

SPRING, 1933.



Onward

A THRIFT MAGAZINE

Published by the Citizens Savings Bank in the interest of its Depositors & Friends



SPRING IS THE TIME TO SOW THE SEEDS



A College Education

of



A Happy Marriage

YOUR AMBITIONS AND DESIRES



A Public Career



A Business of Your Own

PLANT SOME DOLLARS AND WATCH THEM GROW!

CITIZENS



SAVINGS

Cor. Bowery and
Canal Street

BANK

Opp. Manhattan B'dge
New York, N. Y.

A SURE AND STEADY GROWTH SINCE 1860



~ Onward ~

A THRIFT *MAGAZINE*

Published by the CITIZENS SAVINGS BANK, *New York, N.Y.*

Number XIV

Spring, 1933

MORE PRECIOUS THAN GOLD



THE RIGID and conservative standard of safety which this Mutual Savings Bank has maintained throughout the seventy-three years of its existence, dispelled the doubts and fears of its 50,000 depositors during the recent crisis, thus proving that

There is something finer, stronger and more precious than gold in the relationship between this Bank and the people of the community which it serves—

FAITH AND CONFIDENCE

GUARDIANS of YOUR MONEY



WHO'S WHO Behind the Bank Counter

MANY OF OUR DEPOSITORS can still remember how in 1924, without disturbing the business of the institution, our present bank building was built under, around and over the old structure—for that construction feat and the beauty of the new building itself impressed thousands of people for miles around.



Frederick Becker

During that time there worked at a nearby commercial bank one Frederick Becker, an ambitious young man who, too, was deeply impressed. He had long had a desire some day to be associated with a real savings bank. Here, indeed, was one which appealed to him because of its past record of safety and preparation for future growth, usefulness and service to its depositors.

Anxious to augment his earnings,

and being observant young Becker had noticed that the Citizens Savings Bank kept open and transacted a lot of business on Monday evenings. And so he decided to apply for part-time employment. The officers of the bank, too, were impressed . . . impressed with his apparent resourcefulness and pleasing personality, good character and previous banking experience . . . so much so that they hired him—full time.

For two years Mr. Becker worked faithfully and diligently as a Teller. But even in such an important position his natural aptitude for meeting people couldn't be given full sway, and he was therefore appointed Solicitor.

In this vital phase of our Bank's work Mr. Becker has found his real opportunity for exercising his exceptional qualities for making friends . . . and encouraging and persuading those friends to become depositors. Thus, thru the years, he has earned the gratitude of thousands of men and women, the personal satisfaction of doing great work, and the admiration and respect of his superior officers and fellow workers . . . for which he may be justly proud and happy.

CITIZENS SAVINGS BANK

Bowery and Canal Street

NEW YORK

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CITIZENS PROMPTER



OUR NATION'S CAPITOL

MOST EVERYONE knows that the Capitol at Washington, D. C. is the home of the legislative branch of our government—the House of Representatives and the Senate—but few of us know anything about the history of the structure itself.

President Washington, with imposing ceremonies, laid the cornerstone of the Capitol on September 18, 1793. The original designs were prepared by Dr. William Thornton, and the construction work—sandstone from quarries at Aquia Creek, Va.—was done under the direction of Stephen H. Hallett, James Hoban, George Hadfield and B. H. Latrobe. The north wing was finished in 1800 and the south wing in 1811.

The Capitol was burned in 1812, when the British occupied Washington, but promptly repaired after they had been driven out. In 1818 the central portion of the building was begun and the entire job completed in 1827.

On the 4th of July, 1851, President Fillmore, with Daniel Webster officiating as orator, laid the cornerstone for the extensions. The work was carried on under the architectural directions of Thomas U. Walter until he resigned in 1865, when it was completed under the supervision of Edward Clark.

The Material used in the walls is white marble from quarries of Lee, Mass., and in the columns from the quarries at Cockeysville, Md.

The Dome of the original central building was constructed of wood, covered with copper, but this was replaced in 1856 by the present structure of cast iron—crowned by a bronze statue of Freedom, modeled by Crawford.

The House extension (Representatives' Hall) was first occupied for legislative purposes December 16, 1857, and the Senate Chambers January 4, 1859.

Tax assessors value the Capitol and grounds at over \$53,000,000.

* * *

FREE PUBLICATIONS

prepared by us to encourage greater and more enlightened citizenship:

How to Become AN AMERICAN CITIZEN

Also a handy pocket-sized booklet containing all amendments and

THE CONSTITUTION of the United States of America

Mailed with our compliments postage prepaid to anyone who will check, fill in and

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CITIZENS SAVINGS BANK

Bowery & Canal St.
New York

Kindly send me:

- HOW TO BECOME AN AMERICAN CITIZEN
 THE CONSTITUTION OF THE U. S.

