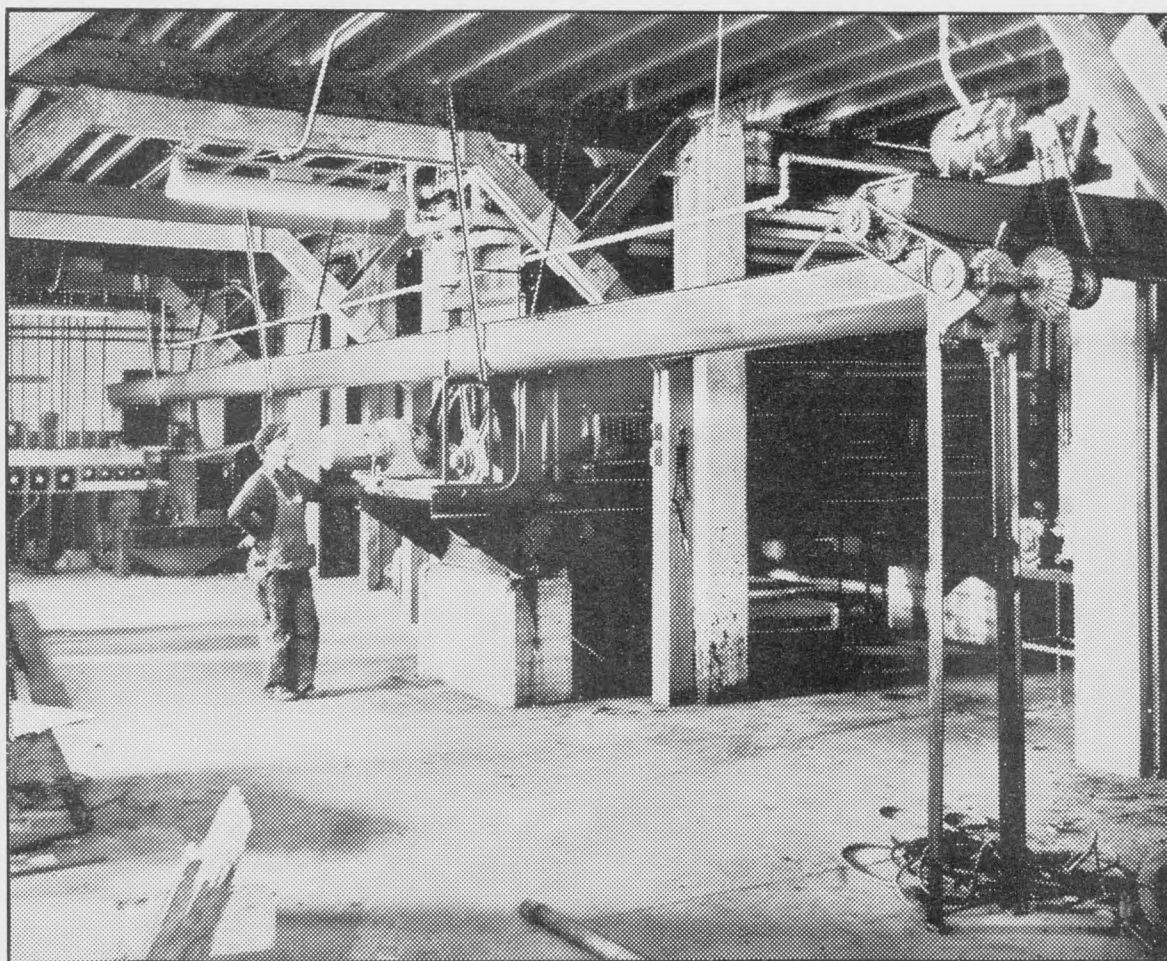


Every Week: AHEAD OF THE MARKET WITH WALL STREETER

Commercial West

NINTH DISTRICT BANKER ★ MINNESOTA BANKER ★ MONTANA BANKER

APRIL 1, 1944



FARMERS BENEFIT, TOO, IN THIS NEW INDUSTRY . . . SEE PAGE 12

New Horizons In Banking



Number 10 of a Series

FROM TOTAL WAR TO TOTAL LIVING

(Excerpts from a brochure published
by the Revere Copper & Brass Co.)

“Total war is changing . . . and will continue to change the pattern of our existence — for the better.

“With the war we share a common job and a common objective — and thus working together we have accomplished great things. Because of this lesson we can expect that the coming American standard of living will be achieved by neighbors again working together to gain by joint means what most could not afford as individuals. The home life of tomorrow will be supplemented by community assets and thereby acquire an added zest and grace of living.

“Chief among these community assets will be the community center from which will radiate all activities outside the home. It will have workshops of many kinds where everyone may indulge in his hobby, and these workshops will be roomier and better equipped than would be possible if an individual were to pay for and maintain them.

“It will have tennis courts, basketball courts, a swimming pool . . . facilities for all kinds of sports and games.

“A spacious central room will provide a meeting place where democracy will function in its purest form. This same room, cleverly designed, might house such divergent activities as church services, a library, a pre-school nursery, beginners' classes in First Aid, weaving . . . and adult classes in trades and skills, in languages and home economics or what will you.

“The community center might house small shops, the rent revenue from which would go toward the support of the center.

“These centers must of course wait on the war. But now is the time to plan — to study the needs of the community and to design the structure which will best meet those needs.

“By making plans now — we will take the first step in gaining for ourselves the ‘total living’ for which we are now sacrificing all in ‘total war’.”

With every forward step in the march of progress toward a better world for all, we at Marquette will adapt our services to the changing conditions so that we may always provide the most sound, constructive, and progressive financial aid to our friends and neighbors in the Northwest.

Marquette
NATIONAL BANK
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION
MINNEAPOLIS

Commercial West

NINTH DISTRICT BANKER • MINNESOTA BANKER • MONTANA BANKER

Volume 87, No. 14

April 1, 1944

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

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**THE
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COMING EVENTS

Next Week

Exchequer Club of Minneapolis, Curtis hotel
April 3
Northwest Sportsmen's Show opens, Municipal
Auditorium, Minneapolis April 8

Later

BANKING

American Bankers Association Executive Council,
Stevens hotel, Chicago.....April 16-19

Group One, Nebraska Bankers Association, at
LincolnApril 18
Group Six, Nebraska Bankers Association, at
AllianceApril 19
Group Two, Nebraska Bankers Association, at
ColumbusApril 22
Group Three, Nebraska Bankers Association, at
NorfolkApril 22
Group Four, Nebraska Bankers Association, at
HoldredgeApril 25
Group Five, Nebraska Bankers Association, at
KearneyApril 26
Illinois Bankers Association, at Chicago.....May 24-26
Washington Bankers Association, Davenport hotel,
SpokaneJune 2
American Institute of Banking, at St. Louis..June 6-8
Wisconsin Bankers Association, Pfister hotel, Mil-
waukeeJune 8-9
South Dakota Bankers Association, Alonzo Ward
hotel, AberdeenJune 9-10
Graduate School of Banking, at Rutgers University
June 9-July 1
North Dakota Bankers Association, Gardner hotel,
FargoJune 12-13

Minnesota Bankers Association, St. Paul hotel,
St. PaulJune 13-14
Hardin County Bankers Association (Iowa), Eldora
Country Club, Eldora.....June 15
Michigan Bankers Association, at Detroit..June 15-16
Montana Bankers Association, Finlen hotel, Butte
June 16-17
Iowa Bankers Association, Fort Des Moines hotel,
Des Moines.....Sept. 3-4
National Association of Bank Auditors and Comp-
trollers, Hotel Cleveland, Cleveland.....Sept. 19-20
American Bankers Association, Stevens hotel, Chi-
cagoSept. 24-27

OTHER

Northwest Sportsmen's Show, Municipal Audi-
torium, Minneapolis.....April 8-16
Minnesota Retail Jewelers Association, Nicollet
hotel, Minneapolis.....April 16-17
Minnesota Pharmaceutical Association, Lowry hotel,
St. PaulApril 17-19
Minnesota Bottlers Association, Radisson hotel,
MinneapolisApril 24-25
Minnesota Funeral Directors Association, Nicollet
hotel, Minneapolis.....April 25-26
Minnesota Junior Chamber of Commerce, Nicollet
hotel, Minneapolis.....April 27-28
Minnesota Credit Union League, St. Paul hotel,
St. PaulMay 6
Northwestern Shoe Travelers Association (Show),
Dyckman hotel, Minneapolis.....May 6-8
Northwest Salesmen's Association (Fashion Week),
Radisson hotel, Minneapolis.....May 6-10
Associated Bakers of Minnesota, St. Paul hotel,
St. PaulMay 9-10
Northwestern Buyers & Jobbers, Inc., Radisson
hotel, Minneapolis.....May 14-15
Minnesota Hospital Association, St. Paul hotel,
St. PaulMay 14-16
Northwest Fire School, Public Safety building, St.
PaulMay 15-17
Minnesota Federation of Business & Professional
Women's Clubs, Radisson hotel, Minneapolis
May 19-21
Wartime National Foreign Trade Week.....May 21-27
Minnesota Council of Catholic Women, St. Paul
hotel, St. Paul.....May 24
Aberdeen Angus Livestock Sale, at Fargo.....June 2-3
Minnesota Federation of Women's Clubs, Curtis
hotel, Minneapolis.....June 6-8
Northwest Salesmen's Association, Fall Fashion
Week, Radisson hotel, Minneapolis.....July 9-12
Golden Valley Invitational Golf Tournament,
Golden Valley Club, Minneapolis.....July 13-16
Aquatennial, Minneapolis.....July 21-30
Minnesota State Fair, at St. Paul.....Aug. 26-Sept. 4
South Dakota State Fair, at Huron.....Sept. 4-9
Financial Advertisers Association, Edgewater Beach
hotel, Chicago.....Oct. 25-29
Minnesota Education Assn., at St. Paul...Oct. 26-27

—VICTORY—

N.D. Out With New Feed Crop Poster

It's time to plan the livestock feed crop program and secure the adapted variety of seed needed!

The Greater North Dakota Association, working with the North Dakota Bankers Association, warns livestock producers and farmers in general in a new 1944 colored poster to be put up conspicuously in banks, stores, and other public places, that "You can never tell when there will be a drouth. The best livestock insurance is ample feed crops and feed reserves."

Three aims were set up by the association: (1) Corn and alfalfa for every farm, (2) sweet clover for hay, pasture and silage, (3) permanent pastures of mixed grasses.

A map has been drawn up which shows the corn maturity zones of the state and which gives a guide of what variety to grow.

GOOD LIGHTING

is a WAR PRODUCTION TOOL!

● Lighting is one of the most important necessities of the day. It accelerates production, safeguards materials, prevents waste and maintains morale.

It should be used wisely and well because good lighting is a recognized defense production tool . . . just as essential as good machinery and quality tools.

However, modern industrial lighting is highly specialized. It requires the services of a highly trained lighting engineer.

If you have any lighting problem, feel free to call on us for help. A phone call or card will bring you the assistance of one of our industrial lighting representatives. There is no charge, no obligation. This is a part of your electric service . . . use it.

Lighting Department

NORTHERN STATES
PHONE: MAIN 6251



POWER COMPANY
EXTENSION 433



South Dakota's Newest Industry NOW IN OPERATION

24 Hours A Day



Producing Soybean Oil and Oilmeal

The oil extracted from soybeans is an important human food—shortening, cooking oils and butter substitute—produced on a large scale for civilians and our armed forces. From the oil also is made glycerine (explosives), plastic, celluloid, printing ink, soap, paint, enamel, varnish and linoleum.

The meal left after the oil is extracted is nutritious protein food used as flour, pancake flour, infant foods, breakfast foods, diabetic foods, macaroni, crackers and malted milks. It is also the principal source of increased quantities of protein concentrates for livestock rations, for which there is great need at present.

Providing 50 Tons of Oilmeal Per Day for Use by the Farmers In This Vicinity

to immediately relieve the shortage of high protein supplement for livestock feeding. This quantity is adequate to supply the present needs of all feeders in this vicinity.

And Providing Growers of Soybeans In This Area a Stable,
Local Market for This Most Promising New Crop!

WESTERN SOYBEAN MILLS

701 North Weber Ave.

Sioux Falls, S. D.

EDITORIAL

Consideration for Small Business

Plans to give small business a chance for its white alley are being formulated in a program of far-reaching local and national assistance, proposed by a subcommittee of the Committee for Economic Development.

In a pronouncement of aims of the movement the statement is made that "the opportunity to start a new business and the health of existing small enterprises are essential to a dynamic and virile economy after the war and to preservation of free society."

We cannot commend such a program too heartily. As all know, who have the best interests of our national economy at heart, it is the small enterprises of the country that are the backbone of our capitalistic system.

