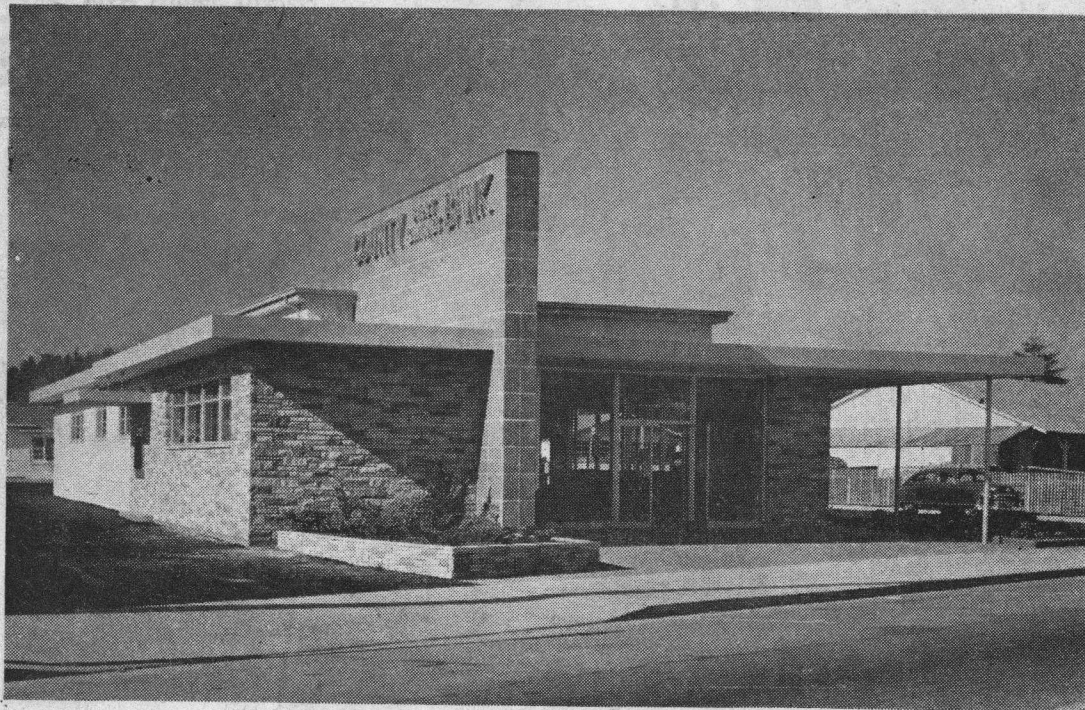


County Bank To Open New East Santa Cruz Office At 2 Tomorrow

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East Santa Cruz Office Is Modern



The new East Santa Cruz office of the County First Savings Bank, constructed at a cost of \$100,000, will open for business

Monday. The new building incorporates the latest developments in modern banking design. Bank officials extend a cordial

invitation for the public to inspect the bank tomorrow during a formal open house from 1 to 7 p.m.

A Well-Constructed Bank

No effort was spared in the construction of the County First Savings Bank's East Santa Cruz office in attempting to develop an office that would offer maximum convenience and service to customers.

Proved construction coupled with numerous innovations was the keynote in efforts to give Santa Cruz a first class modern bank. W. B. Reese of Santa Cruz was the general contractor and Kress and Gibson of San Jose were the architects. The building, 106 feet long and 42 feet wide, contains approximately 900 square feet of customer

customers' floor space and composition tile for employees' work space. Plenty of illumination is afforded by six big plate glass windows on the east side of the building as well as a large plate glass doors and three plate glass windows on the south side main entrance to the building. The north side windows are the aluminum-ventilating type.

Adequate tellers' windows are provided for the convenience and service of customers.

One of the major tasks in completion of the building was the

terra cotta veneer sign tower, which is 21 feet high and 30 feet long. Santa Cruz Electric furnished the neon signs and lettering.

The bank furniture is desert sage, which combines metal utility with the beauty of fine wood. The furniture was provided by Davis Office Supply.

The interior painting job was designed to blend with the furniture and floor covering. Ray Hoffman, Eastern Furniture interior decorator, planned the interior and exterior colors.

'Drive-Up Teller' Featured

A drive-up teller, something new in Santa Cruz banking facilities, is one of the main features of the County First Savings Bank's East Santa Cruz office.

The window, located on the west side of the new building, will enable the businessman or housewife in a hurry to do their banking without leaving their automobiles, thus saving valuable time. In addition, the window will also prove convenient during rainstorms, since customers will not be forced to leave their autos to complete their banking business.

Driveway entrances and exits have been provided from both Soquel avenue and Water street.

The employee on duty will have all facilities of a teller's window within arm's reach.

The County First Savings' "Bank by Car" window was specially constructed by Diebold, Inc., of San Francisco, specialists in this line.

