

SUGGESTIONS FOR THE SEVENTH



WOMEN'S SECTION
WAR FINANCE DIVISION
WASHINGTON BUILDING
WASHINGTON, D. C.

TALKING POINTS FOR THE SEVENTH

The 7th War Loan starts May 14, and ends June 30. The overall quota - corporate and individual is 14 billion dollars; the individual - the biggest to date - 7 billion dollars, 4 billions in E Bonds alone.

The job of Women's Committees centers in that individual quota with special emphasis on the 4 billion dollars worth of E Bonds which the American people are asked to buy in the coming drive.

You may be wondering, "Why this biggest of all individual quotas now? Haven't we already reached the peak?"

A fair question - requiring a straight answer.

The Battle of Japan has just begun. It must be backed up, paid for, fought for. The war to crush Japan will be bigger, tougher and longer than most Americans expect. The Allied Military Command has estimated that it will take years not months.

Millions of fighting men - freshly outfitted and equipped - will have to be moved from Europe halfway around the globe; and supplied by hundreds of ships now being built.

More of everything will be needed. More B-29's, tanks, trucks, jeeps, rockets, mortars, airborne radar.

A whole new air force is in creation - huge new bombers dwarfing the Superfortress; fast new jet propelled combat planes.

The sick, wounded and disabled in mounting numbers will require medical attention and care.

These are just a few of the ways in which our dollars are needed more than ever to crush the foe and bring our men back home.

And there are other weighty reasons for supporting the 7th War Loan - reasons which take us from the present to the future.

By putting every dollar over rock-bottom expenses into War Bonds, we are delivering a body blow to Inflation - thus putting a lid on the cost of living and maintaining intact the purchasing power of the dollar. And at the same time, we insure the country and ourselves against a possible postwar deflation - with its depression, unemployment, misery and heart-ache.

In other words, success in the 7th is vital for our own sakes and for our country's, and every American must do his part.

SPECIAL FIELDS FOR WOMEN'S COMMITTEES

Women are the most fertile field from which to draw a volunteer sales force.

1. Their leisure time, although in most cases scarce, can more readily be fitted into a part time selling job. This is particularly true of housewives and unemployed women, but business and professional women too are eager to adjust their working schedules in order to permit off hours to be devoted to a war cause.
2. Women are patient and conscientious about detail and aware of the value of small sales.
3. Women know the temper of the community in which they live and can have a prodigious influence upon neighbors, families, fellow church and club members, and upon neighborhood dealers and businesses.



The Blue Star Brigade which is being adopted as a state-wide promotion in some regions gives a decided impetus to volunteer recruitment. If your state has not adopted it, you may still want to use some form of military tie-in to inspire and reward your workers. The Brigade plan, which has been outlined in the Home Front Journal, provides military ranks for volunteers in accordance with the number of Bonds each one sells. Anyone may join the Brigade by pledging to sell at least ten Bonds to ten different individuals. Once these ten original sales are completed, the volunteer becomes a Second Lieutenant. The next ten sales make him or her a

First Lieutenant and so on up to Lieutenant General. States which have used this plan in previous War Loans have presented the brigadiers with some form of Blue Star badge as recognition of commissions earned, and have awarded commission certificates at the close of the drive. However, even where the tangible evidence of pins or badges is not available, counties and towns may find brigade organization a valuable peg on which to hang publicity and the very mention of the Blue Star as the symbol of a man at the front in whose honor each volunteer strives to sell Bonds is an incentive to home front service. The Brigade does not interfere with any existing community organization but fits in readily with any plan of campaign.

Bond Booths



Bond Booths have always been the special responsibility of women volunteers and as retail outlets and information centers are one of our valuable War Finance services. In a recent survey of Booth sales, reports from thirty-five states quoted figures for Sixth War Loan Booth sales which total almost two hundred million dollars. As these reports were necessarily incomplete and several states were unable to give figures or gave only partial ones, we can conclude that actual booth sales throughout the country far exceeded this figure.

There has been comparatively little publicity or official recognition of the long and faithful service of the booth worker. It is hoped that

both locally and nationally, newspaper and radio publicity can be arranged to feature the volunteers who have devoted long and regular hours to making Bond buying convenient and easy for the public.

For the coming War Loan (and thereafter) there will be a national charter available for booths which meet certain standards. A set of suggested rules to determine eligibility for the charter is appended to these pages. The charter may be signed by State Chairmen or by Women Chairmen and will read:

UNITED STATES WAR BOND BOOTH

Trained volunteers are in attendance to make the purchase of War Bonds and Stamps convenient for the public and to provide information about the War Finance Program.

