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GUARANTEE THRIFT NEWS

A HOME
PAPER FOR
HOME PEOPLE }

PUBLISHED MONTHLY BY

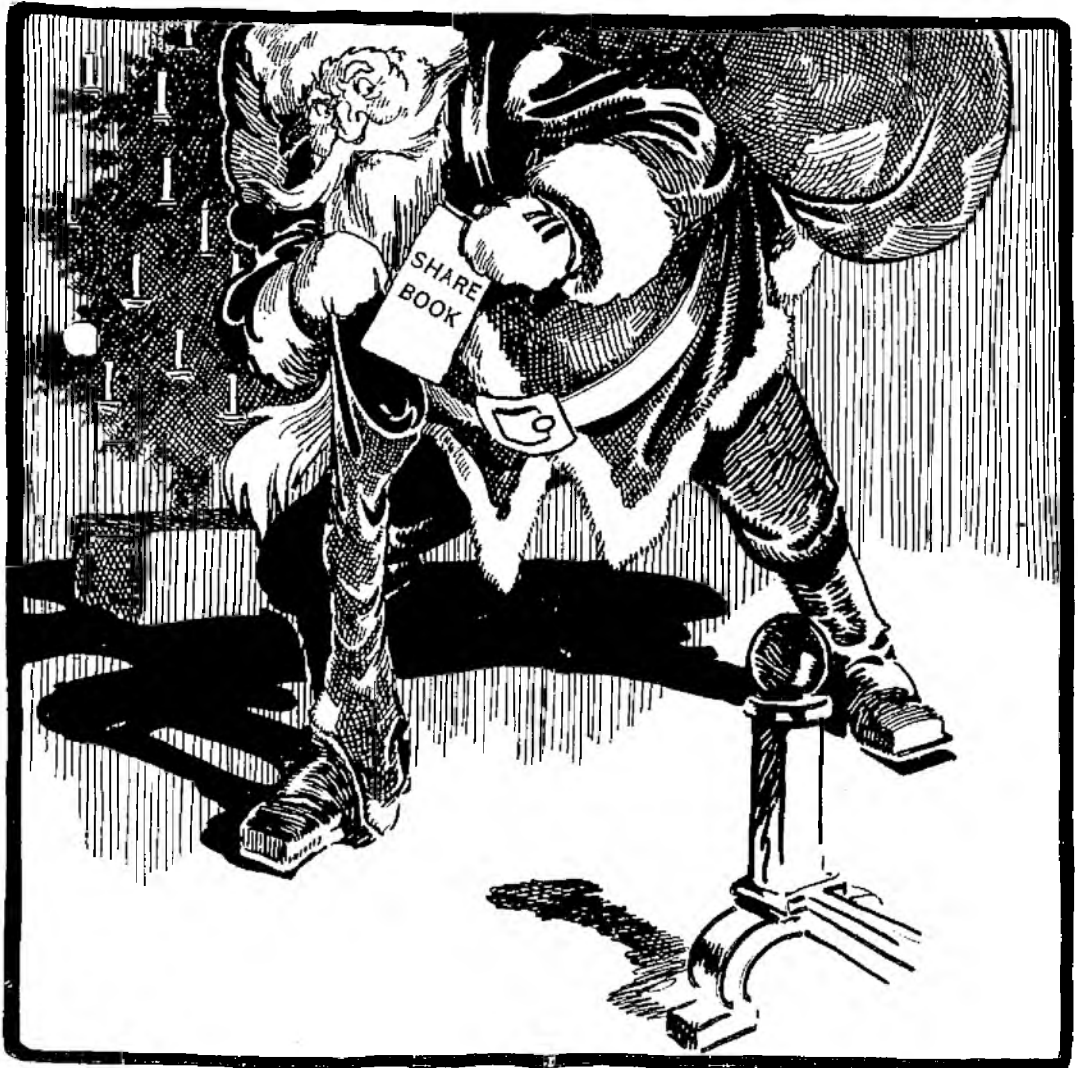
FRESNO GUARANTEE BUILDING-LOAN ASSOCIATION, FRESNO, CALIFORNIA

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No. 8



A SENSIBLE GIFT TO GIVE AND A GRATIFYING GIFT TO RECEIVE
A SHARE ACCOUNT BOOK IN THIS ASSOCIATION
WITH A FIRST ENTRY TO THE CREDIT OF THE FORTUNATE RECIPIENT

BUILDING NEXT YEAR?

