



Look to...

your

future

first

Earn All You Can
Honestly . . .

for your own and your family's security. Achieve the greatest possible success in your chosen field.



Plan Your Spending
Carefully . . .

with each pay check. Decide the amounts to go into savings, maintenance, charity, taxes, living, current bills and an emergency fund. Stay by your plans and watch your reserve grow!



third

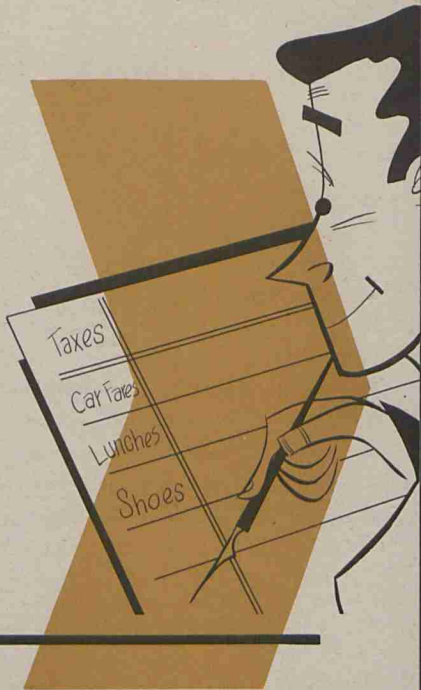
Spend Wisely . . .

be a good buyer. Look for value.
Enjoy the necessities and comforts of
life within the limits of your income.



Record Money
Transactions
Accurately . . .

Keep a close check on the things you buy. Try to stay within your budget. Such a record is valuable for income tax purposes.



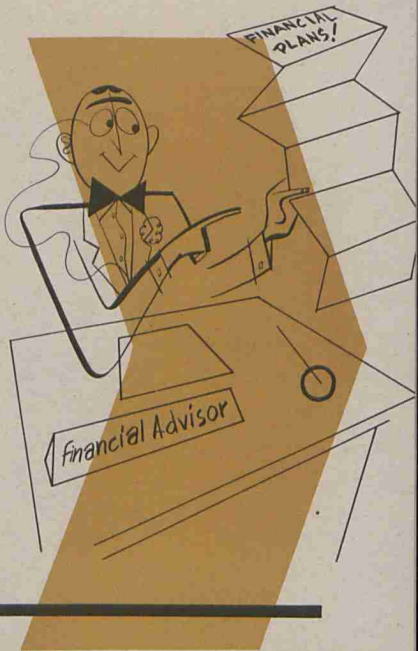
Save a Part of
Your Pay
Regularly . . .

Your new home — your children's education — your old age security are incentives to save. Choose a convenient savings plan. A reserve gives a feeling of independence and security.



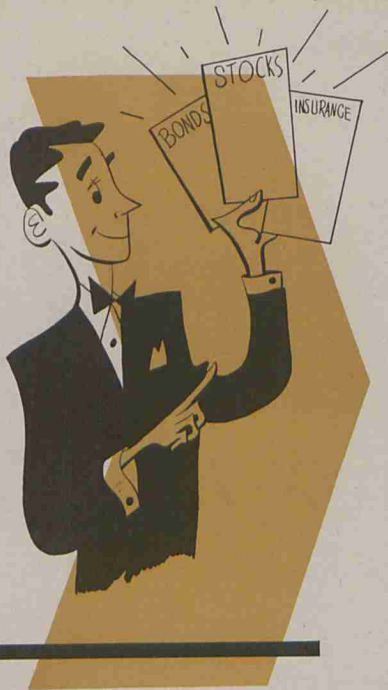
Consult Your Financial Leader Frequently . . .

Your insurance man, your savings and loan executive, your banker can help you solve your financial problems. Before you go into debt for a new home — new car — etc., these leaders can assist you in meeting the problems encountered in such transactions.



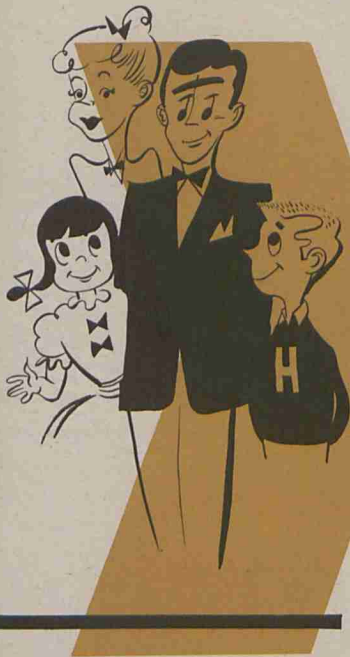
**Invest What You Can
... Safely ...**

If you are interested in investments, there are sound stocks and bonds—and by their purchase, you help directly in the growth of *America's* Industries.



Protect Your Loved
Ones Adequately . . .

Are you fully covered by insurance?
Do you have sufficient investments
and savings to care for them if you
were to become permanently disabled
or pass to your reward?



K **ee**p Your Credit
Established Firmly . . .

Pay your bills promptly. Over-spending of income creates debt, and brings worry and tension. Avoid this by practicing the habit of spending less than you earn.



Own Your Own
Home . . .

Home ownership gives you and your family a feeling of security. Children of home owners are better adjusted and have a deeper sense of responsibility.



Avoid Waste
Diligently . . .

Over-buying, too many meals away from home, and over-indulgence wreck any financial plan. Careful planning and an ability to say "no" prevent waste.



Give What You Should
Liberally . . .

There are organizations who are an important part of society, and their essential work needs your support. Give of your resources to the church, the disabled, the aged and others.



HAVE YOU HEARD THE STORY about the Rhode Island couple who died recently leaving an estate of \$100,000? The husband had worked as a sexton of a church and, for 50 years had never received more than \$25 a week. The couple used all things carefully and by spending less than they earned they had saved — bought a home — reinvested their savings in stocks and bonds — invested the dividends in more savings — and thus built a fortune that was passed to their heirs.

This is a MIRACLE in Saving!

Prepared as a Public Service

by

The National Thrift Committee, Inc.

121 West Wacker Drive

Chicago 1, Illinois

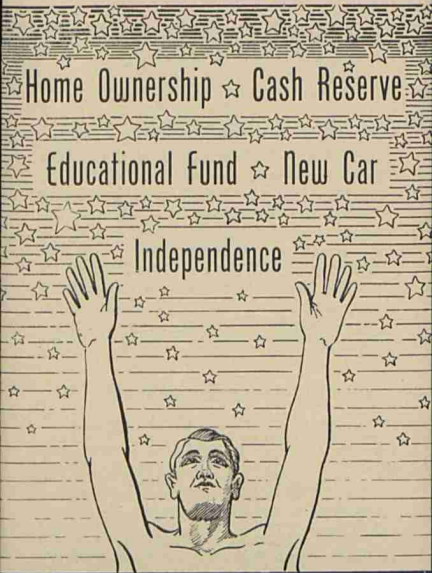
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The National Thrift Committee, Inc.

**RALEIGH BUILDING & LOAN
ASSOCIATION**

**219 FAYETTEVILLE STREET
RALEIGH, N. C.**

"Raleigh's Oldest Financial Institution"



Home Ownership ★ Cash Reserve

Educational fund ★ New Car

Independence

REACH FOR THE STARS
BY SAVING WITH SYSTEM

PREPARE FOR THE FUTURE WITH THE PLAN THAT SUITS YOU BEST * *

INSTALLMENT SHARES

Under this plan, as the name implies, you can save a definite sum on a systematic basis by buying shares on the installment plan. There are two series of Installment Shares opened each year, these being started the first week in April and October. Installment Serial Shares may be purchased on a short term basis (present maturity 3 years and 6½ months) or on a long term basis (present maturity 6 years and 8½ months). Both classes yielding dividends, or a return on your investment, of 4½%, simple interest (current rate), payable at maturity of series.

