

Let's Make the  
**37th Year**  
Bigger Than Ever!

THE

# Bankamerican



Official Organ of the  
**9,000**  
Co-Workers of  
Bank of America  
National Trust and  
Savings Association

Volume 10

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No. 10

## Bank's Founder Defends the "American Way"

### Bomb Shatters All London Branch Windows Sept. 8

Staff, Unharmed,  
Shovels Out Glass to  
Resume Business

All windows were blown out of London Branch on the evening of September 8 as bombs fell in its neighborhood and the staff set to work shovelling buckets of glass out of the building in order that business might go on as usual the next morning.

This was the latest news from the war front received by Manager R. E. Dorton, London Branch Manager, who is now in California.

From P. M. Uden, his London secretary, Mr. Dorton has received the following interesting report of the reactions of Londoners to war difficulties:

The past two to three weeks have given us experience in prolonged night raids, and it is now the fashion to sleep at odd times of the day, for those whose occupations allow, or to take an hour's rest on arrival home from the office—to make up for the previous night's loss or to prepare for the following night's interruptions.

Folks were very "fed-up" when for two consecutive nights raids were overhead practically all the time. After we have been up from 9 p. m. till 4 a. m. we find our backs, eyes, and legs are somewhat weary the following day.

However, now that the novelty is wearing off the raids do not seem so strange. The new guessing-game is forecasting all the time of the next siren warning. You probably remember in the opening months of the war that one kept thinking one could hear sirens when actually it was the noise of motors. This malady is now known as "sirenitis."

One afternoon a warning was given at 4:20 and the "all-clear" came at five minutes to six. You can imagine the steady stream of people pouring out of business houses in the city. I have never seen the streets so full of folk, all hurrying towards the trains, buses, etc.

The staff are all safe and well—so far—but some of them have had bombs dropping uncomfortably near their homes or themselves. No doubt your newspapers will give full accounts of our "visitors" day by day.

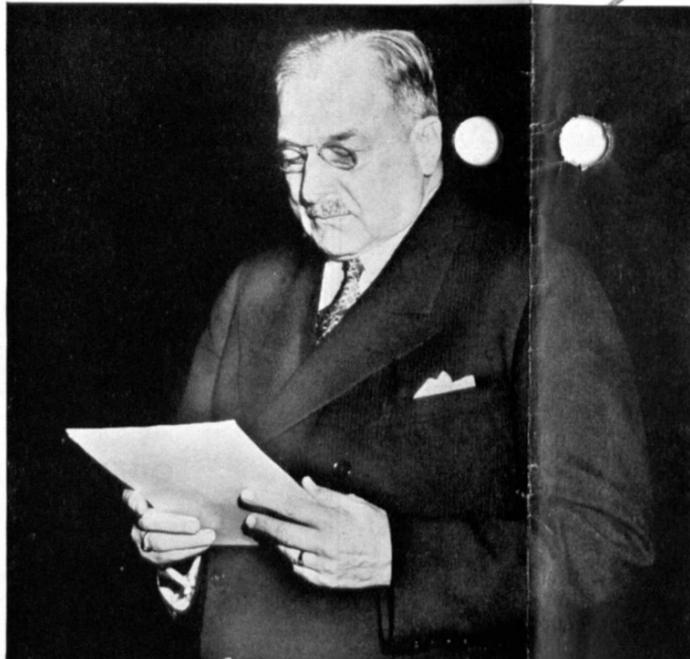
Salvage campaigns are being vigorously conducted, and it is amazing what quantities of metal and paper are being saved and put to further use. So Californians will know why we write on both sides of the paper!

