

RETAIL STORES SPECIAL JULY EDITION THEATRES

\$1.00 IN WAR STAMPS FROM
EVERY AMERICAN WILL BUILD
THE MYSTERY SHIP ...
SHANGRI-LA

BOMB
TOKYO
With Your
Extra Change

BUY WAR STAMPS.
Fill Your Stamp Album Now

Contributed to Maine Memory Network by Maine Historical Society

MMN # 104325

Date: ca. 1943

Description: A pamphlet printed for Retail Store and Theatre Owners urging them to sell more War Stamps to help build a naval aircraft carrier and rebomb Tokyo,

TOKYO Here We Come Again!

**5,000,000 Retail Sales People... Motion Picture Theatre Employees
And Newspaper Boys Launch Great War Stamp Drive in July**

Not only is this great task force planning to launch a War Stamp sale of unprecedented magnitude—but they are going to launch the *Shangri-La*—a mystery ship—built with War Stamps purchased with extra change from the pockets and pocketbooks of every American. This goal is in excess of the regular July War Bond quota.

131,669,275 Americans—every man, woman and child in the U. S.—will be asked to buy at least \$1.00 in War Stamps to help build the aircraft carrier “Shangri-La” to re-bomb Tokyo and avenge the execution of Jimmy Doolittle’s flyers—and save countless other men from the tortures of barbarism.

What an opportunity to demonstrate that the power of selling is greater than the power of treachery and brutality. How easy it will be to sell every American—young and old—on the idea of using “small change” to strike a powerful blow at the heart of Japan! And, finally, what a symbol of American unity to flaunt in the faces of our enemies!

Here is a “natural” for retailers, theatres and newspaper boys. The quota of \$1.00 per person is simple and easy to reach—sets a definite goal for every Stamp salesman. The idea of building the *Shangri-La* will capture the imagination of the American people and release a torrent of dimes and quarters and half-dollars and dollars.

And don’t think the dimes and quarters are not important. One 25 cent War Stamp purchased each week by each American would add ONE BILLION SEVEN HUNDRED MILLION DOLLARS annually to our war effort. Remember also—a WAR STAMP sale is not only a PLUS SALE but it creates PLUS BOND SALES.

In July sell every man, woman and child in America ONE DOLLAR extra in War Stamps. TOKYO—Here we come again! GANGWAY FOR THE SHANGRI-LA!

These beautifully designed decalcomanias (9 1/2 x 10”) should be permanently displayed in your windows, at entrances, on booths, or wherever you sell War Stamps and Bonds. If you haven’t already received these “decals” check with your local War Savings Chairman.



This new color Shangri-La poster, reproduced on the front cover, will be mailed direct to approximately 1,000,000 retailers and theatres. Sizes 10"x12" and 20"x27". Additional copies can be secured from your War Savings Staff State Administrator.



TOKYO Here We Come Again!

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THE POST OFFICE DEPARTMENT WILL COOPERATE IN EVERY WAY



These Two Convenient Books Make It Easy to Handle War Stamps

These handy books (4 1/2" long by 2" wide) fit conveniently into a cash register drawer or can be carried by sales clerks. The \$5.00 book contains 50-10c War Savings Stamps and the \$10.00 book contains 40-25c War Savings Stamps. Keeps Stamps in good shape—prevents sticking—prevents losses—as easy to check as cash.



The following bulletin from the Third Assistant Postmaster General has gone to all Post Offices. "War Savings Stamp books (books of 50-10c Stamps for \$5.00 and books of 40-25c Stamps for \$10.00) are intended for banks, business houses, commercial concerns, schools, newspaper publishers, and other institutions that purchase them for resale, all of whom should be able to purchase them at their local Post Office singly or in small lots as desired according to their needs."

The Post Office Department is all prepared to furnish the Stamp books pictured and described at the left. The Treasury Department feels you will find these books a great convenience, and they make it more practical for you to sell War Stamps through more clerks and at more locations in your store. Make full use of this service to increase your Stamp sales in July and reach the objective of "\$1.00 per person".

In addition, the Post Office Department is arranging to report War Stamp sales in every community to a designated War Savings Staff representative weekly. Reports of War Stamp purchases will be made between the period from June 25 to August 4. All Stamps purchased between those dates will be dedicated to the building of the Shangri-La.

Get These Stamp Albums In Their Hands

There are 60,000,000 of these Stamp Albums ready for distribution to your customers. See that everyone has one. The man who boasts of having carried a pack in the last war but complains that a Stamp Album is too much trouble—don't let him get away with it. And also—keep reminding your customers "a half-filled Stamp Album is like a half-equipped soldier". Stamp Albums available at your local Post Office where you buy your War Savings Stamps.