186--Week Maturity-Short Term

Weekly Payment	Amount To Be Paid In	Profits Earned @ 4½%	Amt. To Be Received At Maturity
\$.50	\$ 93.00	\$ 7.00	\$ 100.00
1.00	186.00	14.00	200.00
1.50	279.00	21.00	300.00
2.00	372.00	28.00	400.00
2.50	465.00	35.00	500.00
5.00	930.00	70.00	1,000.00
7.50	1,395.00	105.00	1,500.00
10.00	1,860.00	140.00	2,000.00

348--Week Maturity-Long Term

Weekly Payment	Amount To Be Paid In	Profits Earned @ 4½%	Amt. To Be Received At Maturity
\$.25	\$ 87.00	\$ 13.00	\$ 100.00
.50	174.00	26.00	200.00
.75	261.00	39.00	300.00
1.00	348.00	52.00	400.00
1.25	435.00	65.00	500.00
2.50	870.00	130.00	1,000.00
3.75	1,305.00	195.00	1,500.00
5.00	1,740.00	260.00	2,000.00
7.50	2,610.00	390.00	3,000.00
10.00	3,480.00	520.00	4,000.00

OPTIONAL OR RUNNING SHARES

Under this plan you can save whatever amount you like at any time and for whatever period you like. There are no series or maturities. In other words, this plan of saving is similar to a savings account in a bank in that you can increase your savings balance at any time or reduce the balance by making withdrawal of such sums as you might need at any time. Pass books are issued and must be presented with each and every transaction.

Our current dividend rate is 3% per annum, payable semiannually on the last days of June and December at which time dividends are credited to your account.

We allow dividends for the full month on any funds that are received by the third business day of the month; if received after the third business day dividends begin from the first of the following month rather than usual quarterly period as used by the banks.

In January and July we allow dividends on funds received by the 10th of the month.

FULL PAID DIVIDEND BEARING SHARES

This plan of investment will appeal to those who wish to invest lump sums with safety and who desire to receive a definite income regularly by check. Shares are issued in multiples of \$100.00 each and may be purchased at any time, dividends are allowed from date of issue. Dividend checks are mailed semiannually on the last days of June and December. Our current rate of dividend is 3% per annum.

SAFETY FIRST

The prime, number one consideration in operating policies of the Raleigh Building and Loan Association is SAFETY. It's true that convenience and reasonable dividends make our investment thrift plans attractive, but standing above everything else is SAFETY. No ups—no downs—always at par. Just consider the following facts:

1. Over 48 years without the loss of a dollar.
2. Dividends paid continuously when due and payable.
3. Present reserve fund over \$275,000.00.
4. Steady growth with over 6,000 members must mean that our policies are sound.

FIDUCIARY INVESTMENTS

The Raleigh Building and Loan Association is legally qualified to receive funds held by Guardians, Administrators, and Clerks of the Superior Courts, also Trust Funds from all the banks.

WITHDRAWALS

While we reserve the right to require a 30 day notice for withdrawal of funds amounting to \$500.00 or more, we have not required such notice since the "banking holiday" back in the dark thirties.

FIRST MORTGAGE LOANS

All funds invested with us are loaned out on first mortgage loans (based on sound, conservative appraisals) and Government Bonds. No other investments are considered regardless of their attractiveness or earning power. Remember "The American Home is the Safeguard of American Liberties."

FULL MEMBERSHIP

In opening any one of our thrift plans you become a member and part owner of this Association. Thus, while enjoying safety and reasonable dividends, you also will be helping make Raleigh and Wake County a section of happy home owners.

*"Thrift and Home Ownership for
Raleigh Families Since
1905"*



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Dr. Robt. P. Noble, President
Jas. E. Briggs, Vice-President
V. M. Stonebanks, Secretary-Treasurer

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RALEIGH BUILDING & LOAN ASSOCIATION

219 Fayetteville Street

RALEIGH, NORTH CAROLINA

"Raleigh's Oldest Financial Institution"

Forty Million Shareholders *in America*



Important Questions
And Answers About
U. S. Savings Bonds

FOREWORD

The following pages outline the general goals and accomplishments of the U. S. Savings Bonds program as related to both the individual saver and the Treasury's debt-management program.

Recent scientific developments, which may affect the security of this nation and the world, have added a special new role for Savings Bonds in America's defense program—that of providing economic stability to sustain long-range programs of military readiness, scientific development, and industrial growth.

America's unchallengeable military strength is the world's best hope for peace. Thus, in contributing to the sound and stable economy which must underlie that strength, U. S. Savings Bonds help STRENGTHEN AMERICA'S PEACE POWER.

Forty Million Shareholders in America

Purpose of the Savings Bonds Program

Q. What is the main purpose of the Savings Bonds Program?

A. Primarily, it's to sell Savings Bonds to as many Americans as possible, and to promote the concept of thrift and systematic savings. We are interested in getting people to save regularly so that they may take care of their intermediate and long-range needs. The form of savings they choose is entirely up to the individual. We feel, though, that a part of every American's savings belongs in United States Savings Bonds.

Q. Aren't you also interested in getting the large investor to purchase Savings Bonds?

A. The ordinary saver is much more important to us than the big investor. Our job is to encourage people to save regularly through the systematic purchase of Savings Bonds. The Treasury desires to emphasize the Savings Bond as a security designed for millions of average individual American savers. We are not seeking to attract the investor whose interest in our product ebbs and flows with the money market. The average saver is a more logical and primary prospect, and certainly a more stable customer.

Q. Is this a good time to save, and ask others to save?

A. Yes. The best possible time to save and encourage others to do so is always NOW. Saving, like spending, is an important part of money management. It must be practiced consistently for the sound operation of any household or any business. Unlike hoarding, saving is really done for *spending's* sake—spending for the big things that cannot be acquired without a sizable cash outlay. Homes, cars, and other major purchases require equity capital. For most families, education, retirement, and similar dreams of the future are possible only through a systematic thrift program carried on through the earning years . . . a program that gives the future its fair share. The most effective spender is the one with savings. And it all began with him the day he said "NOW!"

Types of Savings Bonds Sold

Q. What Savings Bonds is the Treasury now selling and promoting?

A. Only Series E and Series H. These are the only Savings Bonds now offered.

Q. Who can buy these Savings Bonds?

A. Any individual or investor group *except* commercial banks. Prior to January 1958, they were available only to individuals. Since then, the Treasury has permitted investor groups, including fraternal, service, patriotic, and veterans organizations, labor groups, and local and state government bodies, to purchase up to \$10,000 annually in each series. This restriction is in keeping with Treasury policy of serving the small investor, rather than the large, through the Savings Bond Program.

The School Savings Program

Q. How do you go about promoting this "concept of thrift" you mentioned?

A. Well, there are two especially good ways: one is through the Treasury-sponsored School Savings Program; the other, through the Payroll Savings Program in business and industry.

Q. What exactly is the Treasury's School Savings Program?

A. It's a thrift program that becomes a regular activity of the school, and encourages students to save each week by purchasing U. S. Savings Stamps on a designated "Stamp Day." The object here is to teach by example the value of saving regularly. We are not interested so much in the amount a student saves as in the regularity of his saving.

Q. How many students are buying Savings Stamps this way?

A. We don't exactly know. But we do know that there are more than six million students in schools where the School Savings Plan is in operation. We are now selling Savings Stamps at an annual rate of more than 100 million a year. We look upon these sales as a hundred million impressions of thrift on the minds of students.

Q. Do the students get interest on these Savings Stamps, or are they converted into Savings Bonds?

A. They receive no interest on Savings Stamps, but when their Stamp albums are filled, they may be exchanged for a Savings Bond, usually the \$25.00 Bond.

The School Savings Bank Program

- Q. Do you feel that the Treasury's School Savings Program is in competition with bank savings programs in schools?
- A. Not in the least: In fact, the Treasury works closely with a number of banks in establishing a Treasury-bank sponsored school savings plan. This jointly sponsored plan is rather unique. Instead of weekly savings going into Savings Stamps, they go into individual student savings accounts at a bank. When a student's deposit reaches \$18.75, the bank withdraws this from his savings account and issues him a Savings Bond.
- Q. Is this an automatic procedure, or do the students have some choice?
- A. Usually, at the beginning of each school year, the student is given a card to sign if he wishes to purchase a Savings Bond from his account. The bank encourages students to do this. In Seattle and King County, Washington, for instance, this program has existed in the entire school system since 1941 in cooperation with the Washington Mutual Savings Bank. During this time the students purchased through their savings accounts over 90,000 individual Savings Bonds worth over \$2¼ million.
- Q. You mentioned that over 6 million school students have access to the School Savings Program. To how many is this bank and Bond-buying plan available?
- A. Here again, we don't precisely know, but the figure is around 1½ million. So altogether, there are over 7½ million students to whom Treasury-sponsored School Savings Programs are available.