My Name

Address

City

Compounded Nonsense

**DROP · US ·
A · LINE**



"Rastus, I understand that you have become the father of twins?"

"Yassuh, Ah done call the fust one Adagio Allegro, and Ah'm goin' to call the second one Encore."

"Musical names, all right. But why do you call the second one Encore?"

"Well, suh, you see, he wasn't on the program at all."

Housewife: "Jane, don't let me catch you kissing the butcher's boy again."

Maid: "Lor, ma'am, I don't mean to, but you do bob around so."

Jeweler: "If I were you, I would not have 'George to his dearest Alice' engraved. If Alice changes her mind, you can't use the ring aga'n."

Young Man: "What would you suggest?"

Jeweler: "'George to his first and only love.'"

Mrs. Ritzy Voo: "I understand you cooked for the Heyster-Peysters. Why did you leave?"

Cook Applicant: "Well, mum, after their stocks went down to nothin' almost, they was always borrowin' my car!"



"Aha! A new face!"

"Nossir, it's only been washed, sir."



"So there was something in your wife's speech that sounded strange?"

"Yes, a pause."

THE BATTLE OF THE CENTURY



Count and carry him OUT!



MONEY TALKS



NOW MORE THAN EVER BEFORE—

All men and women—present or prospective fathers and mothers—strive and seek to be happy. But how to strive and where to seek . . . that is the question.

Not so long ago many people unwittingly were led to believe that happiness could be attained by making a lot of money, by spending it, and by gratifying every whim and desire.

This method failed; disillusionment followed; hard times came; people despaired. Happiness seemed farther away than ever before.

Gradually, however, people began to face and battle with grim reality. Steadily their sound, inherent qualities reasserted themselves. Despair turned to hope; weakness, to strength; drifting, to planning; indecision to action.

In other words, hundreds of thousands of courageous and purposeful men and women commenced to rebuild their lives.

They opened SAVINGS ACCOUNTS in Mutual Savings Banks, determined to save a fixed part of

their incomes regularly. When the totals reached the equivalent of at least six (6) months' pay . . .

(2) They started to invest their accumulated surpluses in health, accident and life insurance. As their savings continued to grow and increase beyond these essential needs . . .

They began to feel justified in buying for cash those little luxuries, conveniences and finer things which make life easier and more enjoyable.

In following this plan of safe, sane and sensible living, which through good and bad times has been advocated by the Citizens Savings Bank for over 73 years, these prudent people not only rehabilitated their material welfare, but a care-free feeling—a sense of calm and contentment—crept into their hearts. They had become happy—happier than ever before.

Yes, indeed, thrift brings happiness and . . .

HAPPINESS RESTS UPON SAFETY AND SECURITY



This handy pocket or purse-sized

EXPENSE BOOK and SPENDING PLAN

has helped thousands to live within their reduced budgets.
Yours FREE prepaid if you send us coupon.

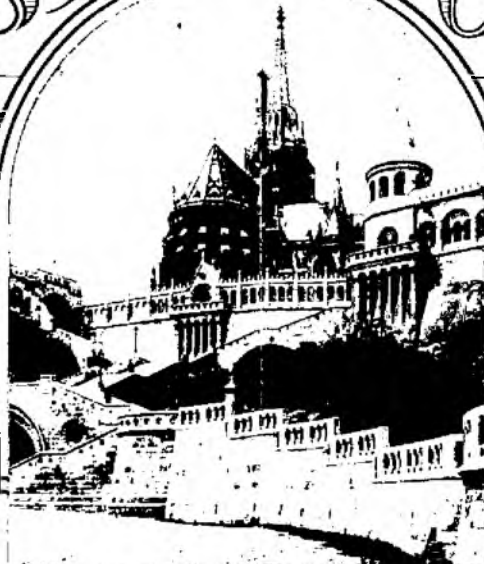
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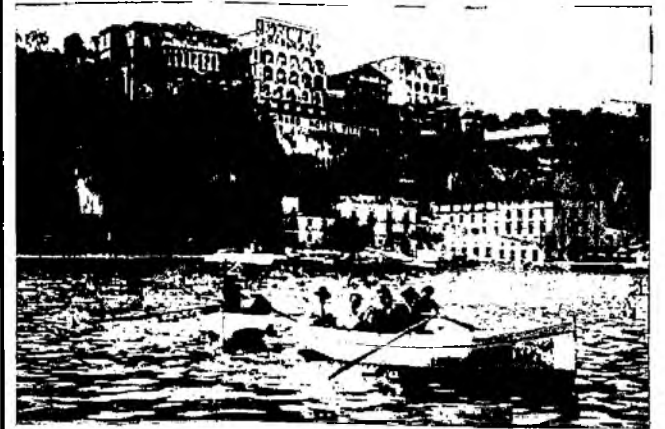
PEEP'S From the OLD COUNTRY



