

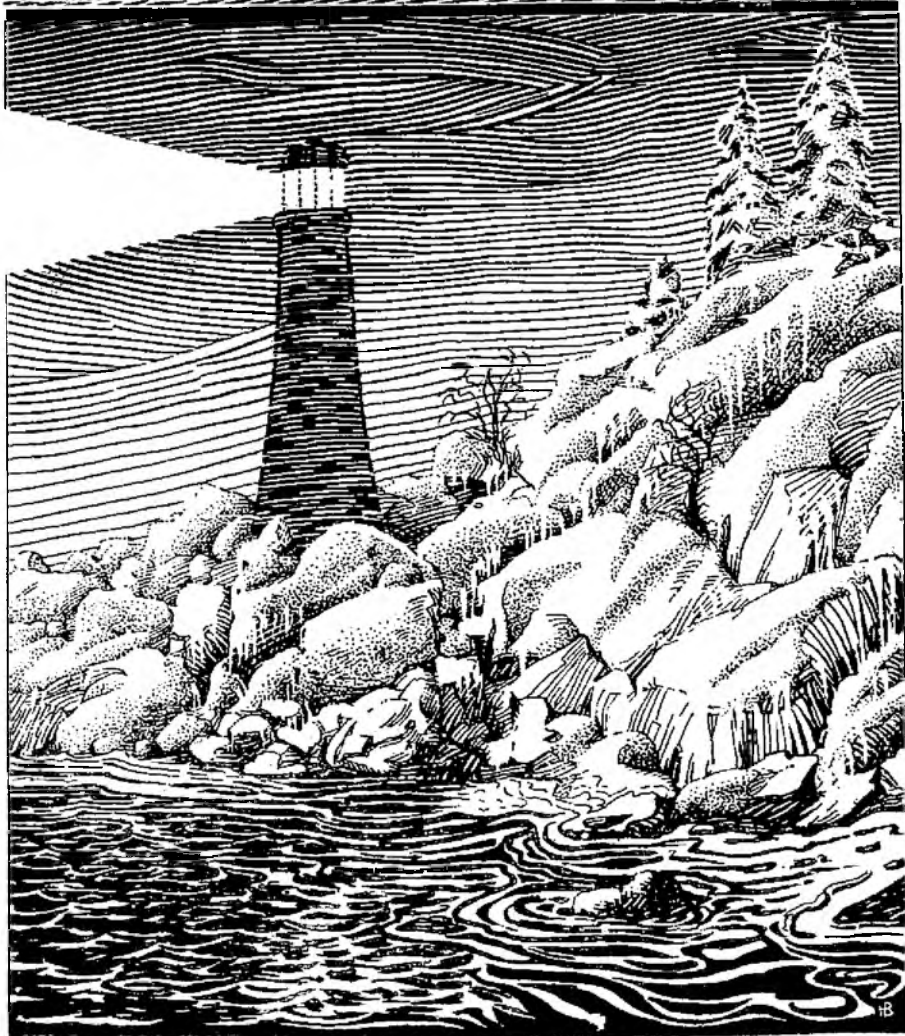
WINTER 1933



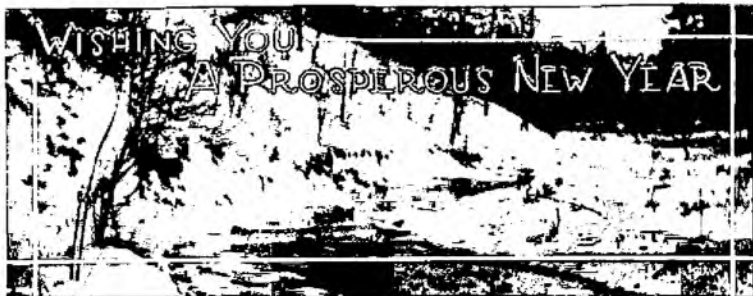
Onward

A THRIFT MAGAZINE

PUBLISHED BY THE CITIZENS SAVINGS BANK IN THE INTEREST OF ITS DEPOSITORS & FRIENDS



A HAPPY AND PROSPEROUS NEW YEAR



W I N T E R

SPRING — SUMMER — AUTUMN

W HATEVER the season—year
in and year out: during times of peace
or war, prosperity or depression—for
over 100 years past and now more
than ever before—

