

**PAY-ROLL SAVINGS
BOND PROGRAM**

**General Electric Company
Employees**



**No. 1 of a Series of Case Histories Outlining Successful Promotions Used by Various
Companies for Increasing Participation in the Pay-Roll Savings Plan**

DEFENSE SAVINGS STAFF, TREASURY DEPARTMENT, WASHINGTON, D. C.



GENERAL  ELECTRIC
COMPANY

GENERAL OFFICE
SCHENECTADY, N. Y.

1 River Road
SCHENECTADY, N. Y.

February 9, 1942.

MR. HAROLD N. GRAVES,
Assistant Secretary of the Treasury Morgenthau,
Treasury Department,
Washington, D. C.

Dear Mr. Graves:

I am attaching a summary of the results of the General Electric Company's Defense Savings Bond drive, which was conducted last December. In addition to a number of cash sales, about 83 percent of our employees pledged the regular purchase of Bonds under our pay-roll deduction plan. The pledges average about \$200 per employee (maturity value of Bonds) on an annual basis.

These figures, while they testify to the success of the drive, tell nothing of the tremendous enthusiasm with which our employees carried on this effort, and which was responsible for its success. Because a large part of our manufacturing facilities have been devoted to war production for more than a year, General Electric employees have consistently been months ahead of the general public in their realization of the seriousness of the war effort. This has been evidenced by the many mass meetings held to pledge "all-out" war production, the hundreds of American flags purchased by employees and hung in the shops, the dedication ceremonies held when new buildings have started war production, the receptions given parties of Army and Navy officers when they have visited our plants, and by the constant flow of suggestions from employees on ways to speed war production.

The Defense Savings Bond drive was a further manifestation of this determination among our employees to do everything possible to help win the war. If this pledge to buy Defense Bonds is a sacrifice on their part, then it is only one of the many sacrifices they have already made to further the war effort, and of the many more they are prepared to make in the future.

In the meetings that were held to instruct those working on the drive, various speakers gave various reasons for buying Bonds—as a good investment, as a means of retarding inflation, and so on. But the spirit that made the drive so outstandingly successful was the patriotic spirit of the employees themselves—their enthusiastic desire to spare no sacrifice that would help smash the forces of aggression.

We were particularly pleased with the showing made by our Schenectady works, since this is our largest factory, and therefore represented the biggest job of organization in this drive. More than 95 percent of these employees subscribed—93 percent joining in the pay-roll deduction plan. The average pledge was \$330 per subscriber per year (maturity value of Bonds). Obviously the reason for so great a response goes far deeper than just the effort exerted during this drive—it shows a recognition of civic responsibility by these employees acquired through years of participation in group activities within the company and the civic activities of their communities.

Yours very truly,



W. W. Trench, Secretary,
GENERAL ELECTRIC COMPANY.

WWT:MR

Enc.

DEFENSE SAVINGS BOND PROGRAM

General Electric Company Employees

This report summarizes the progress made in General Electric's Defense Bond selling program through December 31, 1941. This program has been planned as a series of 1-week drives, repeated about twice a year for the duration of the war effort. The first of these drives was carried on during December in all plants and offices of the company.

RESULTS

Three methods of purchasing Defense Savings Bonds were offered General Electric employees:

- (1) By pay-roll deductions regularly each pay period. Only the Series E Bonds were offered under this plan.
- (2) For cash.
- (3) By income accumulation. Under this plan the employee authorizes the company to pay interest due him on his General Electric employees bonds and his profit-sharing payments in the form of Series E Defense Savings Bonds.

The 121,270 employees on our pay rolls at the beginning of December responded as follows:

<u>Form of Payment</u>	<u>Number of Employees Participating</u>	<u>Maturity Value of Bonds Purchased</u>	<u>Percentage of Employees Participating</u>
Pay-roll Deduction	101,025	\$20,205,000*	83.0%
For Cash	6,770	\$1,025,625	5.6%
Income Accumulation	2,700	\$154,750	2.2%

*Annual basis

Savings Stamps with a value of \$46,600 were also purchased during 1941.

Since the close of the drive in December, additional authorizations have continued to come in. The figures for January are not yet tabulated but will increase those given above.

The average authorization, on an annual basis, is about \$200 (maturity value) per participating employee, representing on a cash basis about 6.5 percent of the company earnings of these employees.

At our Schenectady plant approximately 95 percent of the employees subscribed, pledging an average of \$330 per subscriber per year (maturity value of bonds). This means that these General Electric men and women are subscribing about 10 percent of their company earnings for Defense Bonds.



THE GENERAL ELECTRIC DEFENSE BOND DRIVE

Because the General Electric Company Defense Savings Bond campaign has been among the most successful so far conducted, we are including here a detailed description of how General Electric went about the job of soliciting its 121,270 employees.

General Electric's employees are scattered in more than a hundred units from coast to coast. About 110,000 General Electric people are situated in about 30 factories, ranging in size from the Schenectady Works, with several thousand people, to the smallest factory with only two or three hundred employees. Sales offices are located in 86 cities, and associated with these offices are other units—warehouses and service shops. Thus General Electric's Defense Savings Bond drive covered the whole range of conditions likely to be faced by any company, large or small.

When the Defense Savings Bonds were first offered in May 1941, General Electric immediately announced a plan to make it convenient for its employees to obtain them. This plan was worked out by the company's treasury department and offered three ways by which Defense Savings Bonds could be purchased:

(1) *By Pay-Roll Deduction (in installments)*

By filling out a form, obtainable from his paymaster, any employee could authorize the company to make regular deductions from his pay checks. These amounts would accumulate, and each time the total reached the required amount the company would purchase a bond and have it mailed to his home.

(2) *For Cash*

By applying to his paymaster, any employee could request the company to purchase bonds for him and have them mailed to his home.

(3) *By Income Accumulation*

By filling out a form, obtainable from his paymaster, any employee could authorize the company to pay interest due him on his General Electric employees bonds and his profit-sharing payments in the form of Series E Defense Savings Bonds.

RECORDS AND REPORTS

The General Electric treasury department worked with each of the paymasters in setting up a uniform procedure for keeping records. After the authorization form filled out by the employee has been recorded by the local paymaster on the employee's pay-roll record, the form is sent to the company's treasury department at Schenectady, where a record is kept so that all bonds can be purchased by the treasury department at Schenectady as needed.