Importance of School Savings Programs

- Q. How important does the Treasury regard its School Savings Program?
- A. The Treasury looks upon the School Savings Program in terms of long range objectives, with benefits both to the individual saver and to the nation. Since this thrift program began in 1941, we have already seen tangible evidence of its success to a school generation. Together with Payroll Savings, it is the best means whereby we can carry out one of our major responsibilities: promoting the concept of thrift and systematic savings through United States Savings Bonds. If a young person is indoctrinated with this concept of saving regularly, he will continue to save when he becomes a wage earner. He then has the Payroll Savings Plan available to him where he works, and may continue his thrift program.

The Payroll Savings Program

- Q. How many workers are purchasing Savings Bonds through the Payroll Savings Plan?
- A. We estimate some 8½ million. The average monthly individual savings for the purchase of Savings Bonds is around \$20.00. This is over \$2 billion a year, or about 40 per cent of our total yearly sale of Savings Bonds.
- Q. How many companies have the plan in effect?
- A. Some 45,000 large and small companies and corporations that we know of, plus several thousand smaller employers who do not send us regular Payroll Savings reports. In addition to this, employees of the Federal Government, exclusive of Military personnel, are purchasing \$353 million in Savings Bonds a year. Military personnel are buying an additional \$144 million annually. Altogether, those who derive their income from the Government are purchasing half a billion dollars a year in Savings Bonds.

Importance of Payroll Savings to Treasury

- Q. How important is the Payroll Savings Plan to the Treasury?
- A. We consider it the most important single aspect of our entire sales promotional efforts. Any plan that enables individuals to buy out of their current income over \$2 billion a year in Savings Bonds is important: it's important to the individual family, the community, and the country. This backlog of future purchasing power will help maintain a healthy climate in every community.
- Q. What does top management think of this plan? Certainly it must cost them money to run it.
- A. Yes, it does! It usually costs a company from one to five cents a week for each employee purchasing Savings Bonds. Even at five cents, however— $\frac{1}{8}$ of a cent per hour—this is a tiny fraction of the 39.2 cents which is the national average hourly cost of fringe benefits. Top management therefore recognizes it as a very inexpensive way of providing an important benefit, and gives the Treasury full cooperation in promoting the plan among all employees. Businessmen, bankers, and labor leaders alike acknowledge the value of such a savings program to the employee, the company, and the community.

Company Savings and Retirement Plans

- Q. Many companies have their own savings and retirement plan for employees. How do these affect the Payroll Savings Plan for the purchase of Savings Bonds?
- A. We think company savings plans in business and industry help the sale of Savings Bonds. There are dozens of companies today that incorporate Savings Bonds in their own company savings plan. The plan works like this: for every dollar set aside by an employee toward the purchase of Savings Bonds through the Payroll Savings Plan, the company gives a prescribed amount of money toward the purchase of its common stock. In the case of Gulf Oil Corporation, for instance, the company gives each employee 50 cents toward the purchase of company common stock for every dollar saved for Savings Bonds through Payroll Savings. Both the common stock and the Savings Bonds are held by the company in the employee's name for a specific period, such as one or two years. Such plans actually encourage an employee to increase his purchase of Savings Bonds.

Sale and Redemption of Savings Bonds

- Q. Aren't the Savings Bonds purchased by the payroll savers usually cashed in right away?
- A. No! At the end of each calendar year, about 80 per cent of Series E Savings Bonds purchased during that year are still outstanding.
- Q. Can you determine the average life of a series E Bond?
- A. Yes. A dollar put into Series E Bonds remains there an average of seven years. Among those bonds ranging from five to ten years old, nearly half are still being held. Even among those sold in 1941—the first year of the E Bond program—around one-fourth are still outstanding.
- Q. How many Series E Bonds have been purchased since the program began?
- A. Series E Bond sales passed the \$100 billion mark (including accrued interest) during the 17th year of the program. At that time, about 38 per cent was still outstanding.
- Q. How about Series H Bonds?
- A. The Treasury started selling these in June 1952. In the first six years, series H sales exceeded \$4½ billion, with more than 85 per cent outstanding at the end of that period.

- Q. It would appear, then, that people like Savings Bonds. Does the Treasury feel that owners are pleased with their purchases over the years?
- A. Certainly so. Most people know that the Savings Bond as an instrument of savings is one of the finest forms ever created. Our files are filled with deeply-moving letters from individuals who have purchased Savings Bonds and are grateful to the Government for having created the Savings Bonds Program. In terms of what they have done for people when they were redeemed—higher education for young people, new cars, down payments on new homes, vacations, unusually high medical and hospital bills, new businesses, and many other things—Savings Bonds have brought much happiness to the American people. They have helped maintain, at the same time, a healthy climate for business, which, in turn, helps to generate a greater expansion in industry.
- Q. Then the Treasury doesn't feel badly about the redemptions of Savings Bonds?
- A. It certainly does not. A person usually saves for a specific goal. Our promotion is designed to appeal to his desire to save for his child's education, for his own retirement, his own business, or just to take a grand vacation. We know that whenever a Savings Bond is cashed, someone somewhere is happy that he put aside that money years ago. This is the future purchasing power, mentioned earlier, that exists in every community and is essential to a sound economy.

Indestructibility of Savings Bonds

- Q. The Treasury has often used the expression "absolutely indestructible" when referring to Savings Bonds. What does this mean?
- A. It means that the Savings Bond, figuratively speaking, cannot be destroyed. Literally it can be and is. It can be burned up, as many are, or eaten by mice or termites. It can be lost and never recovered, or stolen. No matter what happens to it, however, the registered owner can receive a new Savings Bond, dated to coincide with the original.
- Q. If a Savings Bond is stolen and fraudulently redeemed, will the owner get a new one?
- A. That's correct. Actually, though, few Savings Bonds are stolen anymore, because crooks know that this is one of the surest ways of being caught. Newspapers carry occasional stories of banks being robbed, safety deposit boxes being looted, and Savings Bonds strewn all over the place, even torn up in anger by the crooks. This is one piece of paper that has the respect of criminals.

- Q. How many Savings Bonds have been replaced in this manner?
- A. Over a million duplicate Savings Bonds have been re-issued for those lost, stolen, or destroyed. Savings Bonds themselves give greater protection than money, for money can't be replaced once it is lost. During disasters, such as hurricanes and floods, thousands of dollars are lost forever, and thousands of Savings Bonds washed down the river. Since the Treasury keeps an accurate register of ownership, it is a relatively easy matter to look up an individual's purchases, and to issue new bonds if the owner has not redeemed them.
- Q. Is this a quick service, or do bond owners have to wait a long while to get their money?
- A. Many times individuals find bonds that have been lost, so we usually do not replace lost bonds right away. If they have not been recovered within six months, then duplicate bonds are issued. In personal financial emergencies, however, the Treasury is often able to provide owners of lost Savings Bonds with their cash value, including principal and interest, in a matter of a few days.

Why People Buy Savings Bonds

- Q. I have heard Savings Bonds referred to as "Shares in America." Do people really feel that they are?
- A. We believe they do. One of the motivating reasons for the purchase of Savings Bonds is patriotism. Millions of Americans look upon their Savings Bonds as shares in their Government.
- Q. Isn't the Savings Bond buyer also interested in the interest return on his savings?
- A. Not to the extent that one might imagine. Our surveys show that the primary reason why individuals purchase Savings Bonds is that they are safe and secure . . . because of the indestructibility of the bond, and the fact that the principal and interest are guaranteed, regardless of what happens to the bond. After this come patriotism and convenience as motivating reasons. Interest on the bonds is important, but it actually is not the compelling reason for the continued purchase of Bonds by millions of Americans.

Relationship to Debt-Management Program

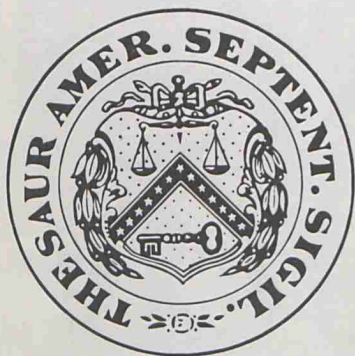
- Q. How does the sale of Savings Bonds fit into the Treasury's over-all debt management program?
- A. Treasury Secretary Robert B. Anderson has said that "because of our concern with the national debt, we in the Treasury have a particular responsibility and concern in personal savings, because we are the guardians of a crucial sector of individual investment—the Savings Bond Program.

"More than \$42 billion of E and H Savings Bonds are outstanding. These are owned by over 40 million individuals—almost a quarter of the population. The importance of these holdings . . . can not be overstated. They represent about 15 per cent of our national debt and they are steady holdings.

"In managing the public debt, we still continue to work toward our goals of placing as much of the debt as possible with genuine savers, rather than rely too much on debt ownership by the commercial banking system."