A prominent business man in the city writes to Mr. Dorton in a letter of September 17:

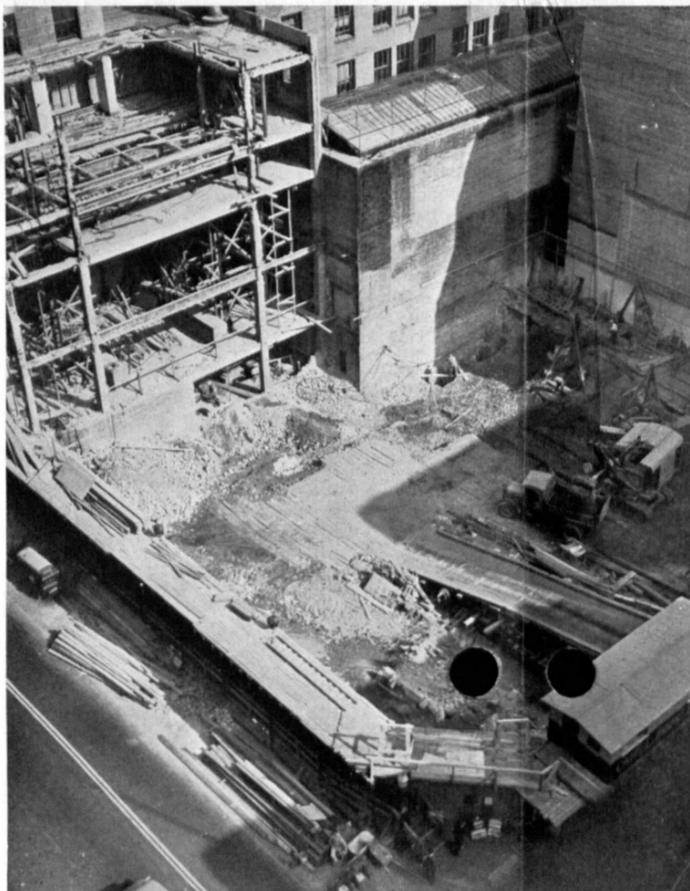
Business in the city is naturally very quiet and on a reduced scale, but prices have risen and markets retain a very confident tone in spite of the air raids.

I cannot pretend that we are enamoured of bombs falling from the air any more than other people would be, but there is a marvellous steadfastness discernible in this nation and one just puts up with the unpleasant ride and gets on with one's usual activities, be

AS BANK CELEBRATES ITS BIRTHDAY



Chairman of the Board A. P. Giannini, standing in the studio of Station KGO in San Francisco, giving his radio greetings to the staff on the morning of the bank's thirty-sixth birthday on October 17. Over 9,000 Bankamericans gathered about radios in the lobbies of the bank's 495 branches, heard the inspiring words of the man who in 1904 founded the institution with a half dozen staff members.



As the bank's founder was addressing his staff, workmen were informally celebrating the day as trucks and steam shovels were clearing the site for the bank's new Head Office at the northeast corner of Montgomery and Pine Streets in San Francisco. Working on a full speed ahead schedule, caissons were already being sunk for the foundations.

they work or relaxation. You know the British temperament, and will readily understand that after a week's work it would require a great deal of aviation terrorism to stop the game of football, golf or dog-racing.

The one aim and purpose in all our minds is to carry through this war with all our strength and resources to a triumphant conclusion. Our hearts go out to the men in the Service in admiration and thankfulness.

Instalment loans at Seventh and Hoover Branch, from the period of March 1, 1940, to September 30, 1940, have increased 101%.

When a school class recently visited Placentia Branch, as guests of Manager E. M. Everett and Pro-Assistant Cashier C. M. Daniels, Mr. and Mrs. Daniels provided little cakes wrapped in gold tissue, surmounted by a bright paper as souvenirs of the visit.

### Urges Staff To Combat With Facts Critics of Capitalistic System

Outlines Three Big Jobs Ahead  
In Radio Address Celebrating  
36th Birthday of Institution

Brushing aside the opportunity to review the dramatic history of the bank he had founded thirty-six years ago, Chairman of the Board A. P. Giannini, in a birthday address on October 17, called upon the staff to work for the future of the bank and the future of the nation by combatting with facts those influences seeking to undermine the capitalistic system.