We read and hear much about the gigantic enterprises. They stand out because they are great but after all is said and done it is the small manufacturer, the small business concern, the small enterprise which, statistics prove, when taken as a whole, comprise the big employer of labor, payer of the big volume of payrolls and of taxes, and produce the large volume of products and merchandise which make up our economic structure and contribute most to our way of life.

By all means let's see to it, and surely, that small enterprise, now sadly shattered by the impact of war, is given the helping hand it must have to rise again and flourish.

—VICTORY—

Qualification of Insurance Agents

There is no question but what the new ruling of Insurance Commissioner Newell R. Johnson requiring the written qualification examination of Minnesota insurance agents (see story on page 9) will meet with approval of a majority of the full-time agents of the state.

As to its effect on part-time agents that can be determined only when, as and if they take the examinations. There are some 7,400 part-time agents operating in Minnesota. Those who really know what they are doing when they sell insurance and who give service to the assured should have no objection to taking the examinations. If they are qualified to sell insurance they should be qualified to answer the examination questions.

Selling insurance is only a part of an agent's qualifications. What he should know is the kind of program an assured should have to fit his particular case, all phases of the policy should be fully and carefully explained, what it does and what it does not do should be made plain. And after the insurance has been sold the agent should be fully qualified to give the assured good service not only in the matter of loss adjustments but in such changes in insurance procedure as may be of advantage to the assured.

Commissioner Johnson must have had this thought clearly in mind when he stated in his ruling announce-

ment that the action was being taken in the interests of the public and implied that necessity by advising that insurance premium business in Minnesota has grown to the substantial sum of \$130,000,000 a year.

That the commissioner was taking no wholly new step is evidenced by the fact that agents in such leading states as New York, Ohio, Pennsylvania, Illinois, and so on, are required by law to pass qualification examinations.

And we feel that the commissioner should be commended for his statement that insofar as his office is concerned it makes no difference whether an agent is on a part-time or full-time operating basis as long as he can prove himself to be qualified to sell insurance.

More than 1,300 bankers are engaged in selling insurance in Minnesota. We know that a great many of them stand high in the insurance business, that they have experienced agents handling their insurance departments or else themselves are well experienced and qualified. Offhand we do not believe there will be much, if any, objection on the part of bankers to taking the examination. The same, we believe, will hold true as to real estate men who also sell insurance.

—VICTORY—

Land Grant Deductions Obsolete

We are fully in accord with the move in Congress (H. R. 4184) to repeal the old law requiring so-called land grant railroads to furnish transportation of men and materials for the government at rates considerably less than those charged private enterprise—half the going rates in certain instances.

This law has long outlived its usefulness. It is a discrimination against private shippers and individuals. It is a continuing injustice to the railroads which have long since more than reimbursed government for its land grant aid when the roads were pioneering their lines through the plains and wildernesses of the Northwest and other regions of this country.

We trust, therefore, that the move started in Minneapolis for support of the House bill to abolish the land grant rates will have widespread support and that Congress in its wisdom will see fit to repeal the outmoded law.

—VICTORY—

The Business Picture

In line with advance information Commercial West has provided, the monthly business and agricultural review of the Minneapolis Federal Reserve Bank released Friday states that cash farm income in the Ninth District (the Northwest Wealth Belt) averaged 28 per cent above a year ago in February and 34 per cent over the February average 1940-44.

Another favorable straw in the wind lies in the statement that this section may engage in the production of more civilian goods, provided a surplus of labor continues to prevail, assured by the policy of the War Production Board thus to keep surplus labor off the market.

Land Price Boom

We had been hopeful, and we still are hopeful, that the farm land price boom can be held under sufficient control so that prices will not get nearly so far out of line as was true following World War I.

But now, from what should be an authentic source, Secretary of Agriculture Wickard voices fear that the boom has passed the threat stage and now has become a reality. He warned on Monday, states an Associated Press dispatch from Washington, that some action must be taken immediately "if disastrous conditions such as followed World War I are to be headed off."

A new survey of land prices, says the AP report, reveals that, with exception of less than a dozen states, land prices today stand from 20 to better than 50 per cent above the level of 1935-39. In Minnesota, the survey shows, prices are 20 to 30 per cent above the 1935-39 level.

What makes the situation appear particularly disturbing now is the fact that the big increase occurred during 1943 with a jump of 10 per cent since November.

We do not know whether OPA can put a price ceiling on farm land—we doubt if it has that power—but outside of such action we do not feel there is much Secretary Wickard can do or, for that matter, that any other government agency can do.

As we see the picture control of farm land prices rests with private industry and with private indi-

viduals. Farmers themselves, who still are chief buyers, will have to get into the trenches against the price invasion by refusing to pay exorbitant prices. Lending agencies should refuse to make loans at valuations far out of line. They should advise strongly against farmers going into debt to buy additional land. Farmers who have the best interests of agriculture at heart should refuse to sell to known speculators.

The one big thing for farmers, lending agencies and everyone else concerned to remember is that another great farm land price boom like that of the '20s will bring in its train the same disastrous deflation that followed the World War I boom and broke farmers, bankers and everybody who was head-over-heels in it.

—VICTORY—

An Eye-Opener

Publicity departments of various federal bureaus which publicize federal electric power projects, have caused many uninformed persons to think that such plants have made our war production program possible.

What should be understood is that without the private electric industry which has furnished better than 85 per cent of all the power required in the United States for all purposes, our war production would have been at serious disadvantage. It has met every war requirement without delay and without impairment of its peacetime services to the public.

The BULL'S-EYE

By The Sharpshooter

I know that most of us feel a tug at our heart strings when we see some unfortunate on the street, blind, or who has been crippled in some way.

Those heart string tugs are going to grow vastly in number from now on as our boys come home from the war fronts, some who may come home to our own homes or to those of the neighbor across the street.

But, thanks to the miraculous genius of modern surgery, to the advent of drugs that kill infection, and in vast measure to the tremendous advance in replacement of lost legs, arms, hands and feet by the manufacturers of artificial limbs, many — very many — of these home-coming boys thus handicapped by the fortunes of war will be able to take their place again in the business world, efficient and confident by replacement of the lost members.

I was privileged a few days ago to visit the plant in Minneapolis of one of the world's largest manufacturers of artificial limbs and what I saw there was, indeed, a revelation, as was, no less, the man who has built up this business and to whose inventive genius hundreds upon hundreds of men and women of this country owe the fact that they still can continue to earn a good living and take their place in society.

What he and his business have done to rehabilitate

unfortunates who have been crippled almost baffles description.

They have been provided with hands so delicately adjusted that they can use them practically as well as we can use our own hands, made up so realistically that a casual glance would not reveal their artificiality.

I saw legs and feet so ingeniously made that men working in the plant moved about as naturally as you or I. Only knowledge of the loss of the limb or minute inspection would have revealed the artificial.

These men and women work, play and enjoy life equally with you and I.

What a merciful business this is. What a great wonder of restoration it is giving to the unfortunate. What tomorrow may it not do for those men at our battle fronts?

I am told that even now hundreds of the boys who have come home from the wars have been fitted out, that despair has been superseded by confident expectation of becoming useful citizens again and that knowledge of this fact is serving as a splendid morale builder in our war zones.

I, for one, cannot help but admire the genius that has made such things possible.

T A B S

Hobbies, like names, make news and Commercial West, off and on over the years, has reported newsily on the hobby of James A. Murphy, assistant vice president First National Bank of Minneapolis—lapel buttons, pins and badges.

For the latest chapter we take you to an antique shop in New Orleans' famous French quarters where First National's Malcolm McDonald, vice president and general counsel, down there as a delegate to the recent Mississippi River Barge Line meeting, is searching diligently for something really antique, yet new, for the Murphy collection.

What he finally unearthed and proudly presented to Jim on his return was a lapel pin of "U. S. Warship Minneapolis," vintage of 1896. An antique, indeed!

Jim rushed home with his precious pin, eager to add it to his collection but, lo and behold, he already had one just like it, also corresponding pins (same series, size and style) of 11 other warships and cruisers of that year.

★

A PAT ON THE BACK for Minneapolis-Moline Power Implement Co.'s contribution to the war effort. Its Como avenue munitions plant has just received another star to add to the one it got several months ago, along with the Army and Navy "E," for excellence in production of war materials. "No celebration, though, this time," said Pres. W. C. MacFarlane to Commercial West. "We're too busy on war work at all our plants to take even the short time off for formal ceremonies."

★

WAR BOND CASH-INS in March to the 25th hit a new high of more than \$216,000,000, reflecting the heavy drain on savings by income tax payments. There now are about \$30 billion U. S. savings bonds outstanding.

★

First spring seeding news in Minnesota comes from Breckenridge near which an early bird farmer on Tuesday sowed 25 acres to wheat. And in the Twin Cities it sure did not look like seeding weather with more snow falling and temperature below the freezing mark. (Watch for the forthcoming Spring Seeding Number of Commercial West—a survey obtained from bankers all over the Northwest.)

★

Leo B. Faricy has returned to the staff of the St. Paul Association as convention secretary, thus easing the burden for Julius Perlt who, made public affairs sec-

retary a year ago, also has been handling the convention job. Mr. Faricy was the association's membership secretary from 1936 until last year when he became recruiting specialist of the U. S. Civil Service Commission.

★

REMEMBER, IT'S PRICELESS: It's from Buick's Zone Manager Henry Krell's March 24 bulletin that we take this bit of timely wartime advice to which we heartily subscribe. "It's priceless and doesn't cost a cent! In these days of jangled nerves and short tempers there is a tendency to forget that priceless asset . . . COURTESY. We look forward to Victory and Peace but until then life under trying conditions will be much more pleasant if each one of us, the one serving and the one served, will remember to be courteous."

★

MOTHER OF MILLIONS: The history of Old Silver Tip, Minnesota's most famous female fish, first caught for spawning purposes 25 years and credited with annually producing 300,000 eggs for hatching purposes, will be pictorially displayed by the State Tourist Bureau at the Northwest Sportsmen's Show, Minneapolis auditorium, April 8-16. Her illustrated life story as the mother of millions of Wall-eyes throughout Minnesota's 10,000 lakes will emphasize how the state's fish propagation program provides plenty of fun and food for sportsmen, says Victor A. Johnston, Tourist Bureau director. All types of Minnesota game fish will be on display at the conservation department's live aquarium.

★

HAVING BATTERED its way through the 22-inch thick ice of Lake Pepin, Upper Mississippi river navigation was opened Tuesday by arrival at St. Paul of the ice-breaker Fern, followed late Wednesday by the docking at Lambert's Landing, St. Paul, of the first river towboat and barges of the season. It was one of the earliest openings on record, earliest having been March 25, 1858.

★

FACT, NOT FANCY: Assuming the certainty of greatly increased numbers of students attending colleges and universities after this war, as true everywhere in 1919, University of Minnesota estimates its probable postwar attendance will far surpass the 1939-40 peak. Main prediction, based not on fancy but on known fact that since 1926 attendance

has been gaining at the rate of about 400 students a year, is that by fall, 1950, attendance will be 21,500 versus 15,500 in fall, 1939, and the 1950-51 total a probable 24,000. Present expectations are that if war ends within a reasonable future time, peak of immediate postwar enrollment reached by 1950-51 can be expected not to decline but to mount yearly at the existing rate of growth.

★

RETURN ENGAGEMENT: In appreciation of the parties given in years past by the Montevideo (Minn.) Kiwanis Club for the farmers of that community, more than 1,000 men attended the March 22 "Good Relations Party" given by the erstwhile farmer guests for the business men of Montevideo. The invitation was addressed to citizens who "helped so much in organizing grain shocking troops the past two years and saving grain crops for Food-for-Victory."

★

STATE FINANCES: Presenting a new survey of state finances as background for planning Minnesota's role in the postwar work period, Minnesota Institute of Governmental Research discloses expenditures for all purposes in the year ending June, 1943, decreased \$16,405,886 from the amount of the previous year. Total 1942-43 expenditures (including payment on debt of prior years) were \$98,185,828 compared to \$114,591,714.

★

TRAFFIC ACCIDENTS: Deaths and injuries in Minnesota traffic accidents in 1943 were 37 per cent under the 1942 total with 271 killed and 5,874 injured according to Highway Department records. The 1942 total was 57 per cent under the 1941 figure.

★

ROAD ALLOTMENTS: Commissioner of Highways M. J. Hoffman points out that continued decrease in gas taxes will unquestionably force a heavy cut in county aid allotments for improvement and maintenance of state and county roads in 1945, although funds allotted in 1944 will keep to 1943 levels. Funds allotted, 1943, were \$1,240,000 for state aid roads and \$3,350,000 for county aid roads.

★

CONCERNED over the flax acreage reduction in the Northwest, plans are on foot among linseed oil crushers, paint manufacturers and distributors and others interested to increase yields to the maximum. Gains of up to 40 per cent an acre can be obtained, it is claimed, by proper seed cleaning, treating methods and well-prepared fields.

