

**IMPORTANT
INFORMATION**

for volunteer solicitors

UNITED STATES TREASURY

**4th WAR
LOAN**

Starting date January 18, 1944



A PERSONAL MESSAGE FROM THE SECRETARY OF THE TREASURY ★

As a volunteer solicitor for the 4th War Loan Drive, you are about to undertake one of the most important and far-reaching assignments you have ever had. Helping your Government to finance the most expensive war in all history is about the most significant job you can do on the home front. For the sound financing of the war is the key to victory. That those of you who helped in the 3rd War Loan Drive realized its importance was evidenced by the grand way in which you cooperated. But this 4th War Loan Drive has an even greater significance. *This time we must get more individuals to invest more dollars in war bonds and other Government securities than we would have even considered possible a few months ago.* It is possible, however, and I know that with your enthusiastic help *we can do it.*

Thank you now for what I know you are going to give to this campaign—*your best!*



THE *Job* TO BE DONE

During the 4th War Loan Drive our objective is to borrow at least 14 billion dollars. Yes, we know—that's a lot of money. Only one billion would make a stack of \$1,000 bills reaching as high as the Empire State Building.

But we raised a great deal more than 14 billion dollars during the last drive. And we can—we must—we will do it again.





WHERE IS ALL THIS *Money* COMING FROM?

No, it isn't coming out of a hat. The money needed (about 8 billion dollars a month) to finance a world-wide war on a really sound basis can come from only two sources—taxes and from the sale of Government bonds primarily to nonbanking sources. The lower the taxes, *the greater the responsibility to invest in war bonds and other Treasury securities.* A large part of the 14 billion dollars must therefore come from individuals, the balance from other nonbanking sources.



HERE'S THE *4th War Loan* SELLING PLAN

Reach the individual investor—*that's our first and biggest job.* From January 18 to February 1 *only* sales to individuals will be reported by the Treasury. So—we've got to get out and *ring doorbells.* We must reach Mr. and Mrs. John Q. Citizen at their home and where they work. And we must sell EXTRA bonds—an *average* of at least a \$100 bond to every person called on.



SAY TO *Everybody*
"LET'S GET THIS SHIELD UP"

The evidence of patriotic cooperation during the 4th War Loan Drive is this sticker which says "*We bought extra bonds.*"

The job of financing is so important, so vital, that people are proud to be identified with it. You'll find they'll be glad to buy bonds to earn the privilege of displaying this symbol of their American spirit. Be sure, however, they buy EXTRA bonds during the 4th War Loan Drive before giving them the sticker.



**HERE'S WHAT YOU
HAVE TO *Sell***

Answer—the world's safest securities, in denominations to meet literally every investment need . . . from a \$25 Savings Bond (costing \$18.75) to a \$1,000,000 Treasury Bond, and everything in between.

That covers a great many different size pocketbooks—so if a person has anything at all to invest in his country, *you have exactly what he wants.* Complete details about all the different Government securities being offered during this drive will be found in the back of this booklet.



★ ★ ★
H E R E A R E

S O M E

I M P O R T A N T

F A C T S

L E A R N E D I N

P R E V I O U S

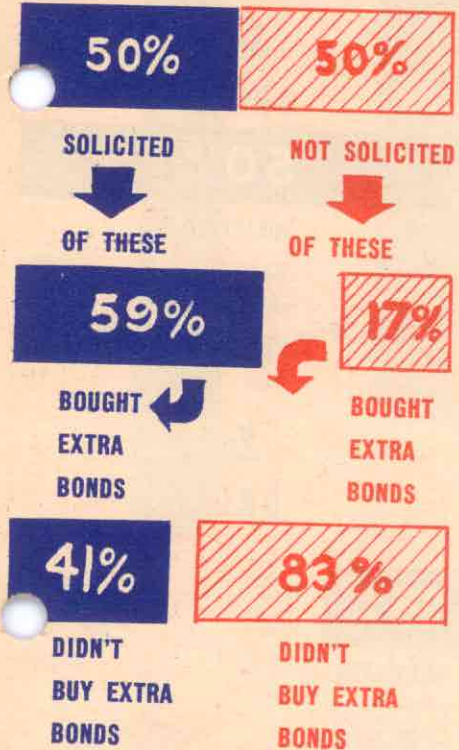
D R I V E S



OF ALL GAINFULLY EMPLOYED
IN THE COUNTRY, HOW MANY
WERE *Personally Asked**

TO BUY IN 3rd DRIVE?