He incorporated his appeal in a pledge to keep the bank's resources working in the interests of national defense, and predicted that with devotion, sacrifice and redoubled labor, the nation would be "qualified for an inspired world leadership which we hope will restore stability everywhere."

Chairman Giannini's address was broadcast over the statewide stations of the blue network of the National Broadcasting Company at 8:45 A. M. and listened to by staff gatherings in all the bank's 495 branches. He spoke from the studios of Station KGO in San Francisco, while workmen two blocks away were busily at work laying the foundations for the new Head Office made necessary to accommodate the growing needs of the thirty-six year old institution.

John Nesbitt, commentator on the bank's radio program "The Passing Parade," introduced the bank's founder.

President L. M. Giannini had originally planned to deliver the birthday address, but because he was called East, Chairman Giannini pinch hit for him.

Following is the complete text of Chairman Giannini's birthday address:

Co-Workers and Friends:

Today is the 36th anniversary of the founding of the Bank of America. We are glad to begin the day by pausing not only to look back, but also to look forward. Someone said the other day that we should give more importance to the future than the past, because the future is where we shall spend the rest of our lives.

#### Growth Well Known

Certainly, it is a mistake to devote to the past that time and thought we should be using to plan for the future. Our splendid growth over these 36 years is well known, as is the fact that this bank was organized to bring banking to the people, to extend the services to new fields, to put banks on the neighborhood street corners and to give the advantages of metropolitan banking facilities to the small communities. It is conceded that the people of California have been saved millions of dollars in reduced interest charges since we entered the field of small personal loans, the financing of automobiles, radios, refrigerators, doctor and dentist bills and countless other things. It has been published time and again that we have led the entire nation in the financing of home construction under the FHA plan, and the modernization of homes already built. Industry and business know how we have cooperated financially in their successful progress, and the grape, wine, peach and prune industries and number-

less other branches of agriculture, the Future Farmers and 4-H clubs, all have recognized the constructive aid that has been theirs at the Bank of America.

#### Two Billion Dollars Loaned

So it goes through the whole range of our many services. During just the past seven years we have loaned over two billion dollars to build California and to serve its people.

So while we look backward occasionally, it is only for two reasons: to gain new encouragement for the bigger jobs ahead, and to remind ourselves of our humble beginning. This last is especially useful when pride over our leading position might tend to puff us up. Our job still undone is so big that we must approach it with humility and seriousness of purpose.

#### What is the big job ahead?

Let us divide it into three main groupings: national defense; further improvement of present services and development of new services to the people; and, substitution of fact for fiction—or improved public relations.

#### Aiding National Defense

As to national defense, the Bank of America has already done much . . . more than many realize . . . and is preparing to do much more. The first job in national defense is to do all we can to foster a healthy economy, and that is something you co-workers of mine have been doing throughout all of California for a long time. Encouragement of enterprise, encouragement of research, encouragement of development and use of this state's magnificent resources, has aided in the creation here of facilities that will count heavily in the production of the physical needs of an adequate defense program. Airplanes, ships, petroleum, electric power; agricultural products such as cotton; wheat and dried fruits; mining products such as quicksilver and other vital essentials of ammunition-making; lumber; cement, and a list of miscellanies too long to be listed here. Added together, they make California one of the most potent contributors to our national defense.

#### Encouraging Aviation

In the encouragement of aviation, Bank of America is the first financial institution to provide for its every phase. This extends

(Continued on Page 2)

# Staff Meetings Held Throughout State To Hear Address

(Continued from Page 1)

from construction of the manufacturing plant to the student flyer. Facilities for plant expansion, inventory, wholesale and retail financing have been made available to manufacturers, distributors and dealers; and for aviation schools we have provided for the financing of student courses and the purchase of training planes. And now the private citizen, or companies, organized groups or clubs may purchase standard makes of light airplanes on virtually the same instalment plan as an automobile . . . the newest extension of our famous Timeplan service.