The service rendered is performed as a patriotic contribution to the nation's war effort, and without compensation in any form from the Government of the United States of America.

Issued for Booth Number _____

(name)

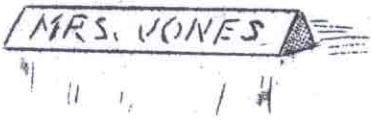
(WFC title)

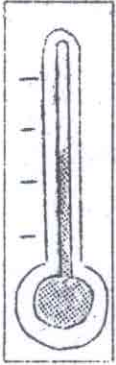
BOOTH HOURS:

Note: Text to be overprinted on a background showing the Minute Man in a contrasting color. Size: 10-x 14 inches.

A supply will be sent to State War Finance Offices and County Chairmen may obtain them from that source for active booths in their communities. It is suggested that the charter be framed and hung or placed in a prominent position so that customers may read, and know that they are buying from an agency accredited by both State and County War Finance officials.

The following are suggestions for a more efficient Booth program, which have been excerpted from the Inquiry Forms circulated by this office and returned to us from the field:

1. Identification of workers. This might be accomplished by having workers wear little cardboard name badges while on duty. Or there might be a sign, changeable with changing personnel, which reads, "The Volunteers staffing this Booth today are Mrs. _____, Miss _____, etc." Standing name plates such as are used on the desks of office workers would be an official looking means of identification, and might be supplied for all regular workers. Or-

ganizations which staff booths at regular times might be identified in the same way.
2. Citation for booth workers to be awarded on the basis of a stated number of hours of service.
3. Radio and newspaper publicity. A regular weekly column about booths or a feature story about workers and outstanding sales.
4. Competitions between organizations which staff booths on different days; or competitions between different booths in the same community.



5. Use of County Quota. It is a direct stimulus to sales if the drive quota or monthly quota is publicized at booths. Thermometers or other devices which show the percentage of quota passed and the percentage still to be attained have always helped to attract buyers.

6. Pre-sales canvass of friends and neighbors. The most successful booth saleswomen are those who "drum up trade" before seating themselves at the post of duty. Telephone calls to friends and neighbors are productive of booth sales. A little personal advertising such as, "I staff the Bond Booth at _____ Theatre on Thursdays. Won't you stop in when you're down town and give me some business?" will bring customers in.

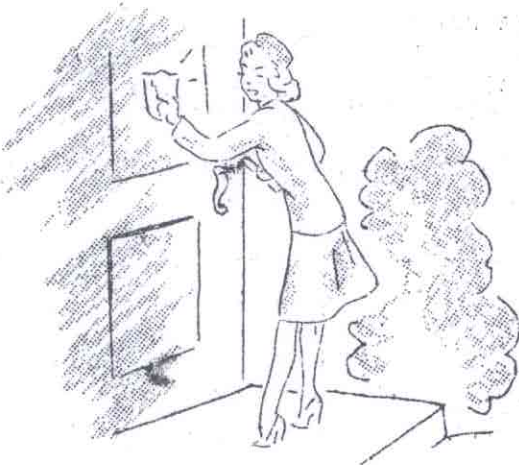
The War Finance Committee, through Booth Chairmen, will be responsible for checking booths to see that standards for eligibility for certificates issued, are maintained. If any booth fails to live up to requirements, its numbered certificate should be withdrawn.



Communities which have been promoting Pin Money Bonds or any form of pre-drive saving will want to make sure that filled stamp books are turned in during the drive. It has been suggested that a special day might be set for this, which could be well publicized in advance and that all these conversions into Bonds be made at booths. Several national organizations have urged Pin Money Saving for their members and it would be a good idea to have members convert their Stamp Albums and buy their Seventh War Loan Bonds from booths staffed by other members of their own organization.

Further information about booths and the booth certificate will appear in the Home Front Journal for May.

Personal Canvass



Women's Committees and their workers, because of more adaptable leisure hours and knowledge of community conditions as previously mentioned, are a good nucleus for canvassing teams. Women should take a good share of responsibility for E Bond quotas, and thorough community canvass is the sure way to unearth Extra E's.

Many chairmen have already perfected house-to-house canvass organization. For those who have not tried it or who have been less successful, we list a few reminders.

1. Careful plans must be made and arrangements completed well in advance of the Drive.
2. The community should be mapped out into districts, sections and blocks, with chairmen, captains and block-leaders for each subdivision.
3. Enough volunteers should be recruited so that no

one person is responsible for more than about ten canvass calls.