★

A LARGE and substantial group representing dairying and poultry and egg production in Minnesota is planning on an educational campaign to increase supplies of milk and eggs and poultry.

Insurance Rocked by New Ruling on Licensing of Agents

Insurance Commissioner Newell R. Johnson dropped a bombshell into the mid-year conference of the Minnesota Association of Insurance Agents at the Radisson hotel, Minneapolis, last week (March 23-24) when he announced that agents will have to pass a written examination covering their qualifications.

The ruling went into effect March 24 and after that date NO "new" licenses will be granted unless the examination has been taken and approved by the Minnesota Insurance Department.

The ruling does not apply as yet to agents now holding licenses, nor to the renewal licenses to be sent out this coming June, but with these renewals there will be a notation to "all" agents "that within a reasonable time, and not later than June 1, 1945, the examination must be taken."

That means that after June 1 next year, all agents, irrespective of whether they are licensed then, will have to take the examination.

As part of the announcement Commissioner Johnson made it plain that his department will not differentiate between part-time and full-time agents in granting licenses, provided the examination is survived.

What effect this action of the commissioner will have on the proposed qualifications law being worked up by the agents' association for presentation to the next Legislature was the subject of much discussion, with several leading agents disposed to await results of the new licensing ruling.

That the commissioner's new ruling electrified the agents goes without saying. It was announced at the luncheon Friday (March 24) tendered by the William Walsh Co. general agency of Minneapolis. The agents had been expecting an interesting statement by the commissioner relative to his recent decision to license General Motors Co., auto dealers, but the new ruling on licensing, with its drastic restrictions, was something for which they were wholly unprepared.

Net result was that the minute the conference luncheon was adjourned little groups of agents formed all over the Radisson's big dining room to discuss the ruling and ponder its effects.

Commissioner Johnson was at once surrounded by agents congratulating him on

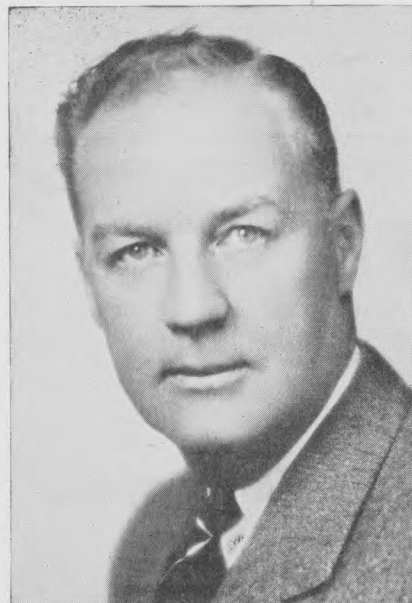
the move, informing themselves more explicitly as to its effects.

Naturally, most full-time agents were in accord with the ruling, inasmuch as they have long been in favor of more explicit and drastic qualifications.

Action of the commissioner, however, took most of the agents by surprise because they did not know that he had authority to make such a ruling and, more especially, to set up the machinery for qualification of agents through written examinations. It had been presumed such action could be taken only under authority of a legislative act.

In fact, the commissioner did not understand that he had such power until a checkup of the laws by Assistant Attorney General William Green, who handles insurance department affairs, revealed that a recent Legislature had enacted a law authorizing the heads of "all state departments" to make rulings and provide for their administration. That, Mr. Green pointed out, enabled the commissioner to proceed with his qualification written examination, provide the questions, demand the examinations and pass upon them.

Leading up to his ruling, Commissioner Johnson took up first his decision to license General Motors dealers. He had



NEWELL R. JOHNSON, Minnesota Commissioner of Insurance, who dropped the blockbuster at agents' conference.

at first refused to grant the licenses and decided to do so only after Assistant Attorney General Green had advised him that the company could compel him to issue the licenses. Even then he safeguarded the licensing by requiring Motors Insurance Corp. to use manual rates and to confine the writing to fire, theft, collision and comprehensive coverage, providing the dealers cannot broker other lines of insurance and for cancellation of licenses in case of infraction of the ruling.

This led to discussion by the commissioner of the moot question of part-time agents, which is the bone of contention among agents, and upon which they have been working for more drastic qualifications.

Talking from notes, Commissioner Johnson after the announcement dictated his statement concerning the ruling, of which the following is a copy as given to Commercial West:

"It might be well for you to realize that the premium income of this state is now approximately \$130 million, or almost 10 per cent of the total state income. This, in my mind, stamps it definitely as big business.

"Within the industry itself, there has been much discussion as to part-time and full-time activity. I, for one, can see no great difference between the two if, to begin with, an individual is thoroughly qualified by examination or otherwise to solicit insurance.

"My primary purpose in seeking relief from the present situation is as a public servant and only in the interest of public welfare. I am thoroughly convinced that an individual must be well qualified to be in the insurance business. It is no concern of mine whether or not he spends 10 minutes each day or 10 hours each day in the business—once he is qualified.

"In other fields that require qualification, nothing is said about other occupations the individual might engage in. For instance, a lawyer once admitted to the bar is not restricted from other activity. A doctor or a dentist is in the same position. You might even go farther to say that once a barber has been qualified by examination he is not restricted from engaging in another occupation—likewise, plumbers, electricians, watchmakers, etc.

"Thus, then, I believe it virtually im-

(Continued on page 26)

What U. S. Steel Has Done to Help Down the Axis

U. S. Steel Corp. since 1929 has spent or authorized for expenditure about one billion fifty million dollars of its own funds for additions, improvements and replacements to meet the nation's needs for steel. This was disclosed in the corporation's annual report for 1943, released March 23. An all-time record production of 30,540,000 tons of ingots was set by U. S. Steel in 1943, stated Irving S. Olds, chairman of the board, in his review of the year.

"For the three years, 1941-1943, total ingot production by U. S. Steel subsidiaries was more than 89,500,000 tons, exceeding the 1916-1918 production by 21,500,000 tons or 32 per cent," Mr. Olds said. Production of steel plates vital to the shipbuilding program exceeded by 11 per cent the 1942 record of 4,000,000 tons. More than one-third of the nation's supply of plates last year came from the mills of U. S. Steel. The corporation now is operating steel mills, some of which belong to the government, which will have when completed this year an annual ingot capacity in excess of 33,800,000 tons.

To supply the raw materials required for this record-breaking production of ingots, U. S. Steel produced and transported in 1943, 96,729,023 tons of ore, coal and limestone.

U. S. Steel produced in its plants during 1943 hundreds of types of war materials, ranging from bomb fins and gun foundations to troopships, destroyers and other naval vessels.

"Because rising costs pressed upward against the government-imposed price ceilings," Mr. Olds said, "U. S. Steel was not able, after the payment of modest dividends to its common stockholders, to make an adequate addition to the fund carried forward for future needs. A continuation of such a state of affairs may prove serious to U. S. Steel and ultimately to the nation, as this fund constitutes insurance against the times when the customers' demand for steel may be small and the need for cash may be great."

The report (42nd annual, and again completely illustrated) describes in simple language the disposition made of the \$1,976,844,751 received for products and services sold during 1943. Of this amount, \$912,929,963 were expended for wages, salaries, pensions and other employment costs, an increase of 45 per cent

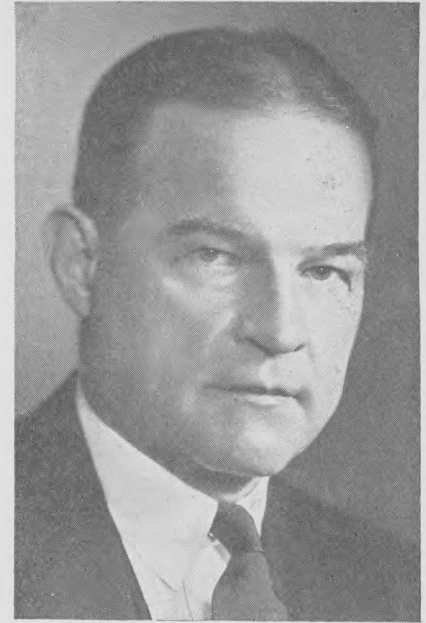
over the similar figure for 1941. Products and services bought in 1943 amounted to \$706,763,355, an increase of 22 per cent over 1941. By reason of increased labor and other costs in 1943, profits subject to federal taxes were lower than for the 1942 or 1941, aggregating \$129,566,379, an amount 23 per cent less than the tax provision for 1941. Dividends to preferred and common stockholders in 1943 remained unchanged at \$60,032,685. The amount of \$3,415,861 carried forward for future needs was 94 per cent less than the amount in 1941.

Referring to these figures, the report states "U. S. Steel has no paying power beyond the dollars received from customers. It has no power to operate its facilities or to hire men and women if it has no customers for its goods and services; nor does it have the power to turn out first-class, well-priced goods with worn-out tools or against uncontrollable costs. It is apparent that rising labor costs pushing against price ceilings are absorbing the payments to both government and owners. Substantial increases in wages could reduce them to nothing."

Income of the corporation and subsidiaries was \$63,448,546 in 1943—a decrease of 11 per cent from the preceding year, although total sales volume was 6 per cent greater than in 1942. The relatively small sum of \$3,415,861 carried forward for future needs in 1943, after the payment of dividends, was about one-third of the amount so carried forward in 1942, and was equivalent to about 1/6 of 1 per cent of the total amount received from customers in 1943. The report comments that this sum would cover costs at current operating rates for less than one day.

Contracts of 13 of the 14 subsidiary companies subject to the renegotiation act were renegotiated by the Navy Price Adjustment Board, acting for all governmental agencies, and the 13 companies were found to have realized no excessive income up to Dec. 31, 1942. The renegotiation with the remaining subsidiary of this group, Federal Shipbuilding and Dry Dock Co., resulted in a reduction of \$3,000,000 in the selling prices of deliveries under Navy Department contracts up to Dec. 31, 1942. After federal taxes, this amounts to a refund of \$570,000, which is a reduction of the reported income of U. S. Steel for the year 1942.

Achievements of U. S. Steel's shipyards during the past year show that



IRVING S. OLDS, chairman of the board, reports 1943 activities and achievements of U. S. Steel.

Federal Shipbuilding and Dry Dock Co. delivered from its yards at Kearny and Port Newark, N. J., 80 ships. These included destroyers, destroyer escorts, transports and naval auxiliaries, worth about \$300,000,000, exceeding the value of all vessels produced by this company in the 25 years from its founding in 1917 to Dec. 7, 1941.

Discussing the labor situation, the report states that employes last year averaged 340,498, highest on record; labor costs were \$912,929,963. Cooperation of employes is commended, although production was marred by strikes and stoppages, which were four-fold those of 1942. As a result 318,000 tons of steel production were lost and 2,600,000 tons of coal. Estimated man hours lost were 4,845,000, a 17-fold increase over 1942.

The report states that if all union proposals were accepted manufacturing costs at present operating rates would be increased about \$186,000,000 annually.

In spite of increased wages and other costs steel prices, states the report, are still at the 1939 level of government ceiling prices imposed in April, 1941.

—VICTORY—

"MILLION DOLLAR" SNOW

The accumulated fall of wet snow since March 22, while not exactly of the "million dollar" class, has proved very helpful in providing topsoil moisture for spring seeding. Fortunately heaviest fall of the snow was in driest topsoil sections of the Northwest.

Postwar Construction Financing

Address Before Annual Convention at Missoula of the Montana Retail Lumbermen's Association

By **CHARLES E. HARMON**

Assistant Cashier, Northwestern National Bank, Minneapolis

By the end of 1943, Americans had saved \$84 billion in banks and savings accounts to the credit of individuals. The amount is steadily increasing. The \$84 billion saved by the end of 1943 was as much as the total national income in the best pre-war year.

What developments, if any, will affect this vast reservoir of available spending money when restrictions are released or eliminated, and/or durable goods and building materials are again available to the consumer?

It must first of all be remembered that when the war is over, the average American will largely be DEBT-FREE.

The United States Department of Commerce graphs show that at the end of 1943 the outstandings of all sales financing was only 20 per cent of the outstandings three years earlier, just before our active entrance into the war. The remaining outstandings are dropping at a rapid rate.

Residential building repair and modernization installment paper in December, 1943, showed an index of only 100, compared to an index of 142 for December, 1942, a year earlier. This decline is almost 25 per cent during the past year.

The 200 principal financing agencies of the entire United States handled only \$2,998,754 worth of residential building repair and modernization financing in December, 1943, and that was 54 per cent of all diversified installment financing done throughout the country that month.

We recognize the thinking in this group and other similar groups in your industry on the following points:

1. Depleted volume.
2. Yards without lumber.
3. Innumerable government regulations.

These are thoughts any banker can readily appreciate.

