

The CITI never sleeps, but



your neighborhood may be put to rest.

CITIBANK *devises*

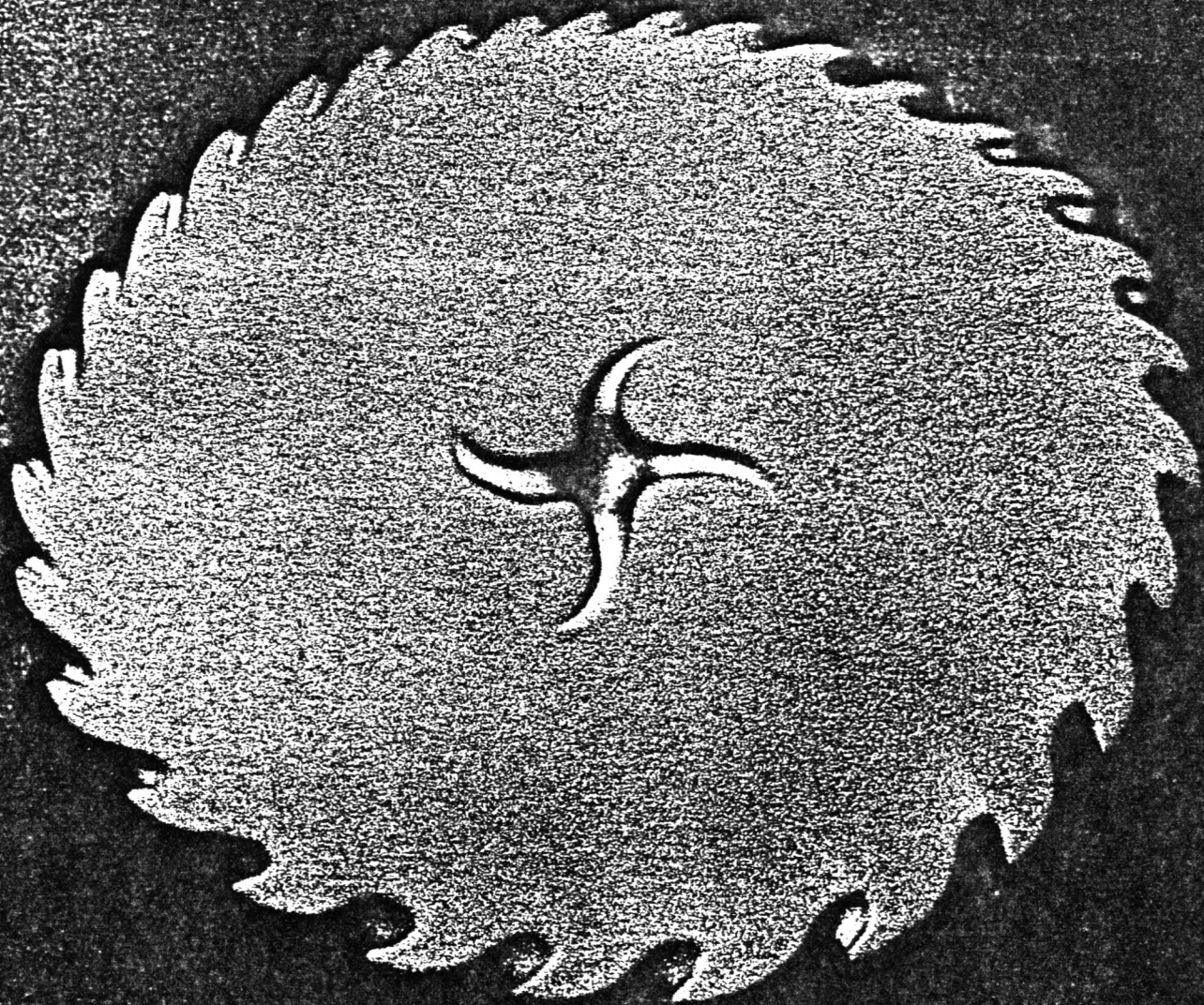
its *public* appearance. The raised logo on every *branch* is clean and modern. Jutting into the street it asserts an image of bank which *Citibank* has chosen to present. This appearance was carefully designed at great expense.

The following words and images offer a more complete version of the *Citibank* logo, filling in what *Citibank* has left out.

CITIBANK *trims*

the meat from the bones of small business and community programs by funnelling city deposits into multinational corporations. In 1977 Manhattan, Brooklyn, and the Bronx made up 17.1% of Citibank's domestic deposits, yet only 4.1% was returned in home mortgage loans.

