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YOUR JOB
as a
VICTORY
VOLUNTEER



WPA 33

STRAIGHT TALK

about the

WAR LOAN DRIVE

★ As we move closer to victory, it wouldn't be surprising if you were saying to yourself—“What's the big idea of asking for all this additional money *now*? Isn't the war almost over?”

No, sir, *it is not!* Not by a long shot. Of course, for many months now you've heard mostly about the war with Germany, where our greatest effort was concentrated. That's why many people have the idea that the war's practically over.

But make no mistake about it—nothing could be farther from the truth! The Japanese war is a tremendous undertaking, and

victory will come high. We'll have to fight every inch of the way.

Everything Costs More— in the Pacific War

★ The European war is expensive, but almost everything in the Pacific war will cost more. Take transport costs, for instance. Because of the longer distances, the *same* amount of freight costs *25 percent more* when shipped to the South Pacific than to Europe. And it takes *twice* as many cargo ships in the Pacific to support a task force of a given size since turn-around time is *twice* as great!

More Planes ... Tanks ... Ships ... Oil

★ In addition, we will need more of everything. *More* B-29 Superfortresses that cost \$600,000 each. *More* P-47 Thunderbolts that cost \$50,000 each. *More* M-4 tanks with bulldozer blades that cost \$67,417 each. *More* amphibious tanks—*more* aircraft carriers—*more* supply ships—*more* gasoline and oil than it took for the invasion of Europe.

Care for the Sick and Wounded

★ And lest anyone forget, we will need *more* battalion aid stations—*more* clearing stations—*more* evacuation hospitals—*more* convalescent hospitals—*more* hospital ships. **\$**

For many, many years the sick, wounded, and otherwise disabled veterans

will require medical attention and care. That's the least Uncle Sam can do in appreciation of what they've done for us.

Maintenance for Millions

★ Did you ever stop to think how much money it costs to maintain the 11 to 12 million men and women in our Army and Navy? Whether the men are actually fighting or not, they must be fed, housed, transported from one training center or battle area to another, cared for in a hundred and one different ways. That all costs money and *will continue to* until the last man demobilized is back in civilian clothes. **\$**

In addition, millions of dollars will be required for mustering-out pay, for various benefits and services voted by Congress to help the boys get started in civilian life.

These are reasons enough why patriotic Americans will want to buy heavily during the Sixth War Loan. But here are still more—

Winning the Peace— For Your Country

\$ IF we're to win the peace as well as the war, the cost of living must be kept down and the purchasing power of money preserved. A reckless inflation that would necessarily be followed by the catastrophe of deflation—with its unemployment, bankruptcies, misery, and heartache—must be prevented at all cost. Let's

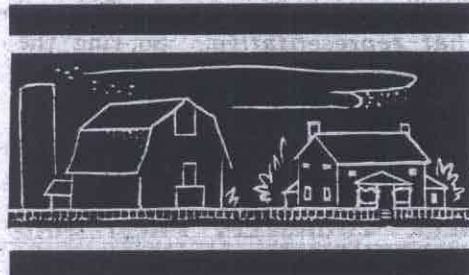
make no mistake—a dangerous period lies ahead. The American people have nothing to fear, however, if they show in the future the same common sense they have shown in the past, and *continue to put every penny over rock-bottom expenses into the purchase of more and more War Bonds.*

Winning the Peace— For Yourself

Want *another* important reason? *Yourself!* There isn't a better or safer investment in the world today than War Bonds. In helping your country, you are also helping *yourself!* Never in our entire history has it been so necessary to *save* as right now. We'll need money, individually, for education, repairs, replacements, retirement— **\$** *and we'll need a lot of it.*

As you can see there are many reasons, *important reasons*, why our Government must have the financial support of everyone; and have it for many months to come.

Let all Americans do their part— for their own sake, for their country's.





As a salesman of War Bonds you represent the United States Treasury and all the men and women of your community who are serving with the armed forces.