However, let's take courage from current history. On June 18, 1940, the military fortunes of Great Britain could scarcely have been worse, but on that day, standing before the most serious House of Commons in Britain's history,

Winston Churchill uttered the now historic words:

"Let us therefore address ourselves to our duty, so bear ourselves that if the British commonwealth and empire lasts for a thousand years, men will still say: 'This was their finest hour'."

An independent survey made at the end of 1943, on a nation-wide basis, revealed a pattern for the future spending in postwar. The inquiry was simplified and therefore truly accurate. The question asked was:

"What one or two things do you plan to buy as soon as times are peaceful again?"

Here are the very interesting results:

Automotive	22.5%
Houses and property.....	21.9%
House	18.3%
House repairs	5.3%
Farm repair	1.4%
New heating arrangement.....	1.0%
Property	0.9%
Furniture	21.9%
Mechanical refrigerator	9.2%
	8.6%

All other items were in much smaller percentages and will not be commented upon because they have no particular bearing on your postwar objectives.

Houses and property were almost at

the top of the list and second only to automotive in the survey by .4 of 1 per cent.

It was revealed in cities of less than 2,500 population, 11.1 per cent want new homes.

Eight per cent of all farmers want new homes.

The determination to remodel and repair, increases in small towns and on farms as opposed to larger city concentrations of population.

A substantial percentage of Americans, 21.9 per cent, according to the survey, have definitely decided on new living arrangements and thereby extend an invitation to your industry and to your individual business in particular, to be prepared for action on the financing front as quickly as postwar becomes reality.

The volume to be immediately available is estimated at \$21 billion. This should startle us into pleasant anticipation followed by constructive planning, when we consider that the total sales value of the same volume in 1941 would be only \$3,194,000,000. It was based on an average house of \$4,800.

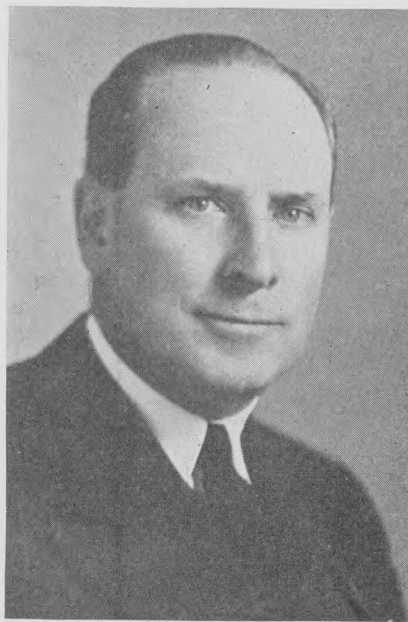
After some study of the matter, we believe that lumber, now the country's No. 1 critical material, is going to be plentiful after the war. Assuming we are correct, the question then before us revolves itself into this:

"What are we going to do about the postwar installment financing for our customers who will be ready and anxious to enter a program of new homes, new farm buildings, new heating arrangements and building and home repair and remodeling on a scale never before dreamed of?"

Please do not make the mistake of thinking this volume, already estimated at \$21 billion, is going to be handled on a cash basis.

The United States Chamber of Commerce recently made a survey as to the prospects of postwar buying. That survey revealed that only 61 per cent of the people are accumulating spendable cash. Arthur B. Gunnarson of the United

(Continued on page 31)



CHARLES E. HARMON

NORTHWEST INDUSTRIES . . .

Sioux Falls Gets Major New Industry of Agricultural Importance

The picture on this week's front cover introduces a brand new Wealth Belt industry: Western Soybean Mills, at Sioux Falls, industrial and financial center of South Dakota, and that state's largest city.

Taken in the new plant's basement, this particular shot shows the drier and milling machines which process the meal into a valuable by-product for livestock feed.

Western Soybean Mills represents a major addition to Sioux Falls' and South Dakota's industrial array, one directly linked with the war effort, but also having a bright postwar future. It began operations during the past two weeks in its own plant at 701 North Weber avenue, after more than a year's preparations. And all the wheels are turning! It's running night and day, seven days a week.

The new plant, using 2,000 bushels of soybeans daily and operating an estimated 300 days a year, will consume 600,000 bushels annually, or the product of some 50,000 acres. It has built up supplies which will keep it going at full capacity until well into August. But, since large-scale growth of soybeans has never been undertaken in the Sioux Falls area, one of the first steps the new industry had to take was to interest local farmers in growing soybeans. It is urging a large number of farmers to plant acreages of the crop, and to exercise extreme diligence in seeing to it that their initial crops don't prove disappointing.

Soybeans have been brought in from producers as far away as 150 miles, in order to fill the plant's 80,000-bushel bins, and still more are in storage at Sioux City and other points. And so that local farmers may become interested, Western Soybean Mills has prepared a pamphlet giving full information on soybeans—the "wonder crop"—which it is distributing on request.

Guiding spirits of Western Soybean Mills—partners in the enterprise—are Dr. W. R. Laird of Sioux Falls Serum Co.; Fred P. Hall, secretary-treasurer Allied Laboratories, Inc., Sioux Falls; O. P. Garrison, vice president Allied Laboratories, Sioux City; Dr. M. L. McCormack,

Rock Rapids, Iowa, and E. A. Woodard, manager.

When Mr. Woodard went to work getting the new industry "on its feet" in February last year, he was faced with the necessity of securing a building to house it, remodel it to suit the new firm's purposes, order and install machinery in the face of governmental restrictions, acquire a supply of beans to process. Fortunately, he found a plant admirably suited to their requirements, had only to erect a small addition to make it fill the bill. Some of the machinery was delayed many months, and it wasn't until the middle of March this year that they were all set to go.

The mills operate on the expeller principle, with the beans crushed in a worm gear device and treated by steam so as to cause the oil to drip out and the remaining meal to be carried to drying and hammermill machines.

The machines are on three different floors in the 50x150-foot building. Approximately one tank car of oil is being produced every five days. The soybean oil will be shipped south, east and west for use in various industries, including the manufacture of cooking fats and butter substitutes. Demand for it is heavy now, because of suspension of vegetable oil imports from Pacific areas due to the war—so heavy, in fact, that cottonseed oil mills in the South are being pressed into use and the government is subsidizing transportation costs for soybeans raised in the Middle West.

The meal left after extraction of the oil is an equally important product. Ground and hammered into powder form, it is useful for both human and animal foods. At present, say officials of Western Soybean Mills, the greatest demand is for feed for livestock.

Under War Food Administration orders, the new plant sends 20 per cent of its product to points designated by the government—for the time being to stock-growers in North Dakota, Montana and Wyoming. The remaining 80 per cent is being distributed for use of stockmen in the Sioux Falls territory.

As pointed out by the Sioux Falls Argus-Leader, which furnished this

week's front cover photo, officials of Western Soybean Mills believe there is every reason for farmers to become interested in soybeans from the profit standpoint.

The government support price this year is \$2.04 per bushel for No. 2 beans of 14 per cent moisture content, and \$2.10 for No. 1 beans. The crop is somewhat more drouth-resistant than corn, because its roots penetrate four to five feet into the soil. They are a leguminous crop, and add nitrogen to the soil instead of depleting the supplies, like corn. One of the cautions in planting is that the seed be inoculated so as to increase yields and obtain greatest nitrogen supplies from the air, as well as to step up the protein content of the beans.

Planting and cultural methods are considerably the same as for corn. Planting is done immediately after corn planting.

By planting soybeans, too, with the Sioux Falls mills as their destination, farmers will be assured supplies of protein feed for their livestock, it is explained. At present, supplies of such feed are greatly curtailed. In former years, large quantities were available in the form of cottonseed cake, but stock raising has advanced in the South to such a point that all the cottonseed cake produced is used in that territory.

Western Soybean Mills, says Mr. Woodard, expects to continue as a permanent industry at Sioux Falls due to the finding of new and important uses for soybean oil and its by-product as time goes by.

New Montana Program

The Central Montana Chamber of Commerce is expanding to include rural as well as urban areas and is going to get behind a comprehensive program dealing with the present period and the postwar era.

John Quickenden has been elected president and a 15-man board of directors is to work with him on the new campaign.

An over-all policy with three basic points has been adopted. It will aim to do everything possible to win the war, to develop and forward a workable program

on postwar problems, especially employment and to intensify a campaign for the betterment of this section of the state, now and later.

South Dakota Activity

Business activity in South Dakota for 1943 averaged 71 per cent above that of 1939, considered a base year, Director V. E. Montgomery, Jr., states in the South Dakota Business Review which is published quarterly by the Business Research Bureau at the University of South Dakota.

Taking seven indicators of business activity separately, Mr. Montgomery said that in 1943 postal money orders averaged 113 per cent above 1939; bank debits, 97.5 per cent; department store sales, 70 per cent; gross postal receipts, 38 per cent; life insurance sales, 35 per cent; electric power consumption, 22 per cent, and telephones in services, 12 per cent.

On NAM Committee

S. V. Wood, president Minneapolis Electric Steel Castings Co., has been appointed to the war control termination committee of the National Association of Manufacturers, advises Robert Gaylord, president.

The committee will study the general principles underlying all wartime control legislation, and especially the basis for termination of such controls as soon as practicable after hostilities cease. It will also consider the manner in which materials no longer needed for war production shall be released for civilian production. First meeting will be held in Washington, April 4.

Wool Income Higher

Montana's income from wool in 1943 of \$13,306,000 set a new state record, although production last year was exceeded in 19 other years and the price per pound was exceeded in three other years. In this unusual comparison, the 1943 production was 30,945,000 pounds with an average value of 43 cents per pound and a total value of \$13,306,000.

In 1909 the year of largest production, or 38,480,000 pounds, the clip had an average value of 22 cents per pound and a total value of \$8,466,000, while in 1918 the year of highest price or 60 cents per pound production was only 20,135,000 pounds, and the total value \$12,081,000.

In the other 18 years when production was larger than that of 1943, prices were lower and total value less. In the other two years when prices were higher than

those of 1943 production was smaller and total value was less.

North Dakota Sales Tax

Retail business in Fargo subject to the sales tax aggregated \$24,906,280 in the year ending last Oct. 1.

This total is disclosed in the annual report of the state sales tax division, which accounted for the collection of \$498,125 in sales tax paid by customers to Fargo retail establishments.

The Fargo retail business represented 10.931 per cent of all of the retail business subject to the sales tax in North Dakota during the year.

With the sales tax in the state as a whole aggregating \$4,385,066.98, the gross retail business of the state subject to the tax in the period was \$219,253,349.

North Dakota Conference

At Jamestown, N. D., March 27-28, upwards of 100 North Dakota leaders took part in what may well lead to highly important industrial development in the state, say nothing of the impetus that will be given North Dakota's already outstanding agricultural position.

It was programmed as the "First Con-

(Continued on page 24)

Our Congratulations

to the

WESTERN SOYBEAN MILLS

*We Welcome This New Industry
to South Dakota*

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. . . South Dakota's Leading Bank . . .

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Chairman of the Board

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BANKS and BANKERS . . .

Regulation Q Situation Still Tense as Discussion Continues

The Postoffice department appeared to be carrying the main load again this week along the Regulation Q front, ably assisted by A. T. & T. and Western Union. The situation continues tense and intense. Several more local actions were developing or threatening to develop into nationwide actions.

Commercial West's report, March 18, of probable delay of Senate sub-committee's hearing until mid or late April seemed confirmed by the Senate's Easter recess to April 12. That's expected to give politicians a chance to digest their Brown-Maybank bill mail and/or talk to constituents if they go home to roll their Easter eggs.

★

S. D. NON-PAR BANKS WANT BILL PASSED

Picking up the story where we left off last week—Commercial West is reporting the news as it sees and hears it—report arrived just after Commercial West went to press from John L. Wood, president Community Bank, Hartford, S. D., of a meeting at Sioux Falls, "in response to a call to the non-par state banks of South-eastern South Dakota." Continuing, Mr. Wood reports:

"All bankers attending were unanimously agreed that immediate and energetic measures should be taken to do everything possible to insure the passage of Senate Bill 1642; that the failure of S. 1642 to pass would be the beginning of the end of non-par clearance and that the end of non-par would force the suspension of many small banks and thus deprive rural communities of banking facilities; that a large proportion of the banks now operating in South Dakota could not exist without exchange revenue; that the letter of Chairman Leo T. Crowley of the FDIC under date of March 16 to all banks in the nation best expressed the true situation and a careful study of the letter was urged.

"It was recommended that all non-par banks not only write their U. S. senators but immediately contact the members of the U. S. Senate Committee of Banking and Currency and do all possible to preserve par clearance.

"Tentative arrangements were also

made for the calling of a state meeting of all non-par banks in South Dakota to take unified and aggressive action to support national legislation such as S. 1642 and to combat state or national legislation aimed at the destruction of non-par clearance, non-par banks and rural banking facilities."

