

Document Citation

Title	7th war loan drive
Author(s)	
Source	<i>United States. Dept. of the Treasury</i>
Date	
Type	exhibitor manual
Language	English
Pagination	
No. of Pages	7
Subjects	World War, 1939-1945 -- Economic aspects Savings bonds -- United States
Film Subjects	

YOUR NATIONAL COMMITTEE HAS TWO BASIC OBJECTIVES:

1. To make bond selling easier for the exhibitors.
 - (a) By giving promotional material broader scope.
 - (b) By reaching the public with the slogan -
BUY BONDS AT YOUR FAVORITE MOTION PICTURE THEATRE --
ALWAYS OPEN FOR BOND SALES, INCLUDING SUNDAYS,
EVENINGS AND HOLIDAYS.

This means that an exhibitor who has not sold bonds in the past will be called upon by the public more and more to buy bonds at his theatre, and thus should be prepared to sell bonds in the 7th War Loan Drive.

2. TO MAKE THE PUBLIC MORE DESIROUS OF BUYING BONDS AT THEIR MOTION PICTURE THEATRES.

It was felt that national advertising and publicity would give the American people confidence in buying bonds at a theatre, and would also tell them the advantage that the theatre has in selling bonds in that it is more convenient to buy them there because they are available Sundays, evenings and holidays.

For the purpose of describing to you your Committee's various activities, there are two broad categories:

1. Reaching the public with the slogan.
2. Accessories and aids for use by the exhibitors in selling bonds.

Before going into the breakdown of these items, we should like to tell you of the two slogans that have been adapted in connection with the 7th War Loan Drive. The one to be used inside the industry has been arrived at because of the fact that the material to be used in promoting the 7th has come from exhibitors all over the country. It was Mr. Sam Pinanski, National Chairman's idea that it be a "grass roots" campaign. In other words, a campaign from the field rather than the New York Committee's drive. The slogan that best fits this type of drive is:

THE SHOWMAN'S SEVENTH

The second slogan is one to be incorporated for the material prepared for theatre use designed to reach the public. Since the European war will soon be over, probably before the finish of the 7th War Loan Drive, and since the end of the European war will not in the least relieve your Government's need for money, and since there remains a large and important war to be won with the Japs, an incredible amount of money will be needed in order to bring the men home and get them properly demobilized, an attempt was made to get a slogan which would include the immensity of the task facing us. The slogan chosen is:

SPEED TOTAL VICTORY

Going into detail in the first division (reaching the public with the slogan "Buy Bonds at your favorite motion picture theatre - always open for bond sales including Sundays, evenings and holidays)

- (1) Advertisements carrying this slogan have been taken in the following general consumer magazines: American Magazine - with an approximate readership of 5,080,000; McCall's - 5,578,000; Pic - 1,690,000; Liberty - 2,631,000; Look - 3,971,000. And conversations are in progress with other magazines to carry this same message. These ads will not be large, but are certain to gain attention as the total readers represented by the group of magazines should reach a maximum of 18,940,000 readers.
- (2) All of the fan magazines have been wonderfully cooperative. They will carry editorials, photographic layouts, imprinting the slogan on their front covers, and small regular advertising, ALL CONTRIBUTED GRATIS, and all stressing the slogan.