The War Bonds you sell will help win the war and bring our fighting men back sooner. *They will also help your neighbors BUILD RESERVES for their post-war needs.*

You are important because the Treasury has found that the only way to get most people to buy *extra* War Bonds is to send a personal representative to ask them to buy. *You are that representative.* So ring the doorbells with confidence in your heart and pride in your eye.

BUY AN EXTRA BOND YOURSELF BEFORE YOU START TO SELL THEM TO YOUR NEIGHBORS. SELL YOURSELF, FIRST AND THOROUGHLY.

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KNOW THE ANSWERS



WHY people should want to buy U. S. Bonds.



HOW to make a good sales approach.



HOW to demonstrate the value of a war bond.



THE common excuses for not wanting to buy, and how to meet them.

These things you should learn in your training sessions.

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The contract between your Treasury and the bond buyer is simple. You don't have to be a lawyer or financial expert to understand it. Eighty-one million Americans of all ages have so far bought these securities, the finest and safest investment in the world.



Details on Treasury securities offered in the Sixth War Loan are given in simple language in the back of this booklet.

Learn them by heart and put your heart into selling them.

WHY PEOPLE SHOULD WANT TO BUY BONDS

Only about 54 million Americans receive income, yet 81 million individual men, women, and children have already bought War Bonds. Not 1 person in 10 of these ever owned any other kind of bond. You Victory Volunteers can be proud of that sales record, which is unique in financial history. Average Americans have bought bonds for themselves and for others because as patriotic citizens they want:

— to help our fighting men.



— to help bring the boys back home SOONER.



— to help prevent inflation—which simply means protecting the value of the dollars they have saved and will earn.



— to help make their local War Bond quotas.

**AS GOOD
CITIZENS, WITH
THEIR OWN
INTERESTS
AT HEART,
THEY WANT:**

—to buy homes or make home repairs and improvements after the war.



—to provide for education of their children.



—to provide a post-war start for a boy returning from war.



—to provide for their own old age.



—to tide over possible lean days.



—to enjoy a safe income from accumulated savings.



THEY KNOW THAT BEHIND THESE BONDS STAND THE STRENGTH OF THEIR GOVERNMENT AND THE WEALTH OF THEIR GREAT HOMELAND. BEHIND THESE BONDS STAND THE FAITH OF 135 MILLION AMERICANS AND THE CREDIT OF THEIR NATION, WHICH HAS NEVER REPUDIATED A DEBT.

HOW TO MAKE A GOOD

SALES APPROACH

When you ring the bell and face the prospect, remember that you are offering your neighbors a method of saving that will profit them either by increasing in redemption value as time passes (E and F Bonds) or by paying interest.

Americans like to buy from good salesmen and they like to buy from well-known makers and firms. You represent the strongest financial institution in the world, the United States Treasury, and the goods you sell are the best advertised commodity in the world—War Bonds.

Your prospects are neighbors; some may be personal friends. All will know what your business is as soon as they see your Victory Volunteer badge and hear you say: "I am your Victory Volunteer. My name is _____ and I live at _____. I want to talk with you for a few minutes about the Sixth War Loan."

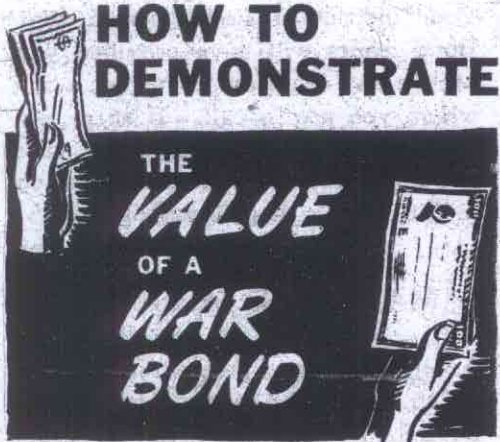
Your district or neighborhood War Bond leader will have provided you with a list of names of people upon whom you are to call. If there is a "foreign" or unusual name, be sure you know how to pronounce it (when in doubt ask a next-door neighbor).

