

EUGENE F. ROUSE & CO. *Advertising*

816 WEST FIFTH STREET : Telephone Michigan 7384 : LOS ANGELES, CALIFORNIA

July 31, 1942

Mr. M. S. Eccles, Chairman
Board of Governors of the
Federal Reserve System
Washington, D.C.

Dear Mr. Eccles:

The Chairman of the Life Underwriters Association of Los Angeles has let us read the splendid letter you addressed to Senator John A. Danaher, United States Senate, copy of which is attached.

The Life Underwriters Association of Los Angeles are preparing a campaign in Los Angeles to show the timely part life insurance plays in the present emergency, its assistance in keeping inflation within bounds and its performance in harmony with the fiscal policy of sound government.

We would appreciate the privilege of quoting this letter, especially paragraphs two and three in their entirety - over your name. This quotation will serve as an entire advertisement of dignity in our local newspapers and should be of marked value in the present war effort.

As volunteer director of publicity for Southern California for War Bonds and Stamps, you will be able to ascertain from either Mr. Morgenthau or his departmental heads, Mr. Orville Poland or Mr. Graves, the work we are doing here personally and the fact that you may rely on us to maintain the character, honesty and full meaning of your letter without change, if you will so kindly permit us the privilege of reproducing it.

Thanking you for your consideration of this matter,

Sincerely yours,

Eugene F. Rouse.

President
EUGENE F. ROUSE & COMPANY

EFR:k

August 6, 1942.

Mr. Eugene F. Rouse, President,
Eugene F. Rouse and Company,
816 West Fifth Street,
Los Angeles, California.

Dear Mr. Rouse:

This is to acknowledge your letter of July 31 in which you request my permission to quote in whole or in part my letter to Senator Danaher on the subject of the purchase of War Bonds and insurance. As the letter has been made public and given considerable circulation, I can see no reason why you should not feel free to use it. I appreciate your courtesy in asking my permission.

Senator Danaher and Mr. Laird were careful to see that the letter was not used for promotional purposes to advance the sale of insurance to prospective customers, and I would appreciate it if you would bear this in mind in the event that you care to make any use of the letter.

Sincerely yours,

M. S. Eccles,
Chairman.

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