INFORMING THE EMPLOYEES

The job of informing employees on the features of the Defense Savings Bonds and the provisions of the General Electric purchase plan was begun at once. A booklet describing the bonds and the purchase plan was prepared and a copy given to each employee. Posters describing the plan were displayed on all 1,500 bulletin boards throughout the organization. The employee publications took up the job of education and of arousing interest in bond purchases.

Since no one publication covers all General Electric employees, much of this material was prepared at Schenectady and syndicated to the editors of nine employee papers. Week after week from then on hundreds of articles, editorials, cartoons, and news items were used to tell the story from all angles and in the simplest possible terms. At the same time, the urgency of the defense effort was being emphasized in these same publications and by talks, motion pictures, dedication ceremonies, posters, flags, billboards, and in other ways.

Sizing Up the Defense Savings Bonds



MUCH DEPENDS upon the success of the Defense Savings Bonds. Unless we purchase them liberally the Government has only two alternatives in raising money for the Rearmament Program. It can levy much higher taxes, or it can resort to borrowing from the banks. The effect of higher taxes is obvious—the effect of bank borrowing not so obvious. But of these two alternatives, bank borrowing is the more dangerous. It can lead to inflation—greatly increasing the cost of everything we buy.

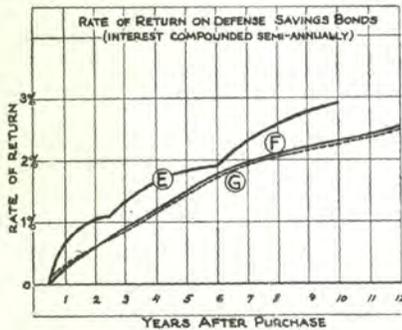
Thus, in the present emergency, buying Defense Savings Bonds is not only patriotic, it is good sense. It's a case of either loaning our money voluntarily or paying it out for higher taxes and higher living costs. And when that inevitable "rainy day" comes, the Defense Savings Bonds we've laid away will help to see us through.



THE SERIES E BONDS appear to be the best investment for most of us, as shown by the outline below.

Rate of Interest

The rate of interest depends on how long you keep the bonds. The longer you hold the bonds before cashing them in, the higher the rate of interest they'll earn. If held to maturity, Series E bonds yield 2.9%, as compared to 2.53% for Series F, and 2.5% for Series G.



Life

Series E bonds mature in 10 years; the other two series mature in 12 years.

Nonredeemable Period

Series E bonds may be redeemed at any time after 60 days from date of issue. The other series cannot be redeemed until six months after issue date.

Method of Redemption

After the nonredeemable period has elapsed, Series E bonds may be cashed on demand. The other two series require one month's written notice for redemption.

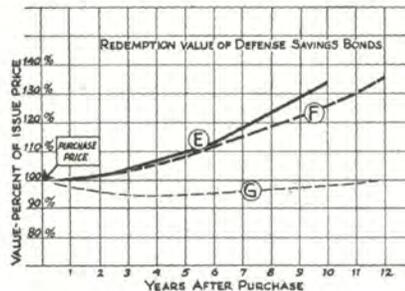
Denominations Available

Small amounts can be invested in Series E bonds.

Series	Maturity Value	Issue Price
Series E	\$25.00	\$18.75
	\$50.00	\$37.50
	\$100	\$75
	\$500	\$375
	\$1000	\$750
Series F	\$100	\$74
	\$500	\$370
	\$1000	\$740
	\$5000	\$3700
	\$10,000	\$7400
Series G	\$100	\$100
	\$500	\$500
	\$1000	\$1000
	\$5000	\$5000
	\$10,000	\$10,000

Redemption Value

Because the interest on both Series E and Series F bonds is left to accumulate and is not withdrawn, these bonds increase in value during their life. Series G bonds can be redeemed before maturity only at a discount (see chart below).



Limitation on Yearly Purchases

Each owner may purchase up to \$5000 (maturity value) of Series E bonds in any one calendar year. Annual purchases of bonds in the F and G Series are limited to a total of \$50,000 (cost price) for both combined.

Registration

Series E bonds must be registered in the name of either

- (1) one individual
- (2) two individuals as co-owners
- (3) one individual and a beneficiary

Series F and G bonds may also be registered in the name of an association, partnership, trustee, or corporation (banks accepting demand deposits are excluded).

Interest Payments

Of the three series, G is the only one that provides current interest payments. These semi-annual payments are at the rate of 2½% per annum. The interest on Series E and F bonds is left to accumulate, thus the value of these bonds increases periodically.

ALL DEFENSE BONDS ARE REGISTERED

ALL Defense Savings Bonds are registered in the name of the owner, or owners, giving protection against loss or theft. They are also nontransferable, which prevents their being used as security for a bank loan. They may, however, be redeemed in part. Thus the owner of a \$100 Series E bond could, at any time after the initial 60-day period, exchange it for one or more \$25 bonds and receive cash for the redemption value of the portion redeemed.

DEFENSE BONDS ARE NOT TAX-EXEMPT

The Defense Bonds are not exempt from Federal Income Tax. Owners of Series G bonds must report the interest they receive as income each year in their income tax statements. When owners of Series E and Series F bonds cash them, either at maturity or before, they receive more for their bonds than they paid for them. The difference between the cost of the bond and the amount they receive for it must be reported as "income" for the year in which the bonds are cashed.

INTEREST RATES ARE LIBERAL

Compared with the other Government bonds on the market today, the Defense Savings Bonds yield a more liberal rate of interest. There are three other non-tax-exempt Treasury bonds on the market. The Treasury 2% 1950-48 bonds are currently selling to yield 1.54% to call date, the Treasury 2½% 1954-52 bonds are selling at a price which will yield a 2.03% return to call date, and the Treasury 2½% 1958-56 bonds yield 2.22% to call date, at current prices. In addition, the Defense Savings Bonds do not fluctuate in value as do other securities listed on the stock exchange.

BONDS MAY BE EXCHANGED

Some employees who have authorized purchase of Series F bonds on the installment plan have asked how they may switch to Series E. This can be done if new application is filed at once at your Payroll Department.

One of several full-page articles appearing in General Electric employee newspapers and describing the Defense Bonds.

Subscribe For DEFENSE SAVINGS BONDS Now

By Payroll Deductions

GENERAL ELECTRIC

GENERAL ELECTRIC
COMPANY

DEFENSE
SAVINGS PLAN



EFFECTIVE MAY 1, 1941

GENERAL ELECTRIC

Commentator

This is one of a series of bulletins issued for the
purpose of keeping G. E. employees informed on
matters affecting the Company and its operations.