The \$42 billion in Series E and H Savings Bonds is a strong foundation upon which the national debt rests—a foundation supported by individual savers. It is also a vast reservoir of future spending power in the hands of all classes of people in every community of the land.

- Q. Does the Treasury feel that the Savings Bond Program contributes to a stronger economy?
- A. Definitely yes. Secretary Anderson has stated that "Our country needs more savings to help finance our growing economy and to pay for the plants and tools that mean more and better jobs for our ever-increasing population. Every buyer of a Savings Bond helps provide the strengthened resources on which so much depends, not only for us but for future generations of Americans.
- "Savings Bonds foster the habit of regular saving and encourage thrift in all forms. A larger volume of individual savings gives us the kind of growing economy which will take care of our needs, both military and civilian.
- "One of the truly significant contributions which Americans can make to the economic welfare and long-range security of this country is the voluntary purchase of United States Savings Bonds.
- "Every American who buys a Savings Bond, or who puts time and effort into selling Savings Bonds to others, can truly say: I am helping to provide for my own future. I am adding to the strength of my country, both military and economic. I am putting real meaning into the slogan, 'Share in America.'"



Share in America



U.S. ★
SAVINGS
BONDS



Join payroll savings

SBD-518-58 Rev.

U. S. GOVERNMENT PRINTING OFFICE : 1958 O-467572

The Future of America





LOOK INTO AMERICA'S

Look into America's future, and you can set your hopes high.

This dynamic country of yours has been in a period of tremendous growth. This has meant more jobs, more money, more security, more homes and more opportunities for everyone.

As you look into the future, all that can be seen is promise of even greater growth for your country, and for you. This is the big promise, and the arithmetic that proves it is simple, dramatic, and as sure as two and two make four.



FUTURE...and you can see your own

Since you opened this booklet, a baby has been born. By this time tomorrow, your country will have 11,000 new Americans. By next month, a city the size of Syracuse will have been added to the strength of your nation.

This is the secret! The almost unbelievable growth that can strengthen everybody's job, brighten everybody's opportunity, and assure everybody's future.

Turn these pages, and you'll see why . . .



11,000 CRYING NEEDS A DAY...

that ought to make
everybody happy

Every three seconds of the working day, a
baby is born.

This adds up to a third of a million a month . . .

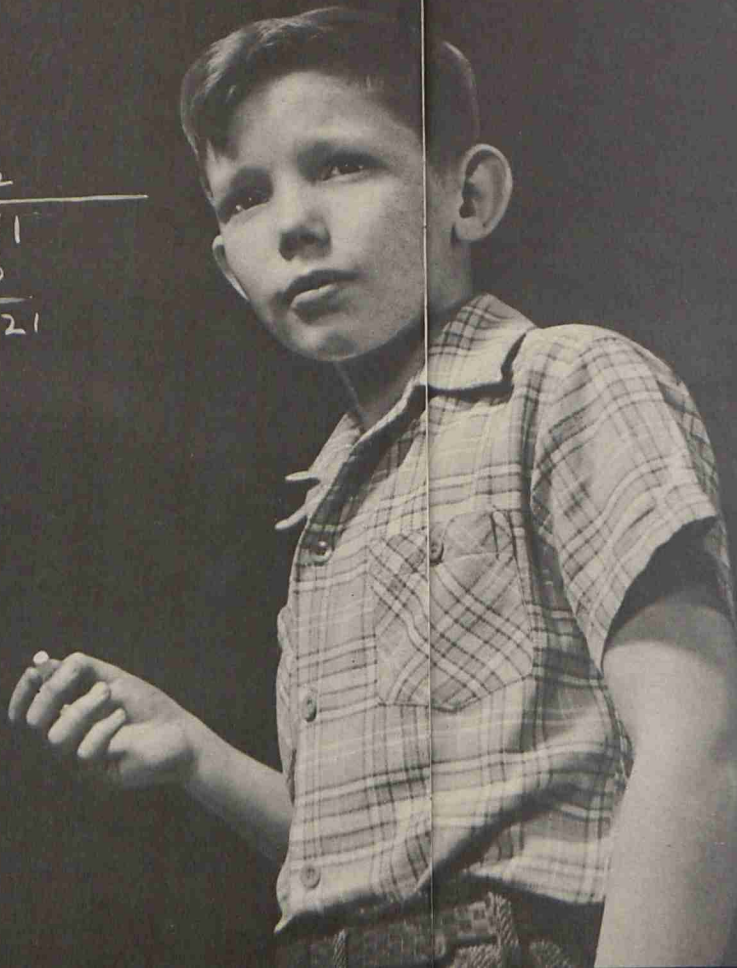
Each is naked, unfed . . . needing *all* of the
things that can make jobs for the rest of us.



A blessed event for farmers and for you...

All these babies need food and how! A job first for
the farmer, perhaps. And to meet it efficiently,
farmers must buy machines, and that can help
create new jobs all over America. Just to keep pace
with recent population growth, farmers have
increased output per man-hour 52% through
mechanization and improved farm methods. In
doing so, the farmer has raised his own standards
of living — and has helped raise yours, too.

$$\begin{array}{r} 2 \\ 73 \overline{) 1681} \\ \underline{146} \\ 221 \end{array}$$



HE HAS A PROBLEM...

that can make
work for millions

In America today, there are almost 70% more children under 5 years of age than we had in 1940.

This creates a tremendous need to build new schools. Billions of dollars worth of new schools are needed — because we must nearly *double* the existing system.



Abc's of a growing need . . .

It is estimated that we should spend some 40 billion dollars for schools and hospitals alone. And right away! Money spent in this construction creates work for bricklayers, masons, plumbers, architects, real estate brokers, construction workers and many others. In turn, everything they buy for themselves just adds new *UP* to everybody's opportunity for prosperity.

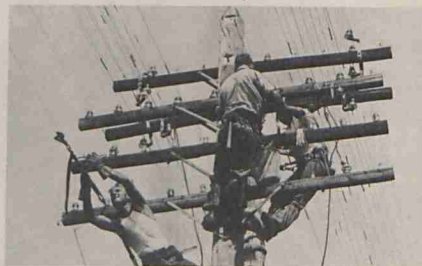


THEY'RE OUTGROWING EVERYTHING...

including all our factories

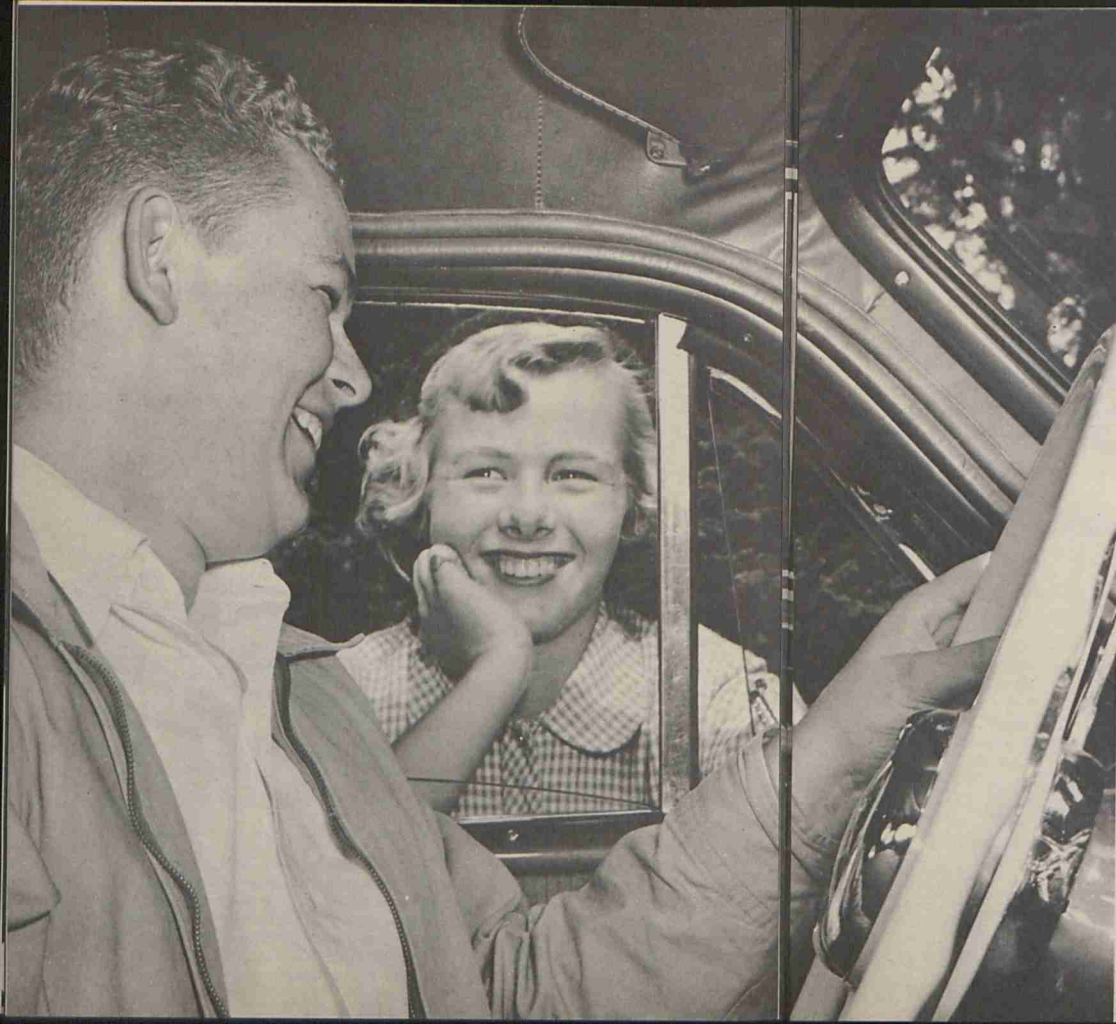
Literally everything must grow faster and faster to keep up with the fantastic snowballing population growth ahead.