Are you looking forward to next Spring or Summer as the time when you want to build your home?



If so, it is not too early now for you to begin to get your ideas, preferences, and desires sifted down into definite plans.

If you already have the lot you want, well and good, but if not, better not wait too long to make a careful choice of location and purchase your land.

As various aspects of your home may depend on the site you select, with this settled you can really get down to the actual details of planning.

Meanwhile, as soon as you can, come in for a little chat and let us see if we can give you any helpful suggestions on the subject of home-building.

We shall be prepared, at the same time, to tell you all you want to know about the important angles of home-financing.

You will incur no obligation in consulting us but in this way you can get a direct line on financing your home and you may come by other information that will prove quite valuable to you.



EXPENSIVE CONVERSATION

A young Scottish couple went a-courting. Sandy was extremely shy; but after an hour's walk in silence he managed to say:

"Jennie, will ye mairry me?"

Jennie promptly answered: "Aye, Sandy."

After another hour's silent walk, Jennie inquired if he was not going to talk to her, but Sandy very solemnly responded:

"I ha'e already talkit ower muckle."



ALADDIN'S LAMP

Much of the inclination of the present generation to spend as it earns is owing to the lack of proper training in youth.

If you have a boy or girl old enough to understand, teach him or her the saving habit along with the ten commandments.

A share-account book is a regular Aladdin's lamp, when we come to realize it.

There are good things of life that we all strive for and which should come to us when we need and appreciate them most. But each brings up the question, "How much money have you?"

The answer is satisfactory when the saving habit has been formed early and strictly sustained.



COULDN'T PIN IT ON HIM

Teacher—I asked your son who wrote *Macbeth* and he told me that he didn't.

Father (proudly)—Well, ma'am, he's a truthful boy, and if he told you he didn't, he didn't.

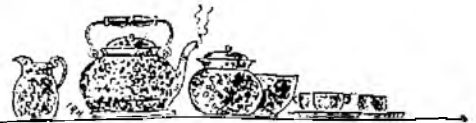


NOT CONVINCING EVIDENCE

"He says he can prove he is related to you."
"Oh, that fellow's a bit cracked, you know."
"Yes, but that may be only a coincidence."



HOUSEKEEPER'S CORNER



Soot may be removed from a rug by covering the spot with salt and then sweeping briskly.

To keep salt from hardening in the salt cellar, add $\frac{1}{2}$ teaspoon of cornstarch to each tablespoon of salt.

To test purity of coffee, pour cold water on it; if the water assumes a brownish hue, it is a sign of chicory.

Add a tablespoon of lemon or vinegar to the water in which an egg is poached and the egg will hold its shape better.

Heavy wrapping paper put on the bed springs under the mattress will help to prevent the rusting of the mattress in damp weather.

Potatoes should be cooked in their skin or pared very thin, because much of their valuable mineral matter lies close to the skin and is lost if the parings are thick.

FIRST SAVINGS AND LOAN IN THE UNITED STATES

From the simple efforts more than a century ago of a group of Pennsylvania neighbors to aid each other in building homes has grown the multibillion-dollar system of mutual saving and home-financing institutions in America today.

Although the first known savings-and-loan association was founded at Birmingham, England, in 1781, the movement did not find root on American soil until 1831, when citizens of Frankford, near Philadelphia, banded together to promote home building through the formation of the Oxford Provident Building Association.

In that early association, composed of a group of neighbors, each shareholder paid in \$3 a month on every share held, and was entitled to a loan of \$500 for the purpose of building or buying a home.

Curiously enough, the first loan went to a man named Rich—Conly Rich. But Rich belied his name, for the minutes of later meetings show that he finally was compelled to sell his equity to a member more able to carry the loan.

The original bylaws of the Frankford Association are filled with human interest. Some of them were:

"Any trustee who shall absent himself from any stated or special meeting of the association or board shall be fined in the sum of 25 cents for every such absence unless prevented by sickness or family affliction.

"The treasurer shall be fined for non-attendance at any stated meeting in the sum of 50 cents. For neglecting to furnish a report of the finances at the semiannual election, the sum of \$1, and no excuse to be taken unless for sickness or domestic affliction.

