

Mr. Roy S. Peterson  
603 N. 6th St.,  
Fresno, Calif.

Sec. 562, P. L. & R.

U. S. POSTAGE

1c Paid

Fresno, California  
Permit No. 112

POSTMASTER: If forwarded to new address notify sender on FORM 3547. Postage for notice guaranteed.

# GUARANTEE THRIFT NEWS

A HOME }  
PAPER FOR }  
HOME PEOPLE }

PUBLISHED MONTHLY BY

FRESNO GUARANTEE BUILDING-LOAN ASSOCIATION, FRESNO, CALIFORNIA

ASK TO BE  
PLACED ON OUR  
MAILING LIST

Vol. 14

MARCH 1937

No. 11



## *A Little Home*

*God send us a little home  
To come back to when we roam—*

*Low walls and fluted tiles.  
Wide windows—a view for miles.*

*Red firelight and deep chairs,  
Small white beds upstairs.*

*Great talk in little nooks.  
Dun colors—rows of books.*

*One picture on each wall—  
Not many things at all.*

*God send us a little ground—  
Tall trees standing round.*

*Homely flowers in brown sod—  
Overhead, thy stars, Oh God.*

*God bless, when winds blow—  
Our home and all we know.*

—Florence Bone

## For Your Children



Consider these facts. The average college graduate, according to the United States Bureau of Education figures, earns twice as good a living as the high school graduate, and four times as much as the average person who goes through grade school only.

Of course these are averages, and you can think of exceptions, but in general education means much in the chance to win success and happiness from our modern life.

It costs around \$2,000 to send a boy or girl through college. Most families don't have that sum available when their children are ready for college. They could have it if they saved a little at a time, planning and working toward that end.

Why not start a "College Fund" for your child now. A few dollars a month may mean the difference between failure and success?

### On Getting Things Done

Have you ever noticed that when you have a whale of a lot of work to do that *must* be done—you work faster and more efficiently and *do* get it done,—and do a better job than usual in the bargain?

Why not use that same technique to step up your work and accomplishment all the time? Think of the increased earnings and satisfaction that would soon be yours.

You can do it—and here's how. Sit down and figure up just how much you average a day in the work you turn out now. Then double those figures and set out tomorrow and every day after that to meet the new double schedule.

Drive yourself—but make a game of it. Remember, it can be done all the time because you know you have already done it some of the time—you have already proved to yourself that you can do it. Now it's a matter of changing "some" to "all" the time.

And then—watch your smoke. You may not hit that 200 per cent every day, but you can be sure you will beat your present records all hollow!

### Persistency is What It Takes

If you are to succeed in your savings program you must use three things: Brains, Energy and Persistence, and the greatest of these is persistence.

You may be intelligent and energetic, but if you don't use stick-to-itiveness, you'll never reach your goal.

Practically all who fail at saving are "One-Timers". They are the kind that try anything once and then quit. And then they wonder why someone else with a smaller income succeeds where they have not.

The man who will use common-sense, and stick to his program like a tenacious bulldog, is the man who makes a big success of his savings undertaking.

### Mistakes

The man who is quick to admit his mistakes is the man who is preparing for a bigger job. He learns rapidly because he does not fear the charge of inconsistency, knowing that inconsistency is the bugaboo of little minds and little men. He uses his mistakes as stepping stones to progress.

*One today is worth two tomorrows.*—Ben Franklin

*Those who bring sunshine to the lives of others cannot keep it from themselves.*  
—J. M. Barrie



*for their future*

### Save a Little

*Do you plan to build a home?*

*Save a little.*

*Or perhaps you'll want to roam;*

*Save a little.*

*For if you spend all you make,*

*You will not a journey take,—*

*There will be no home to make;*

*Save a little.*

*If you're drawing a pay check,*

*Save a little.*

*If in business for yourself,*

*Save a little.*

*For there's sure to come a time,*

*When the sun won't always shine,—*

*And you may not have a dime;*

*Save a little.*

*Save a surplus is the cry;*

*Save a little.*

*Let it thrive and multiply;*

*Save a little.*

*Then when you're growing old,*

*This old world won't seem so cold,—*

*You'll fall back upon that gold;*

*Save a little.*

### Are You Qualifying To Be a 'Boss'?

Have you ever noticed in reading the life story of outstanding men, such as Carnegie, Rockefeller, or John Wanamaker that they have one thing in common?