The fan magazine readership represents approximately 27,888,000. This should mean the slogan will reach over 46,328,000 in magazines alone.
- (3) NEWS COLUMNISTS. A specialist in this type of publicity is in contact with all national columnists who reach millions and millions of readers, and they will be given special material emphasizing BUY BONDS AT YOUR FAVORITE THEATRE.
- (4) For local planting, we are photographing special art with movie stars. These pictures will be suitable for planting anywhere.
- (5) EDITORIAL AND NEWS STORIES. Plans are being made to get nation-wide coverage through the various press services, A.P., U.P., INS and all wire photo affiliates, as well as editorial material.
- (6) The major film distribution companies have all agreed to carry, in all their press book ads, the slogan BUY BONDS AT THIS MOTION PICTURE THEATRE.
- (7) Spot announcements prepared by the major distribution companies advertising pictures which run a minute or longer, will carry the slogan.
- (8) An all-star radio show will be originated in Hollywood and will be carried on a national network during the 7th War Loan. This, too, will carry the slogan.
- (9) Arrangements are in work to allow the use of USO, Army hospital shows to broadcast their entertainment on sustaining network time and carry the slogan BUY BONDS AT YOUR FAVORITE MOTION PICTURE THEATRE, etc.
- (10) GLENN MILLER DAY. June 5th has been designated as National Glenn Miller Day and you will find full promotional material in the Showman's Portfolio. Arrangements have been made to broadcast nationally a half hour of the Glenn Miller Day show as presented at the Paramount Theatre in New York City.
- (11) HOLLYWOOD STARS. There are 37 leading network radio shows featuring Hollywood players. Each has been contacted requesting them to feature in their radio shows our slogan.

Another letter has been sent to outstanding guest stars appearing on radio programs, making the same request. If we do not get acceptances from more than 30% of the stars over a 6 week period, it will mean reaching the public with our slogan not less than 67 times.

- (12) GENERAL O.W.I. SPOTS. Through the cooperation of the O.W.I. a slogan for general use in spots allocated by the O.W.I. by all radio programs has been devised which carries the words: REMEMBER YOUR MOTION PICTURE THEATRES ARE OPEN FOR BOND SALES SUNDAYS, EVENINGS AND HOLIDAYS. The use of this slogan will be suggested to all advertisers. If it receives general acceptance, it may reach everybody in the country 15 or 20 times during the drive.
- (13) Arrangements have been made in national syndicated sports cartoons to carry a one inch tag line BUY BONDS AT YOUR FAVORITE THEATRE. Mat services to newspapers throughout the country will carry the same plugs.
- (14) Nationally syndicated publications will carry feature stories to be distributed throughout the nation. Among those that have already given acceptance is the Magazine Section of PARADE.
- (15) Letters are being sent out to chain stores who are themselves not issuing agents, asking them to use the theatres in filling their bond orders from their patrons.
- (16) Pictures and stories emphasizing buying bonds at theatres will be placed in national trade magazines other than the motion picture industry.
- (17) Arrangements have been made to syndicate photographs and stories which would break the society columns showing prominent people buying their bonds at a theatre bond booth. It is suggested that a similar tie-up be made with your local newspaper for society column breaks.
- (18) 2-sheets and 4-sheets on the sides of Railway Express trucks. A minimum of 2,800 signboards and a maximum of 4,500 signboards throughout the country have been made available FREE by Douglas Leigh, who controls these signboards, and will carry the message BUY BONDS AT YOUR FAVORITE MOTION PICTURE THEATRE - SPEED TOTAL VICTORY. These signboards will reach millions of people.
- (19) TRAILERS. There will be three screen bulletins, or trailers, promoting bond sales. These are fully described in your Showman's Portfolio.
- (20) ALL-STAR BOND RALLY. This 19 minute subject will bring dollars in your box office as well as sales in your bond booth. You will find full material to exploit this subject in the Showman's Portfolio.
- (21) NATIONAL SCREEN SERVICE TRAILERS. This company is adding to the trailers advertising all companies' features, a line similar to BUY BONDS AT THIS THEATRE.
- (22) NEWSREEL RELEASES. All newsreel releases having a main title or end title will carry the slogan BUY BONDS AT THIS THEATRE. Also commentators at appropriate spots in describing war scenes will plug the purchase of bonds.
- (23) RECORDINGS. The song 'Buy A Bond' recorded with the voice of Bing Crosby, makes a great record. Full description of it and how to obtain it FREE is in the Showman's Portfolio.
- (24) BOND BUTTONS. This is an exclusive item for theatres in the 7th War Loan Drive. One page of your Portfolio gives you a picture of it, as well as information as to how to obtain them and material available to advertise them to your patrons. Carry the message that they will receive one FREE with the purchase of a bond at your theatre.

