

AUGUST 10, 1940

“NORTHWEST AIRLINES PLANE NOW LOADING” . . . SEE PAGE 22



Commercial West

Incorporating NINTH DISTRICT BANKER
MINNESOTA BANKER • MONTANA BANKER



All Smart Executives Are Doing It!

Directing Sales Campaigns at the Northwest

New sales and advertising campaigns now are being directed at the more favorable trade centers throughout the nation instead of being spread thinly over a large area. Is yours?

Scattered efforts are giving way to direct drives at the brighter areas promising quick returns.

Far-seeing advertisers are focusing their first attention on the real purchasing-power people and territories.

The Commercial West field, being the brightest spot in the nation, is ready for concentrated cultivation right now!

**Neither Briny
nor Deep!**



Nope!

There isn't a grain of salt . . . in Big Pelican Lake. And it isn't deep either! . . . Just deep enough for your fanciest diving . . . and deep enough to hide plenty of walleyes, northern pike, black bass and crappies! And how clear it is!

Up there on the shore . . . past the white sandy beach . . . is Breezy Point Lodge with 50 modern cottages, 100 modern hotel rooms . . . tennis courts, saddle horses, a slick golf course . . . a smooth dance floor. (Swings and stuff for the kids.)

Write for illustrated folder describing surprisingly low cost vacations at

**BREEZY POINT
LODGE**

PEQUOT LAKES, MINN.

*In the Heart of Minnesota's
Great North Country*

MODERATE RATES

Commercial West

Incorporating NINTH DISTRICT BANKER
MINNESOTA BANKER • MONTANA BANKER

Volume 80, No. 7

August 10, 1940

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Thomas A. Boright, Publisher

Willis L. Williams, Editor

Roger J. Lewis, Managing Editor

Eastern Representative: Robert S. Farley, 114 Liberty St., New York

Western Representative: J. A. Kendall, 2676 Terminal Annex, Los Angeles

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Advertising rates on request or furnished by any responsible advertising agency.

Commercial West does not assume responsibility for the writings or statements of others not directly connected with this publication.

When doing business with our advertisers please mention *Commercial West*.

The influence of this old-established publication thoroughly permeates the business life and home habits of the Twin Cities and the Northwest.

Its readers are the real business leaders—the people of incomes and influence—in the great agricultural West.

Advertisers and subscribers, desiring special information on Northwest activities, should address the editor.

Entered as Second Class Matter at the Minneapolis Post Office.

WHAT TO SEE AT STATE FAIR

- **WILD WEST ROUNDUP**—Cowboys and Cowgirls in Fast-Moving Range Revue. Grandstand, Afternoon and Evening, Saturday and Sunday, August 24 and 25.
- **STATE FAIR REVUE OF 1940**—Musical Extravaganza. Five Big Episodes. 20 Thrilling Scenes. Cast of 375. Eight Nights, August 26 to September 2.
- **NATIONAL PERCHERON SHOW**—500 of Finest Percheron Horses of United States and Canada Competing.
- **LIVESTOCK SHOW**—America's Premier Showing of Prize-Winning Cattle, Horses, Sheep and Swine.
- **MACHINERY**—New and Enlarged Section Featuring 90 Acres of Moving-Type Displays for Farm and Home.
- **HORSE RACES**—Inaugural Races on New Half Mile Track, Tuesday and Thursday, August 27 and 29.
- **AUTO RACES**—American Dirt Track Championship Races, Dedicating New Speedway. Four Days, August 26, 28, 31, September 2.
- **HORSE SHOW**—Nation's Finest Equestrian Event. Six Big Nights in Colorful Hippodrome Arena, August 25 to 30.
- **FIREWORKS**—New World's Fair Displays Climaxing Each Night's Grandstand Show.
- **THRILL DAY**—Jimmy Lynch, Direct From New York World's Fair, Headlining Program of Spine-Tingling Thrillers, Friday, Aug. 30.

MINNESOTA STATE FAIR
AUG. 24 to SEPT. 2

PHOTO-ENGRAVINGS

ZINC HALFTONES • COPPER HALFTONES
ZINC ETCHINGS • COLOR PLATES

ILLUSTRATORS 2701 DESIGNERS

NORTHERN ENGRAVING CO.
316-SO. 4th ST. MINNEAPOLIS MINN.

COMING EVENTS

Next Week

- Rural Hennepin-Anoka Clearinghouse Association (Minn.), at Hotel del Otero, Lake Minnetonka Aug. 13
- American Bankers Association, Trust Conference, at Salt Lake City Aug. 15-17

Later

BANKING

- Pacific Northwest Banking School, at University of Washington, Seattle..... Aug. 19-31
- West Central Minnesota Clearinghouse Association, at Montevideo..... Aug. 24
- Iowa Association of Bank Auditors and Comptrollers, at Des Moines..... Sept. 8
- Iowa Bankers Association, at Des Moines Sept. 9-11
- National Association of Supervisors of State Banks, at Richmond, Va..... Sept. 18-20
- Association of Bank Women, at Atlantic City Sept. 19-21
- American Bankers Association, at Atlantic City Sept. 22-26
- Morris Plan Bankers Association, at Del Monte, Calif..... Sept. 30-Oct. 3
- Mortgage Bankers Association of America, at Chicago..... Oct. 2-4
- National Association of Bank Auditors & Comptrollers, at St. Louis..... Oct. 16-19
- Nebraska Bankers Association, at Lincoln Oct. 24-25
- American Bankers Association Trust Conference, at Chicago..... Nov. 7-8
- Wisconsin Bankers Association, Mid-Winter Meeting, at Milwaukee..... Jan. 20-21, 1941
- Illinois Bankers Association, Mid-Winter Conference, at Chicago..... Jan. 30, 1941
- American Bankers Association Mid-Winter Trust Conference, at New York Feb. 4-6, 1941
- Group One, Iowa Bankers Association, at Sioux City..... Feb. 12, 1941
- American Institute of Banking, at San Francisco June 2-6, 1941
- Wisconsin Bankers Association, at Milwaukee June 4-5, 1941
- Minnesota Bankers Association, at St. Paul..... June 11-13, 1941
- North Dakota Bankers Association, at Bismarck June 17-18, 1941
- Montana Bankers Association, at Missoula June 20-21, 1941
- South Dakota Bankers Association, at Deadwood June 26-27, 1941

INSURANCE

- Minnesota Association of Insurance Agents, at Duluth..... Aug. 22-23
- National Association of Insurance Agents, at Buffalo, N. Y..... Sept. 16-19
- Fire Prevention Week..... Oct. 6-12

International Association of Casualty & Surety Underwriters, at White Sulphur Springs, W. Va..... Oct. 7-10

OTHER

- Sioux Empire Fair, at Sioux Falls..... Aug. 19-24
- Minnesota Amateur Golf Tournament, at St. Paul..... Aug. 19-24
- Minnesota State Fair, at St. Paul..... Aug. 24-Sept. 2
- National Security Traders Association, at Detroit..... Aug. 25-30
- South Dakota State Fair, at Huron..... Sept. 2-7
- League of South Dakota Municipalities, at Pierre..... Sept. 5-6
- Minnesota Federation of Labor, at St. Paul Sept. 16-18
- Minnesota Photographers Association, at St. Paul..... Sept. 23-25

- Corn Palace Fall Festival, at Mitchell, S. D..... Sept. 23-28
- National Federation of Implement Dealers Associations, at Chicago... Sept. 30-Oct. 4
- Minnesota Creamery Operators & Managers Association, at St. Paul..... Oct. 8-10
- Northwest Buyers & Jobbers, Inc., at St. Paul Oct. 13-16
- Minnesota Education Association, at St. Paul Oct. 24-26
- Financial Advertisers Association, at Hot Springs, Va..... Oct. 28-30
- National Association of Real Estate Boards, at Philadelphia..... Nov. 11-16
- Investment Bankers Association of America, at Hollywood-by-the-Sea, Fla. Dec. 9-13
- Minneapolis Aquatennial..... July 12-20, 1941

Send Your CCC Wheat Loans to the MIDLAND

The 1940 Program providing for loans on WHEAT, BARLEY and RYE has been announced by the Commodity Credit Corporation.

Within a short time requests for these loans will come from farmers all over the Northwest and the MIDLAND BANK is prepared to accept any loans which the bankers of this territory will care to sell.

1. You will receive PROMPT service on these loans.
2. We will credit your account or remit to you for the face amount of the notes PLUS accrued interest.
3. In addition, we will allow you a COMMISSION of $\frac{1}{4}$ of 1%. This commission will be remitted to you at the time the notes mature or are paid.

We handled a substantial volume of these loans in 1938 and 1939 for banks and grain firms and are PREPARED to handle a larger volume this year.

Midland

National Bank & Trust Company

of Minneapolis

SECOND AVENUE SOUTH AT FOURTH STREET

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Friends

HOW MANY ~~CUSTOMERS~~ HAVE YOU ?

Every friend is a customer . . . but not every customer is a friend.

With today's economic and political trends what they are, nothing was ever more true of bank-customer relationship. This morning Mr. Jones borrows some money and thanks you profusely . . . this evening he damns your institution for its "bigness." The bank with the most customers often has the most enemies.

To combat this ever-growing force in Public Opinion, over 500 of the leading advertising and

public relations men in the banking field are banded together in the Financial Advertisers Association. Through this non-profit organization, these men freely exchange the practices, thoughts and ideas on bank advertising, new business methods, Publicity and Public Relations, found in their daily work. This wealth of information is available to every member in the form of portfolios, leaflets and in the F.A.A. Bulletin. The membership fee is moderate.

If your institution is not yet a member of F.A.A., we should like to send you full particulars.

FINANCIAL ADVERTISERS ASSOCIATION

PRESTON E. REED, Executive Vice-President

• 231 South La Salle Street, Chicago, Illinois

A NON-PROFIT ORGANIZATION FOR THE BETTERMENT OF ADVERTISING
PUBLICITY » » » NEW BUSINESS METHODS » » » PUBLIC RELATIONS

EDITORIAL

Something for Bankers to Think About

OUR BANKERS will certainly agree with FDIC Chairman Leo T. Crowley "that it would be appropriate to give consideration to a reasonable reduction in the rate of assessment paid by banks" in support of the deposit insurance fund. Some of them may agree, too, with his statement that: "Henceforth bank owners should assume a greater share of the risk of their business by investing more private capital (in their institutions), particularly in the case of weak or inadequately capitalized banks."

Both these recommendations were made by Chairman Crowley in his report dated July 29 covering the status of insured banks as of the June 30 call, summarized by COMMERCIAL WEST in its Aug. 3 issue.

With the capital of FDIC increased to about \$500,000,000 by the end of this year it is logical and reasonable that action should be taken to reduce the assessment, and we are happy to know that Chairman Crowley favors such a step. Certainly on the showing thus far there appears little likelihood of the great fund ever being depleted unless by a financial cataclysm—and if that happens billions would be needed to handle the situation.

Recommendation of the FDIC chairman that bank owners should assume greater share of the risk of their business by putting more of their own money into capital of their banks, of course, is open to consideration. And we believe it might well be discussed at meetings of bankers. The wish of FDIC probably is father to the thought, inasmuch as it is the well-known attitude of the administration that each bank should build itself to as strong a capital position as is consistent within its field of operation. That may be all very well but it is questionable how far a bank should go in that matter beyond legal requirements. Banks do not relish being in debt any more than anyone else, and the steady reduction in debentures and preferred stock obtained during depression years to strengthen capital position is evidence of that fact.

As we have stated, however, it might be well for bankers to discuss that recommendation of Chairman Crowley because it has advantages, especially, as Mr. Crowley points out, in the case of weak banks.

★ ★ ★

Let's Put Our Fundamentals to Work

LATEST FIGURES from Canada impell us to refer again to the satisfactory progress our neighbor has made through the depression years as compared with that of the U. S.

As matters stand now we find our unemployment situation unimproved since our business and industry fell upon the evil times that followed 1929. Meanwhile we have piled up a tremendous indebtedness,

now more than 45 billions of dollars, not counting our extraordinary war defense appropriations. We tried to borrow and spend our way out of the depression—built public works, raked leaves, but did little constructive that would have put us back on our feet industrially or businesswise. We tried to bail ourselves out instead of liquidating ourselves out as we did in previous depressions.

The net result is that we made little real progress, and had it not been for the war accident that has plunged us into the expenditure of billions for national defense, our recovery was still a slow ground-gaining movement of natural processes seriously handicapped and impeded by legislation and bureaucratic regulations.

Now compare our situation with that of Canada which followed the time-ried and proved rule and liquidated itself. We find its public debt increased only slightly, while its industrial and business concerns have largely increased production. But the most startling fact is found in its employment index which is actually higher than it was in 1929, latest figures, those for April, revealing that Canada unemployment now totals only 367,000 compared with more than 450,000 in 1929.

We have had eight years of theory. It is high time that we got out our fundamentals, dusted them off and put them to work.

★ ★ ★

South Dakota Is Making Fine Progress

THE Greater South Dakota Association has just supplied COMMERCIAL WEST with some interesting figures revealing the fine progress that state has made agriculturally in recent years despite sometimes unfavorable weather conditions.

A survey made by the association denotes increasing confidence in South Dakota as a farming area. Reports from private and public agencies selling land show that during the past 18 months 2,893 persons, less than 3 per cent of whom were from outside the state, bought farms totaling 691,598 acres. Of these 86 per cent will operate their farms personally and 60 per cent were purchased by tenants who had been living on the farms. This surely reveals confidence in South Dakota's agricultural destiny.

South Dakota's agricultural statistics do not belie this confidence of its own people in its future. For instance farm income (not including government bonuses) in the first five months this year was \$45,286,000, which was 81 per cent greater than in the like period of 1937. South Dakota now has twice as many hogs on its farms as it had in 1937 and 20 per cent more sheep and lambs than the 1929-38 average.

Development of drouth-resisting livestock feed products such as sugar cane, Sudan grass, etc., has practically freed the state from importation of feed stuff, thus enabling its livestock growers to cash in \$33,802,000 for their products up to June this year.

South Dakota is a great state and it is working along lines which not only promise to promote its agricultural future, but its people and its administrative heads have developed a state debt reduction program that gives promise of placing its bonds and other securities in the very front rank of other states of the nation.

He's "No Honey" Down South

"WALLACE No Honey Here" is the way the Miami (Florida) Herald, staunch Southern Democratic daily newspaper, refers to the Secretary of Agriculture in an editorial published shortly after his nomination for the vice presidency. Says the editorial:

"Whatever Florida may feel about the obverse side of the Democratic 1940 presidential ticket, the reverse picture of Agriculture Secretary Wallace is a pain in the neck.

"The White House-dictated nomination of Mr. Wallace was an unconcealed bit of political strategy to offset GOP Vice Presidential Candidate McNary who lays at least academic claim to being a farmer and has sponsored many an agricultural measure for the Republican party in Congress.

"Secretary Wallace is the Democratic bait to attract the big electoral vote in the pivotal Western farm states.

"But Candidate Wallace is no honey down here. He is vinegar in the mouths of Florida farmers as well as in other Dixie states.

"It is Wallace who is responsible for the sugar quotas which have stifled the development of the thriving sugar industry in the Everglades, have similarly hamstrung the industry in Louisiana and irritated the farmers of the South with his tobacco limitation policies.

"Nor has Wallace, supposed guardian of the American farmers' interests, so much as lifted a hand to relieve Florida winter vegetable farmers from the unjust, discriminatory regulations which permit offshore, peon-produced commodities to enter the country on equal terms with this state's vegetables at the very time when our produce is being harvested for Northern markets.