The fact that, though they started even with thousands of others whom they now boss, they learned to boss themselves first. They had the common-sense and the will power and restraint to save until they had amassed a small working capital, and then with this, they went into business for themselves. But note that they had to boss themselves and their personal resources before they could begin the climb to the outstanding positions they now command.

### As the Papers See It

*Light travels inconceivably fast until it encounters a human mind.*—Wall Street Journal

*There is always something wrong with a man, as there is with a motor, when he knocks continually.*—Columbia Record

*We've always liked Columbus because he came to America simply as a discoverer and not as a lecturer.*—Brooklyn Eagle

### The First Principle

Sir Thomas Lipton said: "Saving is the first great principle of all success. It creates independence, it gives a young man standing, it fills him with vigor, it stimulates him with energy; in fact, it brings to him the best part of any success—happiness and contentment. If it were possible to inject the quality of saving into every boy we would have a great many more real men."



## The President's Monthly Letter

President Robert Gordon Sproul's recent visit to Fresno to address alumni of the University of California inspired me to spend a pleasant evening delving through old volumes of "Blue and Gold" to refresh my memory of happy college days. Although we were contemporaries, Dr. Sproul was only a lowly Freshman, while I was a mighty Sophomore.

One of the most interesting experiences during my four years on the Berkeley campus was the Labor Day celebration on February 29th in 1912. Every four years the University sets aside Leap Year's extra day for the accomplishment of some needed campus improvement by the toil of its male students. First suggested in 1896 by a regent of the University, Labor Day became a tradition which has added many worth-while improvements and has afforded students an opportunity to express their devotion to their alma mater in terms of hard labor.

The particular task set for Labor Day in 1912 was the building of a roadway to the then new Agriculture Building. The road itself was perhaps not so important as the spirit of loyalty which its building engendered. Various college departments vied with one another for supremacy in costume and in physical accomplishment. Students of the College of Agriculture wore broad-brimmed straw hats and bandanas with corn-cob pipes; those of the College of Mines wore jumpers and miner's caps, with miniature lamps. "Social Science" wore white carnations.

The sweating toilers struggled at their tasks from eight o'clock until one, when picks and shovels were exchanged for knives and forks at an al fresco luncheon served on California Field by the women of the University. Under any circumstances it's a large order to feed 1800 people, but when those persons happen to be husky college boys who have just spent five hours in unaccustomed physical exertion, what a task it must have been!

The afternoon was devoted to sport and comedy, including a grotesque parade and carnival staged by some of the men students. A suitably garbed "kink" and queen, attended by awkward flower "girls", witnessed the festivities from a portable throne. Cracker and pie eating contests, obstacle races and jousting tournaments filled the memorable afternoon. The winner of the jousting tournament was crowned by the "kink" with a luscious blackberry pie.

The official announcer of the afternoon's program was "Bob" Sproul, then president of the Junior Class. In reminiscing over the events of twenty-five years ago with Dr. Sproul, we both marvelled at the fact that his stentorian voice, unaided by modern sound amplifiers or even a megaphone, could readily be heard by all participants and the thousands of spectators occupying one side and one end of California Field's bleachers.

As I write these lines, the same clear voice is accompanying its owner on a tour of Southern California, announcing, not Labor Day contests, but events of interest to alumni concerning the University of California of which "Bob" Sproul is now President. Still "Bob" to his friends, Dr. Robert Gordon Sproul is recognized as one of America's outstanding college presidents. The institution over which he presides is not only the nation's largest, but is rated as one of the two or three best Universities. I am sure that Dr. Sproul's enthusiasm and sincerity have had much to do with the University's reputation. And I like to think that the hearty, spontaneous laugh and the stentorian voice that I knew as an undergraduate perhaps have played their part in contributing to his success and to that of his and my alma mater.