MAKE THE SHOE FIT

As far as you can, figure out in advance which of the listed reasons for buying EXTRA War Bonds will fit each prospect, each family you call upon. Play up those reasons in your sales talk.

In some instances, your War Bond leader can help you estimate what amount a given household should be asked to buy. Mark this in pencil on your prospect list. Then talk in terms of buying somewhat more than that amount. Unless you know the prospect well, it is not usually safe to say how much you expect him to buy. Use that amount or a higher one just as an illustration.

If there is a service flag in the window, mention it. Encourage the mother or father to talk about their boys or girls in service. Then say: "I know you have been backing them up by buying War Bonds, but in this War Loan we are all trying to dig a little deeper and buy extra bonds. Our city quota (or county quota, or town quota) is _____ (so much) and this block (or precinct) has taken a quota of _____ (so much). We are doing our best to make it, and we need your help and support."



Some of the people you will call on may never yet have purchased a bond. Many others do not yet understand what a fine investment a War Bond is. Perhaps they have bought for patriotic reasons, through a sense of duty, *not realizing how much they were helping themselves at the same time.* Here is a simple demonstration used by one volunteer that proves extremely effective.

He takes along with him a \$100 Series E Bond and \$75 in currency, displaying the bond in one hand and the money in the other. Then he says—"What I hold in each hand is really the same thing in that they are both issued and guaranteed by the United States Government. But the bond, now worth \$75, is really much better than the currency. For if the currency is lost, burned, or stolen it is gone forever. If the bond is lost,

burned, or stolen, it will be replaced in full because it is registered in your name by the Treasury."

"The currency, no matter how long you keep it, is never worth more than \$75. If the War Bond is held for 10 years it will be worth \$100 in currency; *it will have grown by one-third, or \$25.* (The volunteer then shifts \$25 in currency to the hand that holds the bond to show how it has grown.)

"These two forms of money are interchangeable: \$75 in currency can be exchanged for the bond, and, if necessity dictates, the bond can be changed back into currency, *always equal to the price paid for it and increasing in amount each year.*"

(Note.—If you don't want to carry that much cash with you, make up a dummy \$100 War Bond and dummy \$10 and \$5 bills—it will be almost as effective.)

COMMON EXCUSES FOR NOT WANTING TO BUY—AND HOW TO MEET THEM

"WE STILL HAVE SOME DEBTS TO PAY." OR, "WE STILL HAVE A MORTGAGE ON THE HOME."

It is usually good judgment to pay off past due bills and loans, second mortgages and other obligations and get first mortgages down to a point where they cannot cause trouble if income decreases or sickness or other emergencies arise. However, if a person pays off *all* of a first mortgage now,

and has to get another one after the war, he may not be able to borrow on terms as favorable as he now has. And money put into War Bonds can always be recovered without loss if the necessity arises. The average home owner will be in safer position after the war if he has a moderate-sized mortgage at a low interest rate *and a good nest egg in bonds*, than if he has no mortgage, no bonds, and no reserve.

"I CAN'T AFFORD IT"

Your prospect knows more about his personal finances than you do and it does take money to buy bonds. But if he means that he cannot afford to buy another bond out of current income, suggest that he may have *savings* that he could turn into bonds. Remind him that the Japanese war is far from won, that the preservation of our way of life is far more important than any temporary hardships we might have to endure here at home. Remind him that we *can't afford* to have economic chaos, financial insecurity, or inflation—conditions that can be avoided only if the war is properly and adequately financed.

"HOW DO I KNOW THE GOVERNMENT WILL REDEEM THESE BONDS?"

How long would a government last if it refused to redeem bonds held by more than 80 million citizens? The people of the United States *are* the government; they elect those who govern them and while our free insti-

tutions endure, *the credit of the Treasury of the United States will endure*. Ask your questioner if he or she thinks the government of the United States is likely to collapse. Only in that event could these bonds fail of redemption. Behind these bonds is the taxing power of Congress; behind that the entire wealth of the country. Congress is elected by the people who hold the bonds. Can your worried citizen imagine Congress allowing any breaking of faith with 80 million bondholders!

