

FEDERAL RESERVE BANK
OF NEW YORK
Fiscal Agent of the United States

[Circular No. 2716]
[October 19, 1943]

PURCHASE OF WAR SAVINGS BONDS FOR CHRISTMAS GIVING
Special Bond Gift Cover

*To Certain Issuing Agents in the Second Federal Reserve District
Qualified for sale of United States War Savings Bonds, Series E:*

In order to stimulate interest in the purchase of War Savings Bonds of Series E to be given as Christmas presents, an attractive Christmas cover designed for holding bonds intended for Christmas gifts is being prepared by the Treasury Department for distribution to issuing agents who expect a demand for them. The availability of the covers will be widely publicized by State and local War Finance Committees.

The Christmas cover will be a simple folder, with a winter scene reproduced from water colors. A printed card as a part of the design will bear the words "So There'll Always be a Christmas — My War Bond Gift to You." There will also be a line for the name of the recipient. The inside will be slotted to hold a bond. The folded size of the cover will be $4\frac{3}{4}$ inches deep by $8\frac{3}{8}$ inches long.

In view of paper and labor shortages it is very important that the use of these Christmas covers be limited strictly to bonds that are being purchased as Christmas gifts and not for the enclosure of bonds issued during the Christmas rush in the regular course of business. In the case of corporations issuing bonds to their employees, the covers should only be used for such additional bonds as employees may be purchasing to be presented as Christmas gifts and not for the employees' bonds which the corporation is issuing at the Christmas season.

A card is enclosed for indicating your reasonable requirements along the lines specified above. In order that preparations may be made for printing and distributing, it will be necessary to have these cards in our hands on or before November 5, 1943, otherwise it may not be possible to supply the covers. In the interest of economy and conservation of materials, it is kindly requested that your requisitions be limited to reasonable requirements.

Your cooperation will be sincerely appreciated.

ALLAN SPROUL,
President.

(COMPLETE AND RETURN BEFORE NOVEMBER 5, 1943)

To the FEDERAL RESERVE BANK OF NEW YORK
Fiscal Agent of the United States:

Referring to your Circular No. 2716, dated October 19, 1943, a conservative estimate of our reasonable requirements for the special Christmas War Bond covers to be used only for enclosing War Bonds purchased as Christmas presents is

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(Insert quantity)

THIS SIDE OF CARD IS FOR ADDRESS



FEDERAL RESERVE BANK OF NEW YORK

Federal Reserve P. O. Station

New York 7, N. Y.