**Includes those whose wives were solicited.*



Notice the difference in sales
between those who were *per-*
sonally solicited and those who
weren't—59% as against 17%.

IN COUNTIES WHERE MORE PEOPLE *Bought* MORE PEOPLE HAD BEEN *Solicited* IN 3rd DRIVE



Notice that the number who buy is in direct proportion to the number solicited.

OF ALL GAINFULLY EMPLOYED IN THE COUNTRY, HOW MANY *Bought Extra Bonds* IN THE 2nd AND 3rd DRIVE?



Notice that while we did better in the 3rd drive than in the 2nd, we still didn't sell extra bonds to 62% of the people.

HERE ARE
THE REASONS

WHY

PEOPLE BOUGHT

BEFORE AND

WHY *More People*

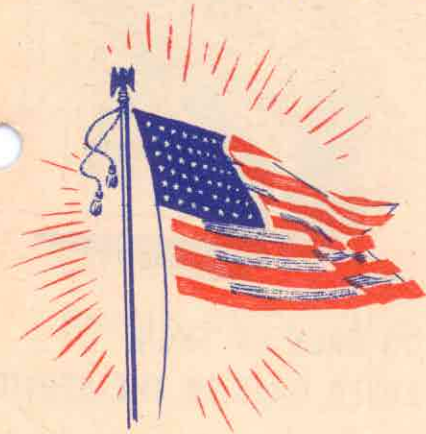
WILL BUY

THIS TIME

(If you ask them)

No. 1

TO HELP THEIR
COUNTRY WIN
THE WAR . . .



What better reason could any American want? It's elementary to say that if this is our country, it's also our war and our responsibility to help pay it. Most people know that and have it in their minds when they say—

“Sure, I'll buy more. That's the least we at home can do.”

The patriotic motive for buying bonds is a powerful one.



No. 2



**TO BACK UP THEIR
LOVED ONES IN THE SERVICE**

This is a good reason too, for almost everyone in the country has a husband, brother, son, father, sister, uncle, or cousin in the service. Naturally they have these loved ones in mind when they say—

“Yes, I’ll buy *extra* bonds and I’ll keep buying them as long as the war lasts. If our boys can risk their lives, certainly we should be willing to *invest* our money.”



No. 3



**TO MAKE A *Safe*
SOUND INVESTMENT**

In other words, to lay away a dependable nest egg for tomorrow . . . that’s another good reason why people buy bonds.

This is the time to save money—for education, retirement, old age, new equipment, household comforts, improvements, and luxuries—in short, *for the things people can’t or shouldn’t buy today*. Savings that draw a generous rate of interest, coupled with the advantages of having money for post-war adjustments, are powerful selling arguments.

No. 4



TO HELP KEEP OUR ECONOMY ON AN EVEN KEEL

Have you noticed how much more you have to pay for most things these days? The Government is doing everything possible to control the cost of living, but unless we all stop spending and start *saving every cent* over barest necessities it is bound to go still higher.

All *thinking* people know that and will have it in mind when you talk to them about buying at least one *extra* \$100 bond. That is why War Bonds have an AAI priority on the important uses of money. We *can't afford not* to buy them.

No. 5



TO HELP PRESERVE THE AMERICAN WAY OF LIFE

You know what the Four Freedoms are—the right to say what you think, to worship as you please, to live without fear or want.

Well, that's the *American way of life* and there isn't an American worthy of the name who wouldn't fight for it and, if necessary, give his life for it.

Certainly he should be willing at least to buy bonds to help preserve it. And *will*—if we know our Americans.