"I'M ALREADY GIVING 10 PERCENT OF MY INCOME."

At least 10 million men in our armed forces have been giving up far more than 10 percent of what they might have been earning as civilian workers. No one who buys a bond is *giving* anything; *he's lending his money when his country needs it and getting interest on it*.

"THE GOVERNMENT SPENDS MILLIONS OF DOLLARS IN PROMOTING THESE BOND DRIVES. WHY DOESN'T IT USE THAT MONEY TO HELP PAY FOR THE WAR."

All of the tremendous amount of advertising used to urge the purchase of War Bonds is *contributed*—none of it is paid for by the Treasury. As a matter of fact, the cost of the whole War Finance operation has been only one-thirty-third of one percent ($\frac{1}{33}$ of 1%) of the money raised.

POINTS TO KEEP IN MIND

If objections are raised to buying extra bonds, the answers should be simple and made in a friendly spirit. Wherever possible use the "Yes, but" form of answer. "Yes, I realize what you are up against. I understand your problem, but . . ." and then give your answer.

✓
Don't interrupt; let your objector state his case fully.

✓
Be sympathetic. Honey catches more flies than vinegar.

✓
Don't get into an argument. If your prospect has a closed mind and won't be budged, say "Well, I'm not very good at answering that. But I'm sure you'll do all you can." Then either try another approach or, if you're convinced there's no sale, make a friendly exit and send someone else around later.

✓
If a person honestly cannot manage to buy an extra bond, the chances are he (or she) will explain in detail just why. If you're convinced, praise him for doing his best.

✓
If you find a housewife who apparently doesn't handle the money affairs, ask when her husband will be at home and say you'd like to talk to them *together*.

✓
When you have made a sale and the application form is filled out and signed, always ask whether there isn't someone else in the

household who could buy an extra bond. Then try to get the person you have just sold to help you sell that one.

✓
If there is a son, daughter, or other person with an independent income living in the house, arrange to see them too. Find out whether they want to discuss their bond purchases in a family council or whether they'd prefer to talk to you privately. A lot of folks like to keep their money affairs a purely private matter.

✓
Wherever possible, fill out the application yourself, saying "I've filled out a lot of these so I'll save you the bother. . ."

✓
Don't start out to sell until you know the facts about bonds, or until you've learned how to fill out the application form correctly.

✓
Don't be afraid to solicit where another Victory Volunteer has failed to make a sale. Surveys made for the Treasury after each War Loan campaign have shown that few people resent being solicited a second or even a third time—and sometimes the third time is the one that works. People buying bonds on the payroll savings plan will *still* buy extra bonds if solicited at home.

✓
Don't apologize for taking up people's time. You are giving *your time* to this work, in addition to your regular duties. If you encounter people who are really too busy to talk, ask when you can come back.

✓
When you cannot close a sale, try to pave the way for someone else to follow up. Say: "I'd like Mr. (or Mrs.) So-and-so to talk with you about this. He's had (or she's had) a lot more experience in such matters than I've had."

✓
Your War Bond leader can call on the local War Finance Committee for expert sales help, if needed.

WAR SAVINGS BONDS

SERIES E

DATED: First day of the month in which payment is received by an authorized issuing agent. Due 10 years from issue date.

INTEREST: Equivalent to 2.9 percent, compounded semiannually, when bond is held to maturity.

ISSUE PRICES AND MATURITY VALUES

ISSUE PRICE	MATURITY VALUES
\$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

DENOMINATIONS: \$25, \$50, \$100, \$500, \$1,000.

FORM: Registered form only in names of one individual; two individuals as co-owners or one individual with one other individual as beneficiary. Not transferable.

REDEMPTION: Not callable by Treasury prior to maturity. Owner may redeem bond in whole or in part after 60 days from issue date at values stated on the bond.