THE POST OFFICE DEPARTMENT WILL COOPERATE IN EVERY WAY These Two Convenient / Books Make It Easy to / Handle War Stamps / These handy books (4 1/2" / long by 2" wide) fit con- / veniently into a cash reg- / ister drawer or can be / carried by sales clerks. / The \$5.00 book contains / 50-10c War Savings / Stamps and the \$10.00 / book contains 40-25c War / Savings Stamps. Keeps / Stamps in good shape - / prevents sticking - pre - / vents losses - as easy to / check as cash. / The following bulletin / from the Third Assistant / Postmaster General has / gone to all Post Offices. / "War Savings Stamp books / (books of 50-10c Stamps / for \$5.00 and books of 40- / 25c Stamps for \$10.00) are / intended for banks, busi- / ness houses, commercial / concerns, schools, news- / paper publishers, and other / institutions and associa - / tions that purchase them / for resale, all of whom / should be able to purchase / them at their local Post / Office singly or in small / lots desired according / to their needs."

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SHANGRI-LA WINDOW DISPLAY SUGGESTIONS



This window display can be made by blowing up photographs of the various denominations of War Saving Stamps. A cardboard or wood cutout of one side of an aircraft carrier can be made by your display artist. Also the lettering. The use of cellophane, paper or cloth streamers complete the effect. The posters shown are enclosed with this copy of "Big Guns."

This display can also be made by your display artist. A poster type sign showing the Islands of Japan, with Tokyo prominently set out, with the slogan, "Tokyo, here we come again." Your display department can also make up a drawing of a turbulent sea with an aircraft carrier plowing its way through. The baseboard can be made by making blowups of the 10c and 25c War Saving Stamps. The posters shown are included with this issue of "Big Guns."

SHANGRI-LA WINDOW DISPLAY SUGGESTIONS

Help Build the Shangri-La – Fill Your War Stamp Album Now!
TOKYO... here we come! / Remember to buy \$1.00 Worth of / War Stamps ... TODAY

This window display can be made by blowing up photographs of the various denominations of War Saving Stamps. A cardboard or wood cutout of one side of an aircraft carrier can be made by your display artist. Also the lettering. The use of cellophane, paper or cloth streamers complete the effect. The posters shown are enclosed with this copy of "Big Guns." This display can also be made by your display artist. A poster type sign showing the Islands of Japan, with Tokyo prominently set out with the slogan, "Tokyo, here we come again." Your display department can also make up a drawing of a turbulent sea with an aircraft carrier plowing its way through. The baseboard can be made by making blowups of the 10c and 25c War Saving Stamps. The posters shown are included with this issue of "Big Guns."

WINDOW DISPLAYS ARE IMPORTANT

Your windows have been of a dynamic impetus to War Bond and Stamp sales. From all over the country the War Savings Committees send us glowing reports on the cooperation of the retailers and their window displays.

It is estimated that one out of every three people pass by a retail store window at least once every two hours. To make this July War Stamp Campaign a success, we need a display in every window of every retailer in every city, town and community in the United States. With this cooperation from you—every American—man, woman and child—will have it driven home to them that there is a campaign to build the Shangri-La with War Savings Stamps and bomb Tokyo again.

Pictured on this page are window display suggestions. These suggestions are adaptable from the smallest store in a country town to the great emporiums in our metropolitan cities. To a display man this campaign offers the "theme" of a lifetime.

SOME OTHER IDEAS

1. A replica of a Japanese flag suspended from the ceiling and caught at the other two ends so that it forms a basket. Then suspend from the ceiling by wires a replica of a bomb so that it appears to be plunging into the red center.
2. Models in wood or cardboard of bombers wending their way over a cut-out of the map of Japan.
3. A cardboard design of an aircraft carrier with bombing planes on board.
4. Blow-up reproductions of the newspaper stories on the bombing of Tokyo. Also the newspaper stories on the execution of the aviators who were captured by the Japanese. (These stories may be obtained from the files of your local newspaper).
5. Blow-ups of official army and navy photographs of the U.S.S. Hornet, and the bombing planes taking off. (These photographs are available from the "morgue" of daily newspapers).
6. Blow-up of General Doolittle and the airmen who made this historic flight. (These also are available from daily newspaper files).

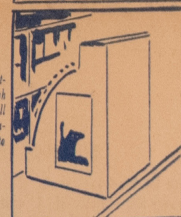
Retailers who cannot devote an entire window to this program can place the Shangri-La poster in a prominent place in their window, as shown above.