S A V I N G S

ARE SAFEST IN A MUTUAL SAVINGS BANK

CITIZENS SAVINGS BANK

CORNER BOWERY AND CANAL STREET
NEW YORK CITY

THIS IS A MUTUAL SAVINGS BANK

~ Onward ~

A THRIFT *MAGAZINE*

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

Number XIV

Winter, 1933

"AROUND THE CORNER"



WE LEARNED A LESSON IN 1932 that will do more to make 1933 A HAPPY AND PROSPEROUS NEW YEAR than all the well-wishes, sincere though they be, customarily exchanged at this Season.

Somewhere back in 1930 it was whispered out loud that prosperity was "just around the corner." The idea struck popular appeal and spread like wildfire, while strange to say no one ventured to ask: "where's the coveted corner?" Indeed, why bother—had not all good things, as in childhood, been just around a corner? Besides, why go a long way when there might be a short-cut—an easy way out of our difficulties?

And so we began turning corners, corners, corners in a futile search of our mislaid prosperity. In fact, as happens when turning corners continuously, we were going around and around in circles. By the middle of 1932, fortunate for the world at large, we spun around so fast we got dizzy and fell down, 'tis said, to the very rock-bottom of a chasm.

There we lay, according to economic doctors, hovering between life and death. But, due to our inherent strength, we survived the crisis and soon bestirred ourselves. As our eyes slowly opened we perceived prosperity dimly away up on the heights. We started to crawl out of the depths. Then, reaching a higher level, we managed to regain our feet and began a laborious walk.

Now, at last, we see our cherished goal more clearly. The road ahead is long, steep and perilous, but at least defined. We need strength, courage, persistence and willingness to go onward and upward. We have these qualities. We are applying them. We're through with chasing will-o'-the-wisps "around the corner."

GUARDIANS of YOUR MONEY



WHO'S WHO

Behind the Bank Counter

WHEN it is considered that the Citizens Savings Bank has served the community for nearly seventy-three years; has a President, Executive Vice-President and Secretary who have labored faithfully and untiringly on its behalf for over sixty-two, forty-five and thirty



HENRY J. VETTEL
Chief Clerk

years, respectively, and many other officers and employees who have loyally performed their appointed tasks for a generation or more—a decade does not seem a very long period of time.

But time, like growth and motion, is relative. And so, one man may "grow" more rapidly or "move along" a little faster within a given measure of it than other men. Such a man is Henry J. Vettel, who joined the staff of this bank just ten year ago.

R-E-S-O-L-V-E-D:

"That the one hundred sixty-sixth Dividend of Interest to Depositors, for the three months ending Dec. 31, 1932, is hereby declared at the rate of three and one-half (3½) per cent. per annum, payable on and after Jan. 15, 1933 on all sums of \$5.00 and upward entitled thereto according to the By-Laws and Rules of the Bank."

—by the BOARD OF TRUSTEES

Yes, indeed, he has made good use of his time—for ever since he left high-school in 1918 to become Clerk in a neighboring Commercial Bank, later Receiving Teller and Settling Clerk at the New York Clearing House, bookkeeper here in 1923, and finally Chief Clerk two years later—he has consistently devoted his days to conscientious and hard work at his desk, and his evenings to the pursuance of knowledge at the American Institute of Banking (from which he received a Certificate of Commercial Banking in 1922), and the New York University (from which he secured a B. A. degree in 1932).

This, briefly, is the story of Mr. Vettel, though it should be added,

(Continued on page 14)

CITIZENS SAVINGS BANK

Bowery and Canal Street

NEW YORK

BOARD OF TRUSTEES

JAMES ROWLAND
BARAK G. COLES, JR.
HENRY SAYLER
WARNER D. ORVIS
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JAMES ROWLAND, *Vice-President*
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CARL A. RICHTER, *Secretary*
WILLIAM CLEMENTS, *Asst. Sec'y*

Counsel

C. DE WITT ROGERS

CITIZENS PROMPTER

POWERS OF THE PRESIDENT OF THE UNITED STATES

WITH A NEW PRESIDENT taking office on March 4th next, it should be a matter of timely interest to all intelligent citizens to know the powers and functions vested in the Chief Executive of their country.