"No wonder even the ever-faithful administration devotee, Senator Claude Pepper, exclaimed on the convention floor: 'We in Florida are going to have a load to overcome, particularly in south Florida, because of opposition to sugar and other crop restrictions.'

"The senator's reactions hit the nail on the head. Wallace is a load to carry anywhere in the farming sections of the South. He's the 'Old Man of the Sea' astride Democracy's back in this section.

"Wallace's dictated nomination will not help the ticket. He adds no argument for the party in the conduct of a successful campaign."

★ ★ ★

Constructive Stock Exchange Endeavor

THE CHICAGO STOCK EXCHANGE is to be commended for the endeavor it is making to enlighten the public on "what goes on" within the precincts of its realm of operations. By constructive public relations advertising and other similar means the Exchange is seeking to familiarize the public with its transactions and the modus operandi of stock and bond sales, streamlined now in departure from firmly entrenched customs and inflexible practices of the past.

The Chicago Stock Exchange has done well in adapting itself to new conditions and it is engaged in a real public service in acquainting the public with what it has done, how it operates and what it has in mind for future development of the business of trading in securities.

The BULL'S-EYE

By The Sharpshooter

IT IS AMAZING to me how some individuals in certain groups of business or industry pull in their horns when business slumps off.

The war in Europe, and its threat of war involving the U. S., has raised havoc with certain lines of business, no question, but why begin slashing right and left because of the slump—in all probability only temporary?

And about the first thing this rush of economy brings about is to cut down or cut out the advertising. Right in this connection I am reminded of the reprimand the head of one of the nation's greatest department stores handed to his general manager.

Hard times had really descended upon the country in that year long ago and this store along with others was losing business and money. The owner, nationally known for his enterprise and aggressiveness, began checking up and one of the first things that struck his attention was the slash in advertising space being used in his city's publications.

The general manager was called on the carpet forthwith.

"Why have you reduced your advertising space?" asked the store owner.

"Why, why," stammered the executive, "that was the thing to do. People are not buying, they are holding onto their cash because of the hard times. It would be foolish to advertise heavily now."

"Young man," said the store owner, "the whole of the first day's receipts of this store when I began business went into advertising the next day. This business was built by advertising. The people still have money and many of them have good incomes. Start tomorrow and use more advertising space than we ever have used. Give the people good bargains and keep at it."

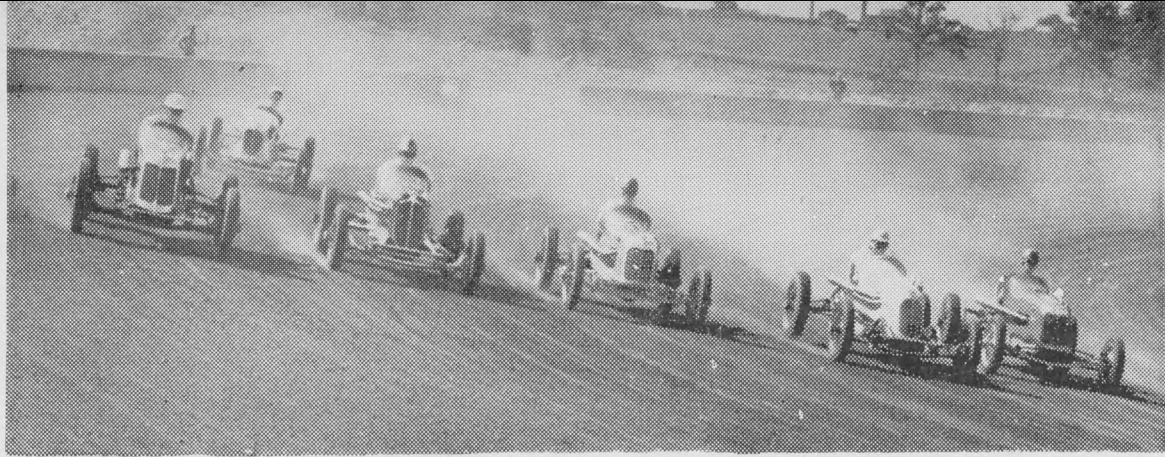
The result of that sound advice was a business miracle at the time. The store prospered as never before while others were closing or being absorbed.

That is as true today as it was then. A business or industry should have a sinking fund to meet temporary business slumps, should maintain its staff insofar as that is possible—at least all its regular employees. The appearance of bad business begets bad business.

Successful enterprises all over the country will be found to be those which keep things humming even in bad times, which hustle for business, and which keep everlastingly at it with their advertising.

There is no surer sign of weakness in an institution than precipitate reduction of advertising space.

The seasoned advertiser knows that fact and you will usually find him emulating the old store proprietor and increasing his space when business hits the toboggan.



THE Minnesota State Fair's new all-purpose speedway.

Hi, Ho, Come to the (Minnesota) Fair!

Dates Are Aug. 24-Sept. 2

FARM, factory and fireside will contribute 56,000 individual displays valued at \$35,000,000, to the expanded educational exhibits at this year's Minnesota State Fair, Aug. 24-Sept. 2.

This record of exhibits has been stimulated by \$145,000 in premiums—an all-time high—offered by the management for its second 10-day exposition.

As an added attraction the National Percheron Horse Show will be staged for

the second successive year. Competing in this blue ribbon event will be 300 of the finest Percherons of the U. S. and Canada.

Largest share of the \$19,465 in increased prize money will be distributed to the owners of winning Minnesota livestock under a new plan which provides for added premium money if animals are exhibited throughout the fair.

An early tabulation of entries reveals more than 7,500 head of prize cattle, horses, sheep and swine.

Bountiful crops will be reflected in the unexcelled displays of grains, grasses, corn, potatoes and other field crops.

Machinery Hill will teem with action. Six of the nation's farm machinery manufacturers will exhibit new models of tractors and baby combines. There will be 90 acres of moving-type machinery displays.

Home-making arts will reach their apex in the Women's Activities building where the finest baking, canning and needlework of 5,000 women will be shown. In addition there will be booth displays of a score of state-wide women's organizations representing the enrollments of more than 150,000 members.

Taking over the completed 4-H Club building will be 3,600 boys and girls who will compete in the championship demonstrations and finals for record premiums of \$25,000.

State Fair entertainment this year exceeds, it is stated, all past efforts. The new speedway is expected to furnish records in the thrilling auto and horse races. Fireworks each evening will flare with new World's Fair and war developed

pyrotechnics. Two great grandstand shows will set a new high in stage attractions—State Fair Revue, with Hollywood and Broadway stars in action, and the Wild West Roundup. A daredevil "bat man" will "fly through the air" from a drop of 10,000 feet and Jimmie Lynch, auto stunter will show his stuff on thrill day, Aug. 30.

Cowboy King



LLOYD BREYERT, from South Dakota's Badlands.

Dance Star



AUDREY COLLINS, featured in the big Revue.

NORTH CAROLINA STEPS OUT . . .

Plan for Grading Municipal Bonds Hailed by Bankers, Bond Men

APROPOS of all the consideration bond men the country over have been giving the matter of municipal bond ratings in recent months is the North Carolina plan, evolved by the North Carolina Securities Advisory Committee and recommended to Commissioner of Banks Gurney P. Hood, as a formula to be used in grouping the obligations of local units in that state.

Action of the committee, comprised of representative bankers and investment men, followed prolonged study.

All cities, towns, villages, counties and districts in North Carolina were studied, then the obligations of 62 cities, towns and villages were O. K.'d as eligible for the investment of state banks, as were the obligations of 59 of the state's 100 counties. Committeemen likewise reviewed and tentatively grouped the obligations of 105 districts and townships.

*

Chairman R. C. Kirchofer, of Kirchofer & Arnold, Inc., Raleigh, says: "As a matter of policy, the committee does not attempt to carry its grouping of local unit obligations beyond those which it concludes are eligible for investment by banks under the supervision of the commissioner of banks for the state of North Carolina. Within the eligible classification are three groups simply designated as No. 1, No. 2 and No. 3. When a bond is determined to be eligible, it is immediately assigned to one of the three classifications, and all three classifications embrace local unit obligations of the highest credit standing, as well as those which, although not of the highest credit standing, nevertheless may be deemed acceptable by state banks for investment purposes."

*

The formula includes a series of factors, tangible and intangible, used to test the credit status of all local unit obligations. Factors employed are the result, says the committee, of preliminary study conducted over a period of several years, and are thoroughly comprehensive.

Each security classified has been sub-

jected to a broad test of the numerous factors in the formula, including population trend, analysis of debt and debt history, defaults, revenues with respect to taxes, utilities profits, special assessments, industrial and agricultural resources, financial administration as represented by tax collection record, character and policies of administration, etc.

*

At the outset the committee warns: "No system of grading or grouping of municipal bonds can be construed as a mechanical substitute for good judgment."

*

In explanation of its recommendations, the committee points out that it does not grade any municipal bond which is lower in quality than what may be eligible for investment by state banks.

Those issues which do not come within the eligible classification are discarded, except that the committee, by constant review and survey, is ready at any time to reconsider a grouping and is particularly anxious to do so if a local unit appears to be making such financial progress as to ultimately bring its bonds within the eligible list.

*

No. 1 bonds obviously are top quality and credit standing.

No. 2 represents intermediate grades and quality.

No. 3 may be termed "borderline" gradings.

*

In the latter group are bonds of local units which in recent years have satisfactorily rehabilitated their finances, and whose outlook appears to be constructive. Also in the group are obligations of some of the smaller local units.

Obligations of a very small local unit hardly ever are likely to qualify for No. 1 grouping unless, over a period of time, population growth is of such proportions as to not only make it necessary for the unit to increase its indebtedness (thus

providing a larger supply of bonds with an accompanying more active market), but likewise if the unit in the process of doing so is able to maintain, without interruption, all of the other accompanying factors which tend to make its bonds desirable investments.

*

As to Group 3, the committee further points out that it might be arbitrarily assumed that the only responsibility which a bank has is to see that its purchases of municipals fall at least within that classification. In a high bond market, it explains, just as a bank may be penalized as to income by limiting its investments to bonds in Group 1, so may a bank conceivably penalize itself as to general all-around quality if it restricts its purchases, through yield incentives, to No. 3 bonds.

From a constructive standpoint, says the committee, there might well be considered diversification among the three grades designated as much so as between specific issues.

The obvious danger which confronts a policy of buying bonds entirely within No. 3 group, the committee states, is that its members at some time, upon review, may find it necessary to revise a grading downward. If such a security then is allotted a classification below No. 3, it automatically becomes ineligible. In the case of No. 1 and No. 2 groups, a revision may likewise occur, but it probably would be a rare circumstance which would make it necessary to drop an issue from those two classifications to "ineligible."

*

Bankers are urged by the committee to become thoroughly informed as to the purposes and objectives involved in the system of groupings. The process is not mechanical and the entire plan, says the committee, is cloaked in considerable danger if any banker guides his purchases and sales of municipals entirely according to the groupings.

(Continued on page 19)

Minnesota Bankers' Committees

Named by President

AFTER several weeks of careful deliberation, K. O. Sattre, vice president and cashier Blue Earth State Bank, Blue Earth, president Minnesota Bankers Association, on Wednesday announced the personnel of the organization's 1940-41 committees.

And here it is:

*

Agricultural

A. P. Hechtman, cashier Farmers State, Osseo (chairman); A. J. Anderson, cashier First State, Lockhart; A. A. Anderson, executive vice president and cashier Luverne National Bank of Luverne; J. Brogger, president State Bank of Butterfield; F. A. Buscher, executive vice president and cashier National Bank of Commerce, Mankato; D. E. Crouley, assistant cashier Northwestern National Bank & Trust, Minneapolis; L. C. Dorweiler, president Chokio State, Chokio; C. E. Melbye, cashier State Bank of Kerkhoven; J. S. Peterson, president First National, Battle Lake; George N. Reppe, president First State, Grand Meadow; Tollef Sanderson, president Harmony State, Harmony; B. A. Talle, cashier First National, Kiestler; N. A. Welle, cashier Arlington State, Arlington; W. A. Zastrow, vice president First National, Hopkins.

A. I. B. Educational

H. C. Timberlake, statistician Federal Reserve Bank of Minneapolis (chairman); Lorence Granum, cashier Farmers State, Fosston; E. P. Hummel, cashier First & Farmers National, Blue Earth; Roy Overmann, First Trust Co., St. Paul; Robert C. Rutherford, executive secretary Minneapolis Chapter, A. I. B.; Arthur Schultz, First National, Rochester.

Bank Study and Research

R. W. Manuel, president Marquette National, Minneapolis (chairman); G. S. Bacon, president Empire State, Cottonwood; George E. Buscher, executive vice president Alexandria State, Alexandria; A. W. Hoese, president Security State, Glencoe; Al. J. Hole, president First National, Cass Lake; Joseph C. Malley, cashier American National, Nashwauk; B. J. Muus, president Chisago State, Chisago City; J. F. Ringland, president Stock Yards National, South St. Paul; H. A. Warner, president First State, White Bear Lake; A. F. Weyer, cashier First National, Elmore.

Education and Public Relations

(This committee includes the presidents of all regional clearinghouse associations, they to be succeeded automatically by their successors in office.)

H. H. Billings, cashier Security State, Pine Island (chairman); G. T. Somero, cashier First National, Ely; E. W. Tolzmann, cashier Farmers National, Minnesota Lake; H. H. Prah, vice president Citizens State, New Ulm; John Buettner, cashier Zapp State, St. Cloud; T. G. O'Connor, president O'Connor Bros. State, Renville; Paul J. Gillam, assistant cashier Windom National, Windom; Paul H. Evans, president and trust officer Security Bank & Trust, Owatonna; Carl H. Sommer, cashier State Bank of Rush City; A. W. Hoese, president Security State, Glencoe; R. W. Smyth, cashier State Bank of Park Rapids; W. R. Holbrook, cashier State Bank of Warren; H. E. Swenson, vice president and assistant cashier First National, Fergus Falls; S. J. Schafer, cashier Farmers State, Waubun; W. M. Neumann, assistant cashier Farmers State, Osseo; J. F. Ringland, president Stock Yards National, South St. Paul; R. E. Sprague, vice president Sprague State, Caledonia; H. R. Hommedal, president Union National, Rochester; A. A. Anderson, executive vice president and cashier Luverne National, Luverne; E. W. Harrington, president First National, Plainview; C. E. Gesme, vice president and cashier First State, Benson; George E. Buscher, executive vice president Alexandria State, Alexandria; P. A. Cosgrove, assistant cashier Citizens State, Waverly; Willis D. Wyard, executive vice president First & American National, Duluth; A. E. Felsted, advertising manager First National, St. Paul; B. S. Woodworth, advertising manager First National Bank & Trust, Minneapolis; John Burgess, vice president Northwestern National Bank & Trust, Minneapolis.

Membership

J. T. Peterson, president State Bank of LeSueur (chairman); Edward Anderson, cashier State Bank of Bird Island; C. J. Elsenpeter, president First National, Walker; V. R. Hauge, cashier First State, Ashby; Clifford Kittleson, cashier State Bank of Frost; Jesse Olson, president State Bank of Redwood Falls; W. A. Putman, vice president and cashier First & American National, Duluth; E. A. Walter, vice president and cashier Glenwood State, Glenwood.