SIZING UP THE DEFENSE SAVINGS BONDS



IF LAID END TO END, all the questions being asked about the new Defense Savings Bonds would probably reach from here to Zanabazar. Instead of laying them end to end, however, it might be more helpful to put them in some logical order and then proceed to answer them. And that's what we're going to attempt to do in this issue of the Commentator.

Three different Defense Savings Bonds have been issued by the Government—Series E, Series F, and Series G. Prospective purchasers should understand the difference between each of these series, so that they can buy the bond that will supply the kind of investment they want. The Series E bonds were evidently designed to appeal to the average purchaser, and most of us will probably select this series. Series F is better suited to those who want to make larger investments. Both Series E and F are appreciation bonds; that is, the interest is automatically left to accumulate, increasing the value of the bonds constantly throughout their life. Series G, a "current income" bond, will appeal to those who want to receive the interest every six months as it is paid of leaving it to accumulate.

Posters, booklets, and various employee publications describe the General Electric Defense Savings Plan to employees.

G. E. Mutual Benefit Association Buys Limit in Defense Bonds . . .

These pictures very nicely tell the story without words. At left, General George L. H. Brown of the association and Treasurer J. W. Lewis of the Company look at an application for \$10,000 worth of Government defense savings bonds. The check is shown at right as Treasurer Wilson receives his signature. \$10,000 of the association, who for members of the Mutual Benefit Association, \$10,000 for members of G. E. Hospitalization Plan, for Widows and Children. Total was limit set by law for any one way buy in one year.



Coddle you

THE AMERICAN WAY
No. of Employees
1940
1941
1942
1943
1944
1945
1946
1947
1948
1949
1950

GENERAL ELECTRIC

SCHENECTADY WORKS
SCHENECTADY, N. Y., FRIDAY, MAY 2, 1941

Defense Savings Plan Now in Operation

Three Types of U.S. Bonds May Be Bought for Cash or Payroll Deduction

Charles F. Wilson, president of the Company, this week announced to all employees the Defense Savings Plan which becomes effective as of Thursday, May 1. In his formal statement, Mr. Wilson said:

Company Co-operation
As you know, the Company is co-operating with the U. S. Government in the very best of its ability, in providing engineering and manufacturing talent and plant facilities for the production of the necessary war materiel. It is our duty to help in every way possible to support the Government's war effort. One of the ways in which we can do this is by purchasing U. S. Government bonds. The Defense Savings Plan is a new way of doing this. It is a plan which allows you to buy U. S. Government bonds for cash or by payroll deduction. The plan is now in operation. It is our hope that you will take advantage of this plan and help us in our war effort.

"The chief concern of General Electric will be to serve our country well."
—Charles E. Wilson

WORKS NEWS CANDID

TWO WAYS TO HELP
Here Margie Kirk (left) and Helen Weeks (right) of Fiberglass Works, suggest how to help national defense and save materials by reducing wastes.

GENERAL ELECTRIC

SCHENECTADY WORKS
SCHENECTADY, N. Y., FRIDAY, NOVEMBER 23, 1941

Defense Savings Bonds to Be Offered Employees Under a New Plan of Payroll Deductions

Tomorrow is the Last Day to Join Red Cross

There will be an offering of G. E. Employees Securities Corporation bonds this year, but instead the Company will continue to support the U. S. Government Defense Savings Bond program. In order to do this, a revised plan will be announced to permit employees on or before December 5, which will again allow employees on a payroll deduction basis. Series E to be purchased by employees on a payroll deduction basis.

To Purchase Plan
In making this
Edison Club to

PLANNING THE SALES DRIVE

Payments terminated in December on subscriptions under the company's former savings plan, which offered bonds of General Electric Employees Securities Corporation as the investment medium. These subscriptions ran concurrently with subscriptions to Defense Savings Bonds made in May. No further offering of General Electric employees bonds has been made.

By this time it was obvious that most General Electric employees had made up their minds to purchase Defense Savings Bonds, but for one reason or another had not yet gotten around to it. *It was therefore decided to solicit each employee individually*, making sure that each understood the bonds, the purchase plan, and the reasons for purchasing Bonds regularly.

The New York State Director of the U. S. Defense Bond Staff was contacted by General Electric to learn what promotional materials were available to assist them in this Bond-selling drive. After selecting the pieces they wanted, they designed several additional items for their own use.

In order to work out the details of the drive quickly, the personnel supervisors from the several plants were called to a meeting at Schenectady. At this meeting the principal decisions made were as follows:

- (1) The solicitors should be a voluntary organization of employees.
- (2) Each solicitor should be responsible for personally contacting about 20 employees, although the exact number would vary, depending on local conditions.
- (3) At each factory and office a drive chairman should be appointed by the local manager. He would select a captain in each department of the local organization; each captain would select a lieutenant in each section of his department; and within each section the lieutenants would select their own solicitors. Thus the solicitor organization closely paralleled the physical organization of the company itself.
- (4) No quotas would be set, but if employees asked how much they should subscribe for, it was decided to recommend about 10 percent of their income, in line with the expectations of the U. S. Treasury Department.
- (5) It was decided to stress the Series E Bonds. Only the Series E Bonds were offered for sale under the Pay-Roll Savings Plan. Series F and G Bonds were offered for cash sale.
- (6) The Pay-Roll Savings Plan would be emphasized, although if unsuccessful in getting an employee to use this plan, the cash and income accumulation plans would be offered by the solicitor.

Many other details were worked out at this meeting. The training of solicitors, the promotional materials, the timing of all parts of the program, and other questions were reviewed and decisions reached.

At this same time the General Electric treasury department called a meeting of all paymasters. These also met in Schenectady and worked out the details of the accounting procedure and the handling of the records.

Following the plans outlined, the personnel supervisors returned to their respective units and began building the solicitor organizations. The paymasters began augmenting their facilities for handling the authorizations. The publicity department at Schenectady prepared the promotional materials, and the employee publications stepped up their efforts and began releasing details regarding the coming drive. The smaller units of the company not covered by the personnel supervisors who attended the Schenectady meeting were contacted by mail and given their instructions in this way.

A few of the many cartoons used to tell the Bond story in General Electric employee publications.

