

it all began in

1934

In those early days, Glendale Federal Savings could hardly have been represented like this, with each of the managers of the nine modern Glendale Federal offices holding a picture of his attractive branch building. For in 1934, who could have posed, holding what? In those days the entire staff numbered just three—including the founder and president, Mr. J. E. Hoeft. Total assets barely reached six thousand dollars!

Happily, the past twenty five years have brought great and important changes in Glendale Federal's financial figure. Today, nine modern Glendale Federal facilities serve Los Angeles, from hills to harbor. A staff of 250 busily serve the needs of over 100,000 customers. Assets have swelled to over two hundred eighty million dollars. And, at last glance, Glendale Federal Savings was the seventh largest Federal Savings and Loan Association in the world!

And so, during this, our 25th Anniversary Year, we give pause to extend our most sincere gratitude to our loyal customers and friends, who have helped make this enormous and exciting growth possible.

Our successes of the past and the opportunities of the future are truly your own. We hope that we'll be able to serve you for many prosperous years to come. That you'll continue to like our services...and love our 4%.

PARTY-TIME, SOON! To celebrate our near-phenomenal growth and vastly expanded service to the Southland, we're planning gay "Open House" parties at each Glendale Federal office, October 5 thru October 10. Everyone's invited. Please plan to attend. Watch this newspaper for details!

GLENDALE FEDERAL SAVINGS

Home of the Thrift Twins

AND LOAN ASSOCIATION



4% Current Rate Per Year
Paid 4 Times A Year
All Accounts Insured To \$10,000.00



GET \$1 TO \$200 FOR 1934 PENNIES, SOON!

Watch for it . . . our 25th Anniversary Celebration. It's coming soon, but you can prepare for the festivities right now. As the first of many exciting events, we're swapping dollars for pennies dated 1934, the year Glendale Federal opened its doors. Bring a 1934 penny, or as many as you can carry, to any one of our nine offices during our Silver Anniversary Open House. One 1934 penny automatically puts you \$1.00 ahead. Prizes up to \$200 will be awarded for the most 1934 pennies brought in. Read the rules, then be on the lookout for 1934 pennies, starting today.

1934 PENNY RULES

- A \$1 savings account will be opened in exchange for one 1934 penny.
- Present account holders will have \$1 added to their accounts in exchange for one 1934 penny.
- Limit: One new \$1 account, or one \$1 addition per person.
- All accounts must be opened in person.
- Three prizes, for greatest number of 1934 pennies, will be given away at each of Glendale Federal's 9 offices.
- Nine 1st prizes . . . \$200 savings account
- Nine 2nd prizes . . . \$100 savings account
- Nine 3rd prizes . . . \$ 50 savings account
- 1934 pennies will be accepted only from Oct. 5 to 10.
- Contest ends 12 p.m. October 10, 1959.
- In case of ties, prizes will be awarded to first depositors.

**EL MONTE
OFFICE**
Gordon Klett
Manager
227 West Valley Blvd.

**LOMITA
OFFICE**
Charles T. Cederlof
Manager
2233 Lomita Blvd.

**SAN PEDRO
OFFICE**
Leon L. Dwight
Manager
556 West Ninth St.

**WESTWOOD
VILLAGE
OFFICE**
George J. Westphal
Manager
1090 Westwood Blvd.

**ARCADIA
OFFICE**
Richard C. Rowe
Manager
100 So. First Ave.

**MONTROSE
OFFICE**
James N. McClain
Manager
2350 Honolulu Blvd.

**GLENDALE
OFFICE**
J. E. HOEFT
President - Founder
Jack Earley
Manager
401 N. Brand Blvd.

**STUDIO CITY
OFFICE**
Robert L. Kitchin
Manager
12191 Ventura Blvd.

**PALISADES
OFFICE**
Phil Harrington
Manager
15215 Sunset Blvd.