★

OLUF GANDRUD SPREADS LETTER TO SHIPSTEAD

March 25, Oluf Gandrud, president Swift County Bank, Benson, and former president Minnesota Bankers Association, circulated "To the Bank Addressed" the following two-in-one message:

"For a number of years I have been interested as the head of a state bank in the preservation of the dual banking system and the value of independently operated banks in the rural communities. Our bank is not a member of the Federal Reserve System and is not on the par list.

"I am very much concerned about the controversy now so prominent in connection with Regulation Q. I am disturbed because of the apparent misunderstanding on the part of country bankers as to the ultimate effect that the defeat of the Maybank Bill (S. 1642) will have upon the small banks. I am enclosing a copy of a letter I wrote to Senator Henrik Shipstead explaining my position, and because of my sincere interest in my own bank, I am sending you the enclosure which I hope will stimulate interest on your part to oppose the legislation for the benefit of your own bank as well as mine."

GANDRUD TO SHIPSTEAD

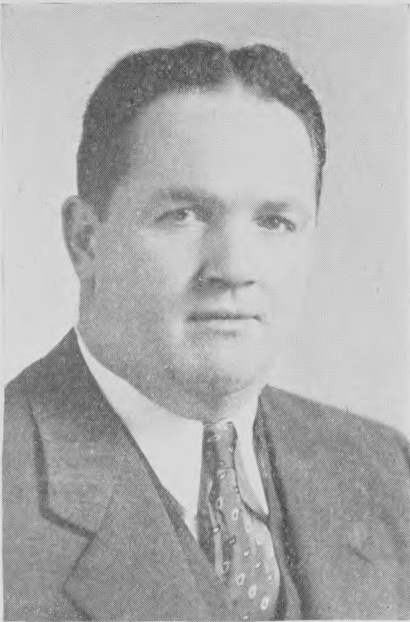
"Since talking to you, quite a controversy has developed as to the merits of the Maybank Bill, known as S. 1642. I received a circular letter this morning from the Federal Deposit Insurance Corp. strongly endorsing the legislation. I would like again to bring to your attention some of the features of the bill that I discussed with you during our visit in Minneapolis, and prevail upon you to give serious consideration to the issues involved in this bill and hope that you will use your best effort to defeat this bill in the Senate.

"You will remember that when Congress was considering the bill to create the Federal Deposit Insurance Corp., there was considerable opposition on the part of larger banks—which would pay a large share of the insurance premium or fee—on the ground that they would not benefit by this legislation because their deposits were, by the nature of their business, kept in very liquid position. You and I may have our own ideas as to the merits of this statement, but I think we are agreed that the insurance of bank deposits was a direct and material benefit to small rural banks. To compensate for this additional expense, the larger banks were assured, by provision in the law, that they would save the payment of interest on daily balances which before that time had been the custom throughout the country.

"All banks in Minnesota have lived up to-the-letter of the law and no banks, as far as I know, have absorbed the exchange in our state, and the banks in Minnesota will lose nothing by the enforcement of Regulation Q of the Federal Reserve Board. The rural state banks may continue to charge exchange on cash letters as they have in the past. It does not look fair to me that some of the banks in other states should chisel on this arrangement by absorbing the exchange, which is nothing more than a subterfuge to pay interest on daily balances. To pass a law to legalize such subterfuge should be below the dignity of Congress.

"This law would also be inconsistent in its application because it would permit correspondent banks to pay what amounts to interest on daily balances to state banks which charge exchange, by absorbing the exchange, whereas the small rural national banks would not be accorded the same right and privilege because they are not permitted to charge exchange. To pass a bill which will permit a very small minority of banks to take advantage of the vast majority, certainly appears inconsistent to me.

"If in the opinion of Congress, a rural bank should be entitled to interest on their daily balances, in addition to the co-operation of the larger banks in maintaining the Federal Deposit Insurance



E. P. FREEMAN, recently appointed deputy insurance commissioner of Minnesota.

Corp. by paying insurance fees or premium, then an amendment to the present Banking Act should be passed that will make it legal for correspondent banks to pay interest on daily balances to all banks. That would be honest, straight, and above board business. If this bill is passed, I think it will have far reaching consequences. Because of the discrimination between state and national banks that this bill would provide, it is quite logical to believe that the final result would be that the banks, who are now enjoying the exchange on cash letters, would lose the privilege of charging exchange—because if it would come to a show down, public opinion would never tolerate the charging of exchange on bank checks throughout the nation.

"I think this legislation is a political issue and is prompted by certain individuals for political expediency. Having been a stockholder of a bank yourself, you are sufficiently informed to know that if we face this issue squarely, it would be to the best interest of all banks if exchange were entirely abolished and bank checks could be accepted for face value, then bank checks would become a true medium of exchange, just the same as currency. I am convinced that much bad public relations towards banks is a result of this practice of charging exchange.

"I think we are also agreed that to transfer funds and pay a customer's check at a distant point is a real service to the maker of that check, and he should and will be willing to pay for that service if he were asked to do so. This service

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EDWARD A. CASHIN

Edward A. Cashin and John M. Bridge, Minneapolis, have been elected vice presidents of Batten, Barton, Durstine & Osborn, Inc., national advertising agency.

Both have been for some years members of the staff of the Minneapolis office.

Mr. Bridge is a graduate of the Uni-



JOHN M. BRIDGE

versity of Minnesota and has been in the advertising business here since 1921.

Mr. Cashin joined the Minneapolis office in 1939, has served as vice chairman of the Minneapolis War Chest and as chairman of publicity and advertising in recent War Bond campaigns.

of transferring funds for a customer of a bank should be paid for by a service charge, which, in my opinion, would be the easiest service charge to sell to your customer because other agencies perform that service—like the Postoffice through the Postoffice money order or the Express Company through the Express money order—making a charge far in excess of what would be necessary to make it a profitable business to the banks. For the banks to charge for this service would not be unreasonable because the customer still could exercise the privilege of going to the postoffice to buy his money order and pay a higher rate (especially now after the increased rates), or he may choose to use the much more convenient method of writing his own personal check and pay a smaller service charge on that check when it is charged against his account. Some states have already made it illegal for banks to charge exchange on bank checks. The state of Iowa did so a year ago.

"This attack upon the Federal Reserve System I think is unjustifiable and what-

ever the ultimate object of this may be, I think it should be opposed. The Federal Reserve System is a democratic institution and if properly administered, is certainly a basis of a sound financial banking system. I think what we as small country banks should be most interested in is to exert our rights to see that the Federal Reserve System is operated in the interest of both small and large banks, and I think that the trend is definitely towards giving more consideration to the rural banks. I know that is true in the American Bankers Association.

"Thanking you for your vigorous effort in opposing the continuance of paying subsidies and trusting that in your good judgment, you will use your best effort to defeat this Maybank Bill in the Senate, I am . . ."

★

CREDIT MEN PROMISE PAR CLEARANCE BILL

March 29, Brace Bennett, secretary Minneapolis Association of Credit Men, told Commercial West, "there is no ques-

tion but what we will introduce a bill at the next session of the Minnesota legislature, fashioned after the Iowa law, requiring banks to pay checks at par."

Mr. Brace said the bill would have the backing of credit men of St. Paul, Duluth and other Minnesota cities, also of other-than-credit organizations. Said he:

"We are doing a lot of spade work . . . We are very definitely opposing the Brown and Maybank bills in Congress."

★

ILLINOIS' GROUP TEN CIRCULATES LETTER, TOO

Fairly close on the heels of the Illinois Bankers Association's letter (C. W., March 25), comes more localized action by its Group Ten which is given national flavor by circularization, "To the Bank Addressed." Again, it's a two-in-one affair, one letter by the Group, the other, dated March 27, by its president, Melvin C. Lockard, cashier First National Bank, Cobden. Here they are:

"Group 10 of the Illinois Bankers Association is composed of 76 banks located in Southern Illinois in small cities almost entirely dependent upon agriculture for their existence. Sixty-two are banks having deposits of less than \$2,000,000, and the remaining 14 have deposits of less than \$5,000,000.

"We have taken a stand in emphatic opposition to the Maybank Bill which is now before the United States Senate, our feeling in this connection being so strong we are enclosing a copy of a letter written by the president of our Group to Leo. T. Crowley in answer to Mr. Crowley's letter of March 16 which appears to have been sent to every bank in the country.

"Will you please read Mr. Lockard's letter, consider the issues involved and think of the banking future as it will be if the Maybank Bill becomes law. Then may we suggest that you write a letter to your senators and to Senator Wagner, chairman of the Senate Banking and Currency Committee expressing your opposition to the Maybank Bill, S. 1642."

LOCKARD TO CROWLEY

"Permit me to introduce myself. I am an officer in a bank located in a village of slightly over 1,000 people which depends entirely upon agriculture for its existence. During the past 10 years our deposits averaged \$372,977 and are now less than \$800,000. We, too, went through the hectic days of the depression but managed to weather the storm without resorting to the practice of 'clipping' our customers' checks.

"My amazement changed to bewilderment and then to indignation as I read your letter of March 16, on the subject of the Maybank Bill, and I realized that my intelligence as a banker was being insulted.

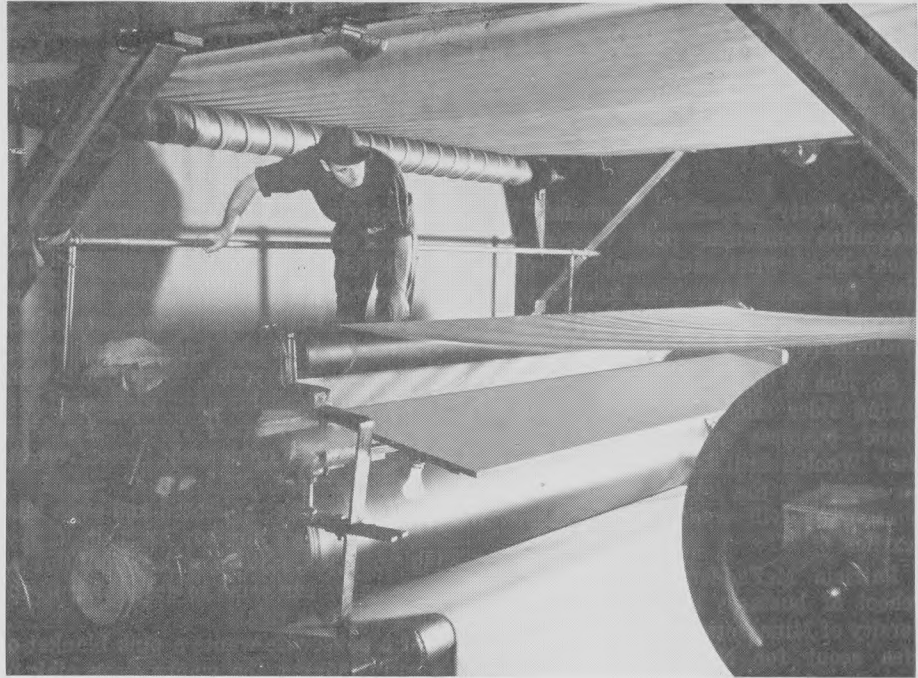
"You speak of the strangulation of one type of service charge imposed by 2,500 banks and constituting an essential source of operating revenue. Service charge, indeed! For service rendered to whom? Certainly not to the drawer of checks to whose account the full face amount thereof is charged, while a lesser amount is paid to the last endorser. Certainly, no service to the chain of endorsers who obligingly cashed the order for payment which when presented to the bank on which drawn was discounted and honored for less than its face amount. My feeling is that you have given unwarranted dignity to the practice by terming it a 'service charge,' instead of the deduction of exchange from cash letter remittances.

"This is beside the point, however, since I cannot see particularly how the practice of deducting exchange is in jeopardy, unless the Maybank Bill is passed. Should this happen, it shall certainly be in danger by reason of exchange deducted becoming common knowledge and absorption of such exchange becoming a common demand, since it would be permissible under federal law.

"I resent the implication that there may be as many as 2,500 banks in this country which are so poorly managed that some of them may be forced out of business if they could not derive this 'essential source of operating revenue.' Rather puts banks which support the measure in an awkward position, doesn't it, Mr. Crowley?

"Your present occupation of championing the Maybank Bill certainly makes you unique when we consider that among your many important positions you are the head of an immense insurance corporation. Most underwriting companies give the greater consideration to the majority of their owners and policyholders. Apparently, you do not. As a citizen of the United States, and as a bank officer, I am part owner in my own right and represent policyholders of the FDIC. Let me see what the record shows in this connection.