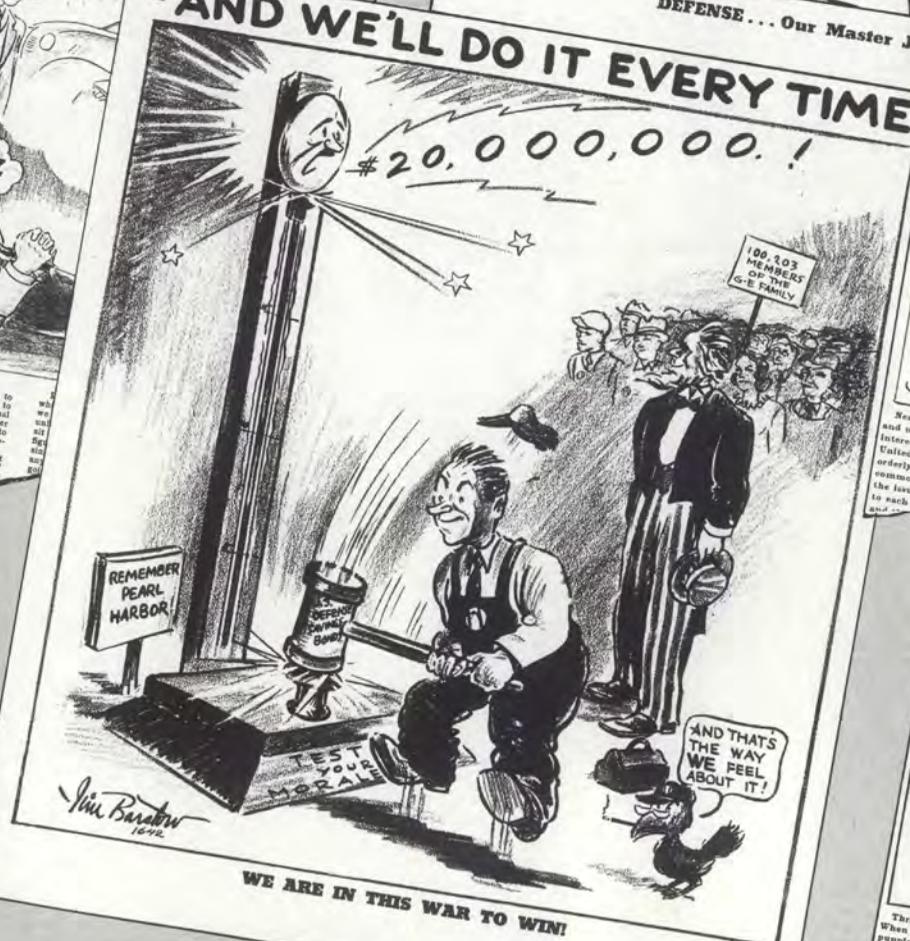
ALL OUT FOR AMERICA!



WAIT 'TILL HE WAKES UP...



- AND WE'LL DO IT EVERY TIME



WE ARE IN THIS WAR TO WIN!

THE IMPORTANT THING

-NOT WHAT HAPPENED YESTERDAY...

-OR WHAT MAY HAPPEN TOMORROW...

-BUT WHAT WE ARE DOING ABOUT IT, TODAY!



DEFENSE... Our Master Job

INVEST IN FREEDOM TO...



WATCH OUT, PAL!

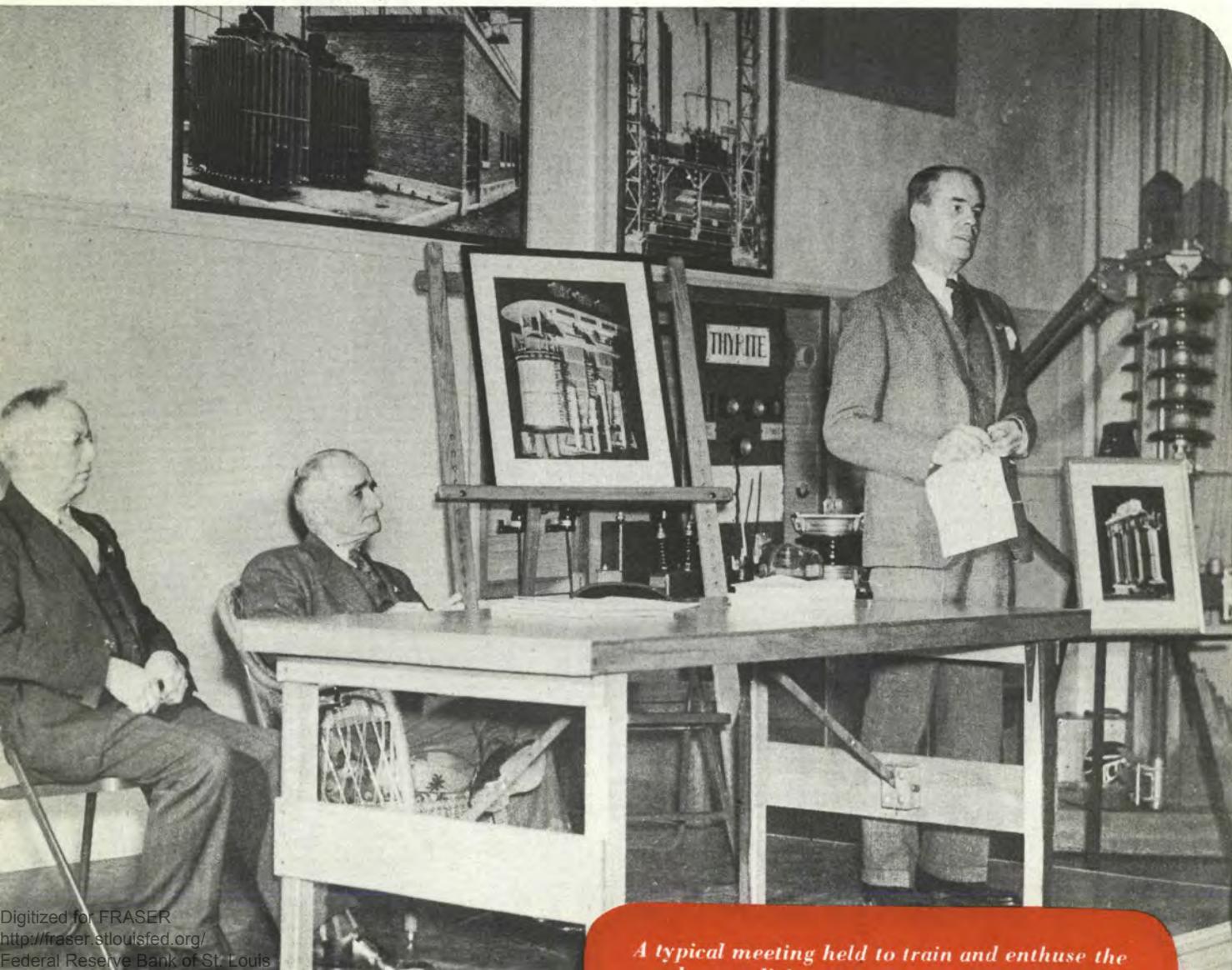


Thrift is a habit. Habits raise our lives. When habits are young, they are like puppies. They grow up fast and at last they rule us. The habit of thrift at all times, whether in war or peace simply says that you shall spend less than you earn. Thrifty people are happy people, for you produce more than you spend, which is a success. Remember that it will never set. Remember that it will always be stingy. Remember that it will always be stingy. Remember that it will always be stingy.