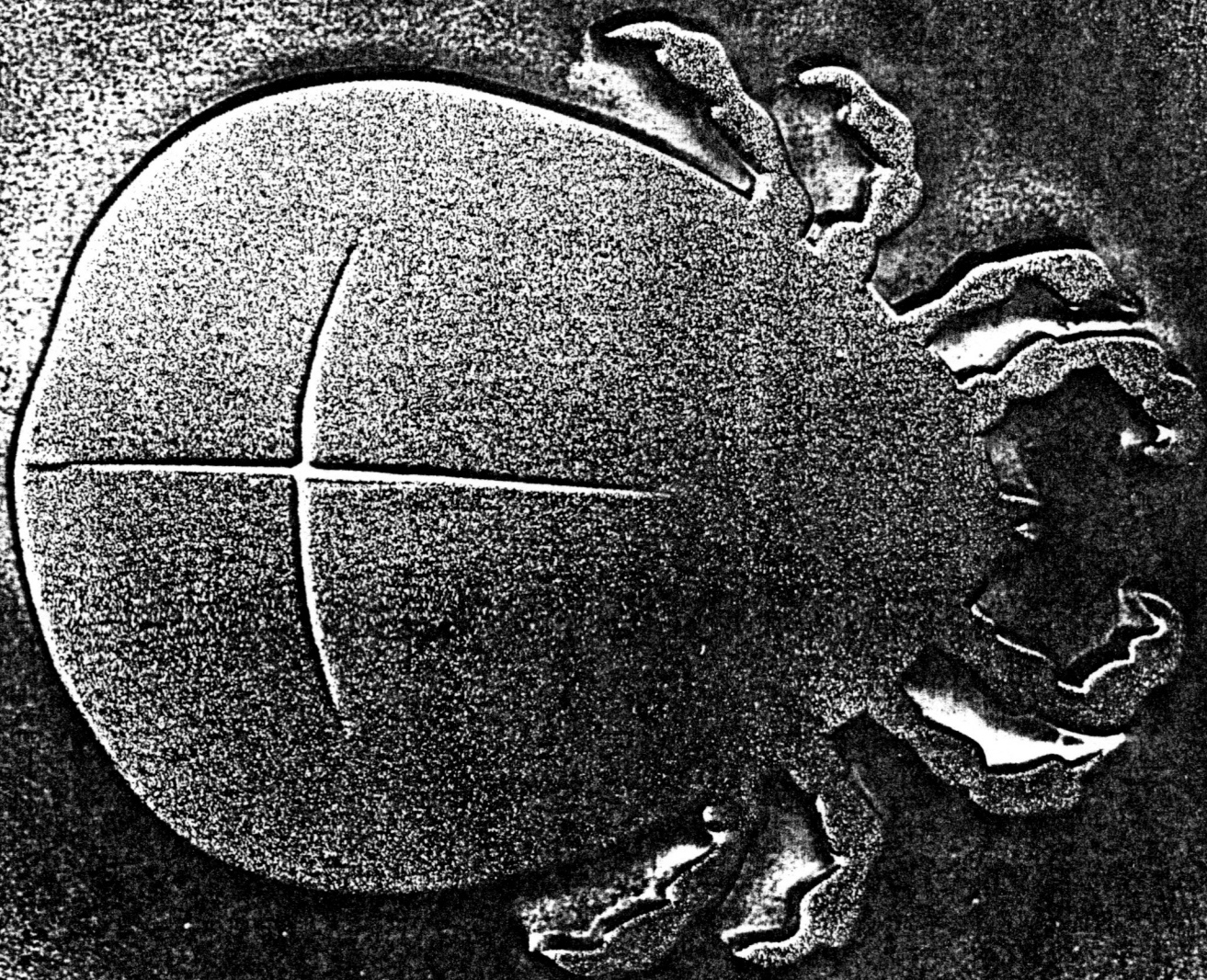
While Citibank helped finance the World Trade Center, city schools, hospitals, and subways eroded from lack of investments.



CITIBANK grows

swelling itself on money drawn from New York black communities. In 1978 for every 1,000 dollars deposited by South Bronx residents only 19 cents were returned in home mortgage loans. The white community of Flatlands received 31.14 dollars for the same 1,000 dollar deposit yet the South Bronx had three times as much money deposited in Citibank.