"According to figures presented in the hearings of the Brown Bill, Federal Reserve member banks held at the end of 1942, approximately 84.9 per cent of total insured bank assets, while non-member par banks held 8.2 per cent and non-par banks 2.2 per cent. Assuming then, that deposits subject to FDIC assessments were distributed on the same basis as assets, the deposit insurance assessments for 1942, amounting to \$56.5 million would be paid as follows: \$50.3 million by member banks; \$4.9 million by non-member par banks, and \$1.3 million by non-par banks. Aside from the fact that the vast majority both in numbers



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MAIN OFFICE: MINNEAPOLIS

Styles in Wool Blankets? Sure! Men Have Their Ideas, Too

It's pretty generally conceded that masculine consensus puts women in a "don't know what they want" classification. But men have been known to be wrong, now and again, when it comes to feminine psycho-analysis.

So, just to be on the safe side, without taking sides and as a matter of good, sound business merchandising, North Star Woolen Mill Co., Minneapolis, has an expert on the job to determine what housewives will want most in postwar textiles.

Patricia McFadden, graduate of the school of business administration, University of Minnesota, style consultant and idea scout for North Star since last August, has definite objectives for blanket and fabric styling, plus blanket warmth, based on first-hand consumer and retail information. Miss McFadden knows that women do know what they want, is prepared to help North Star give it to them through the company's proposed expansion in blanket and allied fields as soon as greater reconversion to civilian production permits.

While men may not be particular about blanket "style" there is no question about their being particular about warmth. Men are as interested in the kind of blankets that come into the household as are their wives who think of both style and warmth when they think of heavy or light weight bed covering but they are content with whatever brings most softness and comfort regardless of "swank."

Two things women want for sure in their blankets, Miss McFadden told Commercial West, are "true or neutral, pastel colors and wide, matching bindings." They know what they want, all right, and are more than likely to get it from North Star after the war is won.

Recently returned from three weeks in New York, where she studied selling trends, checked consumer groups and interviewed several well-known designers, stylists and department store executives, Miss McFadden also knows what women definitely don't want. They don't want practical sateen bindings instead of less practical but prettier rayon satin bindings. And they don't want colors verging on other shades.

That's a bit complicated and even Miss McFadden isn't any too lucid about trying to explain it to a layman. But as close as we can come to describing it, the color angle is this:

If a housewife wants a pink blanket or a gray blanket she wants clear pink or clear gray and not pink with coral overtones or gray with lavender overtones. Do you catch? It's a matter of carrying out her bedroom color scheme without setting her household's teeth on edge by conflicting shades unexpectedly brought out by accessory color combinations.

Women want delicate, pastel colors and are more interested in blanket beauty than in durability. Even so, a North Star blanket has a life expectancy of 12 warm (or would it be 12 cold-) years. Apparently, housewives desire to be fashionable as well as comfortable in their blanket buys.

North Star's stylist predicts that post-Victory trends will show new materials and designs in bindings. Also a more widespread understanding of proper washing of blankets to reduce natural woolen shrinkage to a minimum. This will result from an extensive campaign toward proper labeling, giving complete instructions in right washing methods.

Miss McFadden, a native of Minneapolis, formerly was with Young-Quinlan Co. before joining the North Star staff.



PATRICIA McFADDEN

while they were suffering the major part of the attendant discomforts.

"The non-par banks realize that there would be a huge spread in non-par banking, and that as small banks, they would be in much worse position, from a competitive standpoint, than they are now in the rather easy position they hold.

"Have you taken advantage of the times, Mr. Crowley, to cry wolf? With your implications regarding regimentation, chain banking, oppression of the weak, etc., I believe you have, and would suggest that you guide your efforts to a more constructive channel for the good of banking.

"You will gather from this letter, Mr. Crowley, that I, just as Senator Glass, am 'unalterably opposed' to this legislation. In that assumption, you will be much closer to correct than you were in the observations made in your letter of March 16.

"I remain yours for constructive banking."

Anglo California Changes

Shareholders of Anglo California National Bank of San Francisco, at their special meeting March 16, approved the following proposals:

1. An increase of the common stock of the bank from \$8,200,000 to \$10,000,000, to be accomplished by the declaration of a dividend of \$1,800,000 payable in common stock to common stock shareholders. The shareholders of the bank will participate in the distribution of the dividend, pro rata, in accordance with their respective holdings of common stock of the bank. With the payment of this stock

and dollars, of policyholders in your Corporation may resent the fact that the head of the Federal Deposit Insurance Corporation is engaging in shadow boxing (at some cost, no doubt, to the Corporation of which they are part owner), it seems to me, Mr. Crowley, that you have become somewhat excited over an imaginary plight of small dimensions, indeed.

"Now for the moment, let me assume the place of the 2,500 non-par bankers out of approximately 14,500 banks in the United States. Is not their intelligence also insulted by the tone of your letter?

Do you think that they are so shortsighted that they cannot see that any temporary benefit they may glean from passage of the Maybank Bill will be short-lived? Are they expected not to recognize the events which would follow passage of the Maybank Bill? I think not. The non-par bankers of the country, as well as myself, realize that within a matter of weeks, non-par banking would spread. After all, par banks would not remain such when they see that the small minority of banks in the country, following Congressional sanction, are obtaining all the benefit of exchange absorption,

dividend of \$1,800,000, the capital, surplus and undivided profits of the bank will total over \$25,000,000.

2. An amendment to the articles of association to permit the bank to retire preferred stock without seeking the approval of the Comptroller of the Currency when the unimpaired capital, surplus and undivided profits exceed the sum of \$25,000,000. On Feb. 1, 1944, \$900,000 retirable value of preferred stock was retired, reducing the outstanding preferred stock to a retirable value of \$16,500,000.

Date for issuance of new common stock is to be announced later.

New Iowa Bank

Organization of the new Everly State Bank, Everly, Iowa, has been completed, according to press dispatches, and the opening was scheduled for "about April 1."

The institution was organized by a group headed by Carl J. Chalstrom, who has been active in banking for several years, at Primghar, Vinton and Goodell, Iowa, and in Wisconsin and Missouri. Mr. Chalstrom is executive vice president and cashier. Other officers are L. A. Witter of Spencer, Iowa, president, and J. F. Schoelerman, vice president. Directors are Messrs. Witter and Chalstrom and R. J. Schoelerman, C. R. Wall, A. L. Wehde and R. M. Cornwall.

Recent Deaths

☐ KRIST KJELSTRUP, 64, president First Security Bank, Underwood, N. D., in a hospital at Hollywood, Calif., Wednesday last week, after an illness of a week.

Born in Norway, Mr. Kjelstrup came to the United States when a small boy, had his first banking connection at Hoffman, Minn., went to Underwood in 1903 to enter the Security State Bank. In 1929 that bank merged with the First National there, as the First Security Bank. He was president for many years.

In the latter part of February this year Mr. and Mrs. Kjelstrup left for a vacation trip to visit their daughter, who resides at Hollywood.

Services were conducted Thursday at the Masonic Temple in Bismarck.

★

☐ GEORGE W. ASHFORD, 68, former banker at Homer, Neb., of a heart attack at his home there.

Charter Display Urged

Anyone who has visited around in lobbies of state banks knows that their walls and lobbies, sometimes windows, too, contain a lot of good information for the public—notice of "coming events," posters promoting community affairs,

and what not, all typical of the good service banks render their communities.

Also there's pretty sure to be a statement that the bank belongs to the FDIC. The FDIC insists that members display the sign.

But seldom, if ever, does anyone find in the bank lobby its birth certificate, namely, its state charter.

And so F. A. Amundson, Minnesota Commissioner of Banks, probably feeling that he has stood such a situation as long as he can, has just mailed the following letter to state banks, urging in a friendly sort of way that the bank also display its state charter:

"It is frequently reported to us, through our examiners and through other sources, that many state banks are not displaying their charter in their banking quarters. Your business is considered quasi public and you have been given a franchise by the state of Minnesota to do a banking business. The charter should be framed and hung in a conspicuous place in the lobby of your bank.

"If you are not now displaying your charter in the main lobby of your banking quarters, we ask that you do so as soon as possible."

40th Anniversary

Community changes and progress during the past four decades were brought to mind at Glendive, Mont., recently as a result of the observance of its 40th anniversary by the First National Bank.

First located in what is now the Uptown Theatre, the bank began without a single safe, and as a consequence, employees took all the money, securities and other valuables to the express office every night for safekeeping.

The bank was organized by Thomas F. Hagan, E. B. Clark, J. H. Miskimen, Ed O'Neil, W. F. Jordan and C. A. Thurston. T. F. Hagan was managing officer until his death in March, 1924. First officers were Mr. Thurston, president; Mr. Jordan, vice president; Mr. Hagan, cashier, and J. L. Gault, assistant cashier.

When T. F. Hagan died, M. J. Hughes became manager, a position in which he is just rounding out his 20th year. G. P. Drowley, cashier, has been with the bank since 1916.

Mr. Thurston retired from the presidency on Jan. 1, 1942, because of ill health. E. B. Clark still serves on the board of directors. P. L. Hagan, vice president, has been with the bank since 1916.

Banker — Plus

Banker A. J. Quinn, president Northwestern State Bank, Cumberland, Wis., new owner and president Bank of Turtle

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



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Cavour Hartley - - - - Vice President
Wilbur F. McLean - - - - Vice President
J. R. Colbeck - - - - V. P. & Tr. Off.
J. E. Brown - - - - Cashier
J. C. Buckley - - - - Assistant Cashier
R. M. Walters - - - - Assistant Cashier
John O. Baker - - - - Asst. Trust Officer

Member Federal Deposit Insurance Corporation

File No. 61904

IN PROBATE COURT

Order for Hearing Petition for Proof of Will, Limiting Time to File Claims and for Hearing Thereon

State of Minnesota
County of Hennepin

In Re Estate of Carl Frederick Graeser, also known as Carl F. Graeser, Carl Fredrick Graeser, and Carl Fredrich Graeser, Decedent.

IT IS ORDERED that all persons interested show cause, if any they have, before this Court on Monday, April 17, 1944, at 2 o'clock P. M. in the Court House in Minneapolis, Minnesota, why the petition herein filed, of Ruth M. Johnson, of Minneapolis, Minnesota, for the allowance of an instrument purporting to be the last Will and Testament of said Decedent and the probate thereof and for the appointment of herself as administratrix c.t.a., should not be granted.

Order to File Claims and for Hearing Thereon

IT IS FURTHER ORDERED that within four months from the date hereof all creditors of said Decedent file their claims in this Court. Proofs will be heard and claims examined and adjusted before this Court on Monday, August 7, 1944, at 10 o'clock A. M. in the Court House in Minneapolis, Minnesota.

These orders shall be published in the Commercial West and copies mailed according to law.

WITNESS the HON. MANLEY L. FOSSEEN, Judge of Probate Court, this 20th day of March, 1944.

Ernest P. Lorenz,
Clerk of Probate Court.

(Seal of Probate Court)
Arthur T. Nelson
508 Hodgson Bldg.
Attorney.

Lake, Wis., and Mayor Quinn and American Legionnaire Quinn—are all the same Mr. Quinn.

Since Commercial West gave you the story (March 25) of Banker Quinn's purchase of the Turtle Lake bank, it has become more thoroughly versed in the overall picture of the many activities that keep Mr. Quinn an extremely busy man and an extremely popular, public-spirited citizen.

Mayor Quinn, completing a two-year term as head of Cumberland's city officials, will again head the election ballot April 4 without opposition. Having been drafted for his initial run, his re-election will again be by popular demand.

American Legionnaire Quinn, who wears his overseas cap at a jaunty World War I tilt, conducts Legion affairs with an up-to-the-minute understanding of the need for cooperation in civic affairs and in promoting mutual war effort between veterans of both wars.

Following the Legion's Oct. 24, 1942, adoption of the resolution providing for acceptance of World War II veterans as Legion members, Mr. Quinn was named one of five state committeemen to the World War II liaison committee and is active in organizing that important coordinating work facilitating comradeship and service to all disabled veterans and to the community, state and nation.

Mayor Quinn's Christmas greetings to Cumberland men and women in the Armed Forces which pledged community effort "to preserve the same homelike atmosphere and environment, to expand business activities, to give greater opportunity for rehabilitation" was a feature of the Cumberland Advocate's special Christmas service edition. Already they are talking of a bigger and better edition this year.

Located in one of Wisconsin's outstanding dairying communities, the Turtle Lake bank will be under the management of Northwestern State's Cashier Ernest Wick and President Quinn's general supervision.

Bill Aimed at Check Racket

The check cashing racket which has flourished in New York for some time will be regulated and exorbitant fees prohibited for cashing checks, if and when the Stephens bill becomes law.

This bill introduced by D. M. Stephens, chairman of the Ways and Means Committee, has passed the Assembly and is backed by the New York State Banking Department. It provides that those making a business of cashing checks for a fee, must be licensed, file a bond of \$5,000 and show liquid assets of \$5,000. An annual fee of \$100 in addition to a charge of \$50 for an initial investigation, will be the charge for a license and the

maximum fee for cashing a check will be 25 cents.