FRANKLIN D. ROOSEVELT
President-Elect

According to Article 2, Section 1, of the Constitution of the United States*—“Before he enter on the Execution of his office, he shall take the following Oath or Affirmation:—“I do solemnly swear (or affirm)

(that I will faithfully execute the office of President of the United States, and will to the best of my Ability, preserve, protect and defend the Constitution of the United States.”)

Then, upon assuming office, according to the same Article, Section 2:—“The President shall be Commander in Chief of the Army and Navy of the United States, and of the Militia of the several States, when called into the actual Service of the United States; he may require the Opinion, in writing, of the principal Officer in each of the executive Departments, upon any Subject relating to the Duties of their respective Offices, and he shall have Power to grant Reprieves and Pardons for Offenses against the United States, except in Cases of Impeachment.

“He shall have Power, by and with the Advice and Consent of the Senate, to make Treaties, provided two-thirds of the Senators present concur; and he shall nominate, and by and with the Advice and Consent of the Senate, shall appoint Ambassadors, other public Ministers and Consuls, Judges of the Supreme Court, and all other

Officers of the United States, whose Appointments are not herein otherwise provided for, and which shall be established by Law; but the Congress may by law vest the Appointment of such inferior Officers, as they think proper, in the President alone, in the Courts of Law, or in the Heads of Departments.

“The President shall have Power to fill up all Vacancies that may happen during the Recess of the Senate, by granting Commissions which shall expire at the End of their next Session.

The same Article Section 3, provides. “He shall from time to time give the Congress Information of the state of the Union, and recommend to their Consideration such Measures as he shall judge necessary and expedient; he may, on extraordinary Occasion, convene both Houses, or either of them, and in Case of Disagreement between them, with Respect to the Time of Adjournment, he may adjourn them to such time as he shall



HERBERT HOOVER
Retiring President

think proper; he shall receive Ambassadors and other public Ministers; he shall take Care that the Laws be faithfully executed, and shall Commission all the Officers of the United States.”

NOTICE

*A pocket-size booklet containing the CONSTITUTION of the UNITED STATES (including all Amendments) may be obtained free and postpaid; also pamphlet entitled: “HOW TO BECOME AN AMERICAN CITIZEN” by addressing:—

EXTENSION DEPARTMENT

. . . this Bank

Compounded Nonsense

hold everything



Kelly and Cohen were having dinner together. Cohen helped himself to the larger fish and Kelly said:

"Fine manners you have, Cohen. If I had reached out first, I'd have taken the smaller fish."

"Well," Cohen replied, "you got it, didn't you?"

Man in Swimming: "Are you quite sure there are no crocodiles about here?"

Negro on the Shore: "Yes, sah; de sharks done scare 'em all away, sah."

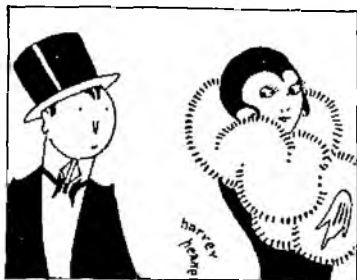
During an intense love scene in the movies, when the hero was doing his stuff, wife nudged hubby and said:

"Why is it that you never make love to me like that?"

"Say," he replied, "do you know the salary that guy gets for doing that?"

Five-year-old Mary was teaching three-year-old Audrey the value of different coins:

"That's a dime; it will buy lots of candy. That's a nickel; it will buy an ice-cream cone. That's a penny; it's only good for Sunday-school."



Would you like to belong to the wealthy classes, Myrtle?

No! Only one of them.



"So you met Beatrice at choir practice?"

"Yep. Just a chants acquaintance."



CONVALESCING



MONEY TALKS



"COMMON SENSE APPLIED TO SPENDING"

THUS THEODORE ROOSEVELT wisely defined the meaning of THRIFT. But as this is one of the most misused and abused terms, let us turn to Webster's for the exact meaning of this word—for, after all, it is and always will be one of the cardinal virtues:

THRIFT: 1. A thriving state; good husbandry; economy in the management of property; frugality. 2. Success in the acquisition of property; gain; profit; prosperity, etc.

