sales through your Pay Roll Savings Plan.

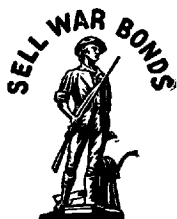
So keep this one salient fact before you at all times: *The backbone of our vital war financing operation is your Pay Roll Savings Plan.*

Your job is to keep it constantly revitalized. See to it that not a single new or old employee is left unchecked. See to it that your Team Captains solicit everyone for regular week-in and week-out subscriptions. And raise all percentage figures wherever possible.

Don't underestimate the importance of this task. This marginal group represents a potential total sales increase of 25% to 30% on all Pay Roll Plans.

Constant vigilance, in a quiet way, is necessary to keep your Pay Roll Savings at an all-time high. Don't ease up—*until the War is won!*

The Treasury Department acknowledges with appreciation the publication of this message by:



Back the Attack!
SELL MORE THAN BEFORE!

SOONER MAGAZINE

This is an official U. S. Treasury advertisement prepared under the auspices of Treasury Department and War Advertising Council