It is desirable when possible to have canvassers make their calls as teams of two rather than singly. Canvassers should be selected carefully and should be trained on selling points and instructed about the product they are to sell.

4. Women's organizations are productive of excellent volunteers, and members of one group may be pitted against those of another in competition, which adds incentive. Equipment and Hospital or Rehabilitation quotas can be an effective spur for competing organization groups or for Block leaders.

5. A truck, station wagon, or automobile helps to speed up coverage of sections of the city and has interest and publicity value, especially if equipped with loudspeaker or a Band.

6. A headquarters for canvassers is essential so that applications, pledges, cash or checks may be turned in promptly. This also serves as an information or advisory center, and as a means for tabulating and reporting current results.

7. Workers should report results daily so that prospects who have not been sold Bonds on the first call may be called upon by another volunteer whose approach may bring better results. Clean up canvass of people who have pledged or promised later purchases is also a good idea; and toward the end of the Drive, a re-canvass of some sections will produce extra Bonds to bolster a lagging quota.

8. In preparing kits for canvassers, it is wise to include, besides application forms, information folders etc., some promotional

material such as Disney certificates or V-Mail Bond Forms, which may result in additional purchases or make a sale where a more general appeal has failed.



Bonds For Babies

The Disney certificate together with the idea of War Bonds to protect the future of the children who will be responsible for the future of the nation has been of enormous value in promoting Bond sales. It has a universal appeal which fits into any phase of Bond selling in interim periods and during drives.

For example, many letters have been received from Payroll Chairmen and business heads which state that the Disney certificate has been instrumental in selling extra Bonds and has been helpful in achieving drive quotas.

Retail promotions are a natural way to push Bonds for Babies. Store windows on this theme attract attention and comment. A Roll of Honor in infants' and children's departments stimulates sales of Bonds in the store.

Here again we are listing ideas which have been successful in a number of places, so that they may be adopted by chairmen who have not yet explored all these possibilities.

1. Listings of births may be obtained from the Bureau of Vital Statistics or some equivalent agency, and letters to parents or to new babies themselves have resulted in very satisfactory sales.
2. Cooperation of hospital officials in distributing promotional

and informational material to maternity patients is helpful and hospitals are a good spot for Bond Booths.

3. Banks, post offices and other issuing agencies should be checked frequently to see that they have a supply of certificates, or -- in cases where certificates are issued only through the Women's Division, application cards for certificates should be readily obtainable wherever Bonds are bought.

4. Milk companies have been helpful in several communities. Drivers of milk trucks know where there are new babies and can often distribute informational material -- flyers, etc. In Los Angeles County, drivers



for both milk companies and bakeries have been given certificates and Bond application forms, and have been successful Bond salesmen.

5. Photographic contests with entry by Bond purchase are of great local interest. With the cooperation of the Philadelphia Inquirer, Pennsylvania sold almost a quarter of a million dollars worth of extra Bonds by this means in one month. Several communities have gotten good results from baby popularity contests with Bonds counting as votes. Marion County in Mississippi overshot its entire E Bond goal in that way during an earlier drive.

6. An ice-cream festival, or other type of party, where certificates are presented to children for whom Bonds have been bought may add interest.

7. It should be remembered that babies are a natural publicity

angle. Newspapers will be interested in printing pictures of babies plus certificates, particularly if there is a story with a local appeal to make it newsworthy. Babies of celebrities, descendants of city founders, children of servicemen who have seen dramatic action or been awarded medals or citations -- all these make good copy. Similarly, the stories, without pictures of course, might be used by local radio commentators.

WOMEN AS A PART OF EVERYONE'S WAR LOAN DRIVE

Beyond the special fields for women, just covered, there is no part of the War Finance Program in which they cannot serve efficiently. Their scope of usefulness is automatically widened if they form a part of administrative and planning councils. If the overall community plan and picture are clear to them, Women's Chairmen can be much more intelligent about using woman power to its greatest advantage. It is urged therefore that County and Local chairmen be consulted at once, so that women's committees may have knowledge of what their work is to be and may have time to plan so that they can give their most effective service.

Payroll Savings

Women are becoming increasingly well informed on financial and economic matters. More and more well-trained teams of women are undertaking Payroll selling among smaller firms and neighborhood businesses. Women can also be of enormous assistance in clerical work and record keeping. Many firms will be much more cooperative about Payroll plans and special campaigns if volunteers can be supplied to relieve their curtailed staff of detail and paper work.

In St. Louis, Missouri, 171 women were given an assignment to cover 1600 firms which employed from one to thirty persons. Their total sales amounted to more than eight million dollars.