Abraham's Fountain near Hebron, Palestine



St. Matthew's Church & Fisher's Bastion, Buda Pest, Hungary



Italy's famous coast resort at Sorrento



Where West meets East in Canton, China



Two little German girls in their native dress of the Black Forest country



The Main Square & City Hall, Danzig, Poland



Young Citizens:

Our Boys and Girls



THE MEETING OF A TINY TOT and A WISE MAN WHO'D SEEN A LOT

Tiny Jimmie was standing in the bank lobby with his big brothe: Georgie as one of our oldest depositors walked in.

"Georgie," lisped Jimmie, pointing to the old man with the long beard: "Santa Claus!"



"This is my favorite story-book."

"No," replied the old man, laughing, "but I am over a hundred."

"That's even more than a Million," said Jimmie admiringly.

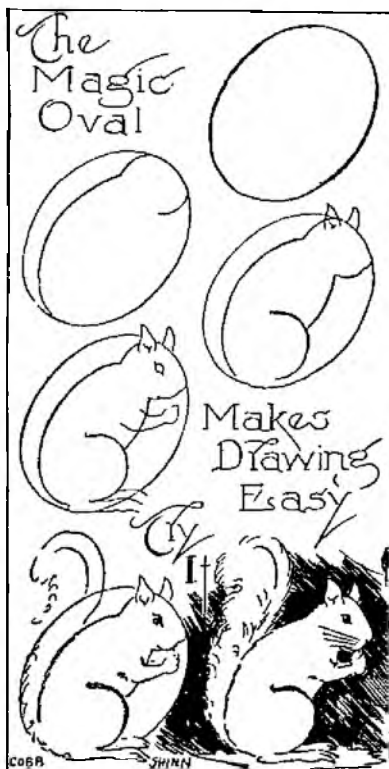
"Not exactly," said the old man, amused. "But tell me, what are you doing here—are you a depositor?"

"We came to make a deposit in mother's account," Georgie answered. "I'm too young to save money—I want toys and fun, not a bank book. Gee, an old man like you must know lots of good stories."

"This is my favorite story-book," said the old man showing his bank book. "I was younger than you are, Georgie, when I received a Dollar for my birthday. I couldn't make up my mind what to buy for it. 'Buy a Bank Book,' advised my clever mother. I did—and felt rich. Thereafter whenever I looked at a toy I'd proudly say to myself: 'I could have it!' I received toys occasionally, but often asked for the money instead, and to my great joy my little account grew.

"We lived in a small family house and I longed to have a room of my own with a book-shelf and writing desk. Uncle Tom volunteered to help me make and paint the furniture. 'Where to get the money?' My bank book was the answer . . . All my friends admired my miracle room. Why, we even made a rocking chair. 'No more bank book?' asked mother, 'I still have a Dollar,' said I. I would

(Continued on page 14)





HELPS FOR HOME & KITCHEN

KEEPING UP WITH THE JONES'S

"You were walking so fast I could hardly catch up with you. Where are you going? Why not let's walk together and enjoy this wonderful Spring weather? What have you in those packages, Mrs. Smith?"

"Oh, Hello, Mrs. Jones!—Why a black dress which I am taking to the cleaner. Light dresses I clean at home, but on black dresses I often see rings after I've cleaned them."

"I've a remedy for that. Rub the dress well with alcohol and after dry iron it. This is the best way to freshen up your black dresses."

"Fine! In the other package I have a dress with many rain marks which I am unable to remove."

"That, too, is very simply remedied. Iron it on the right side with a moderately hot iron."

"Thanks! Mrs. Jones! Could you also tell me how to clean a white cloth dress?"

"Surely. Just give it a bath in ordinary white flour, then dust it off."

"Very Clever! And now that you've saved me a trip to the cleaner, let's go to a store where I can buy shoulder strap holders."

"I'll tell you how to make them

yourself, Mrs. Smith. Take a piece of tape one inch long. Make a loop by sewing snappers on both ends. Attach center to shoulder seam inside of your dress. When putting on the dress slip shoulder strap in loop, snap it, and it will stay in place."

"Well, well, Mrs. Jones, it certainly was worth while meeting you. Won't you let me take you out this afternoon for the money I've saved thru your advice? Where shall we go?"