Business today faces an outlay of hundreds of billions of dollars just to modernize plants and replace worn out or outmoded machines. Future population growth will call for even greater investments — a dramatic challenge and opportunity that can mean good times ahead for everybody!



It takes energy just to keep up . . .

This tremendous backlog of needs that must be met does not even include the billions that the electrical industry needs to invest. Demand for electrical energy is expected to increase by 250% by 1975. Employees in this industry by the hundreds of thousands can be kept busy just trying to keep up with this need for growth.



THEY'RE GOING NEW PLACES...

and so are you

The impact of this almost explosive growth is tremendous upon other industries, too.

Growth in population adds a brand new major city to the sales territory of businesses every month. The major problem is to keep up . . . to expand fast enough.

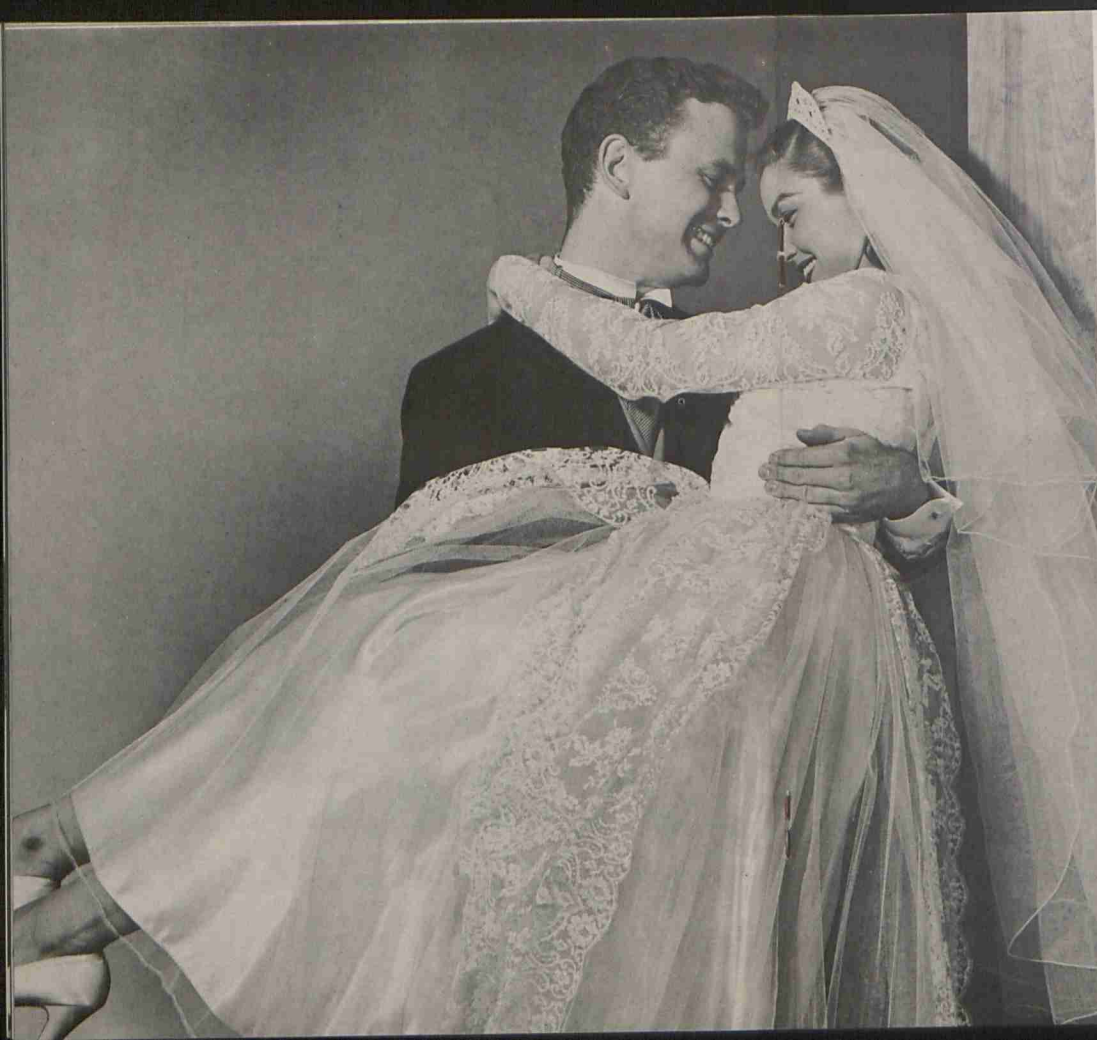
Highway transport, which employs one American in seven today, is one industry to benefit. Just two, for example, of the automobile manufacturers have immediate plans to spend over a billion and a quarter to expand, while just one oil company expects to spend \$500 million.



Roads to prosperity . . .

Even without our new millions of babies we'd have to remodel our entire highway system right now . . . a 60 billion dollar enterprise that can mean almost unlimited opportunity for all directly or indirectly employed in highway construction industries.

(This need is pressing, too, for today's roads are carrying 55 million vehicles, 72% more than in 1940.)



THEY STEP ACROSS THIS THRESHOLD...

and the bells of the nation's
cash register ring!

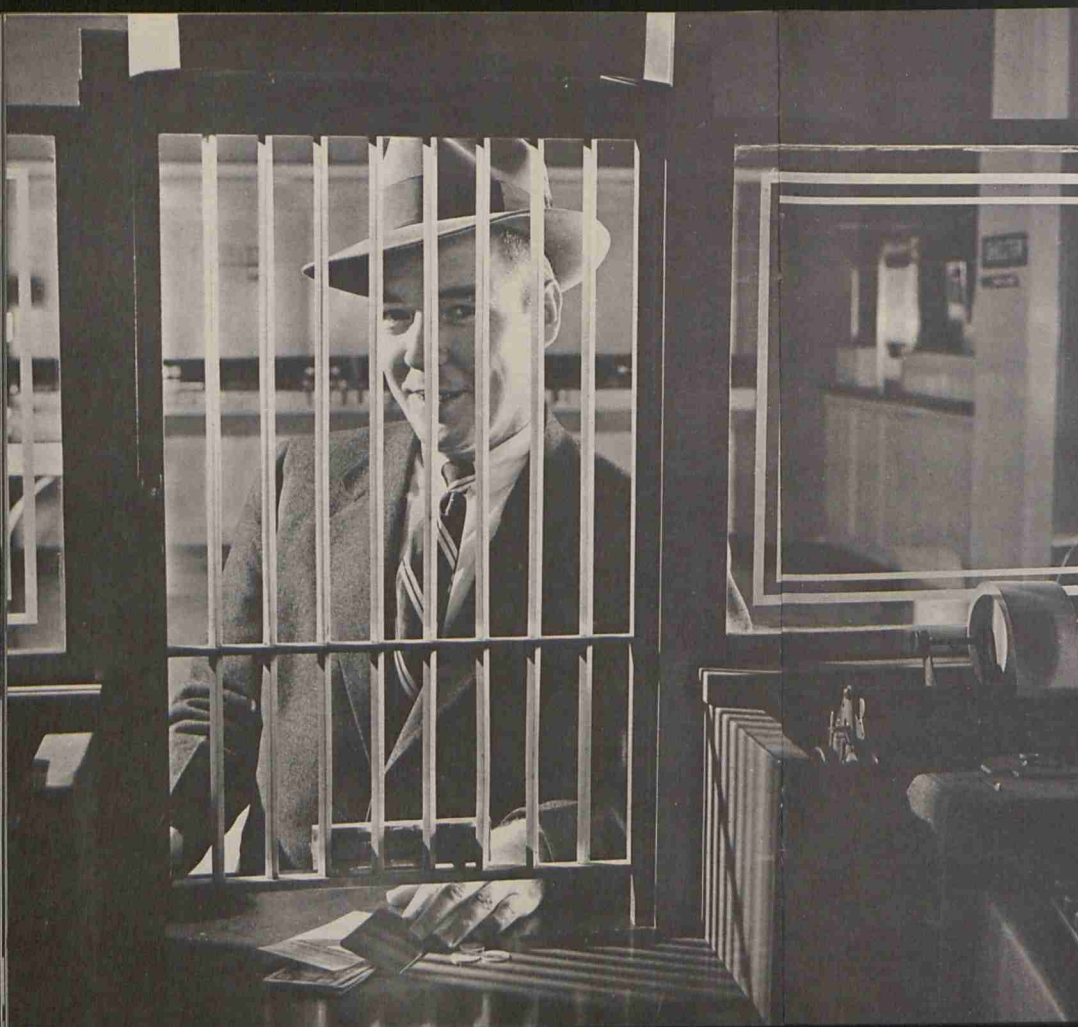
We're adding new families to our nation faster than ever before, as yesterday's bumper crops of babies come to altar age.

