

LIBERTY LOAN CONFERENCE: THURSDAY, MAY 17, 1917.

MEETING OF REPRESENTATIVES OF RESERVE BANK COMMITTEES .

Suggested Topics for Discussion

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The Conference might profitably be divided into two divisions, or committees; the first to consider all subjects related to the technical banking details concerning payments of subscriptions, designation of Government depositaries, delivery of interim certificates and definitive bonds, etc., and the second to consider subjects bearing upon the general questions of publicity, distribution of the bonds, organization of selling campaigns, etc. The topics suggested below have accordingly been grouped under the two heads, "TECHNICAL TOPICS", and "GENERAL TOPICS."

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TECHNICAL TOPICS.

1. General outline of plan suggested.
2. Banking institutions (other than F. R. banks)
 - a. Applications received from customers.
 - b. Advice to the Federal Reserve Bank.
 - c. Allotments.
 - d. Payment of subscriptions (full paid - part payment)
 - e. Receipt and delivery of securities.
 - f. Suggested records.
3. Federal Reserve Banks.
 - a. Receipt of subscriptions. (Direct from individual subscribers.
(From banking institutions.)

-2-

- b. Issue of temporary receipts for 2% payment
- c. Allotments - notice to subscribers upon receipt of telegraphic advice from Secretary of Treasury.
- d. Interim certificates. Denominations - full paid, part paid, Registered. - Bearer - etc.
- e. Payments - Dates - Amounts.
 - 1. Use of Treasury certificates - 2% payment - subsequent payment - or in full.
 - 2. Advice to subscribers as to funds acceptable for cash payment.
 - 3. Request to subscribers of large amount for advice five days prior to date of payment as to form in which payment will be made.
 - 4. Request to member banks to advise five days prior to due date, as to what, if any, paper will be offered to the reserve bank for purchase or discount.
- f. Subsequent instalments. Payments. Issue of interim certificates.
- g. Delivery of definitive bonds - Bearer - Order - (Assignable) - Insurance on shipments.
- h. Suggested records and forms.
- i. Internal operation:
 - 1. Supervision - appointment of officers with limited signing powers.
 - 2. Clerical organization.
 - 3. Floor space.
 - 4. Vault facilities.
 - 5. Equipment.
- j. Expenses of operation.

4. Office of Secretary of the Treasury.
 (Division of Loans and Currency)

- a. Subscriptions - Daily report and summary from Federal Reserve Banks.
 - 1. Number and amount by denominations of subscriptions to be paid in full ~~January~~ 28, 1917.
 - 2. Number and amount by denominations of subscriptions to be paid by instalment.

-3-

- b. Other information and reports to be required.
- c. Advice of allotments granted.
- d. Issue of interim certificates - full paid, part paid - bearer, order (assignable) - registered.
- e. System of control in delivery to reserve banks of definitive bonds.
- f. Registered definitive bonds.

GENERAL TOPICS.

1. Organization.

- a. General committees)
- b. District committees) SUB-COMMITTEES.
- c. Local committees)

2. Publicity.

- a. Cooperation with advertising and publicity managers.
- b. Use of newspapers and magazines.
- c. Use of pamphlets, circulars and posters.
- d. Public meetings, educational campaigns.
- e. Suggestions as to best plans for arousing interest and enthusiasm.

3. Distribution.

Cooperation with bond-distributing houses.

- 1. Banks
 - Loans and rates
 - Safekeeping
 - Bank employes
 - Use of Treasury certificates to help sale
- 2. Bond Houses
 - Mobilize salesman for common good.
- 3. Employers
 - Subscribe and sell in instalments to employes
- 4. School lectures and talks.
 - "Daddy! Buy a bond"
- 5. Churches.
 - President's Proclamation.
 - Cardinal Gibbons, etc.
 - Church societies.
- 6. Municipal employes.

7. Fraternal Societies.
8. Department and other stores.

Not retail drygoods association.
9. Public utility companies having large mailing list. (Circular or card to be enclosed with monthly bills).
4. Cooperation with Committees in other Federal reserve districts.
 - a. Adoption of uniform plans wherever practicable.
 - b. General use of similar pamphlets and posters.
 - c. Plan to keep informed as to campaign in other districts through exchange of circulars, bulletins, etc.
5. Adoption of distinctive slogan for general use stationery -

Newspapers, etc. "Buy Liberty Bond - Do it now".
6. Suggestion by New York Committee.

Distinctive button for those engaged in work - Liberty Loan Committee.