"The secretary shall be fined for non-attendance at any stated meeting of the association or special meeting of the board

of trustees, in the sum of 50 cents, unless prevented by sickness or family affliction and in case he neglects to attend from any cause he shall send the books to the place of meeting in good time; for each and every infraction of which he shall be fined in the sum of \$1 and no excuse admitted.

"If any member shall attend any of the meetings of the association or board in a state of intoxication he shall be fined in the sum of 25 cents and forthwith be compelled to leave the room.

"And if any member shall behave disorderly so as to disturb the meeting, he shall be fined in any sum not less than 4½ cents nor more than \$1 and if he persists in such conduct he shall be fined in any further sum (in addition to the former) not less than 25 cents nor more than \$2."

From such beginnings, thrift and home financing institutions have grown into one of the richest and largest groups in the American economy.



SUCH POPULARITY IS DESERVED



There are nearly ten million share accounts on the books of saving-and-loan associations in the United States, according to the latest note we have made of the matter, and the total assets of these institutions exceed \$6,000,000,000.

Numerous sound reasons may be cited to account for the merited popularity of this method of saving and investment.



The President's Monthly Letter

A few weeks ago the magazine "Life" inaugurated a novel campaign to encourage home ownership. Calling attention to the fact that Americans spend as much for radios as they do for building houses, "Life" pointed out that home ownership is really easy for almost any family with a steady income. Four representative families in different income groups ranging from \$2000.00 to \$10,000.00 a year were selected in the East, South, Midwest and Far West. Outstanding architects were commissioned to design "traditional" and "modern" houses for each family to meet their needs and dreams as closely as possible within the limits of their respective incomes.

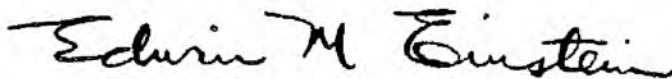
"Life's" campaign for well-designed homes is timely and welcome. Disappointing results have come from previous attempts to make home building an important factor in leading the nation out of depression. Through huge, well-organized advertising campaigns great corporations have succeeded in selling the American public millions of automobiles, radios, refrigerators, etc. each year. But there are no great companies manufacturing, selling and delivering complete houses. As a consequence, there is no high-pressure, nation-wide effort to induce people to buy homes.

In the absence of such a campaign the public is generally misinformed about building costs. Few people realize that average 1938 building costs are about 10% less than those of 1926, which is usually considered a normal year. Few realize how much superior the 1938 model home is to that of 1926. Today's modest homes contain many features either unknown twelve years ago or considered luxuries then. Loan terms now are much more favorable to the borrower than in 1926. In short, all factors indicate the wisdom of home purchase now.

In a press conference some weeks ago, President Roosevelt told reporters of his efforts to find satisfactory means of financing the construction of modest homes for people of small means. He suggested raising funds from investors who have from \$1000.00 to \$10,000.00 on which they would be satisfied with a return of 3% to 3½%. The President's advisers evidently neglected to remind him that this is the very function of building and loan associations. There are about 6000 of these institutions scattered throughout the nation, specializing in the accumulation of small savings to be used in financing the construction of modest homes. For over 100 years we have been at this job and have naturally learned how to handle construction loans promptly, efficiently and safely.

President Roosevelt, we are here! We have the funds, the experience and the desire to serve prospective home owners of modest means described in your press conference of November 1st.

Cordially yours,



PRESIDENT



Some Real Estate Considerations from the Standpoint of the Home Owner

"Be it ever so humble, there's no place like home." There's a wealth of truth in the above line and we agree that a home has an uplifting influence on the family, in contrast to living in rented quarters, even if the home is located on an undesirable street and even if the home itself is somewhat out of date.

However, even if a home is paid for, the time may come when it is desirable to sell or a loan may be needed to tide the owner over some unusual situation. Then it is that the conditions surrounding that home assume particular importance to the owner. In such a case the owner is concerned not so much as to what that home is worth to him as he is with the value that may be placed on it either by a possible buyer or by parties asked to make a mortgage loan.

When you are buying or building a place to live in, you may feel that the home doesn't have to please anyone but you and your family. If it suits you, it is no one's else concern. No, you should not take that attitude for the reasons given in the preceding paragraph.

