

TEACHER'S GUIDE  
Primary Source Document Collection  
MISSION 5: "Up from the Dust"

---

---

**First National Bank Advertisement**

*After the Stock Market Crash in 1929, many Americans—*anxious that they would lose all their money—*rushed to their local banks and cashed out their savings. These "bank runs" were justified: in 1930 alone, more than 1,300 banks failed, losing depositors millions of dollars. This advertisement from the First National Bank in Dalhart, Texas, attempted to give readers confidence that their money was secure because the bank was a member of the Federal Reserve system of banks. One year later, President Roosevelt signed the 1933 Banking Act and formed the Federal Deposit Insurance Corporation, or FDIC, which insured the money held in banks.*

We are Members of the  
**FEDERAL  
RESERVE**  
System of Banks  
**SAFETY!**

*Have Money*  
**SAFE in our Bank**

**MONEY** is always stacked up in the Federal Reserve Bank, of which we are a member, and we can deposit our safe securities whenever we want to and get **READY CASH**.  
You can get **READY CASH** when you want it when you deposit your money with US.

**START SAVING REGULARLY NOW**  
We Welcome **YOUR Banking Business**

THINK! *The* **First National** Bank  
Growing with Dalhart since 1903  
DALHART, TEXAS

THINK!  
HAVE MONEY!

Source: "Have Money Safe in our Bank" in *The Dalhart Texan*, March 15, 1932, pg. 2.

---

---