"I'm glad you're letting me suggest the place. Do you see that bank building there? Well, that's where we're going—and you, my dear, are going to open a savings account!"

"But Mrs. Jones—do you mean to say it pays to go to a bank with such a small amount?"

"Why, certainly! Do you remember that little bulb I bought a few weeks ago? By now it has grown to a beautiful flower. Plant that bit of money you've saved and by and by it'll grow to a sizable sum . . . something you can plan with and rely on."

"You Win," said Mrs. Smith.

"Come on, Mrs. Jones, Let's Go!"



NEW RECIPES FOR SPRING

APPLE RICE PUDDING

$\frac{1}{4}$ lb. rice; pinch of salt; $\frac{1}{2}$ lb. butter; sugar to taste; 4 sour apples peeled and sliced; cup of milk, little vanilla and grated chocolate. Boil rice in salt water until semi-soft. Add all ingredients except chocolate and vanilla. Then boil until soft. When ready to serve put grated chocolate with sugar and vanilla on top.

COCOANUT CAKE

White of 1 egg; rind; 1 tablespoon powdered sugar; 1 tablespoon shredded cocoanut; Little grated orange Pinch of salt.

Beat white of egg well. Add ingredients, mix well, and bake in greased muffin-tin for about 20 minutes in slow oven.



GETTING WISE

Here we present answers to a few of the many questions asked daily by depositors about banking, saving, and investment in bonds and mortgages, or about realty purchases, sales or financing. If you desire personal advice along business or financial lines, consult an officer freely or address EXTENSION DEPARTMENT—this Bank.

ALL SAVINGS BANKS REOPENED

QUESTION: Did all savings banks in New York City open Mar. 13th last following the general bank "holiday" which had been proclaimed by the President? (F. K.)

ANSWER: Yes, and some reopened earlier. The Citizens Savings Bank, for instance, did so restrictively at noon of the Friday preceding and allowed withdrawals of small sums, so that none of its depositors would suffer the lack of necessities over the week-end.

LOWER INTEREST—GREATER SAFETY

QUESTION: Why have mutual savings banks found it necessary to reduce interest rates. (Depositor.)

ANSWER: Because savings banks invest their depositors' money, according to Law, in gilt-edge U. S. government bonds, short term notes and prime domestic bonds and realty mortgages, the returns on which have materially diminished. As a consequence it was found necessary and wise to reduce proportionately interest paid depositors in order to protect their reserves and century-old record of absolute safety.

WHY \$7,500 IS THE LIMIT

QUESTION: Why do mutual savings banks, unlike commercial banks restrict individual accounts to \$7,500 each, plus interest? (R. M.)

ANSWER: There are several reasons (too many to give here), the most important of which is to prevent their use and possible abuse by the relatively few composing the wealthy classes (who can look out for themselves) to the exclusion of the masses, composing the great wage-earning classes. These are the people for whose modest but essential financial needs savings banks were organized. Deposit restrictions, in times past often lower than \$7,500, preserve the use of savings banks for the people. (NOTE: A few months ago this Bank temporarily restricted new accounts to \$3,000. It is now \$7,500 again.)

"HOW MUCH SHOULD I SAVE"

QUESTION: I am a young man and receive a salary of \$30 a week. How much would you suggest that I should be able to save weekly? (J. B. S.)

ANSWER: That's a difficult question for us to answer not knowing the circumstances under which you live, whether you're married or single, have dependents, etc. However, we are mailing you a free copy of our budget plan, "WHERE MY MONEY OUGHT TO GO." This has helped thousands to decide not only "how much" but "how" to save. We're sure it can help you, too.



IF YOU ARE WISE

to the important contribution which quarters, dimes, nickels and even pennies can make to your savings account—or to the opening of one if you haven't any—you'll prize one of these handy little book banks.

You will receive one postpaid with our compliment. If we receive this "ad" promptly bearing your name.

NAME

ADDRESS



Now and Then



WHEN WE WERE YOUNG

CHAPTER XIII THE NEW BUILDING

IN THE NEW BUILDING, completed in 1924, a huge vault is one of the most important features of the imposing banking room. Finished in Travertine marble, it is constructed of alternate layers of soft and hard steel surrounded by flint concrete—an impenetrable combination.

Wires are concealed between the layers of steel throughout, and time locks and every modern device (including insurance) renders its con-

level. There are large entrances, one from the Bowery and the other from Canal Street. The vestibules are ornamented in Gorham bronze.