You should weigh the re-sale or loan value of your property just as you would do when buying an automobile. If you select a car of some little known maker or one produced by a plant that has gone out of business, you may get a car capable of excellent service but when the time comes to sell, you discover that the cash value is next to nothing.

Similar considerations apply to a residence. It is well to anticipate the possible future value of a home before you buy or build it.

For your guidance, here are the main factors that would be noted if your property were to be appraised for a loan:

1. Suitability of the property to its location.
2. Quality of the building material.
3. Sound construction methods.
4. Soundness of the architectural design.
5. Presence of necessary public utilities and transportation facilities.
6. Planting and landscaping.
7. Relation to existing zoning situation.



Here's a Big Christmas Present

When we give people *things*, we do not benefit them a lot.

When we give them ideas or thoughts or viewpoints that help in their daily lives, we have conveyed gifts of immeasurable value.

We recently read something that perked us up, so we pass it along as a gift to you. If you like it, you may pass it along to your friends.

We do not know who wrote the following, since it appeared without authorship. Here it is:

LET THE GROWLERS GROWL,
AND THE HOWLERS HOWL,
AND THE PROWLERS PROWL,
AND THE GEE-GAWS GO IT;
***** BEHIND THE NIGHT
THERE IS PLENTY OF LIGHT,
AND THINGS ARE ALL RIGHT,
AND—I KNOW IT.

If you liked that, you will probably like this also:

Thought

We build our future thought by thought,
For good or ill, yet know it not.
Yet, so the universe was wrought.
Thought is another name for fate;
Choose, then, thy destiny and wait,
For love brings love and hate brings hate.

PHILOSOPHY



Reasonable economy contributes to character; no cash control, no self-control.

Thrift habits given to a child may be worth much more to him than much wealth willed to him later on.

He who purchases everything he wants today may not be able to purchase anything he will need tomorrow.

A necessity is something we can't get along without, but do. A luxury is something we ought to get along without, but don't.

"Chicken feed" is the belittling slang term for small change. Spend it and it fattens another's fortune. Save it and it fattens yours.

When a fellow says he hasn't patience to save little sums in a share account, it's a sure sign that some day he will wish he had.

If saving were only as certain as hard times, like Joseph in Egypt we should all be prepared to face the lean years when they come.



PENNYWORTH OF BAD LUCK

A Scotchman who was going to take a trip from Boston to New York by train was advised to throw a penny out of the window at every tunnel for good luck.

When he returned to Boston he was asked if he had won good luck by tossing a cent out of the window at every tunnel and he answered: "I had good luck the first three times, but the fourth time I had bad luck."

"How did you meet misfortune at the fourth tunnel?" he was asked and he answered: "The string slipped and I lost the penny."



REAL DIPLOMACY

"I've decided on a name for baby," said the young mother. "I shall call her Euphrosyne."

Her husband did not care for the selection; but, being a tactful fellow, he was far too wise to declare his objection.

"Splendid," he said cheerfully. "The first girl I ever loved was called Euphrosyne and the name will revive pleasant memories."

There was a brief period of silence. Then: "We will call her Elizabeth, after my mother," said the young wife firmly.

YOU HAD BETTER—

—be a little fellow going up than a big fellow coming down.

—pin your faith to pluck, than waste your breath pursuing luck.

—be safe in selecting your investments than sorry for your folly.

—be a power in your community than a perplexing problem for it.

—have a share account than run the risk of becoming a "no account."

—save what you can, while you can, than what you mean to after while.

—provide for your old age than argue that the world owes you a living.

—give your friend an occasional bouquet along the way than a hearseful on his funeral day.



CULTIVATE YOUR COURAGE

Perhaps no other state of mind incapacitates a person so badly as fear.



It must be subdued in order to make the brain cage a workshop for the better faculties.

A mild attack of this disease can often be put down by a little forced optimism, even by merely keeping the corners of the mouth turned up.

But fear assumes many forms and its roots sometimes run deep, so that drastic action is needed to eradicate it.

Has it ever occurred to you that the acquirement of a home eliminates fear in various forms? Yes, it destroys—

—fear of rapidly rising rents;

—fear of disadvantageous moves;

—fear of "30 days' notice to vacate;"

—fear of being saddled with a costly and undesirable lease;

—fear of being unable to make rental payments later on in life.