Anyone using the subway in New York can well understand the extent of the growth of this check cashing business with its exorbitant profits, when they view the six-foot advertising signs of these operators, the cost of which is not just "cakes."

The bill does not affect the operation of legitimate banks, or to those cashing checks without charge, but it provides that a violation of the law is a misdemeanor subject to a fine of \$500 or a year in prison or both.

An appropriation of \$30,000 is provided for the Banking Department to carry out the provisions of the law.—Financial Age.

North Dakota Progress

Footings of the Bank of North Dakota, Bismarck, as of March 15, reached an all-time high of \$70,233,589.06, an increase of \$13,715,970.56 since Dec. 31, reports F. A. Vogel, manager. The largest part of this item is in county treasurers' accounts. On Dec. 31, 1943, county treasurers had on deposit in the Bank of North Dakota \$8,691,915.95, whereas, two and a half months later the total county deposits were \$18,297,730.86, an increase of \$9,605,814.91.

North Dakota's come-back is clearly shown by the footings of the Bank of North Dakota for the past six years, says Mr. Vogel:

Dec. 31, 1938.....	\$20,573,803.58
Dec. 31, 1939.....	21,499,966.20
Dec. 31, 1940.....	27,174,155.01
Dec. 31, 1941.....	36,652,467.91
Dec. 31, 1942.....	48,173,246.99
Dec. 31, 1943.....	56,517,618.50
March 15, 1944.....	70,233,589.06

The land department of the bank, operated separately from the bank, clearly indicates the state's recovery, also, Mr. Vogel declares. During the drouth years, the state acquired title to a large number of farms. The peak was reached on Dec. 31, 1940, when it owned 6,360 farms totaling 1,579,195.68 acres. In addition, it held sheriff's certificates to 68 tracts totaling 19,630.83 acres. On Feb. 29, 1944, the state owned only 2,859 tracts totaling 676,675.98 acres. In other words the bank had disposed of, in that three-year period, 3,501 farms totaling 922,150.53 acres, and all of these farms are now back on the tax rolls of the state.

Another surprising thing, says Manager Vogel, is that out of 1,968 contracts for deed on Feb. 1, 1944, which contracts covered land sold with a down-payment, only 29 of these contracts were delinquent, the balance all being in good standing both as to payments and current taxes.

New York Skips Meeting

New York State Bankers Association, official organization of the state's 700 commercial banks, will forego its annual convention for 1944 "to avoid interfering with essential travel and necessary wartime activities," says announcement by its president, E. Chester Gersten, who is president Public National Bank & Trust Co., New York.

The decision was made by the association's executive committee in spite of the fact that the convention would have marked the association's 50th anniversary. The association's convention, held in June, normally attracts 1,000 to 1,500 delegates and guests.

The association, which has not held a convention since 1942, will elect officers by mail ballot during the last two weeks in May.

Morris Plan Absorbed

Northwestern National Bank, Minneapolis, and Empire National Bank, St. Paul, on Saturday last week purchased all of the bills, notes and accounts receivable of the Citizens Morris Plan Co. operating offices in Minneapolis and St. Paul.

At the same time liquidation of the Morris Plan company was announced by Hiram A. Douglas, president, who stated it was consistent with the needs of the times. The Citizens Morris Plan in its early days offered a low cost small loans service difficult to obtain elsewhere. This condition no longer exists, and stockholders and directors feel that its particular mission in this field has been fulfilled, stated Mr. Douglas.

In a half-page advertisement in Monday's papers Shirley S. Ford, president Northwestern National Bank, stated that his bank "has pledged its best efforts to continue the fine service to the borrowing public heretofore extended by Citizens Morris Plan Co."

This service will be carried on through the installment loan departments of Northwestern National in Minneapolis and Empire National in St. Paul.

The Morris Plan institution had its inception in Minneapolis in 1917 with Douglas A. Fiske as first president. Hiram A. Douglas has been president since 1927, with H. D. Barry as executive vice president.

Giedt Goes West

Theo. H. Giedt has resigned as secretary-treasurer National Farm Loan Association, Fessenden, N. D., to accept cashiership of the First National Bank, Montesano, Wash. He formerly was cashier of the First State Bank, Kulm, N. D., resigning in 1938 to enter the farm loan business.

Douglas Endorses Beito

Close on the heels of the resolution adopted by the Red River Valley Clearinghouse Association (C. W., March 25), endorsing George A. Beito, president Northern State Bank, Gonvick, for election as vice president of the Minnesota Bankers Association at the convention this summer, the Douglas County Bankers Association, at a recent meeting, adopted this resolution:

"We, the members of the Douglas County Bankers Association, are desirous of presenting the name of George A. Beito, president Northern State Bank, Gonvick, Minn., as a candidate for the vice presidency of the Minnesota Bankers Association, and respectfully submit his name for consideration by the nominating committee of said association, to be the nominee for the vice presidency, to be presented to the delegates attending the 1944 convention of said association.

"DOUGLAS COUNTY BANKERS ASSOCIATION,
"I. S. Sattre, President."

Two Join Controllers

Allan M. Black, cashier Federal Reserve Bank of Chicago, and William McKinley Edens, assistant comptroller Continental Illinois National Bank & Trust Co. of that city, have been elected to membership in the Controllers Institute of America, a technical and professional organization of controllers devoted to improvement of controllership procedure.

Hear of Ploesti Raid

More than 100 members of Sioux City Chapter, American Institute of Banking, and their guests attended the March 20 dinner meeting. Tech. Sgt. Richard Byers, radio instructor at the local air base, was principal speaker. A former radio operator and waist gunner in the Air Corps, Sergeant Byers told of his experiences overseas, including the attack at low altitude on the Ploesti oil fields in Rumania.

Bank Notes

Things are whooping right along in Cedar Rapids, according to R. B. Figge, vice president and cashier Guaranty Bank & Trust Co., who was in Minneapolis last week-end.

A. E. Dahl, president Rapid City (S. D.) National Bank, wore a smile when in Minneapolis the other day because, figuratively speaking, of course, he had some 800 new safety deposit boxes in his pocket. He was high bidder at a sale in Chicago.

Nebraska's Secretary Hughes says, "Our little experiment in advertising, the collection of samples of ads produced by those Nebraska bankers who seem to us to have special ability in the ad-writing line, for exhibition to those bankers who might like to copy some of them, is developing nicely. Almost every day we add names to the list of banks that want to see the collection."

FDIC has engrossed a memorial, signed by Chairman Crowley and Board Directors Goldsborough and Delano and Secretary Downey, in recognition of the services of the late Henry Bascom Steagall, to banking. It is expected the resolution will be hung beneath the Christy portrait of Mr. Steagall in the House Banking and Currency Committee room of the Capitol.

While the draft has greatly affected most banks in Detroit during the past two years, says the Michigan Investor, the situation is now reaching crisis proportions with fathers being taken in wholesale numbers. Several key junior officers and department heads face an early induction into the Armed Forces.

The Farmers & Merchants National Bank, Benton Harbor, Mich., has doubled its common capital—from \$75,000 to \$150,000.

National Bank of Detroit now has 205 men and women serving in the Armed Forces. One gold star appears on its Service flag.

First National Bank, Niles, Mich., has just completed enlargement of its quarters through acquisition of a two-story structure at the rear of its building, removal of partitions, transfer of book-keeping department to the new space, enlargement of safety deposit and storage departments.

Among banks which have recently discontinued their facilities as postal savings depositories is the Gleason State Bank, Gleason, Wis.

New cashier of the Farmers State Bank, Pequot Lakes, Minn., is Carl O. Knutson.

E. G. Spaudie, until recently cashier at Pequot Lakes, before that at Hector, has been elected assistant cashier of the First National Bank, Fairfax, Minn.

Odd Fellows Lodge of Wesley, Iowa, recently commemorated the 50th anniversary of the membership of Guy M. Butts, president of the local Exchange State Bank. Ten lodges in that part of the state helped celebrate the event at a dinner program.

(Continued on page 34)

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Every Friday at 1:00 P. M.
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Neil R. Messick
GENERAL MANAGER

**It Pays to Advertise
in Commercial West**

INVESTMENTS . . .**AHEAD OF THE MARKET***With* **WALL STREETER**

A current war poster says, "I'll take care of the Rising Sun. You take care of the rising prices."

That appeal to think of what runaway prices would mean to the savings of the boy in Service, and to the families of such boys, is effective in stirring our emotions.

This Roosevelt administration has been most remarkable in cleverly parading before us one fine sentiment after another; at the same time, ruthlessly pursuing a fiscal policy from which nothing can come except ruinous inflation.

While his propaganda department points the blame for inflation elsewhere, the President takes the lead in postwar plans for bigger and better spending sprees; and gifts and grants to the Service men to help swing their votes in the coming election, but which will ruin them with runaway prices.

Unfortunately, the workers, farmers and Service men, who feel they are helped by Roosevelt and benefit from his financial policy, will probably be very willing to blame everybody else for the ruin which inevitably must follow every inflation spree.

The banker and business man would do the country a great service if they devoted their efforts to arousing a general understanding of the cause of inflation, especially the deceptive and dangerous dose that has been brewed by the Roosevelt administration.

Over a year ago, Morgenthau said, "Our monetary system is like an overloaded steam boiler." Surely, he ought to know—and can there be any doubt as to the chief "over-loader?"

This "overloaded steam boiler" type of economy is practically vicious because the public is so completely fooled by the flood of paper money and synthetic bank deposits. With these, the politicians create prosperity, make names for themselves in history and perpetuate themselves in office.

While the politicians live in the lap of luxury, the public works and fights and believes it is accumulating assets, but all the while the politician is slyly putting the public deeper into debt. In the end, the public may either de-

clare itself bankrupt or go out and do another \$200 or \$300 billion of work to make good the debt loaded upon it.

The boy who is going to take care of the "Rising Sun" and all the boys in other parts of the world, and all the workers and farmers are being paid at a rate which encourages them to keep Mr. Roosevelt in office. But their pay is paper money or synthetic bank deposits. It is only a claim on future production. There are no real assets within the country into which that purchasing power can be converted. Any attempt to exchange a substantial part of that purchasing power for useful goods, real estate or services would cause an explosion of prices which would immediately rob them of a large share of their purchasing power.

So the administration says don't spend your money lest you cause inflation—and then proceeds to overload the financial boiler still more by handing out money, or agreeing to hand it out, where it will do the most good politically.

The administration and the public hopefully dream along, vaguely thinking that this mountain of purchasing power will be a good thing for after the war and that it can be cared for at that time. Who is going to do hundreds of billions of dollars' worth of work, after the war, and give the proceeds to satisfy buying power accumulated during the war? The farmers and workers of that future period will only work if they are well paid for it and use the buying power for themselves.

Our boys will take care of their war duties, if it takes their lives, but nobody will be able to avert inflation from the counterfeit purchasing power which the New Deal is using to pay for its wars and other humanitarian experiments.

BRUNSWICK-BALKE-COLLENDER

Inflation always means prosperity for pleasure and luxury industries; witness the whiskey stocks.

This company is the leading manufacturer of bowling alleys, billiard tables and accessories. Soda fountain and bar fixtures are other important

products. The company is now producing military items for the duration and will find itself in the prosperous condition of an almost unlimited demand for its output at war's end.

The company has no funded debt and only 26,681 shares of \$5 preferred ahead of 444,955 shares of no-par common. This common is selling at 19, pays \$1 to yield over 5 per cent and has a book value of \$29.49 per share. This book value has increased from \$10 per share in 1934 almost entirely from earnings.

For 1943, earnings are estimated at \$2 per share, showing the adverse effect of converting to war work. Earnings were \$3.28 per share in 1942, \$4.28 in '41 and \$5.05 in '40, when \$3 per share was paid.

If you will check among your friends and acquaintances, you will be surprised at the vast numbers of new bowlers developing among young and old. This company should be able to earn and pay at least \$1 for the duration and enjoy a great boom for several years after the war. The stock sold at 29 in 1940.

Makes More Paper

There is no little encouragement for publishers, printers, merchants and manufacturers who use paper in the statement of Pres. R. H. M. Robinson of Minnesota & Ontario Paper Co., Minneapolis, in his annual report for 1943 that the company concentrated on production of pulpwood.

Inquiry of Mr. Robinson by Commercial West revealed that pulpwood production had reached nearly normal and that he is hopeful it will remain at that stage during 1944.

This concentration on pulpwood was the result of the proverbial ill wind, because, due to the manpower shortage last year, the company had to curtail its lumber production, and about the middle of this year, Mr. Robinson stated, may discontinue it until the war ends.