Noah says nothing about that thrift means to be "stingy," "miserly," or unduly sparing in the expenditure of money. Nor does he imply to it a meaning of saving for the purpose of hoarding. No, THRIFT is not only SAVING; it is mostly WISE SPENDING—which always contemplates economy and saving.

We like to think of thrift, too, as in a sense Deferred Spending... installment saving for something substantial and really worthwhile and of lasting benefit, such as a home, insurance, education for our children, or for an EMERGENCY FUND should unemployment or, as it will eventually, old age overtake us.

Happily thousands hereabouts have year in and year out been encouraged and had the wisdom to practice thrift according to Roosevelt and Webster. What's more, we are happy to say that over 48,000 of these thrifty people have shown their faith and confidence in the absolute safety and security of this mutual savings bank by entrusting their hard-earned life savings to us.

As we enter upon a New Year, this well-deserved confidence and faith in our Institution inspire us to greater watchfulness and service—even as we hope it will inspire greater thrift and happiness among the steadily increas-

ing army of men, women and children who we are privileged to have as friends and depositors.

MATTHEW WOLL
Vice-President of the American Federation of Labor
SAYS

"Labor has a real desire to participate in the business of the savings banks. Labor needs these banks. It appreciates them. Recently labor has had to draw on its funds in the savings banks, and was mighty glad to have them to draw upon."



NATIONAL THRIFT WEEK

Jan. 17th-23rd

THIS WEEK is dedicated to the honor of Benjamin Franklin, the Father of Thrift.

There is no better way to honor this great American than to open a savings account for yourself and add a little to it regularly.

**OPEN A SAVINGS ACCOUNT
and
GET A BANK FREE!
CITIZENS SAVINGS BANK**



PEEPS from the OLD COUNTRY



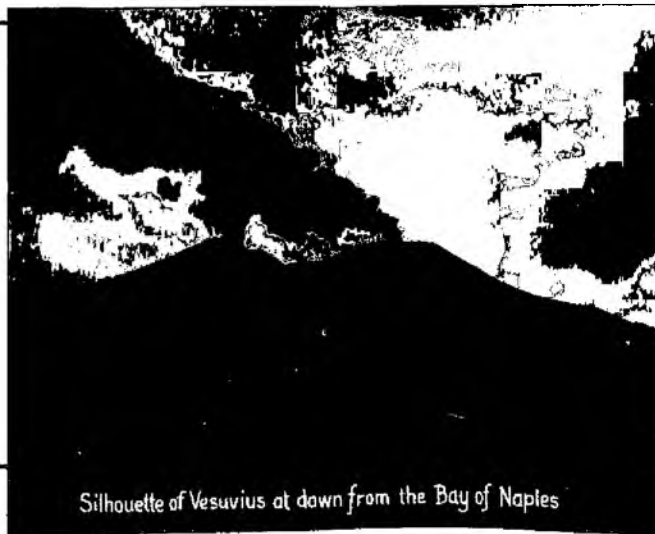
Pilgrims entering the Chapel on the Mount of Olives, Jerusalem



A beauty of Seville wearing the Shawl and Mantilla



The Monument to Maria Theresia faces the Museum of Art, Vienna, Austria



Silhouette of Vesuvius at dawn from the Bay of Naples



Season's Greetings from the Alps



Canton's Sedan Chairs are the Taxicabs of South China



Young Citizens:

Our Boys and Girls



LUCILLE'S NEW YEAR PARTY



LUCILLE'S New Year party was such a success, and we had so much fun playing lovely games that I've decided to write them down for the little friends of "ONWARD."

BUTTON RACE

Each player receives a strip of soft cotton material, a needle, and a thread. Place a box filled with some buttons on the table. The object of this game is to see who can sew the most buttons on the strip in 10 minutes. When boys and girls play together, a couple should play as partners and their respective achievement counted as one.

