LOWELL
Meets the Challenge
and
WILL WIN
Through in '42

COMMUNITY STRENGTH
... IS ...
NATIONAL STRENGTH
The Home Front Campaign
Oct. 19 to Oct. 30

Our Community
Defended

Our Nation’s
Cause

It’s Up To You!

1. THIS IS A WARTIME DRIVE—
   Stress the truth that “Victory begins at home.”
   This is the time to SHOW patriotism, not merely talk about it.
   Acquaint yourself with the 10 war funds served, as well as the 16 agencies of Lowell’s own Community Chest.
   ALL in ONE drive.

2. MAKE YOUR OWN PLEDGE FIRST—
   If you feel in your own mind you have done everything you can do, you will do your best to get the man you are going to solicit to do his best.

3. KNOW YOUR PRODUCT—
   A good salesman knows his merchandise. Campaign information has been carefully prepared for you.

4. KNOW YOUR PROSPECT—
   . . . his name, his occupation, his personality, his interests and his giving ability.

5. CONTACT EVERY PERSON ON YOUR LIST—
   If you do not contact all your prospects, you have deprived them of the opportunity of giving. Goals are not reached when prospects are not contacted.

6. GET INCREASES—
   Talk increases—double!—as subscribers are about to make pledges. This is war!

7. DON’T—
   . . . leave pledge cards.
   . . . telephone, excepting to make appointments.
   . . . fail to attend all luncheon meetings.

WARNING

This Campaign is a positive part of America’s all-out war effort.

It Must Not be Sabotaged by
Disinterest
Carelessness
Complacency

This is a NEW fund—a NEW Campaign—with
NEW WAR-TIME APPEALS

Gifts must not be based solely on past donations to
permanent organizations but must result in a Double-
PLUS War Gift from every prospect.

THINK SUCCESS!
THE AGENCIES OF
THE 1942 WAR FUND DRIVE

WAR RELIEF

U. S. O.
British War Relief
American Social Hygiene

Greek War Relief
Polish War Relief
(Dutch) Queen Wilhelmina Fund
Russian War Relief

United China Relief
U. S. Prisoners Relief Fund
War Relief and Overseas Service

COMMUNITY CHEST

Blind Association
Boy Scouts
Boys' Club
Catholic Charitable Bureau
Country Week

Florence Crittenton Rescue League
Girl Scouts
Girls' City Club
Goodwill Industries
International Institute
M. S. P. C. C.—Lowell Branch

Lowell Visiting Nurse Association
Salvation Army
Social Service League
Y. M. C. A.
Y. W. C. A.

IMPORTANT DATES
(ALL MEETINGS IN MEMORIAL AUDITORIUM)

OPENING MEETING
Monday, October 19, at 6. P. M.

LUNCHEON AND REPORT MEETINGS
Report Meeting, Wednesday, October 21, at 12.15 P. M.
Report Meeting, Friday, October 23, 12.15 P. M.
Report Meeting, Tuesday, October 27, 12.15 P. M.
Final Report Meeting, Friday, October 30 at 6.30 P. M.
Victory Begins at Home!

$230,000 for 1943

GREATER LOWELL WAR FUND

Oct. 19 to Oct. 30

HEADQUARTERS
FIVE CENT SAVINGS BANK BUILDING
36 John St., Room 205
DIAL 6990