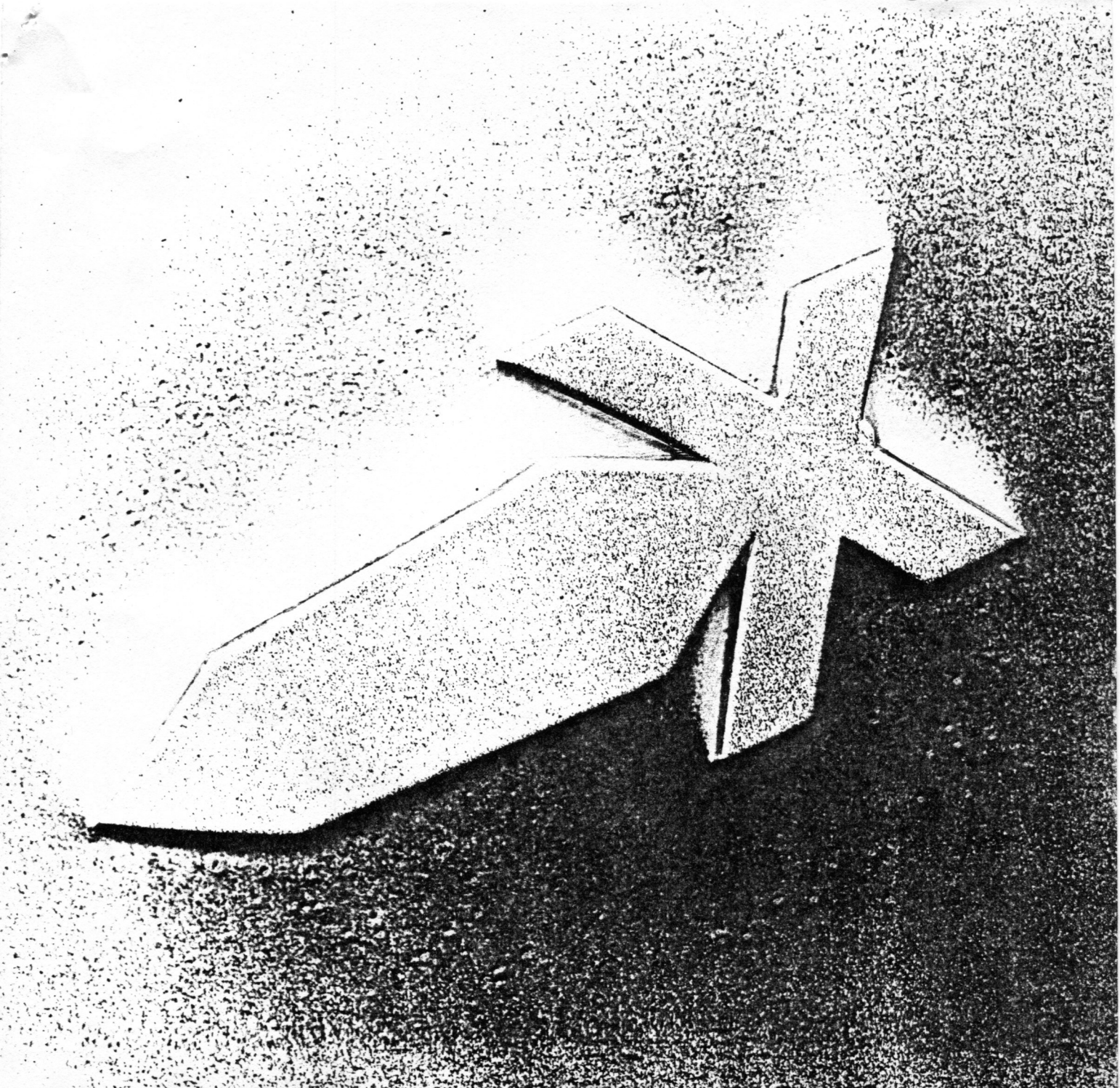
Citibank, like other capitalist institutions profits from third world people both at home and abroad.



CITIBANK delivers

In South Africa four million whites completely control the lives of 22 million blacks. Blacks are denied housing, equal pay, and the right to vote. Black leaders have called for a total halt of investments in South Africa.

And yet *Citibank* continues to deliver millions in loans to the South African government. To date 1.6 billion dollars have been lent with *Citibank's* participation.



SOURCES

- 1 Citibank, a Ralph Nader study group by David Leinsdorf and Donald Etra, 1973 pages 69-162
- 2 The Home Mortgage Loan Practices of the Five Largest Retail Banks in New York City, Committee to oppose bank loans to South Africa, New York Chapter 1977
- 3 South Africa: Foreign Investment and Apartheid, Institute for Policy Studies - Lawrence Litvak, Robert Degrasse, Kathleen McTigue, 1978 pages 57-61
- 4 U.S. Bank Loans to South Africa, Corporate Data Exchange Inc. 1978

As bankers we'd like to remind you of two facts: last year, the arts, especially the performing arts, helped attract more than 16 million visitors to New York; these visitors, many of them from overseas, contributed a whopping \$1.5 billion to our city's economy.

Clearly, supporting the arts is good business.

CITIBANK 

An investment in the arts enriches everyone.

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