Illustrative of the turn back to pulpwood, Mr. Robinson stated that last year at its International Falls, Minnesota, plant the company manufactured 32,757

tons of ground wood specialty papers against 29,017 in 1942; 26,947 tons of Kraft papers, including bags, compared with 33,819; 24,023 tons of sulphite pulp, in excess of its own requirements, as against 25,329 in 1942, and 247,915,643 square feet of Insulite (wallboard) compared with 272,558,271 in the previous year.

Net income last year after provision for income taxes was \$1,463,806 compared with \$1,616,863 in 1942. Net sales rose from \$23,549,606 in 1942 to \$23,677,166, while cost of sales increased from \$17,768,427 to \$18,769,387.

National Pole & Treating Co., subsidiary of M. & O., showed net profit last year after interest and taxes of \$86,380, a decrease of \$37,228 from 1942. On Dec. 31 last the company had no funded debt.

Recent Deaths

WALTER M. PAULSON, 60, Minneapolis manager of Merrill Lynch, Pierce, Fenner & Beane, Monday after a three-week illness.

Born in Mayville, N. D., he came to Minneapolis in 1902. He attended Central High School and the University of Minnesota where he was a member of Phi Kappa Psi.

When Mr. Paulson left the University he went into the Twin City Separator Co. with a brother, Clarence A. Paulson. In 1929 the company was sold and Mr. Paulson took a trip to Europe with his wife and daughter. On his return he entered the investment business with Blyth & Co., then Shields & Co. and for the last seven or eight years with Merrill Lynch, Pierce, Fenner & Beane.

He was a member of the Minneapolis and Minikahda Clubs.

Mr. Paulson is survived by his widow;



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Northwest Stocks

Minneapolis-St. Paul Stock Exchange

March 30, 1944

	Bid	Asked
First Bank Stock.....	15 $\frac{3}{4}$	16 $\frac{1}{4}$
N W Banco.....	20	20 $\frac{3}{8}$
Mpls Brewing	8 $\frac{1}{2}$	8 $\frac{5}{8}$
Minn Min & Mfg.....	57	58 $\frac{1}{2}$
W H Barber com.....	14
Diamond Iron Works.....	9 $\frac{1}{4}$	11
T C Rapid Trans com.....

Twin City Bond Traders Club

March 30, 1944

	Bid	Asked
Bank Shares A.....	10
Bank Shares B.....	1 $\frac{1}{4}$
Bureau of Engraving 8% pfd.....	10
Bureau of Engraving com.....	1
Filbert Corp	15	16 $\frac{1}{2}$
Flour City Ornamental Iron com.....	5 $\frac{1}{4}$	6 $\frac{1}{4}$
Franklin Co-op Creamery com.....	30
Gamble Skogmo Inc 5% pfd.....	100
Gamble Skogmo A.....	52
Gamble Skogmo B.....	47
Griggs Cooper & Co 7% pfd.....	98
Investors Syndicate com.....	3	3 $\frac{3}{4}$
Kahler Corporation com.....	29	30XD
The Lavioris Co com.....	42
Marshall Wells Co 6% pfd.....	73
Mid-Continent Air Lines.....	5 $\frac{1}{2}$	6 $\frac{1}{2}$
Mpls. Gas Light 6% pfd.....	104
Mpls Gas Light 5 $\frac{1}{2}$ % pfd.....	105
Mpls Gas Light 5.18% pfd.....	102
Mpls Gas Light 5% pfd.....	100 $\frac{1}{2}$
Mpls Gas Light units.....	99 $\frac{1}{2}$
Minn & Ontario Paper com.....	8 $\frac{5}{8}$	9 $\frac{5}{8}$
Minn Power & Light 7% pfd.....	99	102
Minn Power & Light 6% pfd.....	96	99
Minn Valley Canning 5% pfd.....	100
Minn Valley Canning com.....	35
Minn Valley Canning trust cdfs.....	4 $\frac{1}{4}$
Mont-Dak Utilities 5% pfd.....	97	100XD
Mont-Dak Utilities com.....	7 $\frac{3}{8}$	8 $\frac{3}{8}$ XD
National Battery voting com.....	42
National Pole & Treating com.....	14
New England Furniture units.....	10
Nicollet Hotel 1st pfd.....	15
Nor Natural Gas com.....	29	31
Nor Sts Pwr (Del.) 7% pfd.....	76 $\frac{1}{2}$	80 $\frac{1}{2}$ XD
Nor Sts Pwr (Del.) 6% pfd.....	69	73XD
Nor Grey Lines \$6.50 pfd.....	105 $\frac{1}{2}$
Nor Grey Lines com.....	27
N W Fire & Mar com.....	23 $\frac{1}{2}$
N W Natl Life com.....	10 $\frac{1}{4}$	11 $\frac{1}{4}$
N W Pub Serv 7% pfd.....	100	104
N W Pub Serv 6% pfd.....	91	95
Otter Tail Power \$4.50 pfd.....	102
Otter Tail Power com.....	35
Pioneer Gravel & Equip pfd.....	41
Pioneer Gravel & Equip com.....	3
Russell Miller Milling pfd.....	103
Russell Miller Milling com.....	108	112
St Paul Fire & Marine com.....	283	295
St Paul Union Stockyards com.....	20 $\frac{1}{2}$	22 $\frac{1}{2}$
Title Insurance com.....	46 $\frac{1}{2}$
Toro Manufacturing com.....	9 $\frac{1}{2}$
Truax Traer Coal 5 $\frac{1}{2}$ % pfd.....	101
Twin City Fire Ins com.....	18 $\frac{1}{2}$
Weyerhaeuser Timber com.....	44 $\frac{1}{2}$	46 $\frac{1}{2}$

a daughter, Mrs. Jack Kuehn of Minneapolis; a sister, Evelyn Wrench of Omaha, and two brothers, Clarence A. and Eugene H., both of Minneapolis.

★

¶ JULES S. BACHE, 82, head of J. S. Bache & Co., at his Palm Beach, Fla., winter home, Thursday last week after a brief illness.

A director in several corporations, Mr. Bache began his banking career in 1880, as cashier of Leopold Cahn & Co., had headed the organization since 1892, when its name was changed to the present form.

Burial was at New York.

Stock Split Approved

Stockholders of Minneapolis-Honeywell Regulator Co. on Tuesday voted approval of a two-for-one split in common stock.

Under the plan the company's 750,000 shares of no par common will be exchanged for 1,500,000 shares of \$3 par common.

Objective of the split, advises William Huff, vice president and treasurer, is to reduce stamp taxes, cut fees and make possible wider distribution of the stock.

Reports of Industries

Annual reports of Northwest industries received this week by Commercial West include Minneapolis-Honeywell Regulator Co., Munsingwear, Inc., and Soo Line and Wisconsin Central Railway Co.

Honeywell for 1943 reported net carried to surplus of \$2,908,852, equivalent after preferred stock dividends of \$229,050 to \$4.31 a share on 621,900 shares of common. Net sales were \$68,340,590 compared with \$41,372,912 in 1942. In his statement accompanying the report, Pres. Harold W. Sweatt, recounted insofar as consistent without giving information to the enemy, various war equipment upon which the company now is engaged, including the intricate autopilot for fighting airplanes and bombers which has proved of such great advantage to American pilots.

Munsingwear, Inc., heavily engaged in war work, reported net sales of \$15,137,385 compared with \$12,620,115 in 1942. Net profit after federal and state income taxes was \$443,273 against \$400,483 in the previous year. Dividends of \$2 a share were paid. Taxes were \$1,347,283, an increase of 13 per cent. They averaged \$9 a share and over \$600 per employe, or one-third as much as the entire payroll. Ratio of current assets to current liabilities was 3.2 to 1.

In the first two months of this year the Soo Line had total revenue of \$4,506,229 compared with \$3,436,964 in 1942. Net after fixed charges being paid currently

was \$805,535 against \$248,694 in the previous year. Net of Wisconsin Central, wholly owned subsidiary of the Soo Line, was \$119,379 compared with \$368,591 in 1942.

Along Financial Row

Things were livelier this week on Financial Row, new issues popping, much talk of more new issues on the fire—some more big ones. Boardrooms began filling up, more put and take business, began to look like old times again.

★

Back from a three-week vacation at Miami on Monday will be Allison-Williams Co.'s W. J. Allison.

★

Recent Twin City visitor was Saul Golkin of Wertheim & Co., New York.

★

James Quigg of the municipal department of Paine, Webber, Jackson & Curtis was in Minneapolis this week.

★

Lester B. Elwood of Woodard-Elwood & Co. is vacationing in Arizona.

★

R. C. Mees, of Paine, Webber, etc.'s Minneapolis office attended the wedding of his son John, an ensign in USNR, at Grand Rapids, Minn., last week-end.

—VICTORY—

NORTHWEST INDUSTRIES

(Continued from page 13)

ference on the Industrial Development of North Dakota."

Among chief objective discussed and urged of accomplishment were the Missouri river irrigation project, the billions of tons of lignite coal as a source of oil and chemical raw material, beet sugar development, dehydration of food products (already well under way), industrial utilization of agricultural residues, development of the sodium sulphate deposits, utilization of clays, linen from flax and other fiber products.

An important feature of the agenda was consideration of plans to obtain more favorable freight rates as a means of locating industries.

Discussion of the Missouri river irrigation project was highlighted by a conference report that a bill (H. R. 3961) now before Congress covering various navigation, power dam flood control and irrigation developments, carries a \$200,000,000 appropriation for the Missouri river irrigation program, with the outlook good that it may be passed at this session. This project would irrigate hundreds of thousands of acres of land

which now and then suffer from "dry spells" in Western North Dakota, Western South Dakota and Eastern Montana.

Gov. John Moses was honorary chairman of the conference and the general chairman was Robert C. Eddy, Jamestown business man.

Consensus of the conference was that the work started should be carried to its logical conclusion and various committees were appointed for that purpose.

Objectives of the conference were sponsored by the Greater North Dakota Association, Chamber of Commerce of the U. S. and 13 other state organizations and departments of the state government.

Makes Big Time

Twin Cities Ordnance Plant, operated by Federal Cartridge Co., Minneapolis and Anoka, has "made" the March issue of American Business on a plan to cut waste in large plants.

The article was written by E. R. Champion, executive assistant at the plant and one of the better-known publicity and advertising men of Minneapolis.

Headed "Workers Swing Axe on Waste," the Champion article is characterized by illustrations which definitely point the moral of waste avoidance, while the text goes thoroughly into the various means employed to cut waste to the minimum.

New Airlines Hangars

Northwest Airlines, Inc., St. Paul and Minneapolis, now has under construction at the St. Paul Airport a series of six

unique "nose" hangars to encase both wings and engines of the B-24 Liberator bombers it is modifying and testing for combat duty.

These hangars are a development necessitated by repairs under freezing temperature conditions along the northern region military cargo routes flown by NWA pilots between the Twin Cities and Alaska.

Lignite Hydrogen Plant

Result of a visit to Golden, Colo., by Dr. Lloyd H. Reyerson of the University of Minnesota chemical research department and inspection there of a model lignite coal hydrogen plant is that the one proposed for Grand Forks, N. D., now definitely will be established. Dr. Reyerson has decided that institution of such a commercial plant is wholly feasible.

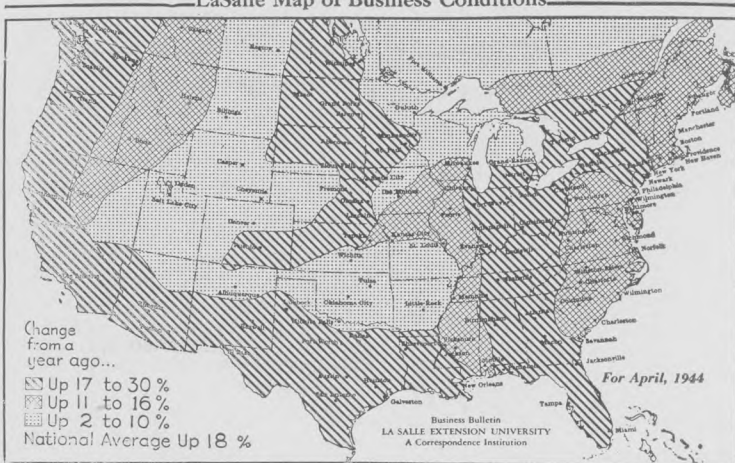
North Dakota business, financial and industrial interests are prepared to accomplish establishment of the plant which is expected to be in operation by this fall.

Hydrogen, of course, has many uses in industry but one of the objectives of the North Dakota production is employment of the hydrogen in reduction of low-grade iron ore, millions of tons of which lie untouched in Northern Minnesota.

Practically endless production of hydrogen and other by-products could be had from the more than 6 billion tons of lignite coal underlying Central Western North Dakota.

Heading Into April

LaSalle Map of Business Conditions



Better-than-average improvement over a year ago