HERE'S THE FELLOW TO SELL FIRST *You!*

There are two reasons. One is, of course, obvious. Everything that has been said about why people should buy bonds applies as much to you as to anyone else. The other is because you will be in stronger position while talking to prospects if you can say: "We're all in this together and I'd like you to know that I bought my share of EXTRA bonds the first day out."

Every salesman who has sampled his own goods is a better booster for them because of that.



WHEN THEY DON'T BUY, HERE'S THE REASON GIVEN

"I can't afford to"

"I can't afford to buy any more bonds." What this person means is "I can't buy any more bonds without *sacrificing*." Who are we to complain sacrifice when we think of the thousands of men who have given up comfortable homes, good jobs, and left their families to fight on battle fronts all over the world? Some of them will come home without a leg, or an arm, or blind, or worse. *And some won't come home at all.* Did someone say *sacrifice*?

HERE ARE SOME GOOD POINTS TO KEEP IN MIND



Make *personal* calls whenever possible.

Sales are in direct proportion to calls. The more people you ask *personally*, the more you'll sell.

Don't get into arguments. When someone starts one, say "Perhaps you're right." Then go on with your story.

Talk to *everyone* in every home or office you visit. Almost everybody is earning money these days.

Know what you're selling.— Read carefully, not once but several times, the summary of information in the back of this booklet.

Be sure and ask *everybody* to buy at *least* one extra \$100 bond.

HERE IS A SUMMARY OF *Suggestions*



1. Personally ask *more* people to buy.
2. Persuade people they can't afford *not* to buy bonds.
3. Remember that the aim is to sell *extra* bonds in urban areas and *more* bonds in rural areas.
4. Give everyone a clear idea of the specific amount of purchase expected of him.
5. Make people realize that in buying bonds they are having *personal participation* in the war.
6. Keep your solicitation serious and dignified.
7. Help your organization or group to *meet its quota*.

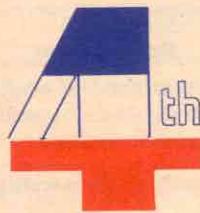
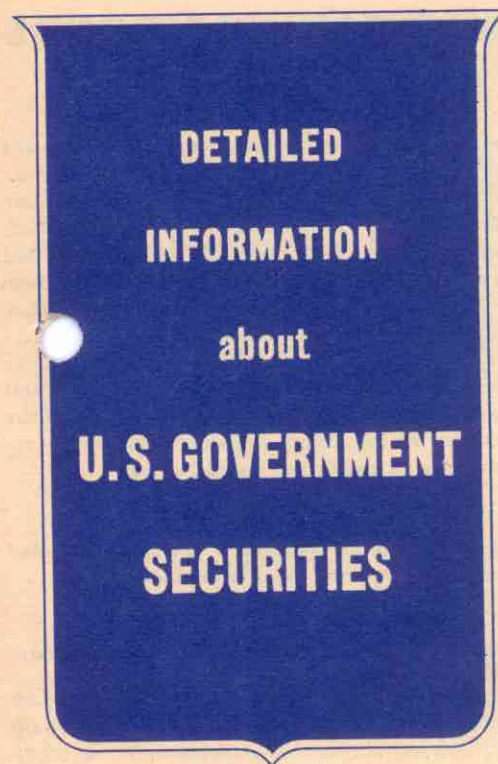


Now—IT'S UP TO YOU
GO 4th *To Victory*

You'll be starting out soon to do an important job for your Uncle Sam.

It's not an easy job, but *it can be done*, and you're going to derive a tremendous satisfaction from the knowledge that you, individually, have played an important part.

Our very sincere thanks to you for all you've done and *will do* to insure its success.



War Loan

WAR SAVINGS BONDS

SERIES E

Series E bonds are *appreciation* bonds, so called because they appreciate or increase in value at the end of the first year, and every 6 months thereafter until maturity. They mature in 10 years, at which time you receive \$4 for every \$3 you have invested in them. They can be registered *only* as follows: In the name of one individual, two individuals as coowners, or one individual with one other individual as beneficiary. They are registered in the name of the owner, are nontransferable, and cannot be used as collateral. They are dated the first day of the month in which payment is received by an authorized issuing agent.

