FEDERAL RESERVE BANK OF St. Louis

March 5, 1942

Honorable Marriner S. Eccles, Chairman Board of Governors of the Federal Reserve System Washington, D. C.

Dear Marriner:

In case you failed to see it, I think you might enjoy glancing over the enclosed ad which the Mississippi Valley Trust Company carried in the local papers and in the New York Times. I think Sid is doing an excellent job.

I just got in this morning. I have a feeling that the last meetings in Washington were worthwhile.

With best wishes, I am

Sincerely

Chester C. Davis President

Too many put faith in fiction.

FAIRY TALE

No harm can come to France. The Maginot Line is impregnable. The French Army is the finest on Earth. Besides, Hitler doesn't have enough gasoline to fight a war. Italy is going to collapse. The German people will revolt. General Mud will save Poland. General Rommel is washed up. France help the Nazis? Ridiculous! Japan's greatest fear is war with

America. The Japs have only a few, miserable planes. Besides, they are cross-eyed and can't fly them. Pearl Harbor is impregnable. Singapore is impregnable. Enemy planes will never reach the Pacific Coast. Nor will Jap submarines. The Japanese people are weary of the war. Japan is certain to collapse internally.

Americans don't want to fight... Americans can't fight.

TRUE STORY

War is hell... more so than ever and terrifically more costly. Wars are won—or lost—by whole peoples, not just by soldiers. A soldier is worthless if he cannot feel every moment of his dangerous life that the folks at home are doing their utmost to back him up. Blood and tears and sweat and toil don't mean a thing if they do not come from everybody. Being

"confident of ultimate victory" is all right enough if you're helping to win that victory. This war will not be a breeze. It will be long and tough and tiresome. Our enemies are not dolts and cowards. They are cunning... and courageous in a nasty sort of way. They can be licked. They will be licked. Americans can fight. Americans will fight... everyone of us...everywhere...in every way.

QUICK FACTS

United States Savings Bonds, Series E, are:

- 1. Backed by the full faith and credit of the United States Government.
- 2. Registered, not transferable.
- **3.** Pay 2.9 percent a year, compounded semiannually when bond is held to maturity.
- **4.** Registered as the owner wishes, as the property of one individual or of two individuals or of one individual and one beneficiary.
- 5. Redeemable at any time after 60 days from date of purchase.

These bonds increase in value in 10 years as follows:

			-	•													
\$ 18.75															.\$	25.00	
37.50														٠		50.00	
75.00																100.00	
375.00																500.00	
750.00												٠			. 1	,000.00	

Series F and Series G Savings Bonds yielding less net income are also available for the larger investor.

WRAP UP YOUR FORTUNES IN THE FLAG BUY DEFENSE BONDS AND STAMPS

MISSISSIPPI VALLEY TRUST

http://fraser.stlouisfed.org/ Federal Reserve Bank of St. Louis

MISSISSIPPI VALLEY TRUST COMPANY

SAINT LOUIS

AUGUST A. BUSCH, JR.
Vice-President and General Manager,
Anbeuser-Busch, Inc.

JOHN A. BUSH
President, Brown Shoe Company
A. C. CARPENTER
Vice-President, Bemis Bro. Bag Company
DANIEL K. CATLIN
President, Security Building Company
S. H. CURLEE, JR.

W. C. D'ARCY
President, D'Arcy Advertising Company
FIRMIN V. DESLOGE
President, Smokey Oil Co.
ARTHUR G. DREFS
Vice-President-Treasurer,

Vice-President-Treasurer,
McQuay-Norris Mfg. Co.

ALBERT P. GREENSFELDER
Chairman,
Fruin-Colnon Contracting Company

R E C T O

CHARLES M. HUTTIG

Executive Vice-President,
Huttig Sash & Door Company

HARRY J. LESCHEN

President

A. Leschen & Sons Rope Company

SIDNEY MAESTRE

President

HARRY B. MATHEWS, JR.
President, Mississippi Lime Co.
BENJAMIN MCKEEN
DUNCAN I. MEIER
Vice-President-Treasurer
Ludlow-Saylor Wire Company

W. H. MOULTON
Director, International Shoe Company
HAYWARD NIEDRINGHAUS
President, Granite City Steel Company
DICK OLIVER

DICK OLIVER
New York Life Insurance Company
AARON S. RAUH
Vice-President,
Rice-Stix Dry Goods Company
CHARLES E. SCHAFF

F. D. SEWARD
Vice-President, National Candy Company
A. L. SHAPLEIGH
Chairman of the Board, Shapleigh Hardware
Company, and Chairman of the
Executive Committee
ARNOLD G. STIFEL
JOSEPH L. WERNER
President, Werner Timber Company
HOWARD I. YOUNG

March 10, 1942.

Dear Chester:

Thank you for sending me the ad of the Mississippi Valley Trust Company. The fairy tale side of it brings up painful recollections of the things that were not so that so many of our people believed at one time or another.

I am glad to know you thought the meetings here were worthwhile. I agree.

With best regards,

Sincerely yours,

Mr. Chester C. Davis, President, Pederal Reserve Bank of St. Louis, St. Louis, Missouri.

ET:b