THE PROMOTIONAL MATERIALS

The promotional materials prepared by the publicity department to aid the Bond-selling drive were as follows:

- (1) Special articles, editorials, cartoons, and similar items were syndicated to the nine employee publications. The editors of these publications added a good deal of material of their own to give local color and arouse local pride in making a good showing.
- (2) Several thousand posters were obtained from the U. S. Treasury Department and distributed to all units of the company for display purposes. Fifteen hundred bulletin-board posters were printed and put on company bulletin boards to advertise the General Electric pay-roll deduction plan.
- (3) A booklet of instructions for solicitors was prepared and fifteen thousand copies distributed to the respective chairmen to assist in training solicitors.
- (4) The company's Defense Savings Plan was published in booklet form. The plan described completely the features of the Bonds and the method of purchase available. One hundred and twenty-five thousand copies were distributed to the various chairmen so that a copy could be handed each employee just before the drive opened.



A typical meeting held to train and enthuse the

- (5) A leaflet listing the principal reasons for buying Bonds was prepared. One hundred and twenty-five thousand copies were distributed to the various chairmen, who gave each solicitor one copy for each employee he was to contact.
- (6) A form authorizing pay-roll savings was prepared for each employee to fill out. One hundred and fifty thousand copies were distributed to the respective paymasters. *Each employee's name and company address was placed on one of these forms.* These were then turned over to the chairmen for distribution to solicitors. Thus each solicitor received individual authorization forms for each employee he was to contact.
- (7) A smaller number of forms authorizing cash purchases, and a like number of forms authorizing income accumulation payments, were prepared, and each solicitor was given two or three of each for any employee who preferred this method of purchase. The various forms were printed on different colored papers to avoid confusion.
- (8) In addition, various mimeographed letters and instructions were prepared to keep the solicitor organization informed on steps being taken, meetings being held, and other events from time to time both before and during the drive.



TRAINING THE SOLICITORS

The training of the solicitors was carried out step by step before the drive opened. The various chairmen instructed their captains, the captains in turn trained their lieutenants, and the lieutenants instructed their solicitors. The booklet of instructions and other promotional materials were distributed in time to be useful in this training process.

The second step consisted of calling the solicitors together just before the drive opened in large meetings. In some of the larger factories several hundred solicitors attended each meeting, and more than one meeting had to be arranged to accommodate them all. While general instructions were repeated at these meetings, their purpose was primarily to arouse enthusiasm for the job ahead. The program varied from factory to factory, but a typical meeting was supervised by the works manager or by the local drive chairman. At one meeting the secretary of the company pointed out that the Bonds are an excellent investment, reading the interest rates of other leading bonds from the morning paper for comparison.

This was followed by a talk given by a local union representative, who urged all employees to subscribe, appealing to their pride as a group which had already contributed greatly to the national war effort.

The final speaker was the company vice president in charge of war projects, a forceful speaker who emphasized what war means to each citizen and what will be required for victory. He emphasized regular Bond purchases as one of the duties and privileges of every citizen today, and told the solicitors that the job they were about to do was as important as any in the war effort.

Facts About Defense Savings Bonds

SERIES E DEFENSE SAVINGS BONDS

DENOMINATIONS

WHAT YOU GET AT MATURITY				
\$25.00	\$50.00	\$100.00	\$500.00	\$1000.00
WHAT THE BONDS COST YOU				
\$18.75	\$37.50	\$75.00	\$375.00	\$750.00

Your savings grow 33 1/3 % in ten years

PAYROLL DEDUCTIONS

WEEKLY INSTALLMENTS

50 cents, \$1.00 or more in multiples of 50 cents

MONTHLY INSTALLMENTS

\$2.00 or more in multiples of \$1.00

Or you may buy a bond each pay period

HOW TO BUY BONDS

Simply fill out authorization form, making sure to specify denomination of bond desired and amount to be deducted. Form must also be complete in other respects. (NOTE SAMPLE BELOW) Then give form to solicitor, supervisor or Payroll Dept.

INTEREST

2.9% if held to maturity.

REDEEMABLE

Any time after 60 days for full amount paid plus interest due you.

F and G BONDS

May be purchased through Payroll Dept. for cash in full at time of purchase.



ADVANTAGES

- (1) Save some of your earnings for post war period
- (2) Security backed by U. S. Government
- (3) Aid National Defense
- (4) Help prevent inflation

LIFE

Mature in ten years.

CASH PURCHASES

E Series bonds may be purchased for cash at any time through Payroll Dept.

REGISTRATION

Must state name of either:

- (1) One person
- (2) Two persons as co-owners
- (3) One person and beneficiary

Follow This Sample Form When Making Out Your Authorization

Weekly Payroll:
50 cents, \$1.00, \$1.50, \$2.00, etc.

Monthly Payroll:
\$2.00, \$3.00, \$4.00, etc.

Series E Bond denominations
\$25 \$50 \$100 \$500 \$1000

FOR PAYROLL USE ONLY

This Space for Indicating Employer's Name

Works or Office _____ FOR PAYROLL USE ONLY

Pay Period _____

Date of First Deduction _____

AUTHORIZATION FOR INSTALLMENT PURCHASE OF UNITED STATES DEFENSE SAVINGS BONDS—SERIES E

Date: 12-8-41

To General Electric Company:
I hereby authorize you to make regular deductions from my earnings in the amount shown below, for the purchase of United States Defense Savings Bonds, Series E, in the denomination of \$ 25, and each time the required amount has been accumulated, to purchase such bonds in accordance with the terms and conditions of the Company's Defense Savings Plan as amended, effective December 1, 1941, a copy of which I have received. This authorization revokes all previous authorizations and I reserve the right to revoke this authorization by written notice to the payroll department. Accumulated installments under this authorization until used for the purchase of bonds shall be the property of the undersigned.

Deduct \$ 2.50 from my earnings each pay period.