Non-Bank Lending Agencies

R. L. Myers, president First National, Good Thunder (chairman); Sophus Anderson, vice president and cashier First State, Storden; P. D. Beaulieu, president Austin State, Austin; C. F. Dabelstein, president Olmsted County Bank & Trust, Rochester; O. W. Harrison, president Citizens State, Brandon; A. F. Hassenstab, cashier Wabasso State, Wabasso;

Oscar A. Olson, president First National, Braham; C. W. Spaulding, president Farmers National, Waseca; R. E. Sprague, vice president Sprague State, Caledonia.

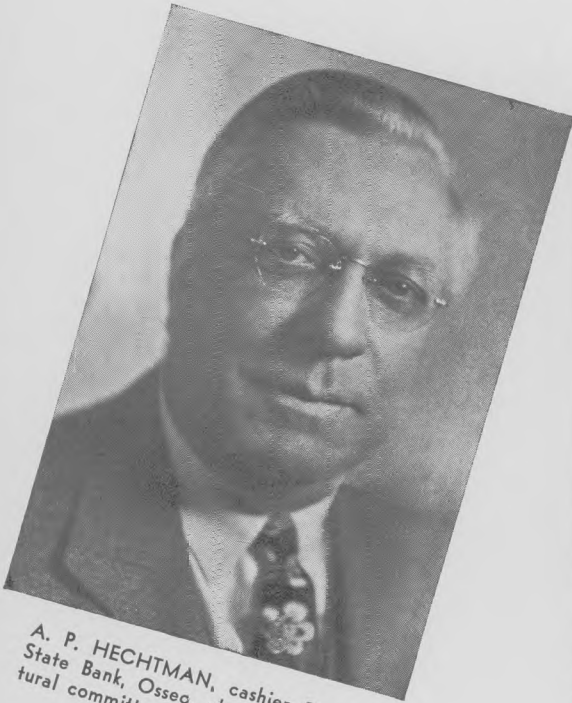
Tax and Legislative

J. R. Chappell, vice president Merchants Bank, Winona (chairman); J. A. Allen, president First National, Milaca; Allan M. Anderson, cashier Grand Marais State, Grand Marais; George A. Beito, president Northern State, Gonvick; John C. Carlson, president State Bank of Rush City; W. S. Ericson, cashier Polk County State, Crookston; Oluf Gandrud, president Swift County Bank, Benson; A. V. Gardner, American National, St. Paul; J. F. Griep, cashier Staples State, Staples; R. L. Griggs, president Northern National, Duluth; E. O. Habberstad, president Farmers & Merchants State, Blooming Prairie; J. F. Haeckel, president Fairmont National, Fairmont; E. W. Harrington, president First National, Plainview; A. B. Lathrop, vice president First National, St. Paul; Wilbur F. McLean, vice president Minnesota National, Duluth; R. W. Manuel, president Marquette National, Minneapolis; Jay E. Markle, president Bank of Commerce & Savings, Duluth; E. L. Mattson, president Midland National Bank & Trust, Minneapolis; H. C. Matzke, vice president City National, Duluth; R. M. Peterson, vice president State Bank of Cokato; Baldwin Reppe, cashier Farmers Security State, Zumbrota; A. W. Sands, president Western State, St. Paul; K. O. Sattre, vice president and cashier Blue Earth State, Blue Earth; Cecil W. Sherin, president J. P. Wallace State, Pelican Rapids; Fred V. Stein, vice president and cashier First National, Cold Spring; N. H. Tallakson, vice president Bank of Willmar.

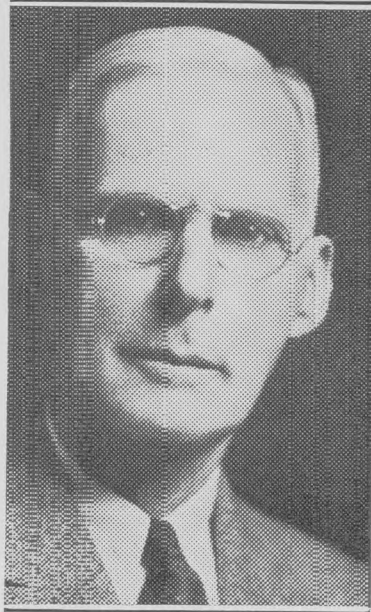
Unit or Independent Banking

John Carlander, president State Bank of Faribault (chairman); Elmer V. Erickson, president Cambridge State, Cambridge; H. C. Feig, president Farmers State, Raymond; William H. Grell, cashier First State, New Germany; W. M. Jensen, cashier Farmers State, Rapidan; V. E. Mikkelsen, president Fidelity State, Minneapolis; A. G. Reiter, cashier Security State, Howard Lake; R. E. Rogde, president and cashier Princeton State, Princeton; W. R. Spensley, cashier Security State, Hibbing; J. J. Sterner, president Citizens State, Winsted; Fred A. Timm, president and cashier Farmers & Merchants State, Balaton; O. Tollefson, cashier Argyle State, Argyle; T. G. Wurst, president State Bank of Greenwald.

Some Chairmen Appointed by Minnesota Bankers Association



A. P. HECHTMAN, cashier Farmers State Bank, Osseo, chairman agricultural committee.



R. W. MANUEL, president Marquette National Bank, Minneapolis, chairman bank study and research committee.



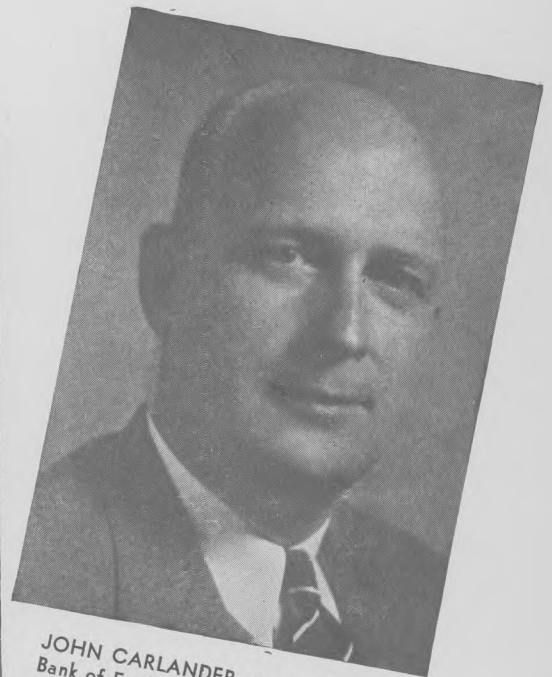
J. T. PETERSON, president State Bank of LeSueur, chairman membership committee.



R. L. MYERS, president First National Bank, Good Thunder, chairman non-bank lending agencies committee.



J. R. CHAPPELL, vice president Merchants Bank, Winona, chairman tax and legislative committee.



JOHN CARLANDER, president State Bank of Faribault, chairman unit or independent banking committee.

AT MILWAUKEE MEETING

Wisconsin Bankers' Committees Lay 1940-41 Plans

FIRST meetings of the 1940-41 committees of the Wisconsin Bankers Association—all except the legislation committee—were held this week at Milwaukee headquarters, the association thus getting away to an early start on its new year's program.

The appointments, recently made by President Max Stieg, cashier Dairyman's State Bank, Clintonville, are considered a bit "revolutionary," due to the fact that the membership of each committee is materially increased.

In President Stieg's own words:

"Almost in every case each of the groups is represented on every committee. New committees have been created to take care of the retirement and pension program, consumers credit and a special membership dues committee to investigate any injustices in the membership dues schedule. The education and public relations committee has been divided into two so that each branch of the program may receive more careful attention.

"You will notice that Group One probably has more consideration than at any time in the past."

*

The old committee on protection now bears the title, insurance and protection. All together, 87 men have accepted service on the 11 committees. The following list gives banker's name, official title, bank, town and group of each committee-man:

*

Agriculture

E. H. Mevis, cashier Farmers-Merchants National, Princeton (3), (chairman); C. F. Bauer, cashier Bank of Durand (1); C. G. Blochwitz, cashier Dairyman's State, Randolph (2); Louis Kuehlthau, vice president First National, West Bend (5); J. N. Jaeckels, cashier First State, New London (6); T. E. Gander, cashier Prairie City Bank, Prairie du Chien (7); G. E. Strandt, cashier State Bank, Hales Corners (8).

Associate members—A. C. Kingston, president Oshkosh National, Oshkosh; D. H. Otis, director A.B.A. agricultural commission, Madison; W. W. Clark, asso-

ciate director agricultural extension, University of Wisconsin, Madison.

Bank Management

E. J. Haumerson, president Merchants & Savings, Janesville (5), (chairman); F. J. Jeppesen, vice president National Bank of Commerce, Superior (1); D. H. Cooney, president Security National, Sheboygan (3); C. W. Johnson, First National, Kenosha (5); G. A. Carlson, cashier Union National, Ashland (6); J. M. Holley, vice president State Bank of La Crosse (7); R. J. Lawless, assistant vice president First Wisconsin National, Milwaukee (8).

Consumer Credit

C. M. Flora, assistant vice president First Wisconsin National, Milwaukee (8), (chairman); W. F. Kirchner, cashier American Bank, Alma (1); M. W. Irgens, cashier Lancaster State, Lancaster (2); L. L. Mohlke, cashier West Side State, Green Bay (3); O. L. Hall, president Bank of Sheboygan (3); Arthur B. Adams, vice president Beloit State, Beloit (5); C. J. Sadler, cashier Fidelity Savings, Antigo (6); Harold Johnson, cashier Bank of Holmen (7).

Education

W. G. Aschenbrener, vice president American Bank & Trust, Racine (5), (chairman); Herman North, cashier Neillsville Bank, Neillsville (1); S. D. Schaefer, vice president Farmers & Citizens, Sauk City (2); E. R. Dickmann, vice president First National, Oshkosh (3); A. J. Greiner, cashier Farmers State, Stetsonville (6); H. F. Reuschle, cashier State Bank of Arcadia (7); Jacobus Kruyne, vice president Marshall & Ilsley Bank, Milwaukee (8); Edwin Buchanan, vice president First Wisconsin National, Milwaukee (8).

Insurance and Protection

H. W. Rawson, president Farmers State, Waupaca (6), (chairman); V. H. Christensen, vice president Union State, Amery (1); O. E. Richards, cashier Bank of Oregon (2); H. C. Anderson, cashier Farmers & Merchants, Marinette (3); S. L. Dudley, vice president Meinhardt Bank, Burlington (5); L. W. Shurpit, cashier Montello State, Montello (6); W. B. Rundell, cashier Farmers State, Hillsboro (7); Richard Czajkowski, cashier Mitchell Street State, Milwaukee (8).

Inter-County Relations

G. O. Thorpe, vice president and cashier First & Lumbermen's National, Chipewewa Falls (1), (chairman); L. R. Cadwell, cashier Bank of Ellsworth (1);

R. O. Klenert, cashier First National, Portage (2); H. J. Rose, cashier Shawano National, Shawano (3); W. S. Goode, cashier Farmers & Merchants, Menomonie Falls (5); G. H. Bauer, cashier State Bank of Elcho (6); J. A. Hammer, cashier Bank of Galesville (7); H. H. Van Male, assistant cashier Marine National Exchange, Milwaukee (8).

Legislation

R. B. Wood, president Adams County State, Adams (7), (chairman); Fred Goetz, vice president Citizens State, Cadott (1); Gus Fondrie, president Reedsburg Bank, Reedsburg (2); R. W. Ebben, cashier First National, Appleton (3); B. P. Eldred, president Second National, Beloit (5); C. H. Sealy, cashier Iron Exchange Bank, Hurley (6); B. A. Mau, vice president Union State, West Salem (7); A. S. Puelicher, president Marshall & Ilsley, Milwaukee (8).

Membership

H. J. Steeps, president Baraboo National, Baraboo (2), (chairman); C. J. Fossum, cashier First National, Grantsburg (1); E. A. Prouty, cashier State Bank of Lime Ridge (2); E. T. Berceau, assistant cashier Kellogg-Citizens National, Green Bay (3); S. L. Dudley, vice president Meinhardt Bank, Burlington (5); J. L. Stauber, cashier Citizens National, Marshfield (6); V. R. Schaefer, vice president First National, Viroqua (7); C. J. Weber, assistant cashier First Wisconsin National, Milwaukee (8).

Membership Dues

J. A. Hammer, cashier Bank of Galesville (7), (chairman); J. W. Barlow, cashier Bank of Monticello (2); Edmund Wiese, cashier First National, Seymour (3); W. L. Smith, vice president First National, Lake Geneva (5); T. W. Hoffmann, cashier Stratford State, Stratford (6); E. A. Schipper, cashier State Bank of Viroqua (7); H. J. Gibson, cashier New Lisbon State, New Lisbon (7); W. B. Frank, cashier City Bank & Trust, Milwaukee (8).

Public Relations

A. R. Vogtsberger, vice president Bank of Menomonie (1), (chairman); M. M. Barlow, cashier Peoples State, Bloomer (1); J. P. Kalt, president National Exchange Bank, Fond du Lac (3); T. G. Bailey, cashier First National, Oconto, (3); W. I. Kyle, cashier Whitewater Commercial & Savings, Whitewater (5); L. C.

(Continued on page 25)

They're Among New Committeemen of Wisconsin Bankers Association



H. J. STEEPS, president Baraboo National Bank, Baraboo, vice president of the state association, chairman membership committee.



R. B. WOOD, president Adams County State Bank, Adams, chairman legislation committee.



G. O. THORPE, vice president and cashier First & Lumbermen's National Bank, Chippewa Falls, chairman inter-county relations committee.



F. J. JEPPESEN, vice president National Bank of Commerce, Superior, member bank management committee.



L. R. CADWELL, cashier Bank of Ellsworth, another Group One member inter-county relations committee.

BANKS and BANKERS

Net Profits Up in 1939 Over '38

According to New Survey

NET PROFITS after dividends of all insured commercial banks rose last year to 30 cents per \$100 of deposits, compared with 15 cents per \$100 of deposits in the previous year, according to a survey of bank earnings and expenses just released by the A. B. A.'s bank management commission.

Operating earnings from all sources before deduction of expense by 13,544 insured banks throughout the country were only \$2.87 per \$100 of deposits in 1939, compared with \$3.19 in the previous year.

Current operating expenses of the banks declined during the year to \$2 per \$100 of deposits from an average of \$2.25 in the preceding year. Deduction of these expenses from operating earnings left a net operating earnings average of 87

cents for the year, against 94 cents in 1938.

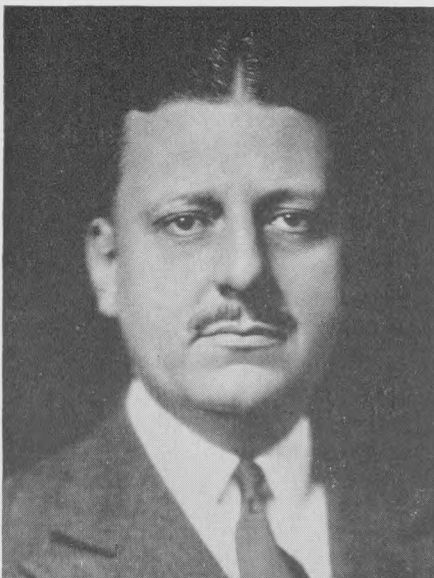
Recoveries on previous losses and profits on securities sold increased slightly, from 66 cents per \$100 of deposits in 1938, to 68 cents. Losses and charge-offs, on the other hand, declined to 83 cents per \$100 of deposits, from \$1 a year earlier.

