Starting September 9th, your government will conduct the greatest drive for dollars from individuals in the history of the world—the 3rd War Loan. This money, to finance the invasion phase of the war, must come in large part from individuals on payrolls. Right here’s where your bond selling responsibilities DOUBLE!

For this extra money must be raised in addition to keeping the already established Pay Roll Allotment Plan steadily climbing. At the same time, every individual on Pay Roll Allotment must be urged to dig deep into his pocket to buy extra bonds, in order to play his full part in the 3rd War Loan.

Your now doubled duties call for these two steps:

1. If you are in charge of your Pay Roll Plan, check upon it at once—or see that whoever is in charge, does so. See that it is hitting on all cylinders—and keep it climbing! Sharply back the attack.

   Increased Pay Roll percentages are the best warranty of sufficient postwar purchasing power to keep the nation's plants (and yours) busy.

2. In the 3rd War Loan, every individual on the Pay Roll Plan will be asked to put an extra two weeks' salary into War Bonds—over and above his regular allotment. Appoint yourself as one of the salesmen—and see that this sales force has every opportunity to do a real selling job. The sale of these extra bonds cuts the inflationary gap and builds added postwar purchasing power.

Financing this war is a tremendous task—but 130,000,000 Americans are going to see it through 100%! This is the own best individual opportunity to share in winning the war. The more frequently and more intelligently this sales story is told, the better the average citizen can be made to understand the wisdom of turning every available loosedollar into the finest and safest investment in the world—United States War Bonds.

With War Bonds!

This space is a contribution to victory today and sound business tommorrow.

A paper copy of this issue is available at call number LH 1 .06S6 in Bizzell Memorial Library.