A larger proportion of our adult population is married than ever before, and people marry younger and have larger families.



The wedding present for everybody!

New families need homes (and everything that goes into them)! Since 1950, we have built three million new homes. But this is not nearly enough. 67% of our homes are now over twenty years old, 50% are over thirty years old. Right now we need 100 billion dollars worth of new homes. If your family's livelihood depends on making or selling anything for house-building or house-furnishing or house re-modeling . . . *the only trend that can be seen ahead is up.*



BANK ACCOUNTS GROW AS FAMILIES GROW...

and we're the best off
nation in the world

Americans have, in spite of inflation, over *twice* the spending power today that we had in 1940.

Savings have risen from \$68.5 billion in 1940 to an estimated \$250 billion today.

The long range trend in employment is *up*. Even though employment in some areas has fallen off, we still have twenty million more jobs than we had in 1939.



Greater horizons for bigger families . . .

American science continues to give us miraculous developments in electronics, jets, rockets, chemistry, which are opening broad new fields of opportunity. *We stand at the very beginning of the new atomic world.* And this alone may be the most tremendous personal and industrial opportunity of all time. Millions of today's youngsters can prosper in jobs that parents have never even heard of right now.



THEY TAKE IT EASY...

and make more jobs

Not only are more people getting married . . . and having more children . . . but our people are *living longer*.

By 1960 our population over 65 years old will number over fifteen and a half million people — more than the entire population of Canada.

And today, old people are more active, travel more, and have more money to spend.



Old age benefits for everybody . . .

Resorts, steamships, motels, and a host of small businesses are already benefiting. An opportunity of unprecedented scope can open up for our vast and varied entertainment industries . . . an opportunity enormously increased by the greater leisure time of young and old alike. For instance, forty million Americans get paid vacations *today*.

It all adds up to a...

\$500,000,000,000,000

OPPORTUNITY RIGHT NOW...

because this staggering sum should be spent immediately *just to meet current actual needs.*

This calls for the *greatest* individual and industrial effort in peacetime history.

It can mean work of all kinds for *everybody.*

And the tremendous job of keeping up with future population growth is *still ahead.*

No matter who you are—no matter how you make a living—you, as an American, can *set your hopes high.*

THE BETTER
YOU KNOW
AMERICA...
THE BETTER
THE FUTURE
LOOKS



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“THE BETTER YOU KNOW AMERICA...

THE BETTER THE FUTURE LOOKS”



SUGGESTED ROLL CALL on U. S. SAVINGS BONDS
for HOME DEMONSTRATION CLUBS

CHAIRMAN:

We are going to respond to roll call today by contributing one fact about the United States Savings Bonds program of the Treasury. One of the aims of the National Home Demonstration Council is to have us, this season, study the ways we can help to stabilize our economy against both inflation and deflation in excess, and keep the buying power of our dollars as steady and level as possible.

(CALLS ROLL) (GIVE OUT ANSWERS TO MEMBERS ALPHABETICALLY SO THE NUMBERS WILL COME IN SEQUENCE WHEN ROLL IS CALLED.)

1) By stabilizing the economy we mean that we want to keep people working, producing, earning and buying normally. We don't want inflation to wear away the value of our money like the topsoil in an eroding field.

2) On the other hand, we don't want the buying power of the dollar to go up too fast and too far, because that kind of deflation means recession, unemployment, loss of earning power, loss of markets for goods and services including farm products, and, if it goes too far, a depression. We don't want that ever again.

3) The policy of our United States Treasury is to do everything possible to stabilize the dollar -- to hold its buying power as steady as possible without either harmful inflation or deflation. This policy is working out pretty well. Since the autumn of 1952, the cost of living index has held almost steady and the buying power of the dollar has held practically level.

4) The Treasury alone cannot hold the dollar steady. In an economy without rigid price and production controls, other influences operate all along the line from producer to consumer. But the Treasury and the Federal Reserve System, working together, do exert important controls on the supply of money and bank credit. And that is where the U. S. Savings Bonds program helps hold the dollar steady.

5) The savings we put into U. S. Savings Bonds help the Treasury to manage the national debt without borrowing too much from the banks. Treasury borrowing from banks is inflationary in effect. Treasury borrowing from individuals is not. So when we lend money to the Treasury by buying Savings Bonds it helps hold down inflation.

6) If inflation gets out of control, as it has in some European countries in recent years, it can get so bad that housewives carry their paper money to market in the market basket. A man going to buy a suit would use a suit case to carry the cash to buy it. That won't ever happen in this country if we work together to prevent it.

7) We can help keep the dollar stable and our economy healthy and growing if we use the fertilizer of thrift. The Savings Bonds program teaches us to be thrifty.

8) One of the powerful forces that affect our economy for better or worse is the national debt, by its very size and nature. The Treasury has to manage the national debt in a way that will harm the economy the least and benefit it the most. And the sale of more Savings Bonds to more Americans is essential to wise management of the national debt.

9) You may say to yourself: "How can my family's savings have any effect on the management of the national debt, which amounts to more than 275 billion dollars?" But remember the old rhyme: "Little drops of water, little grains of sand - Make the mighty ocean and the pleasant land." As a matter of fact, the bond savings of individual Americans, people like you and me, amount to about one fifth of the securities of the whole national debt.

10) What we need to do is to increase the amount of the national debt that is held by individual Americans. And we can all help to do that, by saving through these bonds and getting our friends and neighbors to do likewise. There are nearly

a million 500 thousand of us in 64,048 home demonstration clubs across the nation, and many millions of women and men in other organizations are working on this Savings Bonds program.

11) Having as much of a reserve as you possibly can in United States Savings Bonds is only common sense for anybody. It is especially a good thing for farm families because farming is one of the really risky ways of making a living. So farm folks need bond savings even more than most other people.

12) The farmer is in a risky business affected by many things over which he has little control or none... rain, drought, flood, hail, windstorms, unseasonable frosts and freezes, insect pests, crop and livestock diseases all can wipe out his earnings. So the farmer needs cash reserves to fall back upon. The simple way to build up those reserves is to buy United States Savings Bonds every time he makes money out of a crop.

13) It takes quite a bit of will power for a farmer to build up savings in bonds. The man or woman who works for wages or a salary in town can join the Payroll Savings Plan where they work and save automatically. The farmer has to go to the bank and buy the bonds -- which is easy enough if he makes up his mind to do it.

14) Excepting dairy and poultry farms and the like, the income on most farms and ranches comes in lump sums when crops are marketed, maybe only once or twice a year. This can give a person a kind of feeling of being wealthy, and the temptation may be to spend too much. You've got to make up your mind to put away the savings in bonds, first, as soon as your bills and debts are paid.