Should you not have window display space available, place the poster on your door, as shown in this illustration.



Place one of the posters near your cash register as this will give an added impetus to customers to buy War Stamps.



This window display can be made by clipping from a back issue of your newspaper the story on the bombing of Tokyo, and pasting these clippings on cardboard, using the poster in the center and hand lettering the copy suggested in this illustration.



WINDOW DISPLAYS ARE IMPORTANT / Your windows have been of a dynamic impetus to War Bond and Stamp sales. From / all over the country the War Savings Committees send us glowing reports on the coopera- / tion of the retailers and their window displays. / It is estimated that one out of every three people pass by a retail window store at least / once every two hours. To make this July War Stamp Campaign a success, we need a dis- / play in every window of every retailer in every city, town and community in the United / States. With this cooperation from you – every American – man, women and child- will / have it driven home to them that there is a campaign to build the Shangri-La with War / Savings Stamps and bomb Tokyo again. / Pictured on this page are window display suggestions. These suggestions are adaptable / from the smallest store in a country town to the great emporiums in our metropolitan / cities. To a display man this campaign offers the "theme" of a lifetime. [on the right]

Retailers who cannot / devote an entire / window to this pro- / gram can place the / Shangri-La poster in / a prominent place in / their window, as / shown above. / Should you not have / window display / space available, place / the poster on your / door, as shown in / this illustration. / Place one of the post- / ers near your cash / register as this will / give an added im - / petus to customers to / buy War Stamps. / This window display / can be made by clip - / ping from a back / issue of your news - / paper the story on / the bombing of / Tokyo, and pasting / these clippings on / cardboard, using the / poster in the center / and hand lettering / the copy suggested in / this illustration.

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CHECK YOUR PLAN OF ACTION

1. Tell your sales people and other employees about the plan—ask suggestions. If yours is a small organization everybody can pitch in and get ready. If yours is a large organization appoint a committee. Don't forget the porters, delivery departments—elevator operators and parking lot attendants—they too are in this war. Even your telephone operators during this Campaign can answer the phone, "Good morning, Smith Company—Bomb Tokyo with War Stamps."
2. Put in a special window—see suggestions above. Borrow relics from the first World War. Let your windows show America is Mad—and intends to avenge the murder of Jimmy Doolittle's flyers. If you run a barber shop, put in the window the razor you would like to use when you "Shave" the Mayor of Tokyo. If you run a hardware store use a rope—if a drug store maybe some ingenious person can fix up a witch, stirring up a bitter brew as a cure for treachery. Whatever business you are in—large or small—there is a way to show you are mad.
3. Display photos of your former employees now in uniform. Also photos of relatives of present employees. If you run a neighborhood store or shop—ask your customers to bring in photos of their sons and daughters in service.
4. If you run newspaper advertising insert at least a line or two reading, "Buy War Stamps from any employee—to build the Mystery Ship, 'SHANGRI-LA.' Bomb Tokyo with America's extra change." If you have a radio program devote a sentence or two to the same theme.
5. Ask Mothers, wives, and sisters of men in Service if they would like to come into your store during this period and take a personal crack at Tokyo by selling Stamps. Many Women's organizations would like to help. Many High School girls and girls home from college will appreciate an invitation to back up their friends in uniform. If you are unable to contact women yourself for this extra work, call your local War Savings Committee and they will help you. If you are unacquainted with how to contact your local War Savings Committee telephone your newspaper, radio station, chamber of commerce or post office.
6. Set a quota for your store—give every employee a quota—take one yourself. Post your sales daily so every employee may see just what is going on. A score sheet showing your daily sales put in your window will add tremendous interest.
7. Don't forget to lay in a supply of War Stamps.
8. Don't stop selling War Bonds—Stamps for the SHANGRI-LA are Extra.

To Sales People: Lets show the Japs the power of American selling. The quota for each individual Salesperson is not large and can be made easily if we do but one thing—"Ask 'em to Buy." Ask each customer: "How about a War Stamp to Bomb Tokyo?" or "Have you bought your War Stamps today to build the SHANGRI-LA?" or anything—as long as you ask.

And—don't be discouraged. It takes only four 25c sales to make a dollar—and what difference if you ask ten or thirty people before you find four purchasers. The boys at the front are winning because they are keeping everlastingly at it—and that's our cue—Keep Everlastingly At It—Ask Everybody.