Please read instructions on back before filling in below. Type or Print Information Plainly

If you wish to name a co-owner or beneficiary, check (✓) which (1) Co-owner (2) Beneficiary, and fill in name and address below: (an employee under 21 years of age may not name a co-owner or beneficiary)

Register bonds in the name of and mail to:

Mr. John A. BROWN (Last Name) (First Name) (Middle Initial) (Last Name)

123 HILLSIDE AVE. (Street)

LYNN MASS. (City) (State)

Employee's Department MOTOR Bldg 74 Pay No. 13507

Signature of Employee John A. Brown

Address should include: house number, complete name of street, city and state, with the street name followed by St., Ave. or exact designation. The Payroll Dept. should be notified immediately of change of address as bonds are mailed to home.

After properly filling out and signing form give it to your solicitor, supervisor or payroll department.

Series E Bonds purchased by employees under 21 years of age cannot be registered with co-owner or beneficiary.

Are you under 21 years of age? NO (Yes or No)

TD-536-Y (10-41)

NATIONWIDE DEFENSE BOND CAMPAIGN GETS UNDER WAY

EVER SINCE LAST April we've been hearing appeals to buy Defense Savings Bonds. Every day for the last eight months radio announcers have mixed bond-buying appeals with their descriptions of "tasty-wasty flapjack flour" or "Gilbey's girlish girdles." Magazine ads have made the Concord Minute Man a familiar figure to millions of Americans. Billboards and posters have appealed to our patriotism—newspaper articles have pointed out the "reasons why." And for eight months most of us have agreed wholeheartedly with everything that was being said but have gone blissfully on our way, resolving to buy some Defense Bonds the first time we got around to it.

And so the actual sale of Defense Bonds has been disappointing to the U.S. Treasury Department, and something is being done about it. Full-time regional directors have been established throughout the country, and business firms, civic organizations, schools, and hundreds of other groups are now ready to contact every single person in the country.



APRIL, 1941



Mr. Bisbee becomes conscious of the Government Defense Savings Bond Campaign. He's glad something's being done to head off inflation.

JUNE



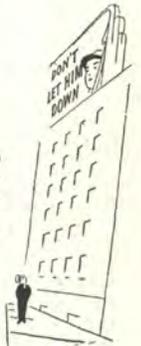
Makes mental note to buy a Defense Savings Bond the next time he's near the post office.

JULY



Decides he'd better buy a new car as old one will probably not outlast the emergency. Feels glad that he has not tied up the money in Defense Savings Bonds.

AUGUST



Realizes with sinking feeling that he has neglected to buy Defense Savings Bonds yet. Resolves to do so at first opportunity.

SEPTEMBER



Junior asks for 25 cents a week to buy Defense Savings Stamps at school. Bisbee gives Junior a quarter with feeling of relief that he is at last contributing to defense effort. Is proud of Junior's patriotic spirit.

OCTOBER



On business trip, he gets off plane in Washington, wondering whether any Government officials will notice that he has not yet bought any Defense Savings Bonds.

NOVEMBER



Listens to speaker urge purchase of Defense Savings Bond at Luncheon Club. Feels slightly bored. Resolves to go to bed early tonight.

DECEMBER, 1941



Campaign Worker finally calls on Mr. Bisbee and hands him pen and application blank. Wave of embarrassment sweeps over Mr. Bisbee. He gladly deduces plan.

NATIONAL CAMPAIGN EFFORT TO BE MADE IN DECEMBER

The magnitude of this effort can be judged by the number of workers who will be engaged in making personal solicitations. During the "Liberty Loan" campaigns of 1917-1918, a maximum of two million workers were active. Today, the Treasury Department estimates that six times as many people will be working to sell Defense Bonds.

All large and medium-sized companies are being asked to establish payroll deduction plans for the purchase of these bonds. Smaller companies are asked to provide for the sale of Defense Savings Stamps to their employees regularly each payday. Schools are urging students to bring 25 cents or more each week for the purchase of Defense Stamps. Newspaper delivery boys will

AND FOR THE DURATION



Grand and glorious feeling that he is a full-fledged partner in his nation's defense effort. Wife and Junior beam with pride on their bond-buying hero.

regular weekly collections from door to door. Stores will suggest that customers take their

WHAT G.E. CAN DO DEPENDS ON US

Last April, when the Treasury Department announced the Defense Savings Bond Program, General Electric was among the first to co-operate. A Defense Savings Plan was adopted to make the purchase of Defense Bonds as convenient as possible for all G-E people.

In order to tie in with the U. S. Treasury's present efforts to expand its bond-selling program, General Electric has just announced a revised Defense Savings Plan. One of your fellow employees will soon call on you as a Defense Bond Campaign worker, ready to answer any questions you may have on this program—and to give you an opportunity not only to help defend America, but also to provide for your own future security by making purchases of Defense Savings Bonds by payroll deductions.

Two of the full-page articles appearing in General Electric employee publications during the urgent purchase of Defense Savings

A few of the dozens of editorials, articles, cartoons, stories, appeals, and other items appearing in General Electric employee publications during the drive.

GENERAL ELECTRIC

Commentator

This is one of a series of bulletins issued for the purpose of keeping G-E employees informed on matters affecting the Company and its operations.

DECEMBER 1941

NATIONWIDE DEFENSE BOND CAMPAIGN GETS UNDER WAY

EVER SINCE LAST April we've been hearing appeals to buy Defense Savings Bonds. Every day for the last eight months radio announcers have mixed bond-buying appeals with their descriptions of "tasty-wasty flapjack flour" or "Gilbey's girlish girdles." Magazine ads have made the Concord Minute Man a familiar figure to millions of Americans. Billboards and posters have appealed to our patriotism—newspaper articles have pointed out the "reasons why." And for eight months most of us have agreed wholeheartedly with everything that has been said but have done blithely on our way, unwilling to buy some Defense Bonds the first time got around to it.

And so the actual sale of Defense Bonds has been appointing to the U. S. Treasury Department, and something is being done throughout the country, and business firms, civic organizations, schools, and hundreds of other groups are now ready to contact every single person in the country.



Buy Defense Bonds . . .

The United States Treasury Department is inviting every citizen to purchase U. S. Defense Savings Bonds for Defense.

To support the United States government in the sale of these bonds the General Electric Company is offering the employees a plan whereby they may purchase Series "E" bonds on a payroll deduction installment basis. The details of this plan will be explained to every employee in the Schenectady Works and General Offices during the week December 15 to 19 inclusive.