Addition of recoveries and profits on securities, after deduction of losses and charge-offs, left net profits before dividends of 72 cents per \$100 of deposits, compared with net profits of 60 cents in the previous year. Dividends paid on both preferred and common stock amounted to 42 cents per \$100 of deposits, compared with 45 cents. Deduction of these dividends paid from net earnings left a net profit figure of 30 cents per \$100 of deposits, against 15 cents in 1938.

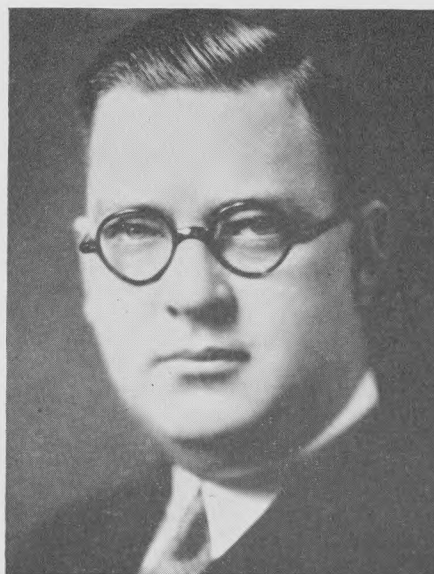
First of Minneapolis Changes

First National Bank & Trust Co., Minneapolis, is speeding up the handling of customers by doubling the size of its tellers' cages or units. It still has the same number of windows or openings, eight, and the same number of tellers but only four units or alphabetical groups, namely, A to E, F to L, M to Q, and R to Z, instead of eight. This means, in effect, that every customer now has two windows instead of one at which he or she can transact business. Hand and hand with stepping up service to customers the change is increasing efficiency through spreading of the work more evenly among tellers, elimination of a line of customers at one window while the next might be clear, and so on.

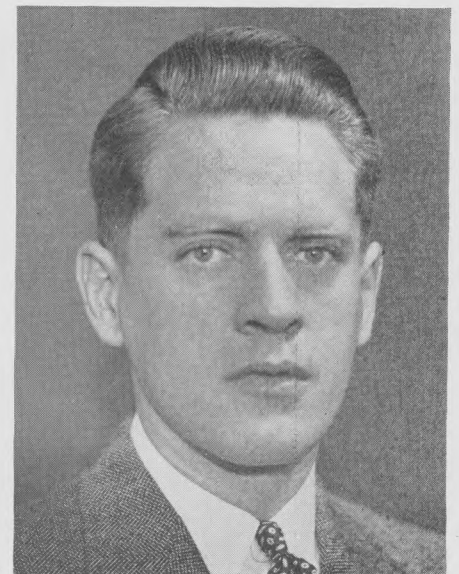
Figure in National City Bank Changes



WILLIAM GAGE BRADY, JR.



NATHAN C. LENFESTEY



GRANVILLE S. CARREL

As reported in COMMERCIAL WEST last week, Mr. Brady has just been elected president and director of National City Bank, New York, having been elevated from senior vice president;

Mr. Lenfestey, cashier for more than 20 years, has been advanced to vice president and cashier, and Mr. Carrel, assistant cashier, has been named head of public relations department.

Air Conditioning Next

Soon bookkeepers on the balcony and clerks in the Annex transit department of the First National of Minneapolis will have the laugh on officers in the lobby. Their departments are being piped and otherwise prepared for air conditioning. Service from the Annex will be continued along that south side of the building to include private offices of Messrs. Prince, Chamberlain and Wakefield, also the directors' room. Cool air from the balcony is expected to drift down into the tellers' cages below. Thus, with air conditioning on exposed south and west sides of the building it is expected, and hoped, that the hot weather temperature of the lobby also will show some welcome improvement.

★ ★ ★

Life Insurance Pay Plan

The "Life Insurance Pay-Day Premium Plan," the recently introduced periodic savings plan of the Wells Fargo Bank & Union Trust Co., San Francisco, is designed to help depositors meet their life insurance premiums on time, enable them to take advantage of annual premium rates and make possible an increase in the life insurance protection. If the depositor has a Wells Fargo checking account, the amount of his insurance premium can be transferred from the checking account to the premium plan account just before the premium falls due.

★ ★ ★

By-Laws Get Scrutiny

Minnesota Banking Division got a quick kickback on Commissioner Amundson's letter cautioning state banks to check their by-laws regarding banking hours. As explained in COMMERCIAL WEST last week the question under consideration is discrepancy or possible discrepancy between banks' actual banking hours and banking hours prescribed by their by-laws. Commissioner Amundson reports tremendous response, some banks saying they already had made the correction in their by-laws, others that they planned prompt action through special meeting of their stockholders.

★ ★ ★

Eau Claire Wants Group One

Bankers of Group One, over in Wisconsin, are now voting on where to hold their 1941 convention next Washington's birthday, and early returns are said to indicate a very definite swing towards Eau Claire. Formal and cordial invitation has been extended to the group by the Eau Claire Clearinghouse banks, followed up by personal letters from Eau Claire bankers to their friends throughout the large group.

Group One hasn't held a Washington

IT'S THE Modern THING TO DO..

Since any appraisal of American prosperity **MUST** begin with the FARM, how important that mechanization of the farm is given constant encouragement!... Only through the use of adequate machinery can today's farmer lower his operating costs sufficiently to make a reasonable profit... In Minneapolis-Moline Tractors and Farm Machines — the World's Most Modern Line — the farmer finds the dependable service, economy, and long-life performance that helps produce dollars and cents for him.

BUT — he may need the "credit" assistance of his MM Dealer and his Banker to purchase more MM Machinery. 1940's MM HEADLINERS have what he wants. Financial assistance for the deserving farmer reacts not only increased income for him but in greater prosperity for his entire community including the MM Dealer and the Banker **CO-OPERATING** remains "the modern thing to do" because everyone profits thereby.

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"For Controlled Electric Water Heating Only."

GOOD NEWS FOR HUNTERS!

Canada Invites You Again!

SOME 40,000 hunters of Minnesota, Montana, North Dakota and South Dakota, including many bankers, who go to western Canada every fall for prairie chicken, duck and geese hunting and for big game will welcome the news that they can go again this fall, irrespective of the fact that Canada is at war with Germany, and had restricted the carrying of shotguns and sporting rifles into that country.

The bars have just been let down, notification having been received of the lifting of the embargo by Twin Cities bankers who make the annual tour into Canada each fall, from A. G. Cunningham, director of game and fisheries at Winnipeg. Mr. Cunningham says:

"New regulations regarding the admission into Canada of sporting rifles and shotguns have just been issued by the federal authorities at Ottawa, and provide that intending hunters or others who wish to bring their firearms to Canada and a reasonable supply of ammunition therefor, are required to apply in advance, by letter or wire, to the commissioner of customs or the commissioner, Royal Canadian Mounted Police, Ottawa, giving name, address, occupation, and purpose and duration of visit, destination in Canada, description, make and serial number of each firearm, and the Canadian frontier port of arrival. This application should be supported by suitable reference.

"The bona fides of the applicant having been satisfactorily established, a permit will be forwarded to the collector of customs at the Canadian frontier port designated in the tourist's application, by whom it will be delivered to the tourist upon his arrival."



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day meeting in Eau Claire since 1935. Last autumn, in line with other groups, they held a joint meeting there with Group VII but Group One representation was slim, its members obviously preferring the time-honored Washington day gathering. Feb. 22, 1940, found them back in Minneapolis after having met in St. Paul Feb. 22, 1939. Other Twin Cities meetings since the last Eau Claire visit have been: Minneapolis 1936, St. Paul 1937, Minneapolis 1938.

As Knute Anderson, vice president Union National Bank, Eau Claire, and himself a former Group One president, says in a current letter, "Our Twin City friends have been more than kind in entertaining the group for several years and we in Eau Claire feel that it is our turn at this time to do some of the work that goes with the annual meeting of the group.

"From past experience I am sure you feel that we have all the necessary accommodations here in Eau Claire for a successful meeting and, as chairman of the convention committee of the Eau Claire Chamber of Commerce and for the banks of Eau Claire, I am authorized to solicit your vote for the next meeting of Group One for Eau Claire on Feb. 22, 1941."

Another new and big argument in Eau Claire's favor is the remodeling and air conditioning done recently by the Hotel Eau Claire. Manager L. W. (Larry) Rey-

nolds welcomes an opportunity to show Group One bankers what his modernized and streamlined hotel can now do for them as a comfortable and convenient headquarters.

"Other hotels and the Elks Club also will cooperate, for a good time," says the Clearinghouse invitation, not forgetting, of course, "finest floor show available for relaxation and entertainment."

★ ★ ★

Remodeling at Sidney

Complete modernization of the home of the Richland National Bank, Sidney, Mont., is being effected through a remodeling program now under way. Old-style cages will be cut down, the side door will be bricked up part way and converted into a window to conform to others, a new front will be built, including new entrance, directors' and adjoining rooms in the rear will be opened up into one large bookkeeping room, the basement is being improved for installation of a vault and the main floor vault is being enlarged and additional safe deposit boxes installed. President Axel Nelson's office will be moved to relatively the same space on the opposite side of the building to conform with other changes.

★ ★ ★

Good Around Madison

Meredith A. Anderson, president State Bank of Madison, Minn., visiting in the

Twin Cities a few days ago, reported crop conditions good around Madison. His loans now are more than \$300,000, but, owing to the heavy farm income, he expects considerable liquidation this fall.

★ ★ ★

Clarkfield Prosperous

C. C. Elkjer, president Farmers & Merchants State, Clarkfield, Minn., calling on his correspondent banks in the Twin Cities recently, told COMMERCIAL WEST that crops are fine in his vicinity. Loans through his bank are now well over the \$300,000 mark, but he is looking for heavy liquidation, including, of course, his corn loans as well as other regular loans of farmers. He says the pheasant crop is good, too.

★ ★ ★

Sioux Falls A. I. B.

When Sioux Falls Chapter, A. I. B., opens its 1940-41 education schedule this fall, two courses—Economics II and Trusts I—will be offered. Last year's instructors again will be on the job. They are P. H. McDowell, vice president and trust officer Northwest Security National Bank, Sioux Falls, and Clarence R. Beck, of the Washington high school faculty. President Orville Bonacker (First National Bank & Trust) says that plans now are under way for the commencement exercises, in early September.

Joins Bank of America



L. E. BIRDZELL

has just resigned as general counsel FDIC to accept position of vice president and senior trust officer with Bank of America, San Francisco. (Story in this issue.)



As the Crow flies!

When going to Winnipeg, travel the completely air-conditioned Winnipegger—which speeds out of the Twin Cities to the Canadian metropolis almost as directly as a crow would fly. Excellent meals, a club car and air-conditioned pullmans. For reservations, drop in or telephone down town ticket offices.

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N. Y. Bank Stocks Are Up on Increased Earnings

New York City bank stocks scored additional gains in July, reflecting the beginnings of an expansion in loans because of accelerated business activity and the prospects for increased earnings in the months ahead in connection with national defense financing, says Financial Age.

The fact that investment returns on leading New York City bank shares continue at attractive levels was another factor in the improved demand for leading issues during the past month.

Its tabulation of 41 New York City bank and trust company stocks shows that 23 had increases ranging in price during July from 50 cents to \$20 a share, five showed declines ranging from 75 cents to \$30 a share, and 13 showed no net change.

Thirty-five of the 41 issues pay dividends, and the current rate of return to the investor averages 4.84 per cent, with some of the largest and strongest banks in the city being purchasable at a price to net the investor between 5 and 6 per cent on his money, a high return in these

times when capital goes begging for investment.

Of the 21 trust company issues, 13 showed quotational increases for the month. Guaranty Trust indicated a rise of \$8 a share, making its investment yield 4.30 per cent; Central Hanover gained \$7 a share, indicating an income return of 4.37 per cent. Corn Exchange was up \$3 a share to make its yield 6.18 per cent, and Manufacturers common rose \$2¼ to make its return 5.84 per cent. Kings County showed a decline of \$30 a share, which made its yield 5.40 per cent, and United States Trust showed an income return of 4.68 per cent following a similar decline in its quotation.

Seven of the national bank stocks reported higher quotations at the end of the month, with First National rising \$20 a share to put it on an investment basis of 6.08 per cent. Chase National showed a yield of 4.62 per cent following a rise of ¾ in its quotation, and National City was quoted on an investment

basis of 4.04 per cent following a quotational rise of \$1 a share.

Three of the seven state bank issues listed were higher. Fifth Avenue Bank was quoted on a 3.87 per cent basis following a rise of \$20 a share, Bank of New York on a 4.51 per cent basis following a gain of \$10 a share, and Bank of Manhattan on a 5.80 basis following a rise of \$1¼ a share.

★ ★ ★

Birdzell with Giannini

Judge L. E. Birdzell, former chief justice of the supreme court of North Dakota, and from 1933 to Aug. 1, 1940, general counsel FDIC, Washington, has become associated with Bank of America N. T. & S. A., San Francisco, as vice president and senior trust officer. He succeeds the late William J. Kieferdorf, who held the position until his death last December. Judge Birdzell was expected to take up his new duties on Monday, Aug. 5.

Of the appointment, Chairman A. P. Giannini of Bank of America, says:

"For some time past we have been endeavoring to persuade Judge Birdzell to join our organization, feeling that he was by character and training the ideal man for the post of senior trust officer of an institution like Bank of America, which handles the estates of thousands of people over the entire state of California. It is a job which calls for the highest of

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| Bank _____ | City _____ | Date _____ |
| City _____ | State _____ | |
| Pay to the Order of Republican National Committee | | \$1.00 |
| One and No-100 _____ | | DOLLARS |
| I certify that I belong to the common herd. I certify that I want Willkie. I certify that this is a free will, not forced, offering. I certify that I am not on the Government payroll. This will not increase the public debt. I welcome an investigation of this contribution. The funds contributed by this check are mine. | NAME _____ ADDRESS _____ | |
| This idea (not copyrighted) originated at Lemmon, S. D., in the heart of the Cow Country. | | |

BANKERS, no doubt, will be handling any number of these checks through their customers' accounts. They will be perfectly good checks (if the customer is good), so don't be surprised

when they turn up. They originated at Lemmon, S. D., out in the Cow Country, 'tis said, the (exact) facsimile reproduced above having been received this week by COMMERCIAL WEST from a banker subscriber.

integrity, a comprehensive knowledge of all phases of law and banking, good judgment, with special emphasis on safety. Judge Birdzell is particularly well qualified along these lines. He served as justice of the supreme court of North Dakota for 16 years and was chief justice for three terms."

MUNICIPALS

(Continued from page 9)

Factors employed by the committee include:

Tangibles

1. Population and trade area population. Population trend.
2. Assessed valuation. Actual value.
3. Debt—(a) overlapping debt, (b) maturity schedule, (c) sinking fund condition, (d) per capita debt, (e) relief factors, (f) proportion of term debt to serial debt.
4. Debt history—(a) default, (b) repudiation, (c) trend, (d) rapidity of growth.
5. Revenues—(a) taxes, (b) utilities profits, (c) liquor profits, (d) intangible tax, (e) special assessments, (f) tax rate.
6. Resources—(a) industrial, (b) agricultural, (c) institutional.
7. Financial administration—(a) tax collection record, (b) tax sale promptness, (c) yearly balanced budget or temporary borrowing, (d) records and audit system.
8. Geographical location. Industry trend.
9. Government—efficiency and record.
10. Per capita property tax levy.
11. Ratio of (a) gross debt to assessed valuation, (b) net debt to assessed valuation.
12. Ratio of direct and overlapping (a) gross debt to assessed valuation, (b) net debt to assessed valuation.