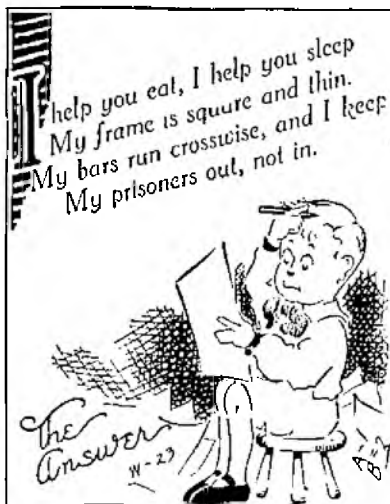
GRIN

Seat all players in a circle and ask them to be serious. Explain that no one is allowed to smile except when called upon to do so. The leader starts grinning, then suddenly becomes serious and "throws" the grin across the circle to another player by calling out: "Grin, Jack." Now Jack can grin or even laugh aloud while he leads the game. As soon as a leader has transmitted his grin he must immediately assume a very serious expression and keep it until he is called upon again to grin. Now Jack "takes" his grin and "throws" it as though with his

hand across the room calling "Grin, Lucy." Lucy laughs as broadly as she can, and Jack becomes solemn, etc.

No one is supposed to smile without permission from the leader, but most players will start illegal and very audible laughter before the game has been played many minutes. Those who break the rules must pay a forfeit but, really, those who do not get a good laugh out of this game are more severely punished.

Just try these games!



W					
23	9	14	4	15	23
19	3	18	5	5	14

The numbers stand for the letters of the alphabet. A is one, B is two and so on.



HELAS FOR HOME & KITCHEN

RICH POOR AND POOR RICH

WE sat in my dinette—three lady friends of mine and I—discussing the outlook for the New Year.

"How different we are," I remarked. "Juliette the wife of a successful business man; Lynda a well-known lawyer; and Margaret a struggling artist with an ever cheerful disposition. And yet, with all the different desires that fill our hearts, we have one wish in common: we want to be happy. But, as it is difficult to be happy now-a-days through realization of our dreams, we have to try to be contented with whatever life offers."

"Don't make me laugh," said Juliette bitterly. "How on earth can I be satisfied, my husband's income shrinking the way it does. First we sold two of the three cars we had. I smiled condescendingly at Tom. Later we gave up the third. Walking is healthy, said I, bravely. Now, in place of maids, the woman I have helps me out only for a few hours a day. My fur coat is several years old; the children had to give up dancing lessons; the house needs refurnishing, and behold how the wife of a successful business man looks these days! I'm disgusted . . . Believe me, if I could start life over again I'd take up a profession like Lynda's and never marry."

"And that from you," said Lynda nervously. . . "from you who've seen me aggravating myself because my secretary powders her nose and makes private calls instead of typing the documents I need in court;

get furious because my clients do not arrive in time with their witnesses; excite myself when they ask foolish questions about things I cannot answer in advance . . . I spend sleepless nights preparing cases and, whether I win or lose, I am all exhausted . . . I sit home alone or go out with acquaintances and try to be entertaining.

As you know I mainly handle divorce cases . . . but, really, I often wonder who is more unhappy—my clients or I."

"My energies cannot be wasted worrying," said Margaret in her always cheerful voice, "for I have to take care not only of my home, but also make a living. As I am physically handicapped—you see I

can hardly walk—it's quite a task . . . every few steps I have to rest; but I don't complain and am not bitter. To be sure, sometimes I crave new atmosphere. Then I change the position of the pictures on the walls; rearrange my furniture; make flowers; embroider cushions—and there you are . . . Family? Why, often my friends are glad to leave their children with me while they have a few care-free hours. Then these sweet

(Please continue on page 14)

A NEW RECIPE FOR THE NEW YEAR

CHOCOLATE SPONGE CAKE

2 eggs;	1 cup flour;
1 cup sugar;	1 teaspoon baking
1 teaspoon cocoa;	powder;
	1 tablespoon water;

Mix eggs, sugar and cocoa for 10 minutes. Add flour, baking powder and boiling water. Bake about 20 minutes in moderate oven.

Get Your Kitchen Calendar? If Not, Be Sure You Do—For It's Dandy!



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.

The word "SAVINGS" is Your Guide

QUESTION: Is there any simple but certain way of telling whether or not a bank is a Mutual Savings Bank? (S. McC.)

