



First Federal Savings and Loan

TELEPHONE EMpire 4-1923

THE SAVINGS CORNER, 78 SOUTH MAIN ST.

M. L. DYE, PRESIDENT

SALT LAKE CITY, UTAH

November 25, 1959

I have been asked by Mr. M. L. Dye, President of First Federal Savings, to describe our plans for the opening of the new home at the Historic Savings Corner. The inscriptions over the entrance of our New Office reads, "THIS HOUSE IS NOT FOR US, WHO WORK IN IT - IT IS HERE FOR YOU AND SO ARE WE". This statement represents the feelings and the reason the building was designed and built. We are sure, that when the cornerstone box is opened on January 1, 2000 A.D., this will be the slogan of the Association and its employees.

Our opening is scheduled for Monday, January 4, 1960, and will continue for a three-week period. During this opening, we estimate we will open 2000 savings accounts and have some Two-Million Dollars deposited by new and present savers. We, also, expect 18,000 visitors to make a tour of our new offices. Sixty (60) door prizes will be awarded to the people guessing the amount of money that is in the "House of Wonders" Contest. The person guessing nearest to the exact amount of money in the House will receive a 1960 Ford Falcon. Second prize will be a R.C.A. Color Television Set; Third prize, a General Electric Washer & Dryer; Fourth prize, a R.C.A. Stereophonic Record Player. There are ten (10) other prizes consisting of electric blankets or transistor radios. To round out the sixty gifts will be forty-six (46) \$5.00 Savings Accounts.

As a Bonus Feature - If the person, who wins the 1960 Falcon has a savings account at First Federal, he will receive a year supply of gasoline, or 10,000 miles of free driving. This bonus will also be given to the other three (3) main winners. The individual receiving the Color T.V. will receive a \$100.00 gift certificate at a Downtown Store of his choice - also, the winners of the washer & dryer, the clock radio and the stereo record player will receive \$100.00 worth of stereo records. All of the bonus prizes are contingent upon the winner having a savings account at First Federal.



Where Thousands Have Saved Millions

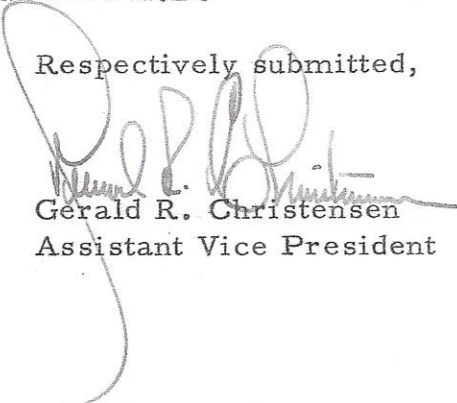
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Also, placed in the cornerstone box will be a \$50.00 Savings Account. On January 1, 2000 A.D., it will be given to the first baby born and the account will have grown to \$243.77. This is based on our current rate of earnings of 4% , compounded semi-annually.

Other items in this cornerstone box are: a group picture of our Staff, Financial Statement as of October 31, 1959, copies of Deseret News, Salt Lake Tribune and the letters of leading businessmen, as to what their particular industry will be like in the year of 2000 A.D. There, also, is a statement by Mr. M. L. Dye, regard-First Federal's status in the year 2000 A.D.

Respectively submitted,



Gerald R. Christensen
Assistant Vice President

GRC:dw