## Protecting Drafttees

Of course we cannot refer to national defense without mentioning yesterday's nationwide registration for conscription. You already have been advised that those of our staff ultimately selected for military training will have their seniority protected, and that on their return they will be re-employed, with every opportunity to pursue a career in banking and forge ahead on the promotion road to the limit of their capacities. My personal good wish goes with every one of these young men. I congratulate them now on their opportunity to acquire a training in national defense that is denied to many of us. In their absence we will try all the harder to serve the country in the other ways available to us.

## Building Constructively

We will continue to build business soundly . . . constructively. We will continue to grant every application for a bankable loan . . . that is within the capacity of the borrower to repay without destroying him or his business . . . and where we are asked for loans that are not bankable, we will do all we can to make them bankable as far as permitted by the cooperation of the applicant. You men out there on the firing line have all the freedom and all the initiative of an individual bank of similar size. You also have all the resources and all the facilities of the head office when you need them. As a unit in your community you are a part of that community, living in it, understanding it and its local problems, and serving it to the best of your ability. At the same time, all of our 495 branches are united for strength and service in the overall task of building California. That is our way of strengthening the nation we all love, and whose

institutions we will strive to preserve to the limit of our strength.

## Credit Laboratory

Although we have done so much in the way of providing new banking services, we have by no means exhausted the field. Just as a great manufacturing industry has its research laboratories, developing, testing and perfecting new products, so Bank of America has a credit laboratory, to which highly trained experts contribute skill not only in developing and testing their own ideas, but also in analyzing and perfecting ideas contributed by you out there in the field. Many new ideas even now are being proved and refined . . . some to be used in the near future, and some perhaps to be rejected or set aside for another day.

Just now, we are inaugurating a "factoring" service for dress manufacturers in the Los Angeles area . . . a service which we feel confident will help that area displace Paris as the world's center for women's wear. Already it has appropriated leadership in fashions and design through the influence of the motion picture, which is another industry we have aided to a very substantial extent.

## Improved Public Relations

Now a word as to substitution of fact for fiction, or improved public relations.

Almost every day we hear fiction, coming from sources either ignorant or mischievous . . . or both. I respect the judgment of the American people as a whole, but I believe they are entitled to accurate information on which to base that judgment.

How many people properly understand the meaning of the term Capitalism? The Capitalistic System, which we hear spoken of sneeringly in so many circles, is merely a system under which private enterprise is privately financed. Business must have capital. What is capital? Savings. Whose savings? The people's. Yours; your friends; your neighbors. Everyone who saves something from his earnings, and puts that money to work, or has it put to work for him, is a capitalist . . . That's the American Way, the way in which America has been built. Capitalism is democracy . . . at work.

Also, we hear about banks bulging with money, and this idea is fed the people in a way to insinuate that it's bankers' money, and that the bankers clutch this

money greedily to their breasts and refuse to put it to work.

## Bankers' Responsibility

Well, whose money is it? Who puts money in the bank? You; your friends; your neighbors. It's not bankers' money at all. It is money put into the bank for safekeeping and for convenience . . . and when the owners of that money want it back it must be available to them. It is the bankers' responsibility to care for that money, to hold it ready to return to its owners on demand, and meanwhile to put some of it to work where it will aid all the functions of business and then return safely to the bank.

To the banker this is elementary. But we must not keep this knowledge to ourselves. If we do, we will go on being misunderstood. Truly the sound banker need not fear ignorance.

## Combatting Ignorance

In our daily contacts we can do much to enlighten this ignorance. Whenever we hear the propagation of fiction, we can displace it with simple facts such as those just cited. We can show also that our own leadership in pushing FHA financing in California has created more than a hundred million man-hours of labor for the building industry; the growth of our own institution since the depth of the depression has enabled us to add three thousand employees to our staff; our own payroll is contributing \$18,000,000 a year to California's business volume, plus \$17,000,000 a year spent for the operation of our business. We pay millions in taxes to city, county, state and federal government. And our dividends, now amounting to \$10,800,000 a year, go largely to stockholders residing in every community of this state.