COLLATERAL: Cannot be used as collateral.

APPRECIATION: Issued on a discount basis at 75 percent of their face value these bonds appreciate or increase in value at the end of the first year and every 6 months thereafter until maturity.

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 co-owner. However, in computing holdings, bonds issued to co-owners may be applied to either or apportioned between them.

U. S. SAVINGS BONDS

SERIES F

DATED: First day of the month in which payment is received by an authorized issuing agent. Due 12 years from issue date.

INTEREST: Equivalent to 2.53 percent, compounded semiannually, when bond is held to maturity.

ISSUE PRICES AND MATURITY VALUES

ISSUE PRICE	MATURITY VALUES
\$18.50 will increase in 12 years to ...	\$25.00
74.00 will increase in 12 years to ...	100.00
370.00 will increase in 12 years to ...	500.00
740.00 will increase in 12 years to ...	1,000.00
3,700.00 will increase in 12 years to ...	5,000.00
7,400.00 will increase in 12 years to ...	10,000.00

DENOMINATIONS: \$25, \$100, \$500, \$1,000, \$5,000, \$10,000.

FORM: Registered form only in names of individuals, trustees, partnerships, associations, corporations, but not banks that accept demand deposits, with some limited exceptions in case of those holding savings deposits or issuing time certificates of deposit. Not transferable.

REDEMPTION: Not callable by Treasury prior to maturity. Owners may redeem after 6 months from issue date, at fixed redemption values, on the first of any month on 1 month's notice.

COLLATERAL: Cannot be used as collateral.

APPRECIATION: Issued on a discount basis at 74 percent of their face value these bonds appreciate or increase in value at the end of the first year, and every 6 months thereafter until maturity.

LIMIT OF OWNERSHIP: Owners are limited to \$100,000 (cost price) of Series F or Series G bonds, or a combination of the two, originally issued to them individually or as co-owners in each calendar year.

U. S. SAVINGS BONDS

SERIES G Current Income Bonds

DATED: First day of month in which payment is received by an authorized issuing agent. Due 12 years from issue date.

INTEREST: 2½ percent. Payable semi-annually by Treasury check.

ISSUE PRICE: 100 percent.

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

FORM: Registered form only in names of individuals, trustees, partnerships, associations, corporations, but not banks that accept demand deposits, with some limited exceptions in case of those holding savings deposits or issuing time certificates of deposit. Not transferable.

REDEMPTION: Not callable by Treasury prior to maturity. Owners may redeem after 6 months from issue date, on first of any month on 1 month's notice, at fixed redemption values (which are less than the face amount of the bond), but in all cases the redemption value plus interest received will amount to more than the purchase price.

REDEMPTION: SPECIAL FEATURE.

In event of death of an owner or co-owner bond may be redeemed at par after 6 months from issue date if notice of intention to redeem at par is received by the Treasury or a Federal Reserve bank within 4 months after date of death.

COLLATERAL: Cannot be used as collateral.

LIMIT OF OWNERSHIP: Owners are limited to \$100,000 (cost price) of Series G or Series F bonds, or a combination of the two originally issued to them individually or as co-owners in each calendar year.

OTHER GOVERNMENT SECURITIES

★ While the E, F, and G bonds are ideally suited to the needs of most individual buyers, some will be interested in other types of Government securities.

This is particularly true if the securities are to be used as collateral for a bank loan. The E, F, and G bonds, while having a guaranteed redemption value, are not transferable or negotiable and therefore cannot be used as collateral for loans. There are Government securities available, however, which are negotiable and transferable and can be used as collateral. Such securities can be transferred to anyone at any time but have no guaranteed redemption value until actual maturity date.

There are other Government securities particularly suited for short-term investment of 1 to 3 years and some that are ideally suited for payment of Federal taxes of various kinds.

In short, regardless of the amount of funds to be invested or for what purpose the investment is to be used later, there is a Government security available that is well suited to the purpose. Your local War Finance Chairman will supply you with full information on these other Sixth War Loan securities.