

FEDERAL RESERVE BANK  
OF DALLAS

Dallas, Texas, May 28, 1947

**TO THE EXECUTIVE OFFICER OF THE BANK ADDRESSED:**

During June and July the Treasury Department will promote, through the press, radio networks, magazines, and other media, a Bond-A-Month Plan which will offer to professional men, farmers, self-employed persons, employees of small business firms, and others who are not employed on a fixed wage or salary basis the same automatic bond-buying privileges that the Pay Roll Savings Plan affords to millions of wage and salary earners. The Bond-A-Month Plan is not new or untried, for it has been used successfully by many banks for several years. Banking leaders and banking associations throughout the country, including the American Bankers Association, have pledged their support to the Treasury in this promotion, because they recognize the genuine advantages of the plan.

Bankers, more than any other group, long have appreciated the importance of regular and more or less automatic saving. They have advised their depositors consistently that a small amount saved regularly soon grows to a substantial sum and helps to establish that financial security which every person should attempt to achieve. The Bond-A-Month Plan is consistent with that philosophy. It is simple in its operation and, with the support of bankers, it can be very effective.

Today, many problems confront the country and its leaders, but none of them is of greater importance to everyone than the problem of the management of the huge national debt. Sound management of the national debt must include reduction of the debt as fast as is practicable and spreading the debt widely among the largest number of individual investors. The Bond-A-Month Plan will reach millions of people who are able and, in fact, willing to buy United States savings bonds systematically, but who are not doing so because purchase of the bonds has not been made as automatic for them as it has for others who participate in the Pay Roll Savings Plan. The Bond-A-Month Plan, therefore, offers an opportunity to spread more widely the ownership of Government securities among a very large and stable group of the people of the country and to contribute significantly to sound management of the public debt. This feature of the plan has been exceptionally well received by bankers throughout the country.

The June-July promotion campaign of the Treasury Department has as its twin objectives the universal acceptance of the Bond-A-Month Plan by the nation's banks and by bank depositors. I hope that you and your employees, as leaders in your community, will give the Bond-A-Month Plan your active and wholehearted support, especially in bringing to the attention of your depositors the real advantages of the plan. In addition, it would be very helpful if you, in cooperation with your County Savings Bonds Committee, would arrange to have speakers present the plan at meetings of your local Chamber of Commerce, luncheon clubs, and other similar organizations.

Yours very truly,

  
President