## A Democratic Institution

We can speak proudly of our place in the American scheme of things because Bank of America is truly a democratic institution. Its administration is elected periodically by its 150,000 stockholders, who are farmers, clerks, mechanics, business men, teachers, physicians, dentists, lawyers, merchants . . . to them go the profits.

And what are profits? Profits are only wages paid to these investors for the use of their savings. But while ordinary payroll wages are paid on a fixed scale so long as the worker is employed, whether the firm makes or loses money, the investor's wages de-

pend upon what is left when all other expenses are met.

So it is apparent that the opprobrium borne by capitalism and profits is the fruit either of malice or ignorance. Within the scope of our individual spheres we can cope at least with the ignorance.

Called upon in these times for the greatest strength we can muster, for the utmost in productive endeavor, for the deepest consecration to American ideals, we cannot afford to submit to influences which would weaken our nation. I am sure that each one of the 9,241 staff members of this bank will miss no opportunity to work along this line.

## Faith In Nation's Future

We have no doubts of our country's ability to maintain its place in this stormy world, and if devotion, sacrifice and redoubled labor

will do it we will come through with added strength, qualified for an inspired world leadership which we may hope will restore stability everywhere.

We, for one group, have abounding faith in our future, a faith we are prepared to show in our works.

## Work For Good Government

Now I come to the last and a very important part of this talk . . . to urge you to observe your duty to your country as well as to your institution. This bank, as such, takes no political position. But as individuals, as workers, producers and heavy taxpayers, and as decent citizens, you and I should remember that we not only have the right but the responsibility to undertake active labor in the cause of good government.

## Service Emblems



### QUARTER CENTURY PINS



R. J. Barbieri, Cashier, San Francisco Headquarters, who entered the service on October 18, 1915.



Julius B. Nielsen, Manager, Fulton-Fresno Branch, Fresno, who entered the service on October 24, 1915.

### 10-YEAR GOLD SERVICE PINS

#### NORTHERN

Bullock, Thomas E., Fruitvale, Oakland  
 Donovan, Richard, 550 Montgomery Street, S. F.  
 Fielding, Jean, 550 Montgomery Street, S. F.  
 Freitas, William E., San Jose Main  
 Hackett, Dorothy, 550 Montgomery Street, S. F.  
 Hull, Jack, Treasure Island  
 Lacey, Jack M., S. F. Headquarters  
 Leone, Doris Marie, Oakland Main  
 Nelson, Myron J., Melrose Branch, Oakland  
 Silvan, Clifford, Market-New Montgomery, S. F.  
 Willis, Mary, Salinas

#### SOUTHERN

Allen, Willard W., Eagle Rock  
 Clark, Selden M., Administration  
 Davis, Robert H., Long Beach Main Office  
 Fritsen, Nestor C., Los Angeles Main Office  
 Otten, Albert F., Ventura  
 Southard, Robert E., Wilshire-Robertson