It's certainly worth something to get rid of these bothersome fears.

Our association can help you to do it.



THE MAN WHO DELIVERS

The failures of life sit around and complain
That the gods haven't treated them white;
They've lost their umbrellas whenever it rains,
And they haven't their lanterns at night;
Men tire of the failures who fill with their sighs
The air of their own neighborhoods;
There's one who is greeted with love-lighted eyes;
He's the Man Who Delivers the Goods.—Walt Mason



TEN YEARS BETWEEN ACTS

A stranger knocked at a man's door and told him a fortune was to be made.

"Um," said the man. "It appears that considerable effort will be involved."

"Oh, yes," said the stranger. "You will pass through toilsome days; you will have to use your wits and watch the corners; you will have to deny yourself a good many trifling pleasures while you work; it will require saving, and saving is not always easy, at least not until you have formed the habit."

"Um," said the man with a frown of impatience, "and who are you?"

"I am Opportunity."

"Um," said the man. "You call yourself Opportunity but you look like hard work."

And he slammed the door.

The winters and summers rolled round and the man no longer found it easy to obtain a living. From subsisting contentedly hand-to-mouth he degraded to a street beggar. One day he rang at the door of a mansion and there appeared a stranger who had a familiar countenance.

"Give me food, give me anything, give me work, *hard work!*" he besought.

"You should have thought of that ten years ago," said the stranger curtly. "I came to you once. You had your chance. I must now devote my attention to more worthy people."

"Um-m-m," whined the beggar, "and who are you, sir?"

"I am Opportunity," said the stranger. And he gently closed the door.



If you are not already enrolled as a member of this mutual thrift institution, you are cordially invited to join our great group of savers and investors who are making successful progress and steadily increasing the security of their respective positions in life. We shall be glad to give you ample evidence of the financial safety you will enjoy with us and to cite our dividend record as an indication of what you may reasonably expect in the way of earnings on your invested funds. A very small amount will start your share account. We want you on our books.

SELLING IN SHORT LENGTHS

"They say he made a fortune from his oil well."

"I didn't know that he had struck oil."

"He didn't but he hit upon the idea of pulling up the well and selling it for post holes."



HAD SWALLOWED THE HOOK

"When he proposed to me he was so nervous that he acted like a fish out of water."

"Natural enough. He knew he was caught."



SIMIEN RELATIONSHIP

Mother—(holding cross youngster up to mirror)—See the crying monkey?

Youngster—And is that the monkey's mother?



THE STRENGTH OF A PERSON, A RACE,
OR A NATION IS MEASURED IN TERMS OF
ACCUMULATED CAPITAL IN USE. G. H. Davis





JUST
—IN—
JEST

"Her house is just what you might expect."
"My dear, of course it would be, wouldn't it?"

"They say that girl is getting a man's wages."
"Yes, I heard she was recently married."

"How are you coming along with your dieting?"
"Well,—things are beginning to shape up a bit."

"Could you ever care for a fellow like me?"
"Maybe so—if he were not too much like you."

Mr.—My razor isn't cutting right at all!

Mrs.—Why, do you mean to tell me that your beard is tougher than the linoleum?

Butcher—We have some very nice cured ham.
Bridg—I prefer some that has never been sick.

"It seems she almost worships her husband."
"Yes, places burnt offerings before him daily."

"Why does she call that fellow Maple Syrup?"
"Maybe just because he's such a refined sap."

"Pat, honor bright, do you believe in Fate?"
"Without thim, what would ye be standin' on?"

SATISFIED WITH THIS YEAR'S SAVING?

| Month of DECEMBER | | | | | | | Year 1938 |
|-------------------|------|-------|------|--------|------|------|-----------|
| Sun. | Mon. | Tues. | Wed. | Thurs. | Fri. | Sat. | |
| | | | | 1 | 2 | 3 | |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 | |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 | |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 | |

Money to Lend



If you want to buy a home, or build a home, or improve a home,—come in NOW and see us about a loan. The earlier you apply, the better your chances of getting what you require.

Our loans are made on fair terms and have several particular advantages for the borrower.

Whether you plan to buy, build, modernize or refinance, it pays to deal with the FRESNO GUARANTEE. Our officers are friendly, local men interested in your problems. Ask for details now. There is no obligation.

Fresno Guarantee Building-Loan Association

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