Intangibles

1. Moral risk.
2. Management—(a) character, (b) policies, (c) politics.
3. Marketability—(a) supply and demand, (b) legal investment status, (c) present rating of investment services.
4. Character of people.
5. Attitude of people.

Commissioner of Banks Hood has this to say of the committee's work:

"The committee activities represent a pioneering move in the direction not alone of grouping the obligations of local units of North Carolina, but it marks a departure in cooperative efforts between investment bankers and commercial bankers. The committee's conclusions are far-reaching, and represent a material contribution to the state. The results will most largely be felt by the commissioner of banks in facilitating bank examinations and assisting commercial bankers in the careful and informed selection of securities which may be desirable for them to hold."

*

Back in Minneapolis this week from the recent annual study course of North Carolina bankers, similar to those staged in past years in Minnesota, Wisconsin and other states, Laurence R. Lunden, investment counsel University of Minnesota, tells COMMERCIAL WEST this year's session drew the largest attendance in the state's history, and that high interest is being evidenced in this municipal bond rating plan. He quotes Commissioner Hood as being greatly pleased with results to date.

It's the
BARLEY BACKGROUND

Much of the constant demand for Schmidt's City Club Beer can be traced to its Barley background.

Only the best barley . . . and more than is contained in any other beer made in the Northwest . . . is used in the brewing of City Club. This is one of the important reasons why the Northwest drinks more Schmidt's City Club than any other beer.

Be sure you get this extra quality . . . NAME YOUR BEER . . . say Schmidt's City Club.

Schmidt's
City Club
BEER

BREWED AND BOTTLED BY
SCHMIDT BREWING CO.
ST. PAUL, MINN.

GENTLEMEN . . .

Your Health!

• • •

VIKING HEALTH SYSTEMS, Inc.
McKNIGHT BLDG. MINNEAPOLIS

Have a Way!

Call BR idgeport 5177 and ask for FRITZ MOE, Physical Director

Heat Water Electrically
LOW 1¢ RATE

"For Controlled Electric Water Heating Only."

The
MINNESOTA NATIONAL
 at the
HEAD OF THE LAKES
 Invites Your Business



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B. Murray Peyton - - - - *President*
 Cavour Hartley - - - - *Vice President*
 Wilbur F. McLean - - - *Vice President*
 H. S. Peyton - - - - *V. P. & Tr. Off.*
 J. R. Colbeck - - - - *V. P. & Tr. Off.*
 J. E. Brown - - - - *Cashier*
 J. C. Buckley - - - - *Assistant Cashier*

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Finest Accommodations — Best of Food
 Genuine Hospitality — Moderate Rates
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• TABS •

JUNE was a quiet month for the printing business, July much better with quite a volume of business hanging fire as it slid into August, says E. A. Hough, president Printers Supply Co., Minneapolis, director Marquette National Bank.

A three-column old-time photo run on the front page by the Sioux City Journal the other day showed the third grade class at Hopkins school there "about 1891." And the only boy in the front row was R. Earl Brown, now cashier of the local Security National Bank.

Just transferred from the credit department of First Service Corp., Minneapolis, to the Merchants National Bank & Trust Co., Fargo, is S. H. Finger, who used to be assistant cashier First National, Mankato, Minn.

Mebbe the Telephone company won't be overly enthusiastic about this: But—if you are in Minneapolis and want to get the St. Paul headquarters of Northwest Airlines, Inc., without having to pay a toll charge, dial DRexel 3651.

Frank Hinze of J. M. Dain & Co., Minneapolis, has been having lots of fun showing friends the ticker tape which recently "heralded" his visit to New York. He and his son, R. C., assistant trust officer Union Bank & Trust Co., Helena, who took the trip with him, are back on the job.

An interesting article in the July 29 issue of the Daily Commercial News of San Francisco by Russell G. Smith, executive vice president Bank of America, stresses the service of banking in development of foreign trade—a timely subject in view of restrictions enforced on our export business by the European war. Mr. Smith points to the banker as the man behind the scenes, providing information as to foreign currencies, laws, regulations, and interpreting the many complexities of foreign trade.

A quarter century or more of railroad service for veteran employes of the Milwaukee Railroad will receive recognition when the annual reunion of the Veteran Employes Association is held at Chicago Aug. 14-15. It is expected 3,000 of the 9,000 membership engaged in operation of the 11,000 miles of the road will attend.

Addresses will be made by H. A. Scandrett, road trustee, J. T. Gillick, formerly of Glencoe, Minn., chief operating officer, and others.

Hay fever month (August) is expected to send thousands of sufferers from that annual malady to the Arrowhead country of Northern Minnesota, advises S. Valentine Saxby, Duluth, executive secretary Minnesota Arrowhead Association.

Wisconsin farmers sold nearly \$135,000,000 worth of milk last year, produced by 2,000,000 cows with an average production of 5,680 pounds each, or a total of 12,000,000,000 pounds. About 11 per cent of the milk produced in the U. S. comes from Wisconsin.

Movie stars from Hollywood will headline the annual Corn Palace festival at Mitchell, S. D., Sept. 23-28, advises Wallace MacLean, entertainment committee chairman.

F. M. Prince, chairman of the board First National Bank & Trust Co., Minneapolis, was 86 years old on July 23.

W. C. Krog, cashier Farmers & Merchants State Bank, Stillwater, Minn., will round out 25 years there next February.

Friends of Jerry (Advertising Agency) Beskin were the recipients this week of a novel three-cornered cloth announcement. The miniature diaper, pin and all, told of a new eight-and-a-half-pound addition to the Beskin family, son Bill, born Aug. 3.

Seen at the circus Monday night: J. N. Peyton, president Minneapolis Federal Reserve Bank.

Personal nomination for the longest stop signal in Minneapolis: That given 24th street traffic at Hennepin avenue.

Polishing up his game under tutelage of Pro Les Bolstad at Minneapolis Golf Club Tuesday afternoon while the bond traders frolicked, was D. H. "Pick" Ankeny of Hamm Brewing Co., himself well known to bond men in the Twin Cities, having formerly been one of them. Les says he's doing fine.

On Nicollet and Eighth, Minneapolis,

at 6 p. m. Monday: H. J. Croke, cashier Goodhue County National Bank, Red Wing, Minn., and Mrs. Croke. They spent the day in town.

*

One of the most avid circus fans in these parts is J. George Pelton, 62, father of Ted Pelton, Wells-Dickey Co. trader. Mr. Pelton is so well known to the circus folks (born near Baraboo, Wis., where the circus used to spend the winter) that he sat down to turkey dinner with the cast (1,600—count 'em!) Tuesday night, an invited guest.

*

Ted himself is sporting a sore knee. Too much sunburn.

*

What bank officer in the Ninth Federal Reserve District has the shortest, most condensed signature? We don't mean, who can write his name the smallest or the finest but who, in regular course of business, uses the least amount of white space or paper for his John Hancock. We don't recall any, and we of the COMMERCIAL WEST see thousands of them, shorter than A. F. Meyer's. He's president Northfield National Bank & Trust Co., Northfield, Minn., a plenty long name you'll admit, but his signature actually measures less than 6/16 of an inch long.

*

Two women were discussing a mutual acquaintance. Said one: "She has a very magnetic personality."

"She ought to have," replied the other woman, "every stitch she has on is charged."

*

Lawrence Paulson, president and cashier Farmers State Bank, Rothsay, Minn., hasn't heard from his father in Hitlerized Denmark since last December; doesn't know, of course, whether his father has received his letters.

*

June 29 statement of Faulk County State Bank, Faulkton, S. D.,—M. Plin Beebe sent it in—shows surplus and undivided profits \$16,528 compared with \$10,189 at the turn of the year. Deposits are \$270,697; loans and discounts \$114,351.

*

State Attorney General John E. Martin has ruled that the power of the Wisconsin State Board of Health to make and enforce reasonable rules and regulations establishing professional and business ethics for funeral directors does not justify the making of a rule prohibiting all price advertising.

*

Canada is taking steps to shut down on the promiscuous use of her scarlet coated

"Mounties" in advertising matter. Action is based on some objectionable ads in connection with the name and uniform of the Royal Canadian Mounted Police. In future, and it is expected the rule will apply in the U. S. as well as Canada, commercial use will be permitted only upon consent of the commissioner.

*

"It's been another big year for Buick—the biggest ever," says Henry G. Krell, Minneapolis zone manager. The Northwest held its end up nicely, too. Now, loose ends of the 1940 season are being buttoned up in anticipation of the forthcoming 1941 models. Prices are going to be up—at least 5 per cent—the trade expects.

*

Piano makers are stepping up their advertising appropriations in anticipation of the healthiest demand for their products seen by the industry in a good many years, says Advertising Age after making a survey at the 39th annual convention and trade show of the National Association of Music Merchants, Inc., in Chicago last week.

*

Flour millers got a break a few days ago when the federal board of tax appeals, in a cotton processing case, ruled that reimbursements of processing taxes are deductible in the year of sale, although paid in a subsequent year.

*

R. T. Lannin is promoting a second bank at Berlin, Wis.

*

Charter was issued July 25 to the Sandstone State Bank, Sandstone, Minn., and the bank opened for business under that title on Aug. 5. It is a conversion of the First National, Sandstone; capital is \$45,000, surplus, \$9,000, undivided profits, \$1,000. R. W. Barstow is president, G. S. Gjertson, cashier.

*

All work and no play makes plenty of jack—to spend on nerve specialists.

*

Indicating the upturn in aircraft production, sales of Brewster Aeronautical Corp. in the first half this year rose to \$4,804,202 compared with 235,056 in the like 1939 period.

*

After several months of slight downward trend business activity in the Far West, reported by Bank of America, has begun to show signs of a definite upturn.

*

With a record-breaking number of sales closing a record fiscal year, the

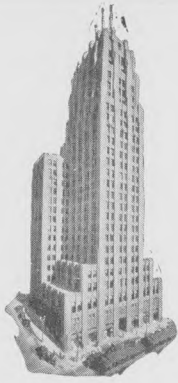
Continuous
supervision
is the price
of safety

The bank's bond
portfolio needs
the same constant
supervision that
its note pouch
needs . . . It's
a different kind
of supervision . . .
That's our task
and we're there
365 days a year.

WELLS-DICKEY
COMPANY

Established 1878

ST. PAUL • MINNEAPOLIS • DULUTH



LIFE-ACCIDENT-HEALTH
issued together at a
substantial saving—
or separately.

**NORTHERN LIFE
INSURANCE CO.**

Northern Life Tower, Seattle
D. B. Morgan, President

Minneapolis Branch: 300 North-
western Bank Building

W. R. Leisure, Branch Mgr.
J. P. Mattox, Jr., Special
Field Representative

Copper Arch Plates \$2 a Pair
Relief for Rheumatism
Minneapolis Artificial Limb Co.
RAY TRAUTMAN & SON, Owners
(Menders of Men)
410 Sixth Avenue South
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ADMIRAL HOTEL

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MINNEAPOLIS

Transient Residential



Attractive, modern rooms
and kitchenette apart-
ments. A home for you
and your family while
traveling. Only two blocks
from the center of the
business district.

No Bar

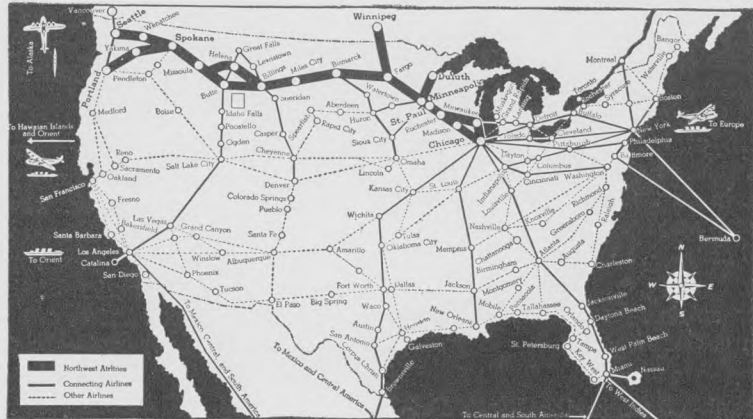
Daily: \$2.00 Single,
\$2.50 Double

WEEKLY AND MONTHLY RATES

AT. 5232

L. E. Hahn, Manager

On the Cover . . .



Map showing Northwest Airlines route and connecting lines.

THE front cover picture this week in the series COMMERCIAL WEST is devoting to development of industry in the Northwest is that of one of the Northwest Airlines, Inc.'s new 21-passenger, twin-motored Douglas airplanes, caught as it was loading mail and passengers.

This particular ship is one of a battery of 11 Douglas planes in Northwest Airlines service—the very latest in comfort and safety flying.

Northwest Airlines has had a very successful fiscal year in 12 months ended June 30 last. Its increase in passenger revenue was 81.09 per cent; increase in passengers carried, 80.94 per cent.

At this time Northwest Airlines is flying more than 17,000 miles a day, equivalent to almost three-quarters of the way around the world. It employs 775 people and has been in continuous operation since Oct. 1, 1926, at which time it had six employees.

Northwest Airlines is flying seven round-trip daily schedules now between Minneapolis-Chicago with Douglas equipment. Also three round trips daily between Minneapolis, Seattle and Portland; two round trips daily to Winnipeg, and two round trips daily to Duluth—recently established.

Interesting statistics of Northwest Airlines operations during the 1939-40 year are:

| | |
|-------------------------------------|---------------|
| Passengers carried | 95,197 |
| Mail carried (pounds)..... | 2,327,611 |
| Express carried (pounds)..... | 469,944 |
| Mail-bound miles flown..... | 1,247,660,004 |
| Express-bound miles flown..... | 202,449,121 |
| Revenue passenger miles flown..... | 43,817,700 |
| Completed schedules (per cent)..... | 97.64 |

Home Owners' Loan Corp. a few days ago reported the most active real estate market in its seven-year history, with rentals strongly stabilized and an increasing demand for low-price homes.

The late James J. Hill, our Great Northern Railway "Empire Builder," is among several outstanding "greats" of business and finance chosen for the Wall of Honor, American Common, New York World's Fair. Only those of foreign birth were picked for the distinction. Mr. Hill was born in Canada.

Wisconsin this year will lead all other states of the nation in production of tame hay—a record crop for the state, too. Total will run better than 6,000,000 tons.

*

A fine of \$1,000 and six months in jail face all aliens in the U. S. who fail to register and have their fingerprints taken between Aug. 27 and Dec. 26 under the new law creating the national defense program. There are about 3,500,000 of them.

INSURANCE

Hail Men Get "Told Off" by Kibitzer at Informal Talkfest

THEY tell the story about a group of hail insurance men sitting around an insurance convention discussing the state of the nation and what have you. Talk drifted to their own business, of course, with the most of it so focused upon hail losses that a non-hail kibitzer piped up with, "Why don't you get some shovels and dig yourselves out of the hail!"

*

As usual hail men are talking losses again. No composite figures are available mainly because the danger-of-damage-from-hail season isn't over yet.

Generally speaking, small grain is cut and safe, but late flax and corn in the Northwest and cotton in the South remain causes of concern.

Hail men aren't counting their chickens before they're hatched! They are talking losses as usual but, admittedly, the Northwestern states as a whole fared

pretty well this crop season. There were hail storms and losses here and there, and there may be more, so hail men still have their fingers crossed.

