

NEW YORK WORLD'S FAIR 1939
INCORPORATED

350 FIFTH AVENUE • NEW YORK

OFFICE OF THE PRESIDENT

October 15, 1937

M. A. Linebarger, President
Valley Bank,
Hindsville, Arkansas

My dear Mr. Linebarger:

The New York World's Fair has prepared a plan for "New York World's Fair 1939 Savings Clubs".

It is thought that these Savings Clubs will encourage people to accumulate funds, the objective being to use them eventually to attend the World's Fair of 1939. By beginning to save systematically now, many people will be able to enjoy the Fair who might otherwise be unable to make the trip. The operation of the New York World's Fair 1939 Savings Club will involve a minimum of expense and bookkeeping for the banks participating and will, no doubt, create many new deposits for banks putting the Plan into effect.

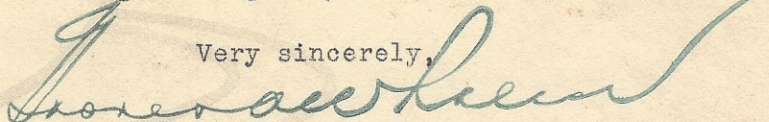
The enclosed booklet explains in detail a suggested method for the operation of the Plan, and also contains specimens of the necessary forms. The Fair is prepared to supply these forms at cost. Bulk buying makes possible more advantageous prices than would otherwise be the case. Any bank, however, that wishes to use its own forms will be entirely at liberty to do so.

Each bank which organizes a New York World's Fair Savings Club is free to use any system of operation it may prefer to the system explained in our booklet. The club deposits can, of course, be used for other purposes than a visit to the Fair if the depositor wishes. The Fair Corporation will give the Plan widespread publicity, and will be glad to supply on request an attractive poster for lobby display, and a mat of the central building of the Fair.

When this Plan was presented to the Board of Directors of the Fair Corporation, the suggestion was made that the plan be submitted to banks throughout the country, in view of the fact that banks in twenty-one states have already made inquiries. Some banks plan to promote a New York World's Fair Savings Club in connection with their travel and vacation clubs.

Whatever your policy in regard to special savings clubs, we welcome your reaction to our plan. If it interests you and you feel that there is any possibility that you may wish to put the plan into effect, please so inform us as soon as possible. We shall be glad to give you further information immediately.

Very sincerely,



Grover A. Whalen

Enclosure

NEW YORK WORLD'S FAIR 1939
SAVINGS CLUB

OPERATING PLAN

NEW YORK WORLD'S FAIR 1939 SAVINGS CLUB

The New York World's Fair Savings Plan will be operated for eighty weeks, from October 4, 1937, to April 10, 1939. There are seven classes of Clubs - \$40, \$80, \$160, \$240, \$320, \$400, and \$800. Respective payments of 50 cents, \$1, \$2, \$3, \$4, \$5, and \$10 will be due weekly. Other classes may be established at your option.

When opening an account, the depositor is to indicate which Club he desires to join. The classification is to be shown at the top of the second page of the pass book and in the space provided on the ledger card. The depositor is to sign the ledger card in the space indicated. If the club member is not in the bank at the time the account is obtained, his signature is to be secured on a gummed sticker, which is to be pasted on the reverse side of the ledger card. A check mark is then to be made on the signature line on the face of the card to show that the club member's signature has been obtained and appears on the reverse side. Each ledger card must bear the signature of the club member. The teller is to print the depositor's name and address on all records of the account.

THE OPENING OF
AN ACCOUNT

A club member may not deposit less than his weekly installment, but he may make weekly deposits in advance. When weekly installments are paid in advance, the total deposit is not to be entered in the pass book and ledger card as one amount, but is to be entered according to the number of weekly payments it covers. The date the deposit was made is to appear beside each entry and the balance is to be extended after the last entry. The same procedure is to be followed for payments of installments that are in arrears.

DEPOSITS

The deposit tickets are always to be made out by the depositor. The teller is to enter the amount and date in the pass book and on the ledger card and initial the entry in the pass book. The new balance on the ledger card is to be verified with the new balance in the pass book and a deposit ticket is to be inserted in the pass book before it is returned to the customer.

Deposit tickets are to be initialled by the teller and placed in numerical order. At the end of the day, they are to be listed and the total amount of the deposits is to be entered on the department proof sheet as a credit to the New York World's Fair 1939 Savings Club Account.

