

Convenient Drive In Teller Service



A Full Service Association

A complete range of Savings & Loan Association services is offered at the new Beverly Hills-Birmingham office of Metropolitan Federal Savings.

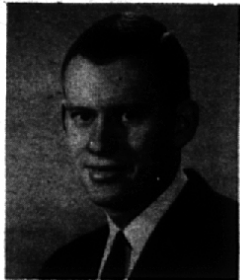
Fast, convenient drive in window service is but one of many of the friendly facilities provided to meet the needs of area residents.

Others include Insured Savings Accounts at the current 4% annual rate, Home Improvement Loans, Home Mortgages through the exclusive Metropolitan Family Security Mortgage Plan, Christmas Club, Money Orders, Mortgage Loan Counseling, Travelers Checks, Utility Bill Payments, Loans on Savings Accounts, and use of the Metropolitan Community Room.

Another advantage offered at Metropolitan is that savings deposited by the 10th of each month earn from the first of that month.

Frank E. Fike, Assistant Branch Manager, pointed out that savings at Metro-

politan are insured up to \$10,000 by the Federal Savings & Loan Insurance Corporation, a U. S. Government agency.



Frank E. Fike

Glorious Past -- Bright Future

The savings and loan industry, which had its earliest beginning in 1775 in Birmingham, England, has grown in total assets to over \$100 billion dollars. Its current rate of growth puts it among the fastest growing industries in the entire world.

Economists have indicated that this rapid growth has come about because of five major factors: (1) safety of funds because of the strong reserve position of savings and loan associations and because of their FSLIC insurance, (2) convenience of office location due to neighborhood branches, (3) availability of funds, (4) rate of return, and which has been considerably higher than other financial institutions, (5) attitude.

The latter has possibly been the most important reason for this rapid rise. Associations have been leaders in the public relations approach and have stressed friendliness and customer service throughout their nearly 200 year history.

In their earliest forms, savings associations re-

quired savers to deposit a given sum each month into a mutual fund which was accumulated and used for the purpose of building homes for those savers. This basic concept has not changed, and the savings and loan industry continues to promote thrift and home ownership.

The past ten years have shown the largest incidence of growth for the industry. Its total assets have grown from \$31 1/2 billion in 1954 to over \$100 billion in 1964. As the leading mortgage lenders of single family residences, savings and loan associations have outstanding, at this time, over 90 billion dollars in mortgage loans. In 1963, savings and loan associations accounted for 51% of all mortgage lending by all sources.

The Economic Department of the University of Indiana reports that the savings and loan industry will exceed 200 billion dollars by 1970 and that there will be approximately 170 billion dollars outstanding in first mortgage loans.

Launch Culture Series At Metropolitan Savings

The Metropolitan Federal Cultural Luncheons, a series of luncheons directed to cultural leaders in the community will be launched in the new office's 1100 square foot community room on Wednesday, June 10.

John P. Seibel, Assistant Vice President for Metropolitan, explained that this year's series (which well may become an annual affair) will



Fleishman



Wessels

include presentations by Alice Wessels Burlingame, Birmingham author, lecturer and columnist; Nathan Gordon and Gordon Staples, of the Detroit Symphony Orchestra, and Mrs. Lawrence A. Fleischman, President of the Arts Commission (City of Detroit) and a member of the Fine Arts Committee for the White House (Washington, D. C.)

Mrs. Burlingame will launch the invitational series with a slide-illustrated discussion on "Ideas For Your Home Garden." An Excursion In Music featuring selections and comments by Nathan Gordon and Gordon Staples will follow. The current series will be concluded with a Collector's Comments by Mr. Fleischman.

Metropolitan Federal Savings IBM'd

Installation of an IBM Automatic Data Processing System including Unit Record Equipment has been completed at the Main Office of Metropolitan Federal Savings. It will be used, according to Roger C. Richards, executive vice-president, to provide faster, more efficient service for the main office at W. 7 Mile and Evergreen as well as Metropolitan branches in Utica, Dearborn and Beverly Hills-Birmingham.



Gordon

French Colonial Decor Dominates

French Colonial decor, under the supervision of Eugene Conover, N.S.I.D., N.O.F.A., of Robert Lowry Associates, dominates the interior of the new Beverly Hills-Birmingham office.

"A handprinted vinyl wallcovering in antique baroque design in black on a gold background covers the walls in the officer and lobby area," explained Conover. "The lobby carpeting is a red and black tweed with the red being picked up again in the red velvet overdraperies hung on brass

rods and rings with gold tiebacks. Inner drapery is a sheer beige casement designed to give a soft lighting effect to the room."

Desks in the officer area are traditional walnut with the guest arm chairs in barrel design covered in an off white leather.

One wall in the public lounge area is paneled in walnut which forms a background for a seating group composed of a gold nylon sofa, two red velvet barrel design lounge chairs, a round marble topped coffee

table and two French lamp tables. Overhead hangs an antique French chandelier in white with gold overlay.

The conference Room off this area features a walnut wainscoting above which covering two walls is a hunt scene mural that is a reproduction of a rare original wall hanging found in a 17th century French Chateau. The draperies are again in red velvet. Conference chairs are a soft lime green color taken from part of the mural. Carpeting is the same as in the lobby.