The window is equipped with a microphone for two-way conversation between teller and customer. An electric eye, situated on a covered canopy above the window, rings to notify employees of the approach of a customer's car.

The window, equipped with bullet proof glass, is three and one-half feet wide and five feet high.

Ample parking facilities are available on the bank lot, which is 100 feet wide and 200 feet long with a 20-foot right of way to Water street.

Bank Takes Business To The Customer

Establishment of the County First Savings Bank's East Santa Cruz office is in keeping with the growing business trend to "take the business to the customers."

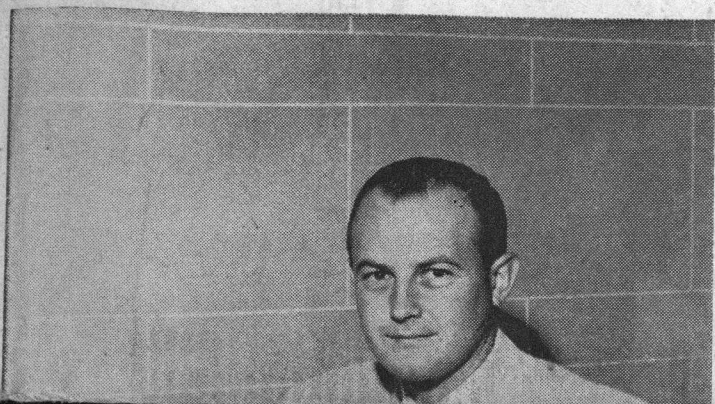
Availability of ample parking space for customers has been uppermost in the minds of the bank's directors and officers. The East Santa Cruz office will have plenty of parking space for customers and the bank recently purchased the former Chrysler garage site at Front and Cooper streets for conversion into parking facilities for

County Bank President



Richard P. Snyder

Manager East Santa Cruz Office



Public Invited To Attend Opening Of New \$100,000 Bank

The public is invited to the formal opening of the County First Savings Bank's new \$100,000 East Santa Cruz office from 2 to 7 p.m. tomorrow. The office is located at 1237 Soquel avenue.

The East Santa Cruz office will open for regular banking business at 10 a.m. Monday. Office hours on week days will be from 10 a.m. to 3 p.m. and on Saturdays from 9:30 a.m. until noon. Don Falconer, assistant cashier of the County First

Jack Chiorini Congratulates County Bank

"On behalf of the city of Santa Cruz, I take great pleasure in extending congratulations to the County First Savings bank upon the establishment of an East Santa Cruz office," said Mayor Jack Chiorini today.

"Opening the new office marks a further step forward not only in County First Savings bank history, but in the development and growth of the city," Mayor Chiorini continued.

"We wish the bank the best of luck in its continuing effort to serve better the people of Santa Cruz."

East Santa Cruz Area Has Grown Rapidly

With tomorrow's formal opening of the County First Savings Bank office, East Santa Cruz adds another business establishment to its long list of stores, federal and state offices which have located there in recent years.

East Santa Cruz, the city's fastest growing business area, has developed literally by leaps and bounds since the end of World War II.

Several other new offices and stores are scheduled to open in the area within the near future. The remodeling and enlarging of

Savings Bank, is manager of the new office. Frederick W. G. Mommer will be assistant manager. Other employees include Ada Castro, Alma Rinaldi, and Charles Bem Jr., tellers, and Shirley Kirby, secretary.

Tomorrow's visitors at the formal opening are invited to make themselves "at home" in the new building. Employees will be placed at strategic locations to answer questions about the bank's operation.

Bank officials have urged the public to ask plenty of questions.

Driveway entrances and exits have been provided from both Soquel avenue and Water street. A parking lot will accommodate 35 cars.

The facilities provide full banking services, including safe deposit boxes, savings department, and handling of loans.

R. P. Snyder, president of the bank, pointed out its location was prompted by the increasing demand for additional banking facilities in the constantly expanding East Santa Cruz business district.

The modernistic new office offers the latest in banking services and convenience, including a "drive-up teller" where customers may complete their banking business without leaving their automobiles. The "drive-up teller" window is located on the west side of the new building.

Establishment of the new bank marks another forward step in its efforts to give the people of Santa Cruz the finest in banking facilities.

The bank's assets, as of December 31, 1952, totalled \$22,373,227.

The County First Savings Bank opened a branch in Felton in 1948 to serve the San Lorenzo valley and is now keeping pace with growth and modernization by opening an East Santa Cruz office.

Even Weather

Its features include a conference room, office space, drive-up window, employees' lounge, safety deposit conference room, safety deposit lobby, coin and record vault, safety deposit vault, night depository vault, storage room, janitor's room, and furnace room.

A solid glass block section, part of the building's west wall, refracts light to the ceiling, thus eliminating glare.

The acoustical tile ceiling, which gives the effect of solid marble, eliminates sound by providing a cushion to eliminate noise.