- (25) It is suggested that motion picture critics be asked to end every review of every picture with our slogan. The above suggestion is being carried out nationally and we have acceptances from Liberty to carry this slogan at the end of their motion picture reviews. More magazine acceptances are expected.
- (26) It is suggested that a masthead be run above the regular paid theatre space calling attention to the fact that bonds are on sale, including Sundays, evenings and holidays, at all theatres. Perhaps you can get this FREE, if not, it may be worth considering buying.
- (27) The reason the material is sent to you in a portfolio instead of a press sheet is that the portfolio is of an expandable type so that new material may be added from the field as well as from your National Committee. As good promotional ideas are received here, they will be sent out to the field for local adaptation. We sincerely hope that you will forward us your ideas so they may be used for the benefit of all.
- (28) NATIONAL ORGANIZATIONAL TIE-UPS. We have assurances that the Boys Clubs of America, Catholic Youth Organization, Camp Fire Girls, Horizon Club, Girl Scouts, Boy Scouts, Future Farmers, 4 H Clubs, and the Jewish Youth Organizations will work with you wherever there are chapters.
- (29) In the Portfolio is a full description of a national tie-up with the American Legion.
- (30) NATIONALLY SYNDICATED CARTOON STRIPS. Arrangements are being made with many of the national cartoon strips to insert in several of the cartoon strips, a stamp carrying our slogan BUY BONDS AT YOUR FAVORITE THEATRE.
- (31) Arrangements are being made to carry unique facts in connection with the motion picture industry's efforts in bond drives in such newspaper picture features as "Believe It Or Not" and "Strange As It Seems".
- (32) Cognizance is being taken of the many foreign language newspapers. Plans are on foot to plant nationally editorial and pictorial matter in them.
- (33) FIELD EXPLOITATION ORGANIZATION. Feel free to call on your State Publicity Chairman for aid in putting over your campaign. Also, arrangements have been made with the film companies to make available their field exploitation men to this end.
- (34) Arrangements have been made with the Treasury Department to present to every theatre manager who has carried out in a faithful manner a campaign during the 7th War Loan Drive, a Citation of Honor.

There are many more national promotions in work. You will be advised of them as they reach completion, but the real job is still in your hands, for it is the theatre where the bonds are actually sold.

SUGGESTED MOBILE BOND-SELLING BOOTH

A number of small or neighborhood theatres in the same city can join together in the construction of such a mobile display to be mounted on a "rental" panel truck WITHOUT TOO MUCH

COST... and then every theatre CAN SELL BONDS!... regardless of size! The local War Finance Committee may even join in on the cost of construction for use generally throughout the city.

PLAN FOR USE

The mobile bond booth or caravan can concentrate an entire day in one neighborhood or section of town announcing that it will be "in front of the Park Theatre tonight" to sell bonds ON THE SPOT to purchasers in that section.

SUGGESTED FACILITIES

Truck can be rigged up with an amplifier, turntable and microphone. The Crosby recording of "Buy A Bond" and others can be played, and, interspersed with announcements that "bond buying has been made convenient," etc.



In some situations it may be possible to set up a 16 mm. portable sound projector and screen "All Star Bond Rally" on the rear end of the truck at night to gather a crowd... then proceed with bond selling immediately following.



WAR FINANCE DIVISION

TREASURY DEPARTMENT
WASHINGTON



ATTENTION! MR. EXHIBITOR

Here's An Extra Poster For You



Pictured above is a U.S. Treasury Department poster made especially for motion picture theatres. This poster is available to all theatres FREE and is stocked by National Screen Service. They are yours for the asking at your nearest branch exchange. Size of the poster is 40 x 60.