The building outside of the main banking room is well equipped for the transaction of official business, and the convenience of the trustees, officers and clerical force. On the upper floor under the dome are the trustees' board room, extension offices, etc. The basement contains rest and recreation rooms and a revolver range for the clerical force. An historical tablet is placed on the Canal Street front of the building, and there are many ornamental details of the architecture which add to the dignity and beauty of the building.

Past experience, the neighborhood conditions and the probable future of the section in which the bank had until then carried on its business for over sixty years, justified the action of the Trustees in extending the bank's facilities. So far as the Bowery was concerned, the future appeared bright for its development again into business activities of a high order . . . being the broadest north-and-south thoroughfare leading to the upper part of the city, lined with important business houses. East of the Bowery there had developed a retail district of constantly increasing importance. Besides, the marked success of savings institutions in business neighborhoods made it certain that the increased facilities of the new building, needed for the current



Entrance to the great vault, where is stored in absolute safety the cash reserves and securities of the Citizens Savings Bank

tents 100% secure against loss from fire, theft or any cause whatsoever.

The floor of the room is tiled with Onondaga marble. The light is from four large arched windows, one on each side, set high above the street



Odds & Ends



WHEN WE WERE YOUNG

(Continued from page 13)

business of the bank, would be still more essential for its future growth.

The progress of the ordinary savings bank to an assured place in the confidence of the people is like the growth of a coral island. Each particle contributed to its upbuilding is small, but in the quiet passage of the years those particles become consolidated in the building of a monumental structure. In the safekeeping and investment of the small amounts representing the accumulations of the industrious and saving, the trustees and officers of a savings bank assist at times in the erection of a monumental institution, but the foundation rests in the careful habits of the people themselves. Any accumulations are the property of the depositors alone, and the work of those who manage the affairs of the institution must be done not for themselves, but as trustees for others and with an earnest desire to perform high public service.

It was with a keen appreciation of those responsibilities to its depositors and the public that the new building was dedicated, December 18, 1924, to the uses of the Citizens Savings Bank.

THE MEETING OF A TINY TOT and A WISE MAN WHO'D SEEN A LOT

(Continued from page 10)

not give up something that had kept on giving me.

"Whenever I received my pocket money I'd save a few cents. One Spring a neighbor came to me and said: 'I think a lot of a thrifty boy like you. If you will help me take care of my garden, you'll have a good chance to add to your savings.' I appreciated the opportunity . . . and made the most of it.

"Time came to go to college. Fees, a new outfit and other expenses were heaviest the first year. My savings helped to meet them. Again my account was down to a Dollar. But I washed cars, twice a week, worked my way through and saved enough to start my office. I was ready for life.

"My bank book helped to build my character. It taught me to control myself and to do without unnecessary things; it gave me courage to work and fight for my aims. Now I am old and helpless, but here is a faithful friend who takes care of me . . . my bank book. We've had lots of fun together.

"My boy," said the wise old man to Georgie as they parted, "you are not too young to start on the Road of Thrift. Follow my example and make your little brother Jimmie follow yours."

Thus spoke one of our oldest depositors.



Yes, indeed, Mr. President

"It is my belief that hoarding has become an exceedingly unfashionable pastime." — President Roosevelt.

— and UNprofitable and UNproftable, too!



FOOD for THOUGHT

CONFIDENCE is a plant of slow growth.

Experience keeps a dear school, but fools will learn in no other.

The foundation of the Rockefeller, Carnegie and Frick fortunes were all laid during so-called depressions. For those with foresight, courage and energy, today offers great opportunity and reward.

The ship never comes in to the loafer on the dock.

In this world a man can't get something for nothing. He may do it once, but if he attempts to make a living on that principle, he's bound to land eventually in the morgue, poor house or jail.

Whatever is worth doing at all is worth doing well.

Nothing develops strong qualities like opposition. Kites always rise against the wind, not with it.

Man does not want advice, he seeks substantiation.

The difference between a fool and a wise man can often be ascertained at the savings bank.



A Place in the Sun

- ... a home in the country
- ... a college education
- ... a real start in life

isn't that what you dream of and plan

FOR YOUR CHILDREN?

You can make that dream come true if you'll

START A SAVINGS ACCOUNT

and plan to add regularly to it. **DO IT TODAY!**

Then watch **IT** grow
as **THEY** grow!

CITIZENS SAVINGS BANK

Corner Bowery and Canal Street
NEW YORK

OPEN MONDAYS UNTIL 7 P.M.

A 73 YEAR PERFORMANCE

Security



PLUS INTEREST FROM DAY OF DEPOSIT

**CITIZENS
SAVINGS BANK**

CORNER BOWERY & CANAL ST. NEW YORK CITY
OPEN MONDAY EVENINGS UNTIL 7 O'CLOCK