★ ★ ★

Fargo Agent Appointed

Policyholder's National Life, Sioux Falls, this week appointed C. E. McCarthy general agent in charge of North Dakota and Northern Minnesota, with headquarters at 314 Black building, Fargo. Mr. McCarthy was born at Detroit Lakes, Minn., and has lived most of his life in that community. He was local agent for Mutual Life of New York in 1933, then was appointed postmaster at Detroit Lakes, resigning in Jan., 1937, to accept a position with Mutual Life as agency organizer, working in Minnesota out of the Minneapolis agency. He resigned on April 1 this year.

Arthur Lee, who has placed \$7,000,000 life insurance on the books for Policyholder's in North Dakota, now takes over in Montana (C. W., Aug. 3), starting an aggressive campaign of organization in that state, the company having just recently been licensed there. His headquarters will be at Great Falls.

★ ★ ★

Three-Year Policies

Public liability risks subject to experience rating under owners, landlords and tenants and elevator forms, heretofore limited to one-year terms, may now be insured for periods of three years, with the customary discounts that are allowed for such longer term coverage.

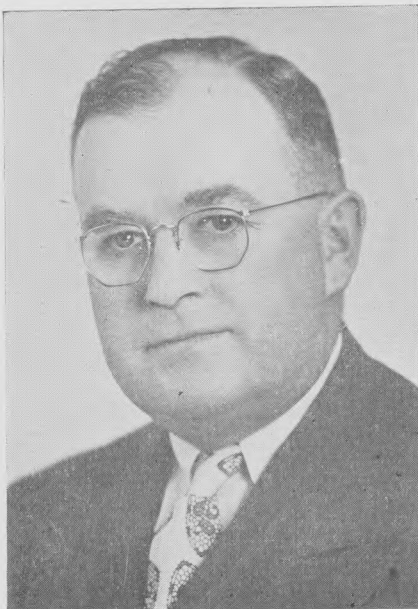
The National Bureau of Casualty & Surety Underwriters announced this week that it had filed the new plan with the insurance departments of the states affected and advised its member companies that, effective Aug. 1, the owners, landlords and tenants liability manual and the elevator liability manual have been amended to provide for writing three-year policies.

Non-experience rated public liability risks, which are the smaller risks, have been given the option of three-year policies for some time, with a resultant saving in premium cost through the allowed discount. This benefit is now extended to the larger risks, or those subject to experience rating.

There will be no change in the customary examination of the experience of each individual risk on an annual basis and such adjustment of the premium as may be indicated on each anniversary rating date. The calculation of such experience modifications and the promulgation procedure by the National Bureau will be handled on the same basis as in the past.

Premium discounts for experience rated risks using the three-year policies are the same as those specified in the manuals for non-experience rated risks. Discounts are to be applied to the experience adjusted rates. The full manual rates will continue to be used for experience rating purposes.

Named by Policyholder's



C. E. McCARTHY



ARTHUR LEE

These men represent Policyholder's National Life Insurance Co., Sioux Falls, in Fargo and Great Falls, respectively (story in this issue).

COMPARE

the advantages in coverage and service of our automobile policies. It will convince you of the true value of Lloyds in your agency.

Complete
AUTOMOBILE
Insurance



HOME OFFICE
McKnight Building
Minneapolis, Minn.

Aetna Picks Him



EDWIN L. PICKHARDT

has been appointed supervisor of the Aetna Life Insurance Co.'s Minneapolis office. He has had extensive experience in life insurance during the past 20 years, and is a Chartered Life Underwriter.

ing the prospect of possible future calamity, and then preparing against it," Mr. Arnold said. "The purchase of life insurance involves denying one's self present satisfactions in order to guarantee that future needs will be met. In recent years the life insurance salesman's voice has been almost the only one lifted in defense of the 'old-fashioned' way of life, based on thrift and self-denial, as against the prevailing philosophy of living only for today and letting the future take care of itself.

"This easy-going philosophy we now know has been responsible for many of our national ills. Moreover, it has contributed to our present state of unpreparedness to meet vital issues. This unpreparedness is reflected not merely in a lack of weapons for military defense but in a weakening of moral and spiritual resources which are democracy's last line of defense against totalitarian forms of government.

"While the life insurance companies have been selling their customers on the idea of making their own forehanded provision against the future, visionary politicians and social welfare 'experts' have been busily selling the public a quite different idea—that progress can be achieved through lavish governmental spending of public funds to keep the present generation comfortable without regard for moral values or for the size of the bill that must some day be paid."

★ ★ ★

2 More Newcomers

Minnesota Commerce Commission on Tuesday licensed two more new companies to do business in Minnesota. They are:

- ☐ Pennsylvania Casualty Co., Lancaster, Pa., and
- ☐ Plymouth Insurance Co., Chicago.

Average Yearly Increase in Premium Writings Last 3 Years **36%**
NORTH AMERICAN LIFE and CASUALTY COMPANY
MINNEAPOLIS "Since 1896" MINNESOTA
Life — Accident — Health — Hospitalization

Telephone Address

In an address by long distance telephone from New York to the convention in Portland this week of the Oregon Insurance Agents Association, Ray Murphy, assistant general manager of the Association of Casualty & Surety Executives, reported progress between insurance companies and agents and producers toward solution of the vexatious problem of counter-signature laws. Mr. Murphy also directed attention to the question of compulsory automobile insurance legislation, which promises to be a live issue in Minnesota and elsewhere when state legislatures resume their sessions in the winter. With the Massachusetts law as the lone example, Mr. Murphy said there is ample evidence that this, too, is a question of deep interest to agents and producers as well as the companies and the public at large.

★ ★ ★

Praises Salesmen

Dawning realization by the American people that our national security demands personal sacrifice and the fullest use of all our resources of self-reliance, initiative, and enterprise is bringing with it a greater appreciation of the work of the life insurance salesman, O. J. Arnold, president of Northwestern National Life Insurance Co., Minneapolis, declared in a message to the company's agents this week.

"Our job—and a thankless one it has seemed at times—has been to demonstrate that the only way a man can achieve true financial security for himself and his family is by realistically fac-

Insurance Riders

Candidate for a seat in the Minnesota House from the 42nd district (St. Paul) is Arthur E. Turnquist, former state agent Pacific National Fire, once connected with the First National Bank, St. Paul.

*

The Aetna Life Insurance Co. is one of the few remaining companies still issuing non-participating contracts on a 3½% reserve basis. Effective Sept. 1, it is reported, these contracts will be changed to a 3% reserve basis. A similar change

INSURANCE COUNSELORS TO BANKS

BLANKET BONDS

One Policy covering Fidelity, Burglary, Robbery, Messenger, Forgery, and other important coverages.

SAFE DEPOSIT . . . REGISTERED MAIL . . . ALL OTHER LINES

Inquiries Invited

L. R. MOELLER
Executive State Agent



Owned, operated and controlled by the St. Paul Fire & Marine Insurance Co.

was made on participating contracts in 1936.

*

In response to spontaneous suggestions received from leading insurance men all over the country during the past few months for a fitting method of signaling the event, the executive officers of the National Association of Insurance Agents have decided to designate the traditional and gala get-together dinner at the forthcoming 45th annual convention in Buffalo, Sept. 16-19, as a testimonial dinner to celebrate the 20 years of service to the association of Walter H. Bennett, its general counsel and secretary.

*

Accident and health business is continuing to show a substantial increase. From data submitted by 52 members of the Health and Accident Underwriters Conference, representing over 90 per cent of the premium income of all Conference companies, an increase of 10.6 per cent in premiums for the first six months of this year is shown as compared to the same period in 1939. Loss ratios increased 1½ per cent.

WISCONSIN BANKERS

(Continued from page 12)

Larsen, assistant cashier First National, Stevens Point (6); R. G. Tiegs, cashier Farmers & Merchants, Tomah (7); W. H. Lyon, cashier South Milwaukee Bank, South Milwaukee (8).

Retirement and Pension Program

P. H. Schroeder, cashier Bank of Madison (2), (chairman); O. A. Sprecher, cashier State Bank of Independence (7); H. R. Schuette, cashier Manitowoc Savings, Manitowoc (3); H. C. Wilke, president Bank of Two Rivers (3); S. N. Schafer, president First National, Fort Atkinson (5); W. T. Luedke, cashier Clintonville National, Clintonville (6); G. A. MacLachlan, National Bank of La Crosse (7); O. K. Johnson, executive vice president Whitefish Bay State, Whitefish Bay (8).

Chicago Stock Exchange

Trading volume on the Chicago Stock Exchange in July totaled 279,000 shares, against 399,000 in the previous month and 676,000 in July, 1939. Volume in the first seven months this year amounted to 4,169,000 shares, compared with 4,358,000 in the same period a year ago. Dividend payments by Chicago Stock Exchange listed corporations in July aggregated \$67,150,200, and for the first seven months they were \$386,765,294. In 1939 the July total was \$59,912,773, and the first seven months total, \$327,532,676.

YOUR OPPORTUNITY!

A Profitable General Agency Contract Available in **MONTANA**

Contact and Hook Up With a Strong Company That is Going Places

POLICYHOLDER'S NATIONAL LIFE INSURANCE COMPANY

Old Line Legal Reserve

Sioux Falls, South Dakota

PIONEER INSURANCE AGENCY

WARD F. SENN, Pres.

Skilled Underwriting and Unexcelled Service
All General Insurance Coverages

754 MIDLAND BANK BLDG. PHONE: MAin 0434 MINNEAPOLIS

SINCE 1891

FIRE . . . CASUALTY . . . LIFE

"The House of Insurance"

FRED L. GRAY COMPANY

300 Midland Bank Bldg.

Minneapolis

Commercial West Advertising Pays

Heat Water Electrically
LOW 1¢ RATE

"For Controlled Electric Water Heating Only."

JAMIESON & COMPANY

Stocks & Cotton
Bonds & Butter
Grain & Eggs
Commodity Brokers

Members
New York Stock Exchange
and Other Principal Exchanges

ST. PAUL—MINNEAPOLIS
Government—Municipal
Corporation Bonds

CHARLES C. RIEGER
Manager
Bond Department
Minneapolis—Atlantic 8235

NORTH DAKOTA State and Municipal Bonds

H. E. MUELLER

Hazen

North Dakota

M. PLIN BEEBE

South and North Dakota bonds,
warrants and refundings

Ipswich, S. D.

WE OFFER
SECURITIES
TO FIT
YOUR BANK ACCOUNT



CHREST & COMPANY, INC.

802 NATIONAL
BUILDING

Second Avenue
South and
Sixth Street

MINNEAPOLIS

BR. 4154

Pillsbury Flour in Strong Financial Position

SALES amounting to \$47,235,668.89 and net profits of \$900,913.72 were reported by the Pillsbury Flour Mills Co. for the fiscal year ending May 31, 1940. This is equivalent to \$1.64 per share on the common stock. There is no preferred stock. Interest of \$215,000 was paid on the outstanding bond issue and \$400,000 of bonds were retired. During the fiscal year the company spent approximately half a million dollars in reconstruction of its warehouse and storage plant at Buffalo.

Working capital as represented by the excess of current assets over current liabilities was increased to a total of \$14,966,500 and the ratio of current assets to current liabilities at the end of the year was more than 7.5 to 1. On May 14, 1940, the last record date during the fiscal year, the company had 5,946 stockholders and 549,225 outstanding shares. The average stockholder owns 92/100ths of 1 per cent of the company's total stock issue. The number of employees at the close of the year was 3,123.

Subsequent to May 31, 1940, the company purchased the property, assets and business of the Globe Grain & Milling Co. of California for a consideration of approximately \$3,600,000. Philip W. Pillsbury, president of the company, states that assets so purchased included approximately \$2,600,000 of cash and other current assets and \$1,000,000 of fixed and non-current assets.

★ ★ ★

Stocks and Bonds

Not since 1913 has the stock market experienced a stretch of the doldrums with record low volume such as has marked its progress over the past several weeks.

Then it was the political situation and important matters before Congress, such as the income tax, that brought about the conditions. Although just a year before World War I broke loose, it came like a lightning bolt and was not a factor.

Conditions today, however, are based almost wholly upon the World War II situation. The market has been marking time along with Hitler, waiting to see what happens when he blitzkriegs England—if he does.

Trading position of the market varies

largely from that of 1913. SEC was not in existence, of course, and had not clamped down with its margin restrictions, and so on. Trading, therefore, followed the old charted lines of precedent.

*

Today only about 25 per cent of the trading in the stock market is on margin. The other 75 per cent is cash business each day and most of the securities being bought are being tucked away in the strong box and the lid locked. The owners have picked stocks they feel will stand up no matter what happens in Europe. They have confidence in the U. S. A. That's their line of thought.

Usually in a market like this there is a lot of support buying at prices pegged far enough down, the buyers believe, to protect them against downswings and attractive enough to insure them a tidy profit when the market turns up again, as it always does.

A careful survey this week by COMMERCIAL WEST reveals that there is very little of this support buying in today's market. Traders who are in and out appear to be more on the opportunist order. They watch the news and are satisfied with a turn of a dollar or two on the breaks.

*

It would seem, however, that it would be a good bet to peg some stuff below this market. If the Nazis should sweep England there will be a sharp drop in prices, of course. It is held, however, that it will not be of long duration because of the effect upon our domestic situation of the national defense plan impetus to business and industry.

While the bond market in general has held a stronger position than stocks in this dull market there are still some good bargains and dealers report buyers in the investment market are following the example of the traders in stocks and are laying away the liens that look good to them for an advance. Combining the stocks and bonds that should come out of strong boxes when a definite upswing is on the way, the securities markets should be in for a season of good business again.

Wins Traders' Cup



BYRON KAIRIES

shot the low net score Tuesday at Minneapolis Golf Club in the annual Twin City Bond Traders Club tournament, thus won the Allison-Williams trophy awarded each year to the medalist. (Story in this issue.) By, when he isn't winning tournaments, trades for the Minneapolis office of Merrill Lynch, E. A. Pierce & Cassatt.

Defense Program Impetus

The national defense program is beginning to make itself felt to a noticeable extent among the heavy goods industries. Electrical lines are already working on orders, as, of course, are munitions plants, airplane factories, gun manufacturers and the steel mills. Railroads are planning on increasing equipment to handle transportation of war armament. Electrical power use is being stepped up fast, Edison Institute reporting 2,600,723,000 kilowatt hours used in the week ended July 27, which is a record since June 1.

★ ★ ★

In Big Syndicate

Kalman & Co. and Piper, Jaffray & Hopwood are Twin Cities investment houses listed in a large national syndicate selected by Newport Shipbuilding & Dry Dock Co. as the underwriting group to handle its proposed issue of 75,550 shares of \$5 convertible preferred and 558,498 shares of common stock.

The list of underwriters was filed as amendment to the company's SEC registration statement. This company's position now is said to be greatly strength-

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MINNEAPOLIS
McKNIGHT BUILDING
ATLANTIC 5313

*Investment
Securities*

ST. PAUL
ENDICOTT BUILDING
GARFIELD 3307

WOODARD, ELWOOD & CO.

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MINNEAPOLIS

NORTHERN FINANCE CORPORATION

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Minneapolis, Minn.

SHORT TERM NOTES

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Chicago

GREENMAN & COOK, INC.

