



NATIONAL
WAR SAVINGS COMMITTEE

TREASURY DEPARTMENT

WASHINGTON



February 13, 1918.

Dear Sir:

It is very desirable that we should have from each of the State Directors an approximate survey of the progress of the War Savings Campaign in each of the States, say, as of March 1st. I would suggest that you do not lay down any fixed form of report, but leave it to the judgment of each State Director to tell his story in his own way, either in words or figures, or both, as he prefers.

We find a very great difference in the progress which has been made in the various States, and even in the different counties, cities and towns of the same States. We want to hear of those cases where notable progress has been made, in order that we may find out what causes have contributed to those results.

I am told informally that in several States the full quota will probably have been subscribed by the first of May, whereas in other States it is said that this can not be expected.

Mr. Vanderlip left a few days ago for the Pacific coast, after a rather serious illness, but I know he is intensely interested in the results of the campaign, and I should be glad to be able to report to him the concensus of opinion of the Federal Directors and the State Directors.

Personally I feel very much encouraged about the campaign. I think we have a wonderful organization, and the average sales already running over \$2,000,000 per day, are going to mount steadily to at least double that figure.

As I have said before, in another connection, we are not conducting a Liberty Loan Campaign, and we ought to do nothing to interfere with the campaigns of those Committees. The work may overlap somewhat, but our job is primarily to get subscriptions from the 90,000,000 of people who have not and can not subscribe to Liberty Loan bonds. The question for the Liberty Loan fellow is how much can he raise; our job and our slogan is how many people can we interest in our campaign.

Very truly yours,

Acting Chairman.

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