The sale of Defense Bonds is of great importance to the Nation and also very important to all employees.

Billions of dollars are needed by the Government to pay for the ships, planes, guns, tanks and other armaments so urgently needed today. The money can be obtained in two ways—taxes and borrowing. Unless we are willing to lend our money to the Government for defense, higher taxes will be necessary.

Furthermore, by raising funds to pay for defense from the savings of individuals, the inflation, which we all fear, may be retarded.

In looking to the future, savings by individuals, in the period of unusual earnings such as this one, will be available during the readjustment period after the defense period is over, and will be of real benefit to all employees, as were the holdings of G. E. Employees Bonds by G. E. employees in the middle '30's. We must save more now so that we can spend more then.

In announcing this Defense Savings Plan in last week's WORKS NEWS, President Charles E. Wilson said: "I therefore wish to take this opportunity to express again my hope that all of you will take advantage of its provisions and thus acquire more United States Defense Savings Bonds."

NEWS

SCHENECTADY WORKS

SCHENECTADY, N. Y., WEDNESDAY, DECEMBER 31, 1941

HAPPY NEW YEAR

Bond Subscription Totals \$8,520,920

95.12 Per Cent of Works Employees Buying Bonds

Final reports on the sale of Defense Bonds during the campaign in Schenectady Works show that 95.12 per cent of the employees subscribed for bonds which have a maturity value on an annual basis of \$8,520,920.

Nearly Nine Million

With the General Office subscription for \$17,876 in bonds, the total is \$8,598,796.

Results of the drive in the Works were far beyond original estimates. Schenectady Works was not only out- standing in the Company-wide campaign, but its per cent of employees subscribed was among the best in the average weekly deduction campaign.

These are the results of the campaign in the Works, but the sale is still going on. Authorizations for bond deductions will be accepted at any time.

In fact, Paymaster St. W. Wilson has already received authorizations from employees who have decided to buy bonds since the campaign ended.

The amount subscribed here in this one campaign was more than was subscribed in the first World War. Then, the Works and General Office employees subscribed a total of \$8,791,250 in four Liberty Loan

G. Droms Elected Administrator Relief and Loan

George Droms has been elected Administrator of Relief and Loan in the Works.

The title of "Director" of the O. E. Employees' Relief and Loan Plan, according to announcement made by J. Winkler and committee members of the Works and General Office for the first time.

The election was held December 22 in which 1324 members participated.

and one Victory Loan campaign. This total of more than \$2,341,250 has million dollars was assigned, the above the quotas assigned, the Works and General Office for the first time.

The Liberty Loan campaign were conducted by the Committee similar to the General Electric Employees' Committees, which put over the Defense Bond sale last

\$18,800 Paid Beneficiaries in November

During November, a total of \$18,800 was paid to beneficiaries of the O. E. Employees' Relief and Loan Plan.

The total claims paid during the month were \$19,560, and the total claims paid during the year were \$190,000.

New Year's

The Schenectady Works and General Office will be closed on January 1, 1942.

Instructions for the second year of the campaign will be issued December 22.

J. M. Ma

NEWS

ERIE WORKS PEARL HARBOR

REMEMBER ERIE WORKS PEARL HARBOR

ERIE, PA., FRIDAY, DECEMBER 12, 1941

U. S. War Bond Sale High In Works

GE Devoted Unstintingly To Great Task Ahead

The Answer . . .



G-E Folks Act Quickly To Speed Victory

Report Some Departments Subscribing 100 Per Cent

90 Per Cent of Employees Subscribe for \$8,101,669 In Defense Savings Bonds

Final Figures Will Be Higher—Returns Are Still Coming in

Approximately 90 per cent of Schenectady Works employees have subscribed for Defense Savings Bonds which have a maturity value on an annual basis of \$8,101,669. St. W. Wilson, Paymaster for the Works, reported yesterday. Final figures will be tremendous response of Schenectady Works employees will be even higher, for returns are still coming in.

Many Groups 100% General Office employees responded with the enthusiasm of Uncle Sam's call, but results of their campaigns have not yet been tabulated. Many departments in the Works were 100 per cent in making their pledges and the final results will probably show many others in which every employee signed up.

Figures are still incomplete for other plants of the Company-wide campaign. But returns from other Works employees are several other Works employees have subscribed 90 per cent or better.

At Pittsfield Works, 83.4 per cent of the employees subscribed and at Buffalo Works, plant 91.1 per cent of the workers participated. At Elmwood, 91.1 per cent subscribed, Philadelphia Works had subscribers, 88 per cent. Last week's reports on the sale among the 130,000 employees of the Company are expected soon.

Savings Bond Campaign Planned Here Be Held December 15 to 19

Defense Savings Week, with a campaign to encourage Schenectady Works and General Office people to subscribe for Defense Savings Bonds, will begin Monday, December 15.

Employees will be urged to start purchase of the amended Defense Savings Plan. The Secretary of the Company to buy on the payroll at any time, Series E, United States Defense Bonds, which have a maturity value of \$25,500, \$100, and \$500.

Announcement of the amended plan, was made by Charles E. Wilson, President of the Company.

Employees are urged to take advantage of the opportunity to buy bonds on a payroll deduction basis.

Progress Encouraging The report covered only the first three days of the campaign in the Works but it showed very encouraging progress.

The campaign is still progressing throughout the Company, but returns Wednesday showed that approximately 37 per cent of the Works employees had subscribed. Maturity value, on an annual basis, of the bonds is approximately \$3,237,300.

37 Per Cent of Employees In Works Subscribe for Bonds in First Three Days

\$3,237,300 Is Maturity Value Of Bonds Sold Early in Week

Incomplete returns from Schenectady Works Defense Savings Bond Campaign show that by Wednesday night approximately 37 per cent of the Works employees had subscribed. Maturity value, on an annual basis, of the bonds is approximately \$3,237,300.

Only three Works have completed returns: Pittsfield, Elmwood, and Buffalo Works. All the rest are as short as their campaigns as are about to finish them. Complete returns will probably be available for next week's Works News.

PRODUCING FOR DEFENSE

SKILLED MECHANICS NEEDED

Schenectady Works

GENERAL ELECTRIC

APPLY FOR EMPLOYMENT AT ONCE!

THE DRIVE

The drive was scheduled to last 1 week, although it was realized that another week would probably be required for the solicitors to clean up some of their contacts who happened to be away during the drive or who were slow in making a decision.

On the Friday before the drive opened, each employee was given a copy of the Defense Savings Plan. These were handed out by the foremen and other supervisors. On the following Monday the solicitors started work.