INVESTMENT SECURITIES

First National Bank Building
St. Paul

Commercial West Advertising Pays

Northwest Stocks

Minneapolis-St. Paul Stock Exchange

August 7

| | Bid | Asked |
|-----------------------------|----------|-------|
| First Bank Stock..... | 10½ | 10¾ |
| N W Banco..... | 8¾ | 9 |
| Mpls Brewing..... | 7¾ | 8½ |
| Minn Min & Mfg..... | 54½ | 56½ |
| W H Barber com..... | 13¾ | 17½ |
| Brandtjen..... | No Trade | |
| Cleary Hills Mines com..... | 1¾ | 2¾ |
| Diamond Iron Works..... | 4 | 5½ |
| Emporium pfd..... | 1 | |
| Emporium com..... | 2c | |
| Yoerg Brewing..... | 12c | 35c |

Twin City Bond Traders Club

August 7

| | Bid | Asked |
|---------------------------------|-------|-------|
| Bank Shares A..... | 11½ | |
| Bank Shares B..... | 1¼ | |
| Bur of Engrav 8 pfd..... | 8 | |
| Bur of Engrav com..... | 1 | |
| Filbert Corp..... | 16.35 | |
| Flour City Orn Iron com..... | 2½ | 3½ |
| Franklin Coop Cry com..... | 40 | |
| Gamble-Robinson 1st pfd..... | 53 | |
| Gam-Skogmo 7 pfd..... | 104 | |
| Gam-Skogmo com..... | 65 | |
| Griggs Cooper 7 pfd..... | 98 | |
| Investors Synd com..... | 4 | 6 |
| Lavoris com..... | 42 | |
| Marshall-Wells 6 pfd..... | 38 | |
| Mpls Gas Light 6 pfd..... | 104 | |
| Mpls Gas Light 5½ pfd..... | 102 | |
| Mpls Gas Light 5.10 pfd..... | 97 | |
| Mpls Gas Light 5 pfd..... | 96 | |
| Mpls Gas Light units..... | 94 | |
| Minn Pwr & Lt 7 pfd..... | 83 | 87 |
| Minn Pwr & Lt 6 pfd..... | 93 | 97 |
| Minn Valley Can 7 pfd..... | 98 | |
| Minn Valley Can com..... | 22 | |
| Minn Valley Can tr cfts..... | 3½ | |
| Mont-Dak Util 6 pfd..... | 88½ | 93½ |
| Mont-Dak Util 5 pfd..... | 78½ | 83½ |
| Mont-Dak Util com..... | 6 | 7½ |
| Natl Battery vot com..... | 35 | 39 |
| Natl Battery com (non-vot)..... | 31 | 36 |
| Natl Pole & Treat com..... | 1½ | 2½ |
| New Eng Furn units..... | 15 | |
| Nicollet Hotel 1st pfd..... | 6 | 8 |
| Nor Sts Pwr (Del) 7 pfd..... | 80 | 85 |
| Nor Sts Pwr (Del) 6 pfd..... | 71½ | 76½ |
| Nor Grey Lines \$6.50 pfd..... | 105 | |
| Nor Grey Lines com..... | 27 | |
| N W Airlines com..... | 12½ | 13½ |
| N W Fire & Mar com..... | 23 | |
| N W Natl Life Ins com..... | 10 | 12 |
| N W Pub Serv 7 pfd..... | 90 | |
| N W Pub Serv 6 pfd..... | 80 | |
| Otter Tail Pwr \$4.50 pfd..... | 98 | |
| Otter Tail Pwr spec com..... | 125 | |
| Pioneer Grav & Eq pfd..... | 35 | |
| Pioneer Grav & Eq com..... | 1½ | |
| Russ-Mill Mill pfd..... | 101 | |
| Russ-Mill Mill com..... | 75 | 80 |
| St P Fire & Mar com..... | 226 | 236 |
| St P Union Stkysd com..... | 27½ | |
| Title Ins com..... | 48 | |
| Toro Mfg com..... | 6 | 8 |
| Truax-Traer Coal 5½ pfd..... | 67 | |
| Twin City Fire Ins com..... | 17 | |
| Union Pub Serv 7 pfd..... | 79 | |
| Union Pub Serv 6 pfd..... | 73 | |
| Weyerhaeuser Tim com..... | 28 | 31 |

ened by its participation in the national defense program as a ship builder. It has been making good progress in recent years and has just completed this country's largest liner.

An interesting phase of the participating underwriters lies in the fact that several large investment trusts are taking an underwriting position, something new to business.

Underwriters will buy 15,000 preferred shares direct from the company and the remaining securities registered from certain stockholders of the company.

★ ★ ★

Traders Score Again

Continuing their almost perfect record for ideal weather on their annual field days, members of the Twin City Bond Traders Club took the afternoon off on Tuesday, went out to Minneapolis Golf Club, most of them golfed while others relaxed on the veranda or on the shaded lawns, then all enjoyed an unusually fine dinner and a short program. Highlight of the latter event was the last-minute appearance in his old-time role as m.c. of Frank "Sugar" Roos, without whom a traders' party wouldn't seem quite the same. It was his birthday and the boys gave him the orthodox musical greeting. From St. Paul came Minnesota Securities Commissioner Robert L. Smith, Jr., and from out of town came: Kenneth S. Beall of Fuller, Cruttenden & Co., Chicago; Ralph Chapin of Webber, Darch & Co., Chicago; Dominic Cronin of A. C. Allyn & Co., Chicago; Harold Nelson of Glore, Forgan & Co., Chicago; A. A. Wolffgang of City National Bank & Trust Co., Kansas City. Other guests included William A. Glover of Western Union, Minneapolis, and the COMMERCIAL WEST representative.

*

Prize winners were:

Low net—By Kairies of Merrill Lynch, E. A. Pierce & Cassatt, Minneapolis.
Blind bogey—(first) Oscar Bergman of Allison-Williams, Minneapolis; (second) Howard Selover, Minneapolis.
Low gross—(first) Colie Rudd of Piper, Jaffray & Hopwood, Minneapolis; (second) Jack Steele of Paine, Webber, Minneapolis.
Two-man team (low net aggregate)—Bernie Decheine of J. M. Dain, Minneapolis, and Dick Hutchinson of Harold E. Wood, St. Paul.
Low gross on par 3 holes—Joyce Finrud of First National, Minneapolis.
Most 7s—Earl Cochrane of Jamieson & Co., Minneapolis.
Most 6s—Ed Knight of Wells-Dickey, Minneapolis.
Most 5s—My Johnson of C. D. Mahoney, Minneapolis.
High gross—Bill Ritt of Mairs-Shaughnessy, St. Paul.
Blind bogey (out-of-town guests)—Kansas City's Mr. Wolffgang.
Door prizes—Art Rand of Woodard, Elwood, Minneapolis; Don Anderson of First National, St. Paul; Joe Masek of C. A. Fuller, Minneapolis; John Howe of Piper, Jaffray & Hopwood, Minneapolis; Jim Linder of Lamson Bros., Minneapolis; Ted Pelton of Wells-Dickey, Minneapolis; Paul Matsche of Paine, Webber, St. Paul; Maynard Rue of Wells-Dickey, Minneapolis; Glen McGann of Couper-Eckenbeck, Minneapolis; Bill Lau of Juran, Moody & Rice, St. Paul; Kerm Sorum of Allison-Williams, Minneapolis; George Jackish of Harris, Upham, Minneapolis; Chicago's Mr. Beall.

Calendar of Bond Sales

SATURDAY, AUG. 10

Rolla, N. D.—At 2 p. m., \$45,000 certificates of indebtedness for Rollette county.

THURSDAY, AUG. 15

Wadena, Minn.—\$3,000 school building and equipment bonds for School District No. 3.

TUESDAY, AUG. 20

St. Paul, Minn.—At 10 a. m., \$275,000 public welfare bonds.

FRIDAY, AUG. 23

Huron, S. D.—At 7:30 p. m., \$50,000 street improvement bonds.

Montana Armory Bonds

Twin Cities investment houses are interested in the proposed \$225,000 bond issue to be sold Aug. 15 at Helena at the adjutant general's office in the state capitol and undoubtedly will be represented in the bidding. Proceeds of the bonds in conjunction with various grants from the U. S. government, will be used for the erection, and equipment of various armories to be located in several cities throughout Montana.

The bonds are to be made payable solely from the income and revenues derived from the operation of the armory buildings and will be issued by the state's Armory Board. They will be dated July 1, 1940; interest to be payable semi-annually on July 1 and Jan. 1; to be in the denomination of \$1,000; to be payable at the Union Bank & Trust Co., Helena, and/or some other bank to be mutually agreed upon; to be optional on any interest date at 104 until July 1, 1945; at 103 until July 1, 1950; at 102 until July 1, 1955; at 101 until July 1, 1960 and 100 thereafter.

The bonds are to mature serially on July 1 and Jan. 1, substantially as follows: \$3,000 July 1, 1942, to July 1, 1944, inclusive; \$4,000 Jan. 1, 1945, to Jan. 1, 1951, inclusive; \$5,000 July 1, 1951, to Jan. 1, 1958, inclusive; \$6,000 July 1, 1958, to Jan. 1, 1960, inclusive; \$7,000 July 1, 1960, to Jan. 1, 1964, inclusive, and \$8,000 on July 1, 1964. They will be sold with accrued interest to date of delivery and all bids must state the lowest rate of interest at which they will purchase, not to exceed 4 per cent a year.

Grain Merchants Elect

At the annual meeting Tuesday of the Minneapolis Grain Commission Merchants Association of Minneapolis, an organization of officials of commission houses affiliated with the Chamber of Commerce, the following officers were elected:

President—J. A. Bolton, Atwood-Larson Co.

Vice Pres—Ralph M. Davies, Hallet & Carey Co.

Sec-Treas — Charles S. Hixon, Hixon-Cannon Co. (Re-elected.)

Directors—L. L. Crosby, Cargill, Inc., Robert W. Kemerer, Van Dusen-Harrington Co., L. F. McCabe, McCabe Bros.

★ ★ ★

Hot Off the Tape

Directors of Cleary Hill Mines Co., Fairbanks, Alaska, advises Charles W. Drew of the Minneapolis office, secretary-treasurer, declared on Aug. 1 the regular quarterly dividend No. 33 of 5 cents a share payable Sept. 1 to holders of record Aug. 20. They also declared an extra dividend of 3 cents a share, payable on the same date. "Outside of a rather severe drouth which has slowed our placer operations somewhat," says Secretary

Drew, "operations are progressing nicely and we are anticipating a satisfactory year."

*

Orders placed with manufacturers advanced during June for the third successive month, states the National Industrial Conference Board. Shipments and inventories showed little change from the level of recent months.

*

Banks and other investors in the Ninth Federal Reserve District subscribed \$37,368,000 for the recent offering of ¾ per cent notes of Commodity Credit Corp., and were allotted \$3,444,000. A total of \$3,185,206,000 was subscribed at all Reserve districts and \$289,458,000 was allotted.

*

Kalman & Co., on Tuesday, made quick sale of 15,000 shares of Globe Steel Co. stock at \$12.50 per share. They wholesaled some to Chicago, Milwaukee and Des Moines dealers.

*

New business was 10 per cent larger than in the previous week in the lumber industry for the week ended July 27, advises the National Lumber Manufactur-

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with bath...New Drive-in-Garage.

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HERE is a Billboard!



THIS picture might answer that question fully enough. It is a billboard—but a unique one. H. E. Atwood, vice president, B. F. Nelson Manufacturing Co., Minneapolis, wanted a billboard, but he wanted something different. This is it. It really is a house, hitched to the billboard, and the objective, of course, is to advertise the roof. It is located at Hennepin and 22nd street. Standing in front of it in the picture, left to right, are Frank E. McNally, chairman of the board; H. E. Atwood, vice president; R. C. Steadland, salesman roofing division, and Ben F. Nelson, president, all executives of the company.

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Heat Water Electrically
LOW 1¢ RATE

"For Controlled Electric Water Heating Only."

ers Association. Production was up 3 per cent and shipments 5 per cent.

*
During July 478 applications involving \$2,159,130 for FHA mortgage insurance on new and old homes were received by the Minneapolis office, advises D. J. Fouquette, state director. In July last year there were 279 applications for \$1,286,020.

*
Total gross public debt as of July 31, reports the Treasury Department, was \$43,770,544,600 which, of course, does not include any of the new national defense appropriations.

*
Lumber shipments in the week ended July 20 were up 14 per cent over the preceding week and new business was 11 per cent greater.

*
Market value of total sales of all registered securities exchanges in June amounted to \$650,779,911, a decrease of 4.8 per cent from the June, 1939, record.

★ ★ ★

Municipal Bond Market

While the Twin Cities market hasn't produced much this week in the way of new bonds, some outside issues have been meeting with good demand, such as the Lexington, N. C., and the \$15,000,000 state of New York bonds. Market still strong but rather inactive due partly to usual summer dullness, partly to what will come of the Nazi-British war situation.

★ ★ ★

MINNESOTA

EDINA—Election—Aug. 12 on \$20,000 sewer bonds.

HOPKINS—Voted—\$14,000 fire truck bonds 244 to 131.

ST. PAUL—Offering—Aug. 20 at 10 a. m., \$275,000 public welfare bonds. Denom. \$1,000, interest 6 p. c., C.c. 2 p. c.

SAUK CENTRE—Voted—\$5,000 school building bonds for Stearns School District No. 113 and Todd School District No. 12.

WADENA—Offering—Aug. 15 at 8 p. m., \$3,000 school building and equipment bonds for School District No. 3.

NORTH DAKOTA

STANTON—Awarded—\$34,000 Beulah School District No. 27 refunding bonds to Harold E. Mueller, Hazen, N. D., at 4 p. c.

SOUTH DAKOTA

HURON—Offering—Aug. 23 at 7:30 p. m., \$50,000 street improvement bonds. Denom. \$1,000, Interest 4 p. c.

LENNOX — Defeated — \$1,700 school bonds.

WISCONSIN

HUDSON—Election—In the near future to vote on issuing \$30,000 armory building bonds.

TALL TALES FROM OSSEO

It's the Heat!

By JOE BEDORE



JOE. HIMSELF

Osseo, Minsote,
De 2, August 1940
Dear M'sieu
West:

Gee Cri! Las' wick be wan hot wan. 'Bout haff pass one, toot, t'ree, four, one mornin' I'm t'ink I'm see Ol' Mamhout McGandy comin' down de road. He be bare-

foot an' hardly no night shirt. Bedam, I'm com' suprise, me. It be moi oncl' Joe Beaudette. I'm t'ink hee's com' crazee on de head or hee's walk in hee's slip. Hee's got beeg monkey wrench in hee's hand. I'm geeve to heem good shake. Hee's com' mad an' say mind you own beezeness. I'm know w'at I'm do. Hee's h'open de hydrant an' was lay under der an cool off. You can see hee's no sapree fou, ma oncl' Joe.

ELECTION BEEZNESS: Well, bagosh, de 'lection beezness be yer ag'in. Bedam, I'm weesh we can git man sometam lak Laurier. I'm com' mad on Roosvel', be-

cause hee told you w'at to do. Dey say ten million men don' work. Ten million men nevaire work. I'm told you how dat 'appen. We got mebbe fi', seex de bum in Osseo. Den, we say, St. Cloud got 50, because dey be bigger. Duluth mebbe 150 an' you figure dat all ovaire de countree an' it don' tak long for mak' ten million. Dey live jus' de sam' de way dey lak to. I'm told you how: Dey work few day, here an' der. Mak' a leetle monee. W'en dey broke, dey com' to your house an' mine an' we geeve dem somet'ing to eat an' dey be satisfy. Now, bedam, dey don' work, git paid for it an' told you w'at to do.

H'even de ol' ladees won't work no more. Dey git pension an' dey wa't you call, "hole up in de room." Lots de ladees yer, w'at lak to play de card, can't git nobodee to took care of der babies w'en dey want for play.