Several communities depend upon women to spearhead Payroll sales in firms with one hundred -- or sometimes more -- employees.

The type of cooperation which women can give in this field depends

of course upon the needs and wishes of the Payroll Committee.

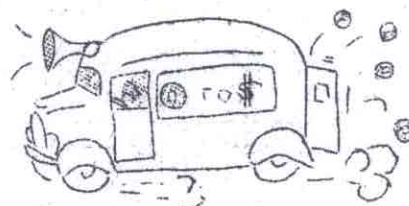
Retail

Most Retail Committees depend very heavily upon Women's Committees for help in all promotions. Certainly a large percentage of retail salesforces are made up of women who thus play a large part in store sales quotas, Third Army, etc. ~~Volunteers~~ also cooperate actively in the Retailers' Third Army.

In many stores, women ~~volunteers~~ are needed to staff Bond Booths.

As mentioned, Bonds for Babies windows, availability of Disney certificates and Cradle Rolls of Honor help to swell Bond sales at department and specialty stores.

In Indiana -- one of the states where women's committees worked closely with retailers in the Third Army, Terre Haute women staffed a sound truck from which doughnuts were given away to Bond purchasers. The women handled the canteen and Bond applications, took Bond orders and sold Bonds for later delivery. Records were kept accurately and credit given to the retailers who had supplied truck and doughnuts.



Farm

In rural areas, it is natural that women should form a background for farm canvass and farm meetings.

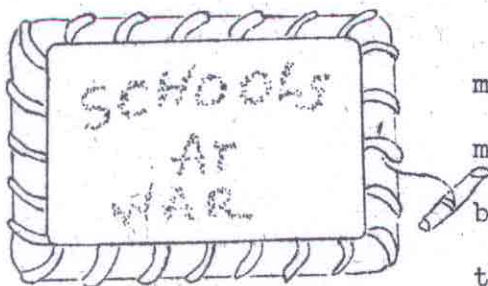
"Send a farm woman to canvass farm families" is the advice of the North Dakota Women's Chairman. It is scarcely necessary to add that it

is best to send one who has a car or some means of conveyance to cover distances. Often, men and women canvass together as a team, and it has been said that women who are aware of household situations and neighborhood problems have sold Extra Bonds to farm families, where previous canvassers had failed.

Home Demonstration Agents and clubs have worked faithfully with Women's Committees to promote the sale of Bonds and to spur the efforts of 4-H members in rural areas. In many sections, the Home Demonstration Agent is on the Board of the Women's Division.

The Tobacco Warehouse promotion, in North Carolina, demonstrates a valuable avenue of service for women. During the time when tobacco was marketed, they staffed booths in warehouses and helped to divert a portion of commodity auction profits into Bonds. (They overshot their quota based on five cents per pound of tobacco sold, for War Bond investment.) Where local crops are marketed during the Drive period, promotions of this kind would help both to publicize and to sell War Bonds.

Education



Many Women's Committees handle school matters or work closely with Education Chairmen. Even where there is a sharp division between Women's and Education Committees, there is a natural relationship and there are many ways for women to help in the work with schools and colleges in each

community.

The Seventh War Loan comes at a time when several million students will be graduating from elementary and high schools and from colleges. Women's committees might stress Bonds as graduation gifts in all their selling to parents, relatives and friends, and give this gift angle all possible publicity. (* See footnote)

In many communities women volunteers help with classroom sales, make stamps available and shop for Bonds purchased by pupils, or ordered through them by parents. They also help to arrange appropriate presentation ceremonies when students have earned the Schools at War Flag.

School children can help to form a nucleus for House-to-House clean-up and Stamp Book conversion canvasses.

THE SUCCESS OF THE MIGHTY SEVENTH DEPENDS UPON YOU AND YOUR WORKERS. WE HOPE THAT THIS RESUME OF PROMOTIONAL POSSIBILITIES WILL BE OF HELP. YOUR OWN ADAPTATIONS OF THESE IDEAS WILL DEPEND OF COURSE UPON THE COMMUNITY WHICH YOU KNOW AND UNDERSTAND. YOUR OWN INGENUITY AND ENERGY, YOUR ABILITY TO GALVANIZE YOUR WORKERS INTO ACTION WILL AS ALWAYS BE THE IMPORTANT FACTOR IN GETTING THE JOB DONE. WE STAND READY TO HELP IF WE CAN, BUT ACTUALLY IT IS WE WHO ARE COUNTING UPON YOU. WE KNOW THAT YOU WILL FACE THIS HUGE TASK WITH COURAGE AND WILL ONCE MORE MAKE AMERICA PROUD OF ITS WOMEN.