Each solicitor had the following materials.

- (1) A pay-roll deduction authorization form for each employee he was to contact, filled in with the employee's name and location.
- (2) A few cash authorization forms and a few income accumulation forms in case any employee he contacted preferred one of these methods of subscription.
- (3) A leaflet for each employee giving the principal reasons for buying Bonds.
- (4) A copy of the Defense Savings Plan booklet describing the Bonds and Pay-Roll Savings Plan, for reference.
- (5) A copy of the booklet "Instructions for Solicitors," for reference.

In contacting each employee, the solicitor first reviewed briefly the features of the Bonds and the provisions of the Pay-Roll Savings Plan, to make sure that the person he was contacting understood them. He cleared up any questions that arose and gave the principal reasons for buying Bonds. Then he gave his prospect the pay-roll savings authorization form with his name imprinted on it and urged him to take it home and discuss it with his family. He also gave his prospect a copy of the leaflet explaining the principal reasons for buying Bonds to help him in selling the idea to his wife or other members of his family interested. The solicitor then made an appointment to call back later in the week and get the authorization form.

If, on his return call, the employee indicated that he did not wish to authorize pay-roll deductions, the solicitor then explained the cash payment and income accumulation plans, urging his prospect to subscribe in one of these ways.

QUESTIONS RAISED

The questions most frequently asked by employees were about the Bonds themselves: "What is the difference between Series E, F, and G?" "How soon can I cash them if I need the money in a hurry?" "What is the best denomination to buy?" "Do I get any interest if I cash them in the first year?" "Do I get back less than I paid if I cash them before maturity?" "What if I lost the Bond?" "Can I put the Bond in the name of my youngster?" "What is a co-owner or beneficiary?" "Will some place of safe-keeping be provided?"

Solicitors were instructed that if any questions came up that they could not answer, to ask their leader. In this way all questions were answered correctly—some of them were even referred back to the headquarters at Schenectady in order to be sure of the answer.

By the end of the week the drive was practically complete, although some "cleaning up" remained. The completed forms were passed back through the organization to the chairman, who turned them over to the local pay-roll department.

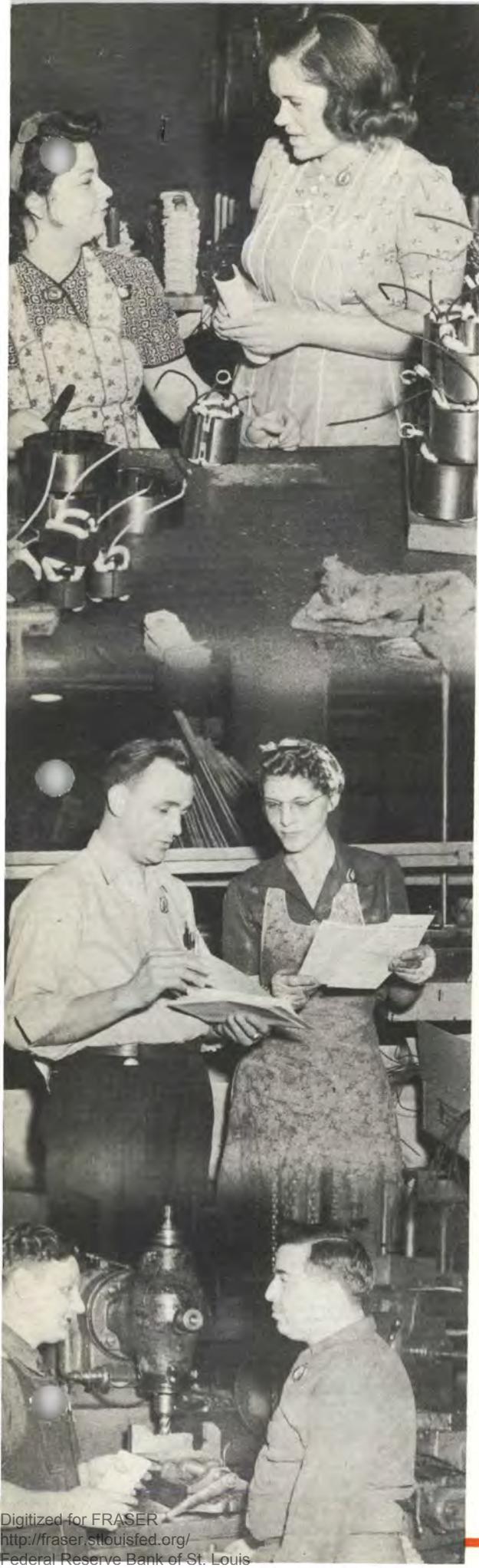


The solicitors tackle the job of contacting every General Electric employee.

BUY A SHARE IN
AMERICA

DEFENSE SAVINGS
BONDS AND STAMPS

CASHIER



CONCLUSIONS

The "pyramid" type of solicitor organization used proved ideally suited to the job. It was possible to organize it in a few days; it made the training of the actual solicitors relatively easy; it was a simple matter to give instructions and distribute a half million pieces of literature quickly and efficiently; it was easy to expand quickly in those areas where additional help was found necessary as the drive progressed; and it made possible a day-by-day check of results.

The same procedure was found to be efficient in large factories with several thousand employees and in small units of a hundred or so people. In the smaller units the effort was, of course, less formal. The meetings consisted of smaller groups, and there were fewer steps in the "pyramid" of the solicitor organization.

War was declared just prior to the opening of the drive, and large outdoor mass meetings were held at most of the large factories to pledge an "all-out" war effort. This no doubt helped in boosting enthusiasm still higher and contributed to the results.

The field organization of the U. S. Treasury Department Defense Savings Staff was just getting under way at the time the drive was being planned and in several instances was of help in furnishing materials and in giving talks before groups of solicitors and others working on the drive. In one case the General Electric group helped the Defense Savings Staff in getting the city organized so that the city-wide effort could start at the same time as the drive in the local General Electric factory.

The elapsed time, from the day the idea of sponsoring such a drive was conceived until the day the drive ended, was only about 1 month. Urgency was stressed all through the effort, and this no doubt contributed to getting the job done quickly and efficiently. On the other hand, sufficient time was given to make sure that the organization was properly set up and trained before the drive was started.

In order to forestall the possibility of employees cashing in their Bonds to pay income taxes, General Electric moved ahead the date on which the next profit-sharing payment would normally be made to employees by about a month, so as to distribute this money early in March instead of in April.