THE OLD POT GANG: Ma femme say, "Bon Dieu, we got lots de bum dis wick." Shee's feed fi', seex, in couple of days. I'm say, dat be kine of funnie beeznees dat, we got so many. Course we nevaire let poor man go hungrie. But Holy Macrow, I'm say com' Josephine, I'm smell

som' rat. We go outside our fence an' Gee Pwell, I'm find beeg "X" be cut wit' jack knife on our fence pose. No wondair we git de companie. H'it remine me of Toronto Slim, Denver Ed, Chicago Pete, Fatty O'Leary an' Jeem Tully. You know dat's de trade-mark ("x"). Toronto Slim, be de bes' man wit' jack knife for wrote hee's name. Sapree, hee's mak' dem letter nice.

DE BOOYA IS FINE: H'it don' tak' muche for dem to keep goin'. Dey git cheap ten cent pail. Dey bum chunk boiling beef. Stole some cabbage, carrots an' petack, an' boil heem all ovaire an' bagosh it be good.

W'en dey chase de bum out of Minneapolis, sapree, we git dem in Osseo. But w'en Jeem Hill train stop, Joe LaRue, de beeg cop, jus' hollaire, "Stay up der Bud-die." Dey don' git off at Osseo no more.

OUR SHOEMAKER: Jule DuBuque, hee's call me wan dam, black Republican, 'cause I'm don' care 'bout Roosvel'. You know hee's de beeg shoemaker yer an' hee's presidaunt of the village congress an' w'at you call, "postoffice prophet." W'en you wait for you mail, doggone, hee's told ev'ry bodee 'bout de polotick.

Wan tam hee's say, "Gosh I'm lak for git lots de mail." Of course hee's nevaire git ver' much. So we feex heem good. We sent hee's name to ovaire 200 place, to git, "free trial offer, electric belt, bunion, de red pill, execzma, elixer of life an' lots more. Af'er two, t'ree days Jule com' ver' mad. Hee' say, "Not'ting but dam medicine." (I'm glad, me, hee's nevaire ketch on.)

ROSIE: Dey got wan beeg muskie de boys try for ketch in de Ol' Missip'. Dey

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Unlike the usual deductible forms of collision insurance, our deductible amount may be used up through payment by the insured of several smaller losses (reported to the company) or through payment of the deductible amount in connection with a single larger loss; thereafter the policy becomes a full coverage contract and all losses resulting from accidental collision or upset will be paid in full.

THE COST IS SURPRISINGLY LOW**ANCHOR CASUALTY COMPANY**SAINT PAUL
MINNESOTA

A is for Assets 75 Million Strong.

As of December 31, 1939, N^WNL's assets totalled \$75,205,180 — double what they were in 1929.

B is for Bonds Short Term and Long.

Two-thirds of N^WNL's assets consist of bonds, all high grade securities of which approximately half are U. S. Government Bonds or bonds fully guaranteed by the U. S.

C is for Coverage from Birth to 65,

N^WNL has policies for every need, available on a participating, non-par, or N^WNL's famous GPR (Guaranteed Premium Reduction) basis.

D is for Diversification of Investments Far and Wide.

Your money is safe with N^WNL, invested in thoroughly diversified securities of the highest quality only after careful research by investment experts.

E is for Early with Complete Figures & True,

N^WNL's operations are so coordinated that its complete financial statement as of December 31 is ready and printed on New Year's Day. For years, N^WNL has been first to issue its annual financial statement.

F is for Fieldmen Trained to Serve You.

N^WNL fieldmen are trained to sell to fill needs. But more than that, they are paid, not according to the amount of insurance they sell, but according to the quality of their service at the sale and thereafter.

... And so on through the entire alphabet goes the N^WNL Primer. If you would like a copy of the complete Primer write NORTH-WESTERN NATIONAL LIFE Insurance Company, Minneapolis, Minnesota.

call heem Rosie. Sometam you t'ink beeg log be comin' down de reever. Las' wick Charlo Beaudry, git six inch steel hook, mak' by Joe LaPlante, de blacksmi' an' put small rabbit for bait. Holy Macrow! W'at you t'ink? W'en hee's pullin' up hee's line, de dam hook be straight. Rosie be wan smart bird. Once in while hee's jomp de air, jus' for look 'roun to see w'at be goin' on.

Joe DeJarlais was invite me to h'eat som' de nice barbut, hee's ketch in de lak' an' w'en I'm comin' to hee's house for eat, doggone he don' 'ave none. Sapree fou, 'Poleon Gosslin an' Philorum Gorham be der an' feenesh dem all up. Joe say hee's got nice mushrat for me an' hee's say dey be awful good feesh too. One tam I'm ketch wan an' hee's geeve me good bite on de leg, so I'm don' lak de mushrat no more.

BONNE CROPS: De crop, be de bes' you nevaire see. Plaintee of ev'ryt'ing an' lots of it. Jus' need good price an' de habitant com' ver' 'appee. Osseo celebrate 'bout ev'ry month somet'ing, so guess we celebrate de good crop.

Wit' beeg respeck,

JOE BEDORE.

MINN. COMMERCE COMMISSION

Minnesota Commerce Commission on Tuesday registered the following:

☐ First Acceptance Corp., Minneapolis, 1,000 shares 6 per cent cumulative preferred stock.

☐ Buckbee-Mears, St. Paul, 5,170 shares common stock and 108 preferred to be exchanged for securities now held by stockholders and in line with reorganization plans.

☐ Newport News Shipbuilding & Drydock Co., registration by notification.

Two more insurance companies, both newcomers to Minnesota, were licensed. (See Insurance Department, this issue, for details.)

One new securities dealer was licensed: Carter H. Harrison & Co., of Chicago, to open an office at Winona with Addison B. Youmans, formerly with Barney Johnson & Co., as manager.

Also, the commission finally adopted new rules and regulations which have been under discussion for some time. Mainly, they represent a condensation and bringing up to date of all commission ruling. Noteworthy change, however, is found in upping of dealers' total expense maximum commission from 17½ to 20 per cent.

Class I railroads of the U. S. jumped their net operating income in the first six months this year to \$242,366,834 against that of \$165,623,219 in the same 1939 period, an increase of return from 1.57 per cent on their property investment to 2.29.

BUY AMERICAN MUTUAL LIFE INSURANCE COMPANY MODERNIZED CONTRACTS

A FINE INVESTMENT FOR YOU AND YOUR FAMILY

WARD F. SENN, Pres.

J. D. SERRILL, Manager

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Minneapolis

25 YEARS AGO

From Commercial West, August 14, 1915

TWENTIETH annual meeting of the National Association of Mutual Insurance Companies in Minneapolis, Aug. 17-20, will feature addresses on taxation of mutual insurance firms from a federal standpoint by Senator A. B. Cummins of Iowa, and from a state standpoint by State Auditor J. A. O. Preus of Minnesota.

*

E. P. Davis this week was elected a vice president of Northwestern Trust Co., St. Paul. He has been in the real estate business in St. Paul for 10 years.

*

The Dan Patch Line this week opened its new freight terminal at Seventh st. and Third ave. north, Minneapolis.

*

Opening next week is the Produce Exchange State Bank, St. Paul, with \$25,000 capital. Einar Pederson, Burt, N. D., is president.

*

Security State Bank, Waseca, Minn., has been incorporated with \$25,000 capital. W. H. Niemeyer, McHenry, N. D., and N. Ledebur, Fairmont, Minn., are among the incorporators.

*

C. E. Blackorby was promoted from cashier to vice president and D. B. McDonald from assistant cashier to cashier by the Hansboro State Bank, Hansboro, N. D., this week.

*

Organization of the Farmers State Bank, Turton, S. D., has been completed. Officers are Peter M. Hanson, president; William Wells, vice president; H. L. Smith, cashier.

*

K. O. Slette has sold his interest in the Culbertson State Bank, Culbertson, Mont., to G. W. Tanner, A. W. Huxsol and A. D. Stephens, Crookston, Minn. Directors have elected Mr. Tanner president and Mr. Huxsol, vice president.

*

S. W. Straus & Co., Chicago and New York, have opened an office in the Loeb Arcade, Minneapolis, with Ernest T. Hertz as manager.

*

Northern States Power Co. is so encouraged by the reception of its offer to customers to invest in its 7 per cent preferred stock, that it has decided to offer the stock on a partial payment plan as a means of further increasing the number of stockholders in Minnesota, North and South Dakota, Wisconsin and Illinois.

*

The U. S. has the greatest stock of gold, cash and bullion ever held by any nation, and as much as any other two nations, says a Washington dispatch this week to COMMERCIAL WEST. The federal treasury on Aug. 2, says the report, had \$2,006,399,000 in cash and bullion.

*

More than 1,000 friends of good roads are expected to be in Cedar Rapids Oct. 4-7 to attend the annual meeting of the Northwestern Road Congress, embracing Minnesota, Wisconsin, Illinois, North and South Dakota, Iowa and Michigan. It is expected also that Montana, Idaho and Washington will be admitted at the meeting.

*

Minnesota board of immigration will open its fall advertising campaign at state and district fairs at Galesburg, Ill., Aug. 14, continuing until about the middle of November.

*

Three billion bushels of corn, 1,500,000,000 bushels of oats and 1,000,000,000 bushels of wheat are in prospect for this year's American harvest. Record crops of rye, white and sweet potatoes, tobacco, rice and hay also are predicted. The wheat crop would be the greatest ever grown in any country, worth more than \$1,000,000,000, while corn may reach \$2,500,000,000.

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Young man desires position as assistant cashier or teller in Minnesota bank. 24 years old, married, has 2½ years banking experience. References. Available immediately. Address Box 749, care Commercial West.

Intelligent high school graduate wishes position in bank. Experience chief aim. Has outstanding bookkeeping and commercial ability. Address Box 750, care Commercial West.

12 years banking experience and \$5,000 cash! With these I now seek an assistant cashier-ship in good sound Minnesota bank, Southern Minnesota preferred. Address Box 744, care Commercial West.

Young man 27 years old is Minneapolis Business College graduate wants good position in bank or general office, has had 2 years experience in bank. Address C. R. Zvorak, Russell, Minnesota.

Am 40 years old, have had 20 years banking experience, hold AIB standard certificate, now open to consider cashiership or assistant cashiership in good country bank, preferably Wisconsin or Minnesota. Address Box 741, care Commercial West.

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Rates for advertisements in this department are 4 cents per word each insertion. Words displayed in capitals, 8 cents per word. Initials, name, address, location and abbreviations count as one word each. Copy paragraphed, 28 cents per line. Check or postage stamps must accompany all orders. All answers to advertisements under key numbers must be accompanied by a three-cent stamp.

ELEVATORS Get Wage-Hour Break

Country and Twin Cities grain elevator operators heaved a sigh of relief this week when the wage-hour administration held that receiving grain for storage by country, sub-terminal, terminal and flour mill elevators is an industry of a seasonal nature. At peak of their activity in the fall, therefore, they are exempted for 14 weeks from the 42-hour work week and may employ their workers 12 hours a day during the period without having to pay overtime.

A recent interpretation places interstate industrial truck operators under the ICC instead of the wage-hour administration. One is about as bad as the other but the final decision is welcomed by firms operating their own truck lines. Under ICC as a safety measure a driver can make a continuous run of only 10 hours, but if provided a helper driver the run may be continued to destination. That means double the cost, but this may be avoided by the driver laying over at some place the required number of hours.

4-H State Leader



A. J. KITTLESON

is hard at work on his new job as state club leader for the 4-H boys and girls of Minnesota, now numbering some 45,000, having, as heretofore stated in COMMERCIAL WEST, succeeded T. A. Erickson, father of the movement in Minnesota. Mr. Kittleson is well qualified, having worked closely with Mr. Erickson for the past 20 years in developing the program but, modestly, tells COMMERCIAL WEST, "I know that I have a big job to follow T. A. in this important work." State 4-H Club leader work is carried out as part of the cooperative extension work in agriculture and home economics of the agricultural extension division of the University of Minnesota.

NEW NORTHWEST PATENTS

Following patents were issued July 30, 1940, to Minnesota and Dakota inventors, as reported by Williamson & Williamson, patent attorneys, 925 Metropolitan Life building, Minneapolis:

John Bieber, Redelm, S. D., trailer brake; Calvin R. Brown, Minneapolis, apparatus for setting stages; Herbert L. Grapp, Minneapolis, oven panel; Christian Jensen, Minneapolis, hay loader; William L. McGrath, Minneapolis, temperature control system; Marta Raittila, Keewatin, Minn., mop holder; Frank B. Rowley, Minneapolis, dust counter; Joe J. Rutten, Osakis, Minn., chute for silos; Nels Saari, Minneapolis, ski sled; Daniel G. Taylor and A. L. Judson, Minneapolis, switching mechanism; Frank G. Tiedemann, Minneapolis, device for discouraging thumb sucking; Martin E. Trollen, St. Paul, billfold.

George F. Williamson

Ralph E. Williamson

Robt. E. Burlingame

WILLIAMSON & WILLIAMSON

TRADE
MARKS

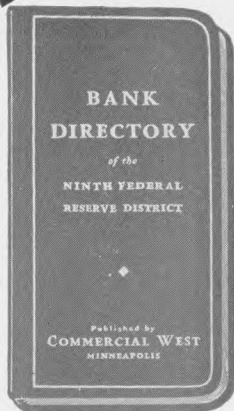
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THE FIRST NATIONAL BANK OF SAINT PAUL SALUTES

AN *Old Customer . . .*

The First National Bank Bismarck, North Dakota



BY 1879, the town of Bismarck, Dakota territory, had become a vital factor in the development of the Northwest. Here the Northern Pacific railroad ended, depositing a vast volume of freight to be carried west by steamboat and pack train. The consequent great transfer and warehousing of goods created a need for dependable commercial banking facilities in this frontier town; in September, 1879, a group of leading Northwest business men undertook the project. Reorganizing the private banking firm of G. H. Fairchild, they established The First National Bank of Bismarck, now the second oldest bank in North Dakota. G. H. Fairchild, former owner, was cashier; Walter Mann, vice president of the Merchants National Bank of Saint Paul, was president.

In 1882, the year the Northern Pacific began its extension to the West Coast, Mr. Fairchild succeeded Mr. Mann as president, holding this office, with the exception of two years, until 1893. Asa Fisher, who followed him, was succeeded by Col. C. B. Little in 1895. At that time, Col. Little also was president of the Capital National Bank, and the consolidation of these two banks into one outstanding institution followed shortly after his election. Well-known and

highly respected throughout Northwest financial circles, Col. Little subsequently became a director of both the Merchants National and the First National banks of Saint Paul. He continues as head of the Bismarck bank today, having given 45 years of faithful, aggressive service to that institution.

In intervening years which have brought prosperity, recessions, and, in 1898, the temporary discouragement of a great fire that destroyed most of Bismarck's business district, the First National has steadily forged ahead. Today it has deposits of \$3,270,000, total resources of \$3,696,000. With Col. Little on the present executive staff are E. D. Saltzman and N. I. Roop, vice presidents. B. F. Lawyer is cashier, and H. E. Hanson and L. P. Warren are assistant cashiers.

The common interest in sound policy and constructive action which links all good banks is intensified in the long-time co-operative kinship between the "First in Bismarck" and the "First in Saint Paul", each a pioneer bank in its territory. An unusually close relationship has been maintained as the outgrowth of a correspondent account which we have enjoyed since the time of the Bismarck bank's establishment.

THE FIRST NATIONAL BANK OF SAINT PAUL



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