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Secretary Morgenthau today announced the creation of a United States Treasury War Finance Committee for overall direction of the Treasury's bond selling activities.

Designed to integrate the work of the War Savings Staff and the Victory Fund Committee in the sale of all Government securities, the new organization will be headed by W. M. Robbins who is taking leave from his duties as vice president of General Foods Corporation, where he has been responsible for selling and marketing activities, to join the immediate staff of the Secretary of the Treasury.

As chairman of the War Finance Committee, Mr. Robbins will function with the operating title of National Director of Sales. He will report to the Secretary through the Under Secretary. Other members of the Committee will be Harold N. Graves, Assistant to the Secretary in charge of the War Savings Staff, and George Buffington, Assistant to the Secretary in charge of the Victory Fund Committee. Additional members of the Committee may be announced later by Secretary Morgenthau.

The new organization is being set up as the Treasury prepares for its second big War financing drive, to begin April 12.

Presidents of the Federal Reserve Banks have been asked to serve as chairmen of district committees to be organized on lines similar to the War Finance Committee. These district committees will include representatives of the War Savings Staff in each State and of the Victory Fund Committee.

The Committee in Washington will act in an advisory capacity to the National Director in the formulation and execution of plans for sale of Government securities, and the committees set up in the Federal Reserve Districts will likewise act in an advisory capacity to the Presidents of the Federal Reserve Banks, who will act as chairmen of such committees, with full authority and responsibility in their respective districts to direct the drive.

The National Director of Sales is authorized to deal directly with the Federal Reserve Banks as Fiscal Agents of the United States in all matters relating to the promotion and sale of Government securities, and in this connection he has authority to utilize all the facilities of the War Savings Staff and the Victory Fund Committee, coordinating their respective activities as he may direct.

All publicity will be enlisted in the joint endeavor, and will include wherever possible the continuous promotion activities of the War Savings Staff.

Every function of the two organizations will be integrated in every productive way in preparation for and during the April campaign. The entire basket of Treasury securities, including E bonds, will be sold by all forces taking part in the drive.

In announcing the new sales organization Secretary Morgenthau said:

"The general purpose of the new organization which Mr. Robbins is to head is to coordinate more effectively the work of selling Government securities to finance the war. In this great task we shall continue to rely, as we have in the past, on the patriotic cooperation of many willing volunteers, including all those whose unselfish efforts have set such a remarkable record in the sale of War Savings Bonds and Stamps as well as those whose intensive work made possible success in the first Victory Fund drive. This makes us confident that they will meet successfully the greater tasks that lie ahead of us in this and succeeding campaigns.

"Nowhere is there better evidence that here in the United States this is a people's war than in the widespread participation in the purchase of Government securities.

"We are perfecting our organization simply to give to the American people better opportunities and facilities for putting their dollars to work for victory."

W. M. Robbins, appointed today by Secretary Morgenthau as chairman of the United States Treasury War Finance Committee, is a specialist in mass sales and distribution methods.

He has been associated with the General Foods Corporation for nearly 20 years, is now vice president of that organization and president of its distribution subsidiary, the General Foods Sales Company. He will be on leave from his company while assisting the Treasury in its securities sales program.

Mr. Robbins has for the past eighteen months served in various advisory capacities with the War Production Board. He left a position as acting Deputy Director General for Staff Operations of WPB to come to the Treasury, which he already has served since last November as a member of a committee consulting with the Secretary on securities marketing.

Mr. Robbins will have the title of Assistant to the Secretary of the Treasury.

Mr. Robbins was born in 1901, at Greenburg, Pennsylvania. He attended Hill School at Pottstown, Pennsylvania, and Yale University, where he was awarded a Bachelor of Science degree from the Sheffield Scientific School in 1924. He joined the sales staff of the Postum Company upon graduation, this company through various mergers and expansions later becoming the General Foods Corporation.

Mr. Robbins is married and has four children. The family home is at Greenwich, Connecticut. In Washington he lives at the Shoreham Hotel.

A brother of the new Assistant to the Secretary, Edward E. Robbins, is vice president of the Youngstown Steel Door Company.

Mr. Robbins' father, the late Edward E. Robbins, served in Congress during the First World War, and was a member of that body at the time of his death in 1918. Mrs. Edward E. Robbins, Sr. has continued her residence in Washington.