### 5-YEAR SILVER SERVICE PINS

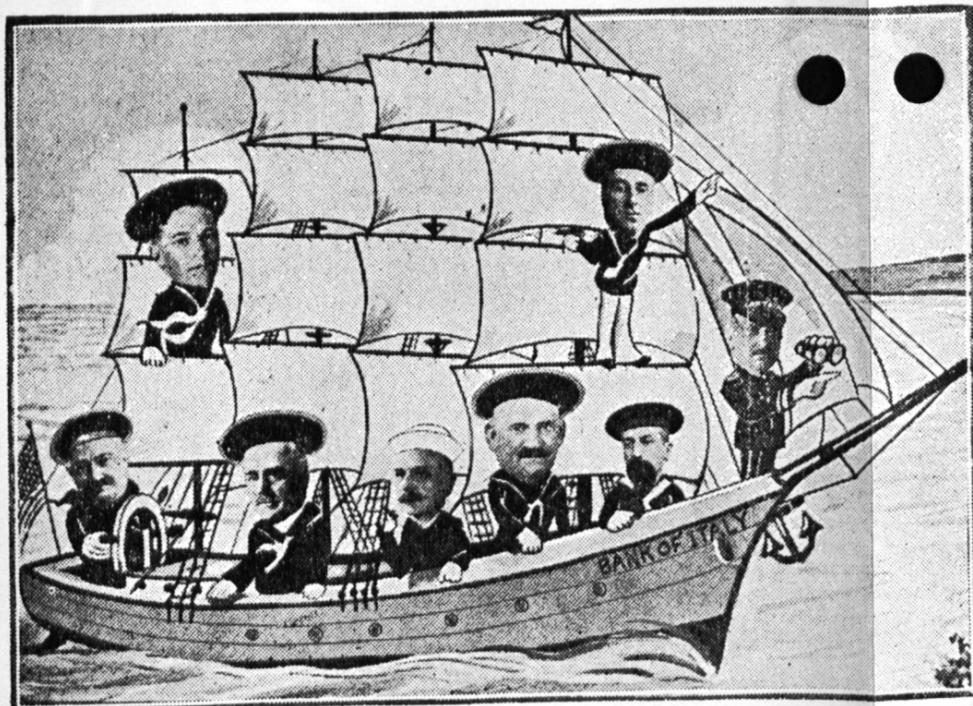
#### NORTHERN

De Armond, Marguerite, Bakersfield  
 Muhl, Marion, Day and Night, S. F.  
 Rogers, Catherine, Humboldt, S. F.  
 Schmitt, M. Jack, S. F. Headquarters.

#### SOUTHERN

Banner, Lorna H., Los Angeles Headquarters  
 Brooks, Alexander E., Long Beach Main Office  
 Dyer, Sidney E., Wilshire-Dunsmuir  
 Henkel, Walter H. W., Jr., Monrovia  
 Hosp, Franz P., Jefferson-Vermont  
 Houghton, William B., San Diego Main Office  
 Larimer, J. H., Burbank  
 Matheson, James B., Coronado  
 Matter, Charles M., Pasadena Main Office  
 Mueller, Martha, Redlands

## WHEN THE GOOD SHIP "BANK OF ITALY" WAS LAUNCHED IN 1904



This early day cartoon pictured the founding of the little institution which has since grown into the mighty Bank of America. "Early in the morning of October 17, 1904," said the caption to the drawing, "Captain A. P. Giannini, in command of the ship, said to members of his crew that land must be near because he saw 'branches' in the water. A few hours later, he docked his vessel safely at Montgomery and Washington Streets, San Francisco. Officers and crew on deck (left to right): A. Pedrini, James J. Fagan, Joseph F. Cavaignaro, Lawrence Scatena, George E. C. . . and A. P. Giannini. In the rigging are Charles F. Grondona and Victor A. Caglieri."

November 2, 1940

Mr. A. P. Giannini  
Bank of America N. T. & S. A.  
San Francisco, California

Dear A. P.:

I want to thank you for sending me a copy of the Bankamerican for October 1940 in which there is a reprint of your radio address celebrating the 36th birthday of Bank of America. I can heartily approve of your message and only wish that banking leaders in the various parts of the country had an equally vigorous and progressive attitude toward the mission of banking in contributing to the solution of our economic problems. There are far too many bankers who spend most of their time criticizing the activities of the government in the credit field whereas if the banks of the country generally were as aggressive as Bank of America in supplying the various needs of the community the Government would be able to reduce its banking activities to a great extent.

May I also add that a mere glance through the Bankamerican indicates the effectiveness of your organization in building up loyalty and morale both of which are so essential to the continuing growth and success of any institution.

With best wishes, I am

Sincerely yours,

M. S. Eccles  
Chairman

LC/frl  
*LC*