ANSWER: Yes. Under New York State Law only a Mutual Savings Bank may use the word "SAVINGS" as a part of its name. Let that word "SAVINGS" be your guide.

Paying by Checks Without a Checking Account

QUESTION: In order to avoid handling cash for occasional payment of large bills, I maintain a checking account in a commercial bank. Should prefer to keep my money in a savings bank, but understand checks cannot be drawn thereon. Is or is this not the case? (J. C. S.)

ANSWER: While active checking accounts belong in a commercial bank, savings accounts not being subject to check, this Savings Bank is always glad to issue Teller Checks for depositors desiring to pay their water, tax and other important bills by check.

THE FIRST SAVINGS BANK

QUESTION: When, where and by whom was the first savings bank founded? (Mrs. A. R.)

ANSWER: The first savings bank most nearly approaching the character of our Mutual Savings Banks of today, was established May 10, 1810, in Ruthwell, Scotland, by a Rev. Henry Duncan. Previously banks of a somewhat similar nature had been established in Germany and other European countries, but these were mainly charitable organizations. The savings bank movement started in America six years later—1816.

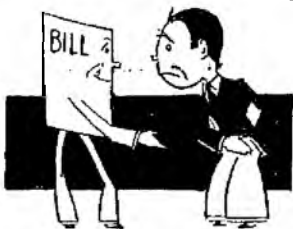
(There's a print of the "Parish Bank in Ruthwell" displayed in our banking floor.)

USE OF AN OLD PASSBOOK

QUESTION: After a long absence from the city I recently made a deposit and was given a new as well as my old passbook. Like the new book with its legibly printed entries, but am wondering why the old was returned and what use it is to me. (Depositor.)

ANSWER: The old book was returned with the new that you might verify accuracy of transferred balance; also for tax or other reference purposes. It is of no further use in transactions with us and may be destroyed when it has served purposes mentioned.

"WHAT, ANOTHER BILL!"



But you needn't worry much about that in 1933—if you send right away for our FREE booklets:

WHERE MY MONEY GOES ... and Ought to Go.

With their aid you may before long confidently look any bill in the face—and effect some real savings, too.

Just fill in and mail this coupon

MY NAME IS.....
AND I LIVE AT.....



Now and Then



WHEN WE WERE YOUNG

CHAPTER XII

THE NEW BUILDING

HENRY SAYLER was elected President of the Citizens Savings Bank in January, 1920, following the death of Mr. Hasler. Mr. Sayler had been connected with the Bank since early youth. He entered its service October 14, 1871, served a long apprenticeship in a clerical capacity, and then became an officer of the Bank. After a few months' service as Cashier, he was elected Assistant Secretary in November, 1899, and was chosen Secretary in 1902, filling that position until he became President of the Bank.

Upon Mr. Sayler's accession to the Presidency, Edwin A. Lahm became the Secretary of the Bank. He had filled clerical positions, advancing from one grade to another, from 1887, when he became connected with the institution, until April, 1917, when he was chosen Assistant Secretary. He filled that office for three years

Secretary in January, 1920, upon Mr. Lahm's promotion to the Secretaryship.

The bank building had become too restricted for carrying on a greatly increasing business, and the Trustees decided upon an enlargement of the quarters used for banking purposes. It was undesirable to disturb the business of the Institution by a temporary removal, so it was determined to build under, around and over the existing building in such a way that access could be had at all times to the space reserved for depositors in the old building. The twenty-five foot parcel on the Bowery, south of the old building had been purchased in 1915, and the two short lots west of the structure were acquired early in 1923. A building committee of trustees under the chairmanship of James Rowland, one of the Vice-Presidents, was appointed. President Sayler and Secretary Lahm gave to every detail of the building their close supervision.

