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Sound the Alert!

MANAGEMENT LABOR

—for the 5th War Loan drive during June and July. The need for the 5th War Loan is immediate, crucial. For impending events may make the 5th the supreme financial effort of the war.

The U. S. Treasury has set the overall goal at \$16,000,000,000 — \$6,000,000,000 from individuals alone. This is the biggest sum ever asked of the American people—and it must be raised.

That's why the U. S. Treasury asks Management and Labor to sit down together and organize—NOW!

For organization—good organization—has been responsible for the excellent showing of the payroll market. And its most important single superiority has been personal solicitation—desk to desk,

bench to bench, machine to machine personal solicitation. 71% of all persons on payroll deductions were solicited for the 4th War Loan.

Now, to personal solicitation, add the sales incentive of a definitely established plant quota. Build your campaign around a quota plan. Set up departmental goals. Stress percentage of participation figures. Stimulate group enthusiasm.

In planning your quota campaign, work in close cooperation with the Chairman of your War Finance Committee. Everything is set to make the 5th War Loan drive a huge success—with your help!

(Note: You've read this message. If it doesn't apply to you please see that it reaches the one person who can put it in action!)

Here's the Quota Plan:

1. Plant quotas are to be established on the basis of an average \$100 cash (not maturity value) purchase per employee.
2. Regular Payroll Savings deductions made during the drive accounting period will be credited toward the plant quota.
3. 90% of the employees are expected to contribute toward raising the cash quota by buying extra 5th War Loan Bonds: 1—Outright by cash. 2—By extra installment deductions. 3—By extra installment deductions plus cash.

Example: JOHN DOE Mfg. Co. — 1,000 Employees
 1,000 employees x \$100 = \$100,000 Cash Quota
 Regular Payroll deductions during the eight weekly payroll Accounting Periods of June and July = 30,000
 \$70,000 (to be raised by sales of extra Bonds to at least 900 employees)

ORGANIZE

SOLICIT

DELIVER



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