Interest Rate

Equivalent to 2.9 percent a year, compounded semiannually, when bond is held to maturity.

Prices and Maturity Values

Issue Price	Maturity Value
\$18.75 will increase in 10 years to..	\$25.00
\$37.50 will increase in 10 years to..	\$50.00
\$75.00 will increase in 10 years to..	\$100.00
\$375.00 will increase in 10 years to..	\$500.00
\$750.00 will increase in 10 years to..	\$1,000.00

Redemption

Owner may redeem bond in whole or in part at any time after 60 days from issue date, in accordance with redemption table on face of bond.

Limit of Ownership

There is an annual limit of \$5,000 maturity value, or \$3,750 cost price, for each calendar year, of bonds originally issued during that year to any one person, including bonds issued to that person individually, or to him with another as coowner. *However, in computing holdings, bonds issued to co-owners may be applied to either or apportioned between them.*

U. S. SAVINGS BONDS

SERIES F

Series F bonds are also *appreciation* bonds, but they mature in 12 years instead of 10. They can be bought by individuals, trustees, partnerships, associations, and corporations (except banks that accept demand deposits). The \$25 bond (issue price, \$18.50) is provided especially for small groups, clubs, school classes, etc. Series F bonds are registered, and are nontransferable. They are dated the first day of the month in which payment is received by an authorized issuing agent.

Interest Rate

Equivalent to 2.53 percent a year, compounded semiannually, when bond is held to maturity.

Prices and Maturity Values

Issue Price	Maturity Value
\$18.50 will increase in 12 years to..	\$25
\$74.00 will increase in 12 years to..	\$100
\$370.00 will increase in 12 years to..	\$500
\$740.00 will increase in 12 years to..	\$1,000
\$3,700.00 will increase in 12 years to..	\$5,000
\$7,400.00 will increase in 12 years to..	\$10,000

Redemption

Desired, owners may redeem their bonds in whole or in part before maturity, after 6 months from issue date, at fixed redemption values, on the 1st of any month, on 1 month's notice. This is in accordance with the table of redemption values printed on the face of each bond, and also in Treasury Department Circular No. 654, available at any sales agency.

Limit of Ownership

Owners are limited to \$100,000 of Series F bonds (cost price) or to \$100,000 of Series F and Series G, combined, originally issued to them individually or as coowners in each calendar year.

U. S. SAVINGS BONDS

SERIES G

Series G bonds are *current income* bonds issued at par. They bear interest at the rate of 2½ percent per annum, payable semiannually by Treasury check, every 6 months as long as the bond is held, or until maturity. They mature in 12 years. The registration is the same as for Series F bonds and they are dated on the first day of the month in which payment is received by an authorized issuing agent.

Prices and Maturity Values

The Series G bond is priced at par, and is redeemable at par only if held to maturity, 12 years from issue date. A table of redemption values is printed on the face of each bond, and also in Treasury Department Circular No. 654, available at any sales agency.

Redemption

If desired, owner may redeem bond in whole or in part, before maturity, after 6 months from issue date, at fixed redemption values (which are less than the face amount of the bond), on the 1st of any month, on 1 month's notice. In the event of the death of an owner or coowner, a Series G bond may be redeemed at par, at any time after 6 months from issue date. However, redemption at par will be made only if notice is received by the Treasury or a Federal Reserve Bank within 4 months after date of death.

Limit of Ownership

Owners are limited to \$100,000 of Series G (cost price) or to \$100,000 of Series F and Series G combined, originally issued to them individually or as coowners in each calendar year.

UNITED STATES OF AMERICA TREASURY SAVINGS NOTES

SERIES C

For Federal Tax Payments and Short-Term Investment:

Dated: First day of month in which purchased. Due 3 years from issue date.

Interest Rate: Average rate about 1.07 percent a year if held until maturity; lesser yield if redeemed for cash or tendered in payment of taxes at earlier dates.

These notes are acceptable at par and accrued interest in payment of Federal income, estate, and gift taxes, in unlimited amounts. They can be presented in payment of taxes at any time during and after the second calendar month after date of purchase.

