



COLEMAN COREY
EXECUTIVE VICE-PRESIDENT
TRUST OFFICER

June 28, 1947

Mr. Marriner S. Eccles, Chairman
Board of Governors
Federal Reserve Board
Washington, D. C.

Dear Mr. Eccles:

Believing that it might be of particular interest to you at this time, I enclose herewith a questionnaire which is apparently being circulated by the Bank of America through an advertising firm of the name of Knight & Parker.

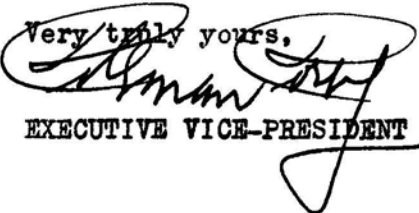
One of our officers was quite surprised, as he was entering our bank, to have the enclosed presented to him with the request that it be filled out and returned to the person who was doing the soliciting. He was not permitted to retain the original questionnaire, but through subterfuge, secured an opportunity to have the same copied.

On being questioned, the solicitor stated that she had been delegated to secure eight answers from depositors of the Union National Bank, seven from depositors of the Ventura Branch of the Bank of America, and five to be secured later at random from non-depositors in either bank.

As you will note, it appears at first glance to be a survey relating to Saturday closing in the State of California, but the paragraphs marked have no relation to the problem of Saturday closing, and are purely propaganda. The City of Ventura has but two banks, namely, the Union National Bank, and the Branch of the Bank of America noted.

Hoping that this may be of some slight value in connection with your efforts relating to the Bank Holding Bill.

Very truly yours,


EXECUTIVE VICE-PRESIDENT

CC:MO'L

The Bank of America has asked us to make a survey of public opinion on the subject of "Saturday Closing." We would appreciate it if you would express your opinion by answering a few questions.

The Legislature of the State of California is considering a law to compel the banks to close on Saturdays.

You no doubt have read a recent statement on this subject by Mr. L. M. Giannini, President of the Bank of America. He said, "The Bank of America is rendering a banking service to tens of thousands of workers, farmers, small and large businessmen and others aggregating more than 3 million individuals. The Bank of America believes that it must render service at a time and in a manner that suits the needs of these people."

1. Which of the following types of business brought you to the bank today?
Deposit _____ Withdrawal _____ Cash Check _____ Loan _____ Other _____
2. Was it a personal or family matter _____, or was it a banking transaction on behalf of some business concern _____?
3. On what day of the week did you LAST come to the bank?
Saturday _____ Some other day _____ Don't know _____
4. Do you make it a practice to come to the bank of Saturday?
Yes _____ No _____ DK _____
5. If the banks were closed on Saturdays, to what extent would you be affected?
None _____ Slightly _____ Moderately _____ Greatly _____
6. Would you favor _____ or oppose _____ a law to compel the banks to close on Saturdays?
Don't Know _____
7. WHY? (either favor or oppose) _____
8. (IF OPPOSE IN Q. 6) Do you think you would still be opposed if banks were able to be open longer hours to the public on Monday through Friday? Yes _____ No _____ DK _____
9. The laws of California authorize statewide branch banking. Do you think this is beneficial to the people of California? Yes _____ No _____ DK _____
10. (IF YES OR NO TO Q. 9) WHY _____
11. What is the name of the largest non-government bank in the world?
_____ DK _____
12. The Bank of America is the largest non-govt. bank in the world. Would you like to see it continue to grow? Yes _____ No _____ DK _____
13. (IF YES OR NO TO Q. 12) WHY _____
14. With which financial institution do you have your savings and/or checking account?

CONTROLS ON 525 S 2

OCCUPATION HEAD OF HOUSEHOLD

Man....	Urban	Owner-Mgr.-Official
Woman..	Rural Non Farm	Professional
	Rural Farm	Wage Earner Shop
21-29		Clerical Sales
30-39	INCOME	Housewife
40-49		Domestic Service
50-up	A	Farmer
	B	Other
Home Owner	C	
Renter	D	

AREA: _____ DATE _____

Address of respondent: _____ CITY _____

INTERVIEWER'S NAME _____

COMMENTS:

July 3, 1947.

Mr. Coleman Corey,
Executive Vice-President,
Union National Bank,
Ventura, California.

Dear Mr. Corey:

This is to thank you for your letter of June 28 enclosing a questionnaire which is being circulated by an advertising firm on behalf of the Bank of America. I was interested, as you were, in the subtlety with which information having no direct bearing on the question of Saturday closing was sought through this guise.

I appreciate your thoughtfulness in sending this copy to me.

Sincerely yours,

M. S. Eccles,
Chairman.

ET:b