*Cordially yours,*

*Edwin M. Einstein*  
PRESIDENT

## A Large Income is not Enough

We knew a professional man who earned from \$10,000 to \$12,000 a year and yet he was a failure. He might have saved \$5,000 a year but HE DIDN'T. There was a flaw in his make-up. He was too generous. He lived expensively. He was a lavish entertainer. His table carried the finest foods to be had. He had a new and costly automobile every two years. He dressed in the finest materials,—had a dozen pairs of shoes and dozens of silk shirts that cost him \$15 or \$20 each. In all these gratifications of personal taste and



appetite he took great pleasure. But in all the prosperous years he never possessed one of the greatest comforts a man and his wife can enjoy—A HOME OF HIS OWN. He lived in fine rented houses and hotels, and dined frequently with his wife at his club. All these indulgences were mistakes. In twenty-five years he destroyed every opportunity to get on the solid footing which adds so much to the respect and confidence a man's career should build—a home and sound investment accumulations.

As the years hurried along he found it impossible to shake off the habit of spending practically all he earned. His indulgences had their inevitable effects, first on his health, then on his confidence, and last on his character. But all the time he worked and earned. His industry never flagged and his ability continued. But the home he should have owned, the financial security outside his professional earnings that might have been his, never came. It is thus with too many business men who put off saving and self-denial until they are too late, and the spending habit has destroyed all hope of a substantial success. But an even worse consequence must be noted to make the record complete. This man's lovely wife could not but realize his delinquency and sorrow over it. Alas! the mistakes men make in their lives.

## HOME

### A Permanent Abode

What people pay to landlords isn't the only uneconomic thing about renting. Here are a few interesting figures:—

Telephone books change about 33½ per cent every six months. City directories, which are usually published annually, change between 60 and 70 per cent each year. Automobile registration lists are only 65 to 70 per cent effective after a few months.

These changes all mean costs of some kind. First of all they mean a cash outlay of millions of dollars annually. The moving van is growing more expensive each year and is making greater and greater inroads on the surplus earnings of millions of men and women. It is estimated that in Chicago alone on "Moving Day," 300,000 families change living quarters. Putting the minimum moving charge at \$15 per family, which is indeed low, we have a cash expenditure of \$1,500,000 for this one item. Figuring the urban population of the United States at 57,000,000, which is perhaps a little low, we should have, on the basis of the Chicago calculation, a "Moving Day", on which 5,700,000 families would change their living quarters at a cash outlay of \$28,500,000.

There is a second cost of moving, namely, the wear and tear on household equipment. It is estimated that three "moves" is about the life of furniture. Fixing the value of the average set of household equipment at the low figure of \$150, and charging one-third of this amount as a part of the cost of moving we have an annual cost in Chicago alone of \$15,000,000 and in the United States a cost of \$285,000,000. Add to this the cash outlay of \$28,500,000 and we have a total of \$313,500,000 per annum which can justly be charged up to moving. If we should invest that money in houses on the basis of \$6,000 per house we could build or buy 52,250 houses, which, allowing five persons to each family, would furnish homes for 261,250 people—a city about the size of Louisville, Ky.

What's the answer?

Many people will keep right on in their wasteful ways, but you don't need to. You can have a home of your own if you want it. We stand ready to help you finance the matter.



### Home Is Where The Heart Is

The biggest thing that makes your home a home is your family. Without them it would be an empty house, not a home.

But there are other things not as important, but still important, that help to make a home more of a home.

Better furnishings, more furnishings,—that are of utility and comfort, as well as beauty. These things do much to make your home worth more to you.

A flower garden, shrubbery, more trees—all these things add immeasurably to a home.

And well up the list, if not at the head, is the need for home ownership. How can you enjoy the full satisfaction of all that you have invested in your home, if the house and the grounds are not yours?

You owe it to yourself and to your family to own your home. And the best part of it is—you will be saving yourself money in the bargain. Please come in and let us tell you how we are helping many people to home ownership.

### “He Meant Well, Tried Little, And Failed Much”

The above appears on a headstone in a cemetery near Saratoga, New York, because a wife had the courage to thus summarize the record of her spouse.

All of us have big ambitions, big plans. We mean well, and want to get ahead in life.