A 24-inch duct running under the floor for the entire length of the building provides comfort for the entire building. The duct is connected to heating and cooling units to furnish a comfortable flow of regulated air.

Terrazzo tile was used for the

door, which was brought in just before the structure was finished. Special equipment was needed to haul the door to Santa Cruz. It was hung by the Hermann Safe company of San Francisco. The vault door, an intricate mechanism, is wired with an alarm system that is sensitive to heat and sound as well as manual setoff.

The vault room itself has 12-inch thick reinforced concrete walls poured by Wendell Batt. Further protection is provided by inside steel plates.

The vault, which was made locally, houses safe deposit boxes as well as money.

Approximately 25 tons of Tennessee and Arizona rock veneer were used on the exterior walls of the building.

One of the most striking features of the new office is the

County Savings Bank Is Second Oldest In State

The County First Savings Bank of Santa Cruz is the second oldest savings bank in California.

Other savings banks had been organized before the Santa Cruz Bank of Savings and Loan was incorporated in March, 1870, but they have passed out of existence or changed their identity until the County First Savings bank now ranks as the second oldest in the state.

The only other bank with a longer record is the Hibernia Savings bank of San Francisco.

The Santa Cruz Bank of Savings and Loan became the County First Savings bank in March of 1937.

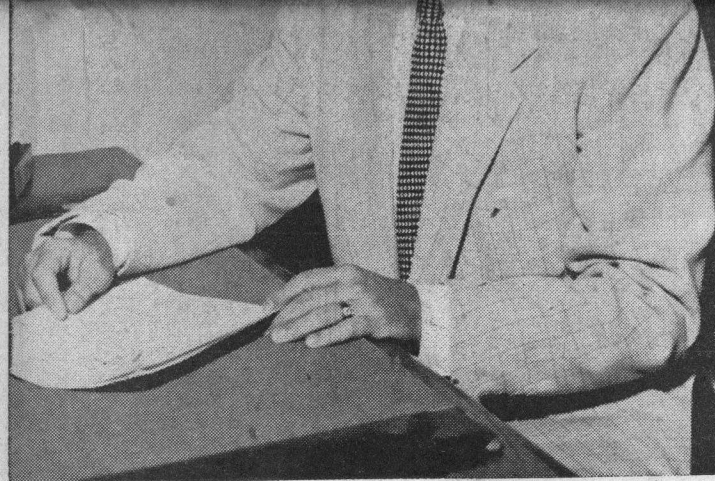
Location of the East Side bank was prompted by the increasing demand for additional banking facilities in the ever growing east Santa Cruz area.

The new bank will provide full banking services, including safe deposit boxes, savings department, and handling of loans.

The bank is located on Soquel avenue just west of the San Lorenzo Lumber company with a right-of-way permitting access from Water street.

BANK CARPETING IN TWO SHADES

Carpeting in two shades of rose-beige was chosen for the new East Santa Cruz County First Savings Bank office because of its quality and durability. The same quality carpeting was used in the UN building in New York—Mohawk's Peerage.



Donald W. Falconer

familiar sight in that area.

Contributing to the development of East Santa Cruz as a business and residential section was the new Branciforte junior high building, opened two years ago. The new building cost \$551,458.

Also a part of the development was the \$35,000 East Santa Cruz post office near the intersection of Seabright and Soquel avenues. The post office was dedicated two years ago.

Businesses of every type can be found in the area from theaters, realtors' offices, drug store, grocery stores, and dress shops to furniture stores, photographic studios, creamery, beauty shops and department stores, to mention only a few.

In addition the area boasts medical centers, a roller skating rink, state employment office, board of equalization offices and the department of motor vehicles office.

Cooperated

Even the weather cooperated in the construction of the County First Savings Bank's East Santa Cruz office.

W. B. Reese of Santa Cruz, general contractor on the building, said favorable weather helped speed completion of the building. "When we first started work, we 'rocked in' the lot," Reese related. "Then came just enough rain to settle everything good."

Construction started November 1. At the peak of activity, Reese had seven carpenters working on the job.

Speed in constructing the building was emphasized once the steel allocation came through. In fact, lack of steel held up actual start of construction for 90 days. The high-tension steel beams support the modern lines of the new office.

An Invitation

To Attend a Formal Opening

The Board of Directors and Officers of the County First National Bank and the County First Savings Bank cordially invite you to attend "Formal Opening Day" at the new East Santa Cruz Office.

Time: Saturday, April 18, from 2 to 7 p.m.

Place: At the new East Santa Cruz Office building, 1237 Soquel Avenue.

Schedule: Bank officers and the staff of the new office invite your inspection of their new building.

The East Santa Cruz Office will be open for business Monday, April 20, 1953, at 10 a.m.



Kress & Gibson, Edward W. Kress, Architect
San Jose, California