

The **COMMERCIAL and FINANCIAL CHRONICLE**

Reg. U. S. Pat. Office

Volume 169 Part 2

New York, N. Y., Monday, September 5, 1949

April-June

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WILLIAM B. DANA COMPANY, PUBLISHERS
25 PARK PLACE, NEW YORK 8, N. Y.

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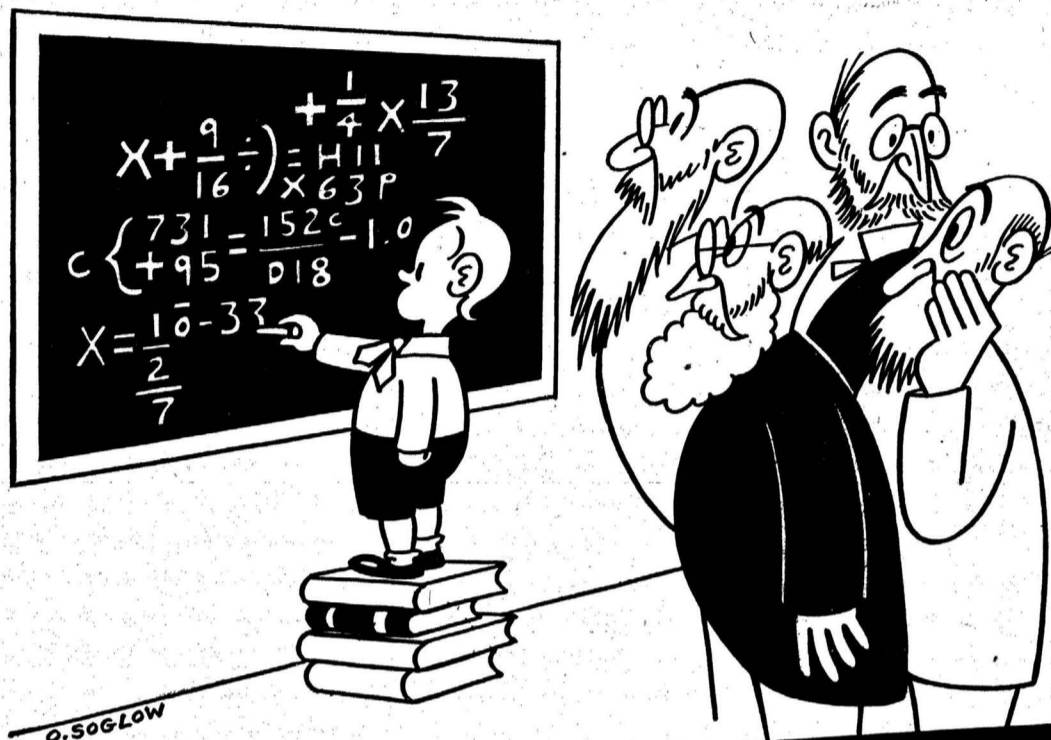
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You'll be surprised at these figures!

- 80 million Americans own \$48 billion of U. S. Savings Bonds.

- 20,000 of the nation's 38,000 firms employing 100 or more persons are operating Payroll Savings Plans.

- 7,500,000 workers are buying an individual average of \$20 of Bonds per month.

- For the year 1948, sales of Series E Bonds exceeded redemptions by \$495,148,000. The net figure for all Series after redemptions and maturities was \$2,151,140,000.

What does all this mean to you? Well, it means first of all that your Treasury Department is successful in its program of increasing the nation's economic security by spreading the national debt. **Secondly** it means that most of the nation's business leaders recognize the value of the Payroll Savings Plan sufficiently to promote it within their companies.

For example...

To give you some idea of the Plan's growing popularity: 86,384 employees of a prominent electrical manufacturing company were investing in Bonds at the rate of \$30,005,270 as of the end of 1948. This is a gain of nearly 100% over 1947, when 45,000 employees participated in that company. The treasurer of a well-known shoe company reported that, of his concern's 19,060 employees, 9,240 were in the Plan and had invested \$146,807.32 in Bonds via deductions during the preceding month.

Why promote it?

We all know how buying Bonds builds an individual's future security. But there are *company* benefits too! Nation-wide experience shows that Payroll Savings increases each participating employee's peace of mind—makes him a more contented, more productive worker. It reduces absenteeism, lowers accident rates, increases output, and improves employee-employer relations.

It's easy to boost participation

1. See that a top management man sponsors the Plan.

2. Secure the help of the employee organizations in promoting it.

3. Adequately use posters and leaflets and run stories and editorials in company publications to inform employees of the Plan's benefits to them.

4. Make a person-to-person canvass, once a year, to sign up participants.

These first four steps should win you 40-60% participation. Normal employee turnover necessitates one more step:

5. Urge each new employee, at the time he is hired, to sign up.

Nation-wide experience indicates that 50% of your employees can be persuaded to join—without high-pressure selling. All the help you need is available from your State Director, U. S. Treasury Department, Savings Bond Division.

The Treasury Department acknowledges with appreciation the publication of this message by

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