* NOTE: In connection with stressing Bonds as graduation gifts, it should be remembered that the Drive will also take in the month of June which is the month for brides. Bond wedding gifts are sensible and patriotic. Letters to relatives of engaged couples (newspapers might be watched or license bureaus queried as to names and addresses) could suggest the difficulties of buying suitable home furnishings, the unsettled housing arrangements of service men or war workers, and suggest the long term Bond gift for deferred homemaking.

The Education Section is suggesting a Graduation Bond Gift cover or folder to be made by school Art Departments. Women's committees might interest some local merchant to sponsor a similar Bond folder for wedding gifts of War Bonds for War Brides.

Materials

The following are some of the Materials which will be available in your state office:

Campaign Book -- This will be a briefer version of the handbook used in previous Drives. It will cover suggestions for Special Events, Press, Radio and general publicity.

Descriptive Folder -- This will be similar to "Straight Talk" supplied for the Sixth War Loan and will deal with the reasons for the 7th War Loan, and why all Americans should support it. It will include discussion of E, F, and G Bonds.

Posters -- General poster geared to the theme of the 7th War Loan, and special Farm and Payroll posters.

Which Issue Shall I Buy -- This will be for popular distribution and will contain the entire 7th War Loan basket of securities.

Disney Certificate -- An adequate stock will be available at the Division of Savings Bonds in Chicago to keep State Offices supplied according to need.

Surgeon General Citation -- This is the citation signed by Surgeon General Kirk, USA, for presentation to individuals and groups which sell a sufficient number of E Bonds earmarked for the purchase of hospital and medical equipment or for symbolic Reconditioning and Rehabilitation goals. Women's Sections of Campaign Books for the Fifth and Sixth War Loans contain figures and information about Hospital promotions. (A limited number of reprints of these Sections are still available upon request to this office.)

Certificate for Bond Booths -- This is the charter for Booths, described in these pages.

V-Mail Bond Gift Certificate -- The Treasury's new V-MAIL BOND GIFT CERTIFICATE will be ready for 7th War Loan and year-round use. War Bonds bought as gifts for service men and women are thus kept safe at home while this handsome reproduction of an E-Bond, in light green tint on a regular V-Mail form, gives the recipient something tangible to represent the gift and carry the giver's good wishes. Space is provided to insert the denomination of the Bond. The issuing agent stamps the reproduction as he stamps the real Bond. In a test last Christmas, made in thirty states, more than a million certificates went overseas in a month!

War Bond Plays -- A pamphlet of plays, skits, monologues, etc. about Bonds. (There is also a new playlet available "To Ease Their Hurt" especially geared to hospital promotions.)

REQUIREMENTS FOR CHARTERED BOND BOOTHS

1. Booths should have been permanently established and active sales outlets for at least six months. (An exception to this rule might be made during War Loan Drives. Charter should in such cases be issued and marked "For the duration of _____ War Loan.")
2. Booths must be fully staffed at regular stated hours. Volunteers are responsible for prompt and unfailing appearance at their post of duty on appointed days and must supply a qualified substitute if illness or emergency prevents their own presence.
3. Booths are to be kept attractive and neat at all times. If posters are used they should be changed frequently and kept up-to-date. Features to attract the eye of the passer-by are desirable.
4. Volunteers in chartered booths must have taken a training course and passed a reasonably comprehensive examination. Every volunteer should be a Bond information center in herself as well as being quick and accurate in the issuance of Bonds. (This does not mean that a booth worker must know the answers to every question which may arise, but that she should know where to find the answer or where to refer the questioner.)
5. Whenever possible, there should be informational material at booths to hand out to customers. When no bulk supplies are available, there should be reference material and talking points so that the volunteers on duty can give documented answers to questions or present telling sales arguments. (The booklets "How To Get There," "Questions

and Answers" etc. are good for this purpose. Mimeographed fact sheets pertinent to the community and the location of the booth might be prepared by state or local offices.)

6. Volunteers should be alert and interested saleswomen, on the lookout for customers. They should not read during booth hours, and smoking or gum chewing should also be ruled out.

7. A minimum sales quota should be set for each booth and maintained as a requisite for holding a charter. Determination of this figure is left to the discretion of local chairmen. It might be based on an average of the best sales figures of the booth over a period of months and it should, of course, be higher during drives than during interim periods.

8. There must be a definite understanding with volunteers as to responsibility for loss of Bond and Stamp stock, shortages in cash, and any claims by customers.