But if we don't couple up those bright ambitions with a driving energy to get out and get action every single day in the week, we won't make much headway.

Every man of us needs to check himself every day by striving to make every day his record day.

There's plenty of real work to be done in this modern world. All it takes to do it is concentrated action *Today*.

*The world is always  
ready to receive talent  
with open arms.*

—Oliver Wendell Holmes

*Husband*—Have you ever thought what you would do if I should suddenly die and leave you?  
*Wife*—Leave me how much?

“Dad, it says here that a certain man was a financial genius. What does that mean?”  
“That he could earn money faster than his family could spend it.”—*Exchange*.

*How happy are the pessimists! What joy is theirs, when they have proved that there is no joy!*—Echenbach

*Nine-tenths of the world is entertained by scandalous rumors, which are never dissected until they are dead, and, when pricked, collapse like an empty bladder.*  
—Horace Greeley

*It is cheap popularity that is based on a man's ability to do nothing and to say nothing.—Carson*

*The light of the world comes from two sources—the sun and the student's lamp.—Bovee*

Our institution has always been conservative in its policies. Our practices have been aimed, above all other considerations, to fully protect every penny entrusted to us. In this we have been successful. Your funds are exceptionally safe when invested here.



### The Old Philosopher Says:

Some say the pen is mightier than the sword, but many times silence is more powerful than either. Many problems are better solved by restraint or silent action than by a torrent of argument and hard words.

*Do not fear misunderstanding. There always will be misunderstanding in all things, but that is not important. Every action and every idea must, in the end, stand on its own feet, so why waste breath to protect it from misunderstanding in the beginning?*

No human being finds full happiness until he finds something greater than himself to give himself to.

*Formula for accomplishment: Make the most of what you have, in your regular job and your regular circumstances, right now.*

The man who stands firmly on the truth in all things has nothing to fear.

*It's really surprising how much common-sense we all have—and don't use. All of us know we must provide for life's tomorrows, but do we do it? We must save, if the future is to be happy.*

To get the most out of life we need to live it every day with the same open-minded attitude that a good research scientist uses in solving his problems. Life will be the richer if we can but live it with the broad scope of an open mind and heart.



### Don't Get In a Jam

There's not much happiness in living if your days are filled with nothing but worry and trouble over bills and debts.

If you would be happy, live within your income. And to insure against the debts that sickness and death and unemployment can bring, make it a sure part of your program to save something every pay-day.

You never know when you will need extra money to tide you over. Start today to save regularly and thus guard against future worry and unhappiness.



# Just in Jest

"What's a genius, Pa?"  
 "Near's I can tell, Son,  
 it's a crazy fool—who makes  
 good."

Ever notice, when there's a piano to be moved,  
 how many fellows grab the stool?

"What sort of a chap is Johnson?"  
 "Well, if you ever see two men in a corner, and  
 one looks bored to death, the other is Johnson."

"Yes, sah, Ah's a great bass singah."  
 "Wheah did you-all learn to sing?"  
 "I graduated from a correspondence school."  
 "Boy, you shuah lost lots ob yo' mail."

"What's all dat noise and dem gwines on ovah  
 't you' house las' night? Soun' lak a packa cata-  
 mounts broke loose."

"Dat? Nothin' only de gemmen from de 'stall-  
 ment house collectin' his easy payments!"

*Terrence*—"Tis a fine lad ye have there. A mag-  
 nificent head and noble features. Could ye lend  
 me a couple of dollars?"

*Pat*—I could not. 'Tis me wife's child by her  
 first husband.

Forward in the MARCH  
 to Financial Independence

Month of MARCH							Year 1937
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				



## Mad as a March Hare!

The person who maintains no thrift fund is  
 almost that,—almost as mad as the hare.

The hare goes bobbing about very picturesquely  
 but he winds up nowhere in particular.

Where, we ask you, does any man get who  
 saves no money, who acquires no capital for  
 future success?

The Fresno Guarantee is paying 4%  
 from date of investment.

## Fresno Guarantee Building-Loan Association

EDWIN M. EINSTEIN, President  
 915 Van Ness Ave.

H. L. ANDREWS, Secretary  
 Phone 3-3281