15) Set yourself a savings goal in advance. Resolve to put away a regular amount in bonds. Of course, in a bad year you can't, but when a good year comes around, you can make it up by putting extra money into Savings Bonds.

16) In this life there are many things we can do to help other people, at the cost of some sacrifice of time, work or money. One of the nice things about taking

part in the Savings Bonds program is that it costs you nothing, it pays back the money you put into it, with good interest, and it helps your country and our fellow Americans as well as ourselves and our own families. That may sound too good to be true, but it is true.

17) Savings Bonds are something like a deep freeze chest or locker, that keeps money instead of food safe until you need it. But there's this important difference. In Savings Bonds the safekeeping service is free of charge, Uncle Sam pays you instead of your paying him for keeping your money safe, and you get back more than you put in. How is that for a good deal?

18) For each three dollars you invest in an E Bond, you get back four dollars at the end of 9 years and 8 months. That makes some very handy savings plans possible. For example, a farmer can build up a fund to replace farm machinery when it wears out, by putting aside so much a year in bonds. Then when he needs it, he's got the dough in the deep freeze, so to speak.

19) If a farmer saves systematically to build up a cash reserve in Savings Bonds to meet the cost of new tractor or other equipment, that means the farmer's wife and family won't have to do without things because the head of the house had to scrape the bottom of the barrel for cash to finance new machinery. He's got it, safe and sure, in bonds.

20) Saving is deferred spending. We save today in order to spend later for something important to us. About forty million Americans have already used nearly forty billion dollars of their past E Bond savings since 1941, and they still have over 36 billion dollars, cash value, stored up in E Bonds today waiting for the right time to make good use of it.

21) There's no virtue in saving just to be able to count your bonds and gloat over them. Save with a purpose. For example, to enable you to build a new home, or equip your home for better living; to give a youngster a chance for a better and fuller life by sending him or her through college. There are dozens and hundreds of worth while reasons for saving the E Bond way.

22) For most purposes for which people save, the E Bond is the most convenient. You buy them for 75 cents on the dollar of maturity value. Hold them 9 years and 8 months and you get back four dollars for each three you put in, or 3 per cent compounded semi-annually on your investment.

23) You can keep on holding your E Bonds after they mature, for up to ten years longer. They will increase in cash value each six months, at the rate of 3 per cent compound interest -- meaning that you get interest on the interest as it accumulates. If you hold them the full 19 years and 8 months, you get back 80 per cent more than you put in.

24) For most saving plans, the Series E Bond will fit your needs best. There are over 36 billion dollars worth of E Bonds, cash value today, all owned by individual Americans.

25) You pay 75 cents on the dollar of maturity value of an E Bond and get back four dollars for three. The improved E Bonds now on sale at your bank mature in 9 years and 8 months and, when held to maturity, return you 3 per cent, compounded semi-annually.

26) When your E Bonds mature, if you hold onto them for up to ten years longer, they'll keep growing in cash value each six months. They increase at the rate of 3 per cent, compounded semi-annually, and you get back, for example, \$134.68 on an original investment of \$75 in a \$100 E Bond. That's 80 per cent more than you put in.

27) The ten-year extension option on matured E Bonds makes them ideal for saving to educate a child. If you start when the baby is born, 19 years and 8 months later you'll get back \$1.80 for each dollar you put in, and that's just in time for college expenses.

28) The E Bond extension option will provide you \$1.80 for each dollar you invest, when you've held the bond 19 years and 8 months. You can set up a regular yearly income from E Bonds that will come in mighty handy when your working years are over.

29) If you expect to retire within ten years, the Series H Savings Bond may fit your needs better. It pays you interest by Treasury check that the postman brings, twice a year. When you hold it 9 years and 8 months to maturity the return on your investment is 3 per cent compounded semi-annually.

30) The Series H Bond is sold at face values of \$500, \$1,000, \$5,000 and \$10,000. You can get the full price back at any time after six months from the date of issue on one month's written notice, if you should need the cash. The E Bond and the H Bond give you such a good deal that the Treasury sells them only to individuals -- not to corporations or other big investors. And, of course, the owner of any U. S. Savings Bond is completely protected against loss from any cause and the cash value and earnings are guaranteed in full by the Treasury. They're a completely safe investment.

* * * * *

NOTE TO CHAIRMEN:

These four 2-minute talks, after delivery at a meeting of your group, could be put on as a program over your local radio station. We suggest you offer it to the Program Director for a Farm Home Program.

FOUR 2-MINUTE PARTS
of a PROGRAM on U. S. SAVINGS BONDS
for HOME DEMONSTRATION CLUBS.

PART 1

One of the principal aims of the National Home Demonstration Council is to study the stabilization of our economy against inflation and depression. We want to find out how we can help keep people working, earning and buying normally and keep the buying power of our dollar on a reasonably level plane. We don't want the value of our money to wear away like the topsoil in an eroding field. That is the effect of inflation.

On the other hand, we don't want the buying power of the dollar to rise too fast or too far, because that kind of deflation means recession, unemployment, loss of earnings, loss of markets for goods and services and farm products, and, if it keeps on, depression.

The policy of our United States Treasury is to do all it can to stabilize the value of the dollar -- to hold it as steady as possible, without harmful inflation or deflation. This policy has been working out well for the past couple of years. Since the autumn of 1952, the cost of living index has held almost steady and the buying power of the dollar has stayed practically level.

Now, the Treasury alone cannot hold the dollar steady. In an economy without rigid production and price controls, other strong influences from the producer all along the line to the consumer are operating constantly. But there is one important influence that the Treasury does exert, in conjunction with the Federal Reserve System, and that is on the supply of money and credit.

The larger aspects of what are called fiscal and monetary affairs you and I will have to leave to the administration, the Congress, the Treasury, the Federal Reserve System and the experts in such matters. They are just too complex to even sum up in the few minutes at our disposal here and now. But the ladies who will follow me in this short program will tell us how we as individuals can help in carrying out certain very important phases of Treasury policy, specifically through our participation in and support of the U. S. Savings Bonds program.

FOUR 2-MINUTE PARTS of a
PROGRAM on U. S. SAVINGS BONDS
for HOME DEMONSTRATION CLUBS.

PART 2

In this life there are many things that we can do to help other people at the cost of some sacrifice of time, work or money. One of the unusual things about the project we are discussing today is that it costs you nothing, it pays back the money you put into it, with good interest, and it helps your country and your fellow Americans as well as yourself and your family. That sounds too good to be true, but it is true.

When you put your money into United States Savings Bonds you are helping the Treasury to manage the national debt to the best advantage of all Americans, including yourself. You are helping to stabilize the buying power of your dollar and everybody's dollar. You are building up a backlog of buying power for the future that is right here in our community if the time comes when we need it. Savings Bonds make me think of a deep freeze chest or locker, that keeps food safe until you need it. But there's one important difference. In Savings Bonds, the safekeeping service is free of charge, and Uncle Sam pays you, instead of your paying him, for keeping your money safe. It's like taking eggs to a hatchery and getting back four chicks for each three eggs.

For each three dollars you invest in an E Bond, you get back four dollars at the end of 9 years and 8 months. That makes some very handy savings plans possible.

For example, a farmer can build up a fund to finance new farm machinery when the old equipment wears out. The interest that accumulates on the bonds pays part of the cost of the machinery. If he has saved systematically, he doesn't have to worry about where he's going to get the money for a new machine when the old one wears out. He's got the dough in the deep freeze, if you'll pardon the pun.

And that means the farmer's wife doesn't have to prune back her budget and do without things because the head of the house had to have cash in a hurry. He's got it, in Bonds.

We save today in order to spend later for something important to us. I like to think of the millions of Americans who have already used nearly forty billion dollars of E Bond savings since 1941. What a lot of good and useful things they've enjoyed because they saved. And yet there's about the same amount stored up in bonds today, waiting for the right time to use it.

Maybe it's been put away for a youngster, to send him or her to college. Many a bright farm boy will be able to go through agricultural college on bonds set aside for that purpose and built up as he grew up.

There's no virtue in saving just to be able to count your bonds. You can't take them with you when you die. The next speaker will tell us more ways to use Bond savings when it's time to harvest those four dollars for each three you planted in Bonds.

* * * * *

FOUR 2-MINUTE PARTS of a
PROGRAM on U. S. SAVINGS BONDS
for HOME DEMONSTRATION CLUBS.

PART 3

Having as much of a cash reserve as you possibly can in United States Savings Bonds is only common sense for everybody. It is an especially good thing for farm families, because farming is one of the really risky ways of making a living.

