

CREDIT CARDS

Liza Heyl



WHAT?

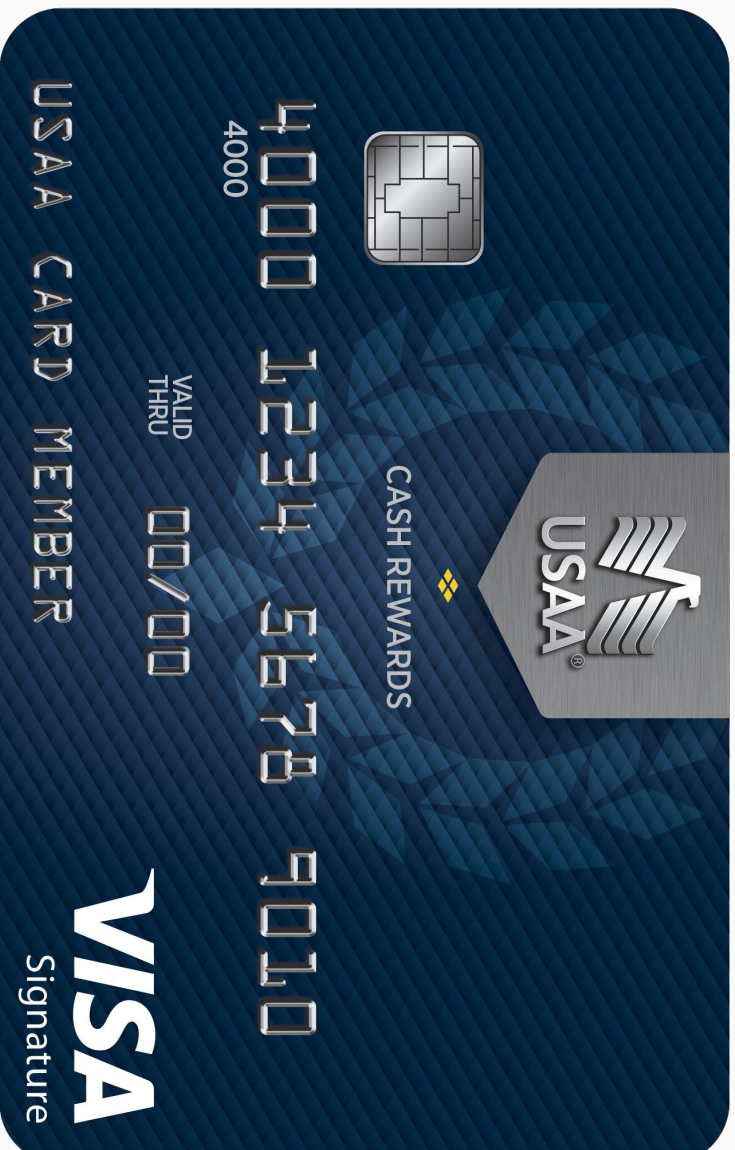
Is credit...

Buy Now

Pay Later

WHAT?

Are credit cards...



WHY?

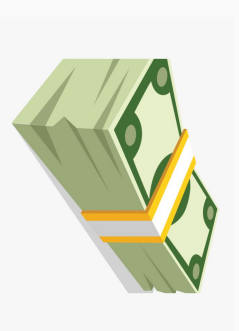


Big Purchases



Convenience

Cash



WHEN?

1920s

Individual companies.
Oil, hotels etd (more
like loyalty cards)

1946

"Charge it launches"
First credit card

1929

Great Depression
halted progress



WHERE?

Brooklyn, New York

Flatbush National Bank



WHO?



John Briggens

- Goal: bring more local customers to his bank

-

HOW?

merchant deposits sales slips at the bank → bank reimburses the merchant → bills the customer

- Card owners had to be bank members
- Only local purchases since everything went through the bank