

The First National Bank of Denver, Colorado

Denver, Colorado

JOHN EVANS,
PRESIDENT

November 12th, 1942

Dear Marriner:

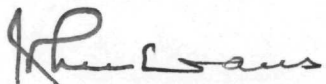
The State Administrator of the War Savings for Colorado has repeatedly and publicly given much of the credit for the results outlined in the enclosed clipping to the cooperation of and the active assistance rendered by Victory Fund Committees throughout the State.

If a procedure were definitely outlined and wholehearted cooperation officially ordered through the country by the Secretary of the Treasury, greater success would follow a natural division of effort, holding the War Savings staff responsible for carrying on all general promotional work, all mass selling through payroll deductions, all mass effort in cooperation with the moving picture and other industries, labor organizations, the press, radio, etc., and holding the Victory Fund Committees responsible for selling all forms of Treasury offerings through well organized direct solicitation from individual and corporate entities.

In spite of lack of clarity and confusing contradictions in directive orders, such a division has worked here to produce a maximum of war dollars for the Treasury which should be the fundamental objective of both groups regardless of credit or personalities.

I hope you will discuss this problem further with the Secretary.

Yours very truly,



State Chairman
Victory Fund Committee
for Colorado.

Hon. Marriner S. Eccles
Federal Reserve Board
Washington, D. C.

Carbon copies:

Ralph Nicholas, Esq.,
Colorado State Administrator
for War Savings

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Denver Post, "Colorado Is Third in Buying of War Bonds in October," November 10, 1942.

November 27, 1942.

Mr. John Evans, State Chairman,
Victory Fund Committee for Colorado,
The First National Bank of Denver,
Denver, Colorado.

Dear John:

Since receiving your letter of November 12 with regard to the success you have had in Colorado in the division of responsibilities between the War Savings and the Victory Fund Committees, there has been almost constant discussion of ways and means to improve the set-up throughout the country. I was interested to have your commentary and the enclosed clipping in connection with these discussions.

As you are probably aware, the revised plan places the responsibility on the Victory Fund Committees for the sale of all issues except Series E, which it will be the task of the War Savings staff to promote. At the same time the Reserve System is going ahead to augment the Victory Fund organization with paid as well as voluntary workers in all of the major communities of the country.

With best regards,

Sincerely yours,

 ET:b