PROOF OF THE
DAY'S WORK

The old and new balances on the ledger cards are then to be listed. The total of the deposit tickets plus the total of the old balances must equal the total of the new balances.

The deposit tickets and the listings are to be placed in an envelope which has been marked "World's Fair Savings Club," and dated. At the end of each month, these envelopes are to be placed in a carton which carries a description of its contents, and is to be kept in the record vault.

A proof is to be made every two weeks.

Ledger cards are not to be filed according to club classification, but are to be filed in numerical order and a control is to be established on every 500 cards. The amount deposited each day is to be credited to the control card. The Master Control Card is to be checked every day with the General Ledger.

Partial withdrawals are not permitted.

Final payment of the balance in the account may be made by mailing a check to the order of the depositor at the address of record on or about April 20, 1939. After the mailing of the check, the pass book shall immediately become null and void.

The checks are to bear the same numbers as the accounts for which they are issued. After they have been filled in, they are to be compared with the ledger cards by a second person in order to verify the names, addresses, and amounts. They are then to be listed. If the total of checks drawn agrees with the balance of the Club Account in the General Ledger, the checks and the ledger cards are to be given to an officer who will sign the checks.

When the checks are presented for payment they are to be listed and the total for each day is to be charged to the General Ledger Account "World's Fair Club Checks Outstanding." The corresponding ledger cards are to be extracted from the file, and they and the checks are to be perforated. The checks are then to be stapled to the back of the respective ledger cards, which are to be placed in numerical order in the closed account file. The cards remaining in the open file are to be listed each week and proved to the General Ledger Balance of "World's Fair Club Checks Outstanding."

If a numbered check is spoiled in the drawing, an official check of the bank is to be used to take its place. The spoiled check is to be perforated and stapled to the ledger card. The number of the official check is to be recorded on the ledger card.

If a club member reports that he did not receive his check, he is to be referred to an officer. If the officer approves the issuance of another check, the customer is to sign a letter of indemnity, and an official check is to be issued. The ledger card is to be dated and marked "Official Check No. has been issued."

If a check which has been mailed to a club member is returned by the Post Office "Address Unknown," the officer is to ascertain whether the address to which the check was mailed corresponds with that on the records. If the envelope was addressed correctly, and the officer has no other means of locating the payee, the check is to be placed immediately under control.

SEMI-MONTHLY
PROOF
FILES

WITHDRAWALS

PAYMENT MADE
BY CHECK

CHECKS SPOILED
IN THE DRAWING

DUPLICATE
CHECKS

RETURNED
CHECKS

A depositor desiring to close his account during the period is to be referred to an officer. If he issues instructions to close the account, the club member is to be requested to sign the receipt on the back of the ledger card. The officer approving the transaction is to sign the ledger card in the space indicated. The card is then to be returned to its original place in the numerical file of active accounts.

ACCOUNTS
CLOSED BEFORE
END OF THE
PERIOD

When a pass book has been reported lost, a stop payment order is to be signed by the club member, who must also fill out and sign an affidavit that the book was lost. Thirty days from the date of the signing of the affidavit, a new account is to be opened in the club member's name. The balance is to be transferred from the old ledger card to the new card. The old ledger card is to be cancelled and is to be marked, "Balance transferred to Account No. ,", dated, and filed in its original place in the numerical file of active accounts. The new ledger card is to be marked "Balance transferred from Account No. ,", dated, signed by the customer, and filed.

LOST PASS
BOOKS

(Copies of the forms follow.)

SAVE TODAY
To See
THE WORLD OF TOMORROW



NEW YORK WORLD'S FAIR 1939
SAVINGS CLUB

Always bring this pass book with your deposit

DEPOSITED BY

NEW YORK WORLD'S FAIR 1939
SAVINGS CLUB

A/C No. _____ Payment No. _____

Date _____ 193 _____

	Dollars	Cents

No. _____

NEW YORK WORLD'S FAIR 1939 SAVINGS CLUB

NAME _____

ADDRESS _____

AMOUNT OF WEEKLY PAYMENT \$ _____

	DATE	WEEKLY AMOUNT	TOTAL	DATE	WEEKLY AMOUNT	TOTAL
1				41		
2				42		
3				43		
4				44		
5				45		
6				46		
7				47		
8				48		
9				49		
10				50		
11				51		
12				52		
13				53		
14				54		
15				55		
16				56		
17				57		
18				58		
19				59		
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33				73		
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38				78		
39				79		
40				80		

I hereby agree to conform to and abide by the Rules and Regulations of the New York World's Fair 1939 Savings Club.