The farmer is at the mercy of many things over which he has no control -- too much rain, too little rain, hail, unseasonable frosts, insect pests, crop and live-stock diseases -- all these can ruin his crops and wipe out his year's earnings and more. At such a time, the farmer who has reserve funds stored up in safe and sure U. S. Savings Bonds can thank his good sense -- or it could be his wife's good sense -- for putting money away for the future while they had it to save.

It takes quite a bit of will power for a farmer to build up savings in bonds, of course. The family in town whose income is from wages or salaries can join the Payroll Savings Plan where they work and the saving is completely automatic. But, excepting dairy and poultry farmers and the like, the income on farms and ranches comes in lump sums when crops are marketed, maybe only once or twice a year. If it's been a good crop, there may be quite a sum of money left after the bills and debts are paid up. That gives a person a kind of feeling of being wealthy, and the temptation is to spend maybe too much.

The only answer to that problem is to set yourself a savings goal in advance. Resolve to take a regular amount and put it away in bonds. In a bad season, you can't, but when a good year comes along, make that up by putting extra money into bonds.

The Treasury Department has a very helpful plan for saving money to buy new farm machinery, which is very important these days when more and more machinery is being used to save labor in the fields, around the barns and in the house, too. They call it the Farm Machinery Replacement Plan. The farmer simply figures about

how long it will be until he has to buy a new tractor or other piece of machinery and saves the amount in bonds each year that will accumulate that amount of cash value. And the interest that increases the value of Series E bonds as you hold them helps make up the sum of money you'll need. Any banker will be glad to help figure out such a savings plan for farm machinery.

And here's a tip to the farm wife: That bond plan will work out just as well to buy equipment to modernize your kitchen and other parts of the house. The men have no patent on the idea.

FOUR 2-MINUTE PARTS of a
PROGRAM on U. S. SAVINGS BONDS
for HOME DEMONSTRATION CLUBS.

PART 4

The three speakers who have preceded me have talked about reasons for saving that fit in best, usually, with the Series E Bond. That is the bond scores of millions of Americans have been buying since May, 1941.

The fact that you buy E Bonds for 75 cents on the dollar's worth of maturity value makes them very convenient for most purposes for which people save. When you hold them 9 years and 8 months, the improved E Bond now on sale pays you back four dollars for each three you invested. That is a return of 3 per cent compounded semi-annually. And, of course, you can keep on holding them after they mature and they will increase in cash value each six months for up to ten years, at that same 3 per cent compound interest -- meaning that you get interest on your interest, as it accumulates. If you hold them the full 19 years and 8 months, you get back 80 per cent more than you put in -- or \$134.68 back for each \$75 you invested.

That automatic extension option, as it is called, makes it very handy for a young couple to start saving for something they'll want money for about twenty years later. For example, a fund to put a child through college. The way that works out, if you save the cost of three years of college, the interest that Uncle Sam gives you will pay for the fourth year.

Regular saving in E Bonds is also an excellent way to build up retirement income beginning twenty years from now. For every \$750 of savings you invest in a year, you'll have \$1,346.80 just 19 years and 8 months later. Bond savings can spell a lot of peace of mind and independence when your working years are over, even for people who have social security payments coming to them -- as farmers don't.

If you are nearing the time to retire, or for any other reason prefer regular income from your bonds instead of letting the interest accumulate as it does on the E Bonds, then the new Series H Savings Bonds is your dish.

H Bonds sell for \$500 up to \$10,000; you pay face value for them. For 9 years and 8 months they pay interest by Treasury check which the mail carrier brings you twice a year. The rate when you hold them to maturity works out about the same as for E Bonds -- 3 per cent compounded semi-annually. If you need to cash a Bond, you can do it any time after you've held it six months, on one month's written notice, and get back exactly what you paid for it -- and you've been drawing interest on it in the meanwhile. Ask your banker about H Bonds.

These bonds are such a good deal for investors that the Treasury will sell E or H Bonds only to individuals and only \$20,000 worth in any one calendar year.

In these four two-minute talks we have tried to give you the highlights of the Savings Bonds program that has been such a success for nearly 20 years that individuals have over 37 billion dollars, cash value today, of their savings invested in E and H Bonds. That is good for the nation, good for the economy, and good above all for the thrifty savers who own these United States Savings Bonds.

Thank you.

ONE-MINUTE ANNOUNCEMENTS on FARM PROGRAMS
for LOCAL RADIO STATIONS in connection with
the HOME DEMONSTRATION CLUBS'
SAVINGS BONDS PROJECT.

Home demonstration clubs in this area are joining others in the nation in studying what the housewife and the farm woman can do to help stabilize the buying power of the dollar and strengthen the national economy against harmful inflation or deflation. If anyone objects that what one person or one family does couldn't possibly affect the national economy, just remember that there are nearly a million and a half members in 64,048 home demonstration clubs and what they have to spend or save in a year adds up to billions of dollars. The ladies are finding that one way they can help hold the dollar steady is to buy and hold U. S. Savings Bonds and persuade others to do likewise.

* * *

The million five hundred thousand members of home demonstration clubs are joining other groups, including the American Legion Auxiliary, the Daughters of the American Revolution, the huge General Federation of Women's Clubs and the Congress of Parents and Teachers -- the P.T.A. -- across the nation in a special project this club year. That is to help the United States Treasury in its efforts to hold the buying power of the dollar steady. The most practical way any of us can help is to support the United States Savings Bonds program by buying and holding bonds ourselves and getting our neighbors and friends to do likewise. That's good for the whole country, and it is especially good for the bond saver.

* * *

Home demonstration clubs in this area -- and all over the United States -- are now studying U. S. Savings Bonds as a way to help preserve the buying power of the dollar -- which has been pretty stable and level for a couple of years, now. That

makes sense. The economic welfare of the home and family depends upon the condition of the national economy. And that, in turn, depends a great deal on how the homes of the nation are managed, which is the particular concern of the 64,048 home demonstration clubs and their million five hundred thousand members in the nation. Club members are concluding that a practical way to help is to take part in and support the United States Savings Bonds program -- buy Bonds, hold them and get others to do so.

* * *

We've mentioned the study that home demonstration clubs throughout the nation -- and there are 64,048 clubs -- are making of the United States Savings Bonds program as a way to help hold the buying power of our dollars steady. And that's a logical step in the study of home economics. The word economy comes from two Greek words: o-i-k-o-s, meaning house, and n-e-m-o-s from the verb to manage. Economics is really household management whether you apply it to the home, the nation or the world. One fundamental of a sound economy is thrift -- which is where U. S. Savings Bonds come in.

* * *

The dictionary says economical "describes management that succeeds without waste; it indicates a purposeful and practical regulation of one's affairs". Other words for it are: provident, thrifty, saving, prudent. The habit of buying United States Savings Bonds is certainly provident, thrifty, saving, prudent -- in a word, economical. We can congratulate the ladies of the local Home Demonstration Clubs for their special study of the benefits of the U. S. Savings Bonds program. It is good for the thrifty saver, for the family, for the business health of your community and for the economy of the whole nation.

* * *

PRESS RELEASE FOR LOCAL DAILY or WEEKLY NEWSPAPER
on HOME DEMONSTRATION CLUBS' SAVINGS BONDS PROGRAM

Home demonstration clubs in _____ County are joining the other 64,048 clubs throughout the nation in a study program to determine how their 1,500,000 members can help to stabilize the buying power of the dollar and protect the economy against harmful inflation or deflation. This program carries out one of the principal aims of the National Home Demonstration Council for the 1954-55 club season, according to _____, _____ (local spokeswoman for clubs), _____ (title).

"One simple and practical way in which everyone can help is by taking part in the United States Savings Bonds program of the Treasury," _____ commented. "Our home demonstration clubs are devoting at least one study program this fall to the part these bonds play in the economy and in the Treasury's debt management policies, in addition to their benefits to the thrifty saver. When the possible Savings Bond purchases of 1,500,000 members and their families are added together, it runs into billions of dollars.

"The American Legion Auxiliary, the Daughters of the American Revolution, the millions of members of the General Federation of Women's Clubs and the Congress of Parents and Teachers -- and many other groups are making this a special project for the 1954-55 club year. Add all these and you have a truly powerful force to back any project they undertake.

"The national economy is everybody's business. The economic welfare of the home and family depends upon it, and it, in turn, depends a lot on how the home and family affairs are managed. Our word "economy" comes from the Greek "oikos" meaning "house" and "nemos" from the verb "to manage." So economics is household management on a national or world scale."

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