Clarence W. Brazer was selected as architect of the new building, and a contract was awarded to the William L. Crow Construction Co. The building, which occupies the full frontage of seventy-five feet on the Bowery, is approximately 110 feet high. It is surmounted by a low dome. An impression of solidity and strength is conveyed, but it was designed by the Trustees and Officers that there should also be elements of beauty befitting the great city with its many fine structures. Light Barre granite, considered the most durable of building stones and the best fitted for monumental structures, was chosen for the exterior of the building. The main banking room is seventy-five feet wide, eighty-five feet deep, and nearly seventy feet high. It is designed after the old

(Continued on page 14)

until elected Secretary. Carl A. Richter, who entered the service of the Bank in 1902, became Assistant





Odds & Ends



WHO'S WHO

(Continued from page 4)

while young in years, he's thoughtful, deliberate and mature in judgment; quiet and unassuming, but pleasant, congenial and likable—a man who enjoys the commendation and confidence of his superior officers, and the respect and friendship of his fellow workers;

. . . A man who in his time also has contributed generously to the spirit of courtesy, helpfulness and service which depositors may always count upon at the Citizens Savings Bank.

RICH POOR AND POOR RICH

(Continued from page 11)

little things are 'my family' . . . My income? Oh, I sell little painted articles through my friends or make artificial flowers for a firm that sends the work to the house. Home work does pay very little, but it helps to provide for my modest needs. Besides I do manage to save up if not for a fur then for an inexpensive cloth coat . . . Entertainment? That's all arranged. From my ground floor apartment

window I see people who are able to walk and children who play happily. I have a radio with all its fine music; friends who sometimes take me to the park where I meet the mysteries of nature, enjoy the marvelous fresh air and the glorious sunshine. My income is meager, my way of living modest . . . but I am happy because I am contented."

We could say nothing. But after Margaret left we looked at one another and wondered: Is it really money that makes people happy?

WHEN WE WERE YOUNG

(Continued from page 13)

Roman style, using Roman Travertine marble for the walls. A large horse shoe desk encloses the great vault which is the main feature of the room. The base of the banking room desk, the main counter, the tables and check desks are of Formosa marble. The enclosure has windows for nine receiving and paying tellers. By the methods employed, a teller may handle transactions at the rate of two a minute.

(To be continued)

NEXT CHRISTMAS, DON'T LET YOUR CHILDREN PETITION SANTA CLAUS IN VAIN!



CHRISTMAS JOYS mean so much to your children—they live them over and over again throughout their lives.

Why trust to the chance of having the necessary money with which to provide these joys next Christmas, when you can make absolutely sure of receiving \$12.50, \$25.00, \$50.00, \$100.00 or more, plus interest for regular payments, JUST WHEN YOU NEED IT?

CITIZENS SAVINGS BANK

OUR CHRISTMAS CLUB is still open—JOIN IT TODAY!



FOOD for THOUGHT

The Value of Thinking

If you think you are beaten, you are!
If you think you dare not, you don't,
If you like to win but think you can't,
It's almost a cinch, you won't.
If you think you'll lose, you're lost
For out in the world we find
Success begins with the fellow's will
If you think you are outclassed, you are.
You've got to think high to rise;
You've got to be sure of yourself
Before you can ever win a prize.
Life's battles don't always go
To the stronger or faster man
But sooner or later the man who wins
Is the man who thinks he can.

—C. O. Swanson

The wisest and most interesting men talk little, think much, complain never, but travel on.

Thrift in youth gives a start. In middle age it loans the advantage of investment. In old age it guarantees security.

The man who chants the praise of another man in his presence and puts it on too thick, is reaching for the victim's pride while he feels for his purse.

If starting a bank account were as disagreeable as the first taste of an olive, the whole world would acquire an appetite at once.—Van Amburg.

Money talks. How often have people heard it say "Good-by?" (NEVER!—if SAVED in a SAVINGS BANK.)



COME THROUGH!

Yes, now is the time to make good that annual resolution to save.

No, "doggonit," not next month or the one after, but this very month, right now—

START THAT SAVINGS ACCOUNT

and resolve to "follow through" with a deposit regularly every month thereafter.

INTEREST

starts when you start—
from Day of Deposit

CITIZENS SAVINGS BANK

Corner Bowery and Canal Street
NEW YORK

OPEN MONDAYS UNTIL 7 P. M.



FINANCIAL

SAFETY

and

SECURITY

are the

FOUNDATION

of **HAPPINESS**

and **PROSPERITY**

CITIZENS SAVINGS BANK

CORNER BOWERY & CANAL ST. NEW YORK CITY

OPEN MONDAY EVENINGS UNTIL 7 O'CLOCK