DENOMINATIONS: \$100, \$500, \$1,000, \$5,000, \$10,000, \$100,000, \$500,000, and \$1,000,000.

FORM: Name and address of single individual, corporation, association, partnership (not available for tax payment) or guardians and public officers and trustees for other purposes than security. Not issued in two names; if to be used for taxes must be in same form as in tax return.

REDEMPTION: At par and accrued interest, after 6 months from purchase date, or at maturity, except if inscribed in name of bank that accepts demand deposits, in which case redeemable at par only.

COLLATERAL: Eligible for loans from banking institutions only.

ISSUE PRICE: 100 percent.

UNITED STATES OF AMERICA
2½% TREASURY BONDS

of 1965-1970

Dated February 1, 1944; due March 15, 1970

Interest: 2½ percent. Interest payable on a semi-annual basis March 15 and September 15. Par and accrued interest.

ISSUE PRICE: 100 percent and accrued interest.

DENOMINATIONS: \$500, \$1,000, \$5,000, \$10,000, \$100,000, and \$1,000,000.

FORM: Bearer bonds with interest coupons attached, and bonds registered as to principal and interest. Interchangeable.

REDEMPTION: Not callable until March 15, 1965; then and thereafter, in whole or in part, at par and accrued interest, on any interest day or days, on 4 months' notice.

COLLATERAL: These bonds may be pledged as collateral for loans, including loans by commercial banks.

SPECIAL FEATURES: Upon the death of the owner, the bonds may be redeemed at the option of the duly constituted representatives of the deceased owner's estate, at par and accrued interest, for the purpose of satisfying Federal estate taxes.

WHERE TO BUY: Subscriptions will be received at the Federal Reserve Banks and Branches, and at the Treasury Department, Washington. Your United States Treasury War Finance volunteer worker, bank, or savings and loan association will submit your subscription free of charge.

UNITED STATES OF AMERICA
2¼% TREASURY BONDS

of 1956-1959

Dated February 1, 1944; due September 15, 1959.

Interest: 2¼ percent. Interest payable on a semi-annual basis March 15 and September 15.

ISSUE PRICE: 100 percent and accrued interest.

DENOMINATIONS: \$500, \$1,000, \$5,000, \$10,000, \$100,000, and \$1,000,000.

FORM: Bearer bonds with interest coupons attached, and bonds registered as to principal and interest. Interchangeable.

REDEEMABLE: Not callable until September 15, 1956; then and thereafter, in whole or in part, at par and accrued interest, upon any interest day or days, on 4 months' notice.

COLLATERAL: These bonds can be used as bank-loan collateral and will be acceptable to secure deposits of public moneys.

SPECIAL FEATURES: Upon the death of the owner, the bonds may be redeemed at the option of the duly constituted representatives of the deceased owner's estate, at par and accrued interest, for the purpose of satisfying Federal estate taxes.

WHERE TO BUY: Subscriptions will be received at the Federal Reserve Banks and Branches, and at the Treasury Department, Washington. Your United States Treasury War Finance volunteer worker, bank, or savings and loan association will submit your subscription free of charge.

UNITED STATES OF AMERICA
7/8% TREASURY CERTIFICATES

of Indebtedness of Series A-1945

*Dated and bearing interest from February 1, 1944;
due February 1, 1945.*

*Interest payable on a semiannual basis on August 1,
1944 and February 1, 1945.*

Not subject to call prior to maturity.

These certificates are ideally suited for many types of investors:

CORPORATIONS with unemployed funds accumulating because of deferred maintenance, reduced inventories, or inability to reinvest depreciation and depletion reserves can profitably and conveniently employ such funds in these certificates.

INDIVIDUALS and trusts occasionally funds for short-term investment which can be used to advantage in the purchase of Certificates of Indebtedness.

These certificates are issued in bearer form only, in denominations of \$1,000, \$5,000, \$10,000, \$100,000, and \$1,000,000. They can be used as bank-loan collateral and are acceptable to secure deposits of public moneys.

PRICE: 100 percent and accrued interest.