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OFFICIAL CHRISTMAS PROGRAM



MAKE UP THIS ATTRACTIVE BOND BOOTH FOR THE LOBBY

It's simple enough to build a Bond Booth right in your own lobby that will help sell more Bonds and Stamps during Christmas. Attach four upright sticks to the sides of a table or desk and cover the sticks with holly leaves. Use enlargements of the Christmas tree from the official poster, mount them on this compoboard and staple the board to the front side of the booth (or all sides if you wish). For an effective banner on top, cut out the line "Give War Bonds" from the poster, mount the letters on narrow pieces of wood and staple it to the banner so that it creates a two-dimensional effect.

RADIO SPOTS HELP SELL

Are you dreaming of a White Christmas? So are the boys in the South Pacific—and they'd like to spend it on Main Street, U.S.A. Bring them back sooner—lick the Axis faster—give U. S. War Bonds as Christmas gifts this year! Add War Bonds to your shopping list. You'll not only give your loved ones in the armed forces the guns, planes, tanks, and bullets they need to win, but you'll bring a little closer the Christmas that will find them home again! Buy your War Stamps and Bonds today—now—at your favorite motion picture theatre! The Bond booth is always open, day and night. Give your family and friends the Present With a Future. Give them U. S. War Bonds!

There's a future in the present—if the present is a U. S. War Bond! War Bonds are the things to give for Christmas this year. When you give a War Bond to a relative or friend, you're buying a gift—a gun, a jeep or a plane—for a fighting American boy in Europe or the South Pacific. Do your Christmas War Bond shopping at your favorite movie theatre—where the Bond booth is open day and night. Buy your gift Bonds today!

What are you giving this Christmas? American boys in the battle zones of Europe and the South Pacific are giving their lives—so that you won't have to give yours. A life is a lot to give—even on Christmas. Think of that when you make up your Christmas shopping list—and put U. S. War Bonds on top! Every War Bond you give this year—will bring our fighting men some Christmas cheer. Buy gift Bonds at your favorite motion picture theatre. The booth is always open, day and night. Give the Present With a Future this Christmas! Give U. S. War Bonds!

Would you like to give a Christmas gift to some boy in a lonely foxhole? Then add War Bonds to your Yuletide shopping list. Give War Bonds to your friends and family—so the boy in the foxhole can have the sort of gift he wants—more guns, more planes and more bullets for an early victory! Do your Christmas War Bond shopping now—at your favorite movie theatre. The Bond booth is always open, day and night. Give the Present With a Future this Christmas! Give U. S. War Bonds!

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RADIO SPOTS HELP SELL / Are you dreaming of a white Christmas?

So are the boys in the South Pacific - / and they'd like to spend it on Main Street, U.S.A. Bring them back sooner – lick / the Axis faster—give U.S. War Bonds as Christmas gifts this year! Add War Bonds / to your shopping list. You'll not only give your loved ones in the armed forces the / guns, planes, tanks, and bullets they need to win, but you'll bring a little closer the / Christmas that will find them home again!

Buy your War Stamps and Bonds today / -now- at your favorite motion picture theatre! The Bond booth is always open, / day and night. Give your family and friends the Present With a Future. Give them / U.S. War Bonds! / There's a future in the present – if the present is a U.S. War Bond! War Bonds / are the things to give for Christmas this year. When you give a War Bond to a / relative or friend, you're buying a gift- a gun, a jeep or a plane- for a fighting / American boy in Europe or the South Pacific. Do your Christmas War Bond / shopping at your favorite movie theatre- where the Bond booth is open day and / night. Buy your gift Bonds today!



Put These Free Ad Slugs To Work!

MAKE THIS A RED, WHITE, and BLUE CHRISTMAS / Give / WAR BONDS / THE PRESENT with a FUTURE! / Buy Your X mas Bonds at This Theatre Immediate Delivery

THE PRESENT with a FUTURE! / Give / WAR BONDS / THIS CHRISTMAS/ Buy Your X mas Bonds at This Theatre Immediate Delivery

ORDER / COMBINATION / MAT / No. 3A

BE AS SMART AS SANTA / Make this a / WAR BOND / CHRISTMAS / Buy Your X mas Bonds at This Theatre Immediate Delivery

Give / WAR BONDS / THIS CHRISTMAS / the present with a future! / BUY YOUR BONDS AT THIS THEATRE / -IMMEDIATE DELIVERY.

No Worry About Size, Fit or Color! / Perfect for Everyone! / WAR BONDS / FOR CHRISTMAS / Buy Your X mas Bonds at This Theatre Immediate Delivery

For That Last Minute / Christmas Gift! / WAR BONDS / ON SALE AT / THIS THEATRE / Day and Night / Including Xmas Day / BUY YOUR BONDS AT THIS THEATRE / - IMMEDIATE DELIVERY.

Get Your FREE MATS From Your NATIONAL SCREEN EXCHANGE