

TRANSFER  
HG 2613  
S24F4

**FEDERAL RESERVE BANK OF ST. LOUIS**  
**ST. LOUIS 2, MISSOURI**

September 12, 1951

*To All Banking Institutions in the  
Eighth Federal Reserve District:*

It is important that the Defense Bond Drive for the sale of United States Savings Bonds launched on Labor Day receive your active support. This bank concurs wholeheartedly with the Treasury in requesting that support so that the objectives of the drive may be fully accomplished.

To encourage individual thrift and savings, to discourage inflationary spending, and to maintain and increase wide distribution of the public debt are the objectives of the drive. While there is no national dollar quota it is hoped that there will be increased participation in regular bond purchase programs, such as the Payroll Savings Plan and the Bond-A-Month Plan as well as an increase in sales generally.

There are several things that you can do to help make the drive which runs through October 27 a success.

- (1) Identify your bank as an issuing agent in any newspaper advertisements or radio announcements that you may run between September 3 and October 27.
- (2) Use Defense Bond copy, which can be made available to you by your county chairman, in any institutional ads that you may run in newspapers or other publications during the drive period.
- (3) Re-emphasize the value of the Payroll Savings Plan or the Bond-A-Month Plan as an easy, certain, safe way for the average American worker to accumulate a nest egg of savings.

Ask your county chairman how you may help. Your support and cooperation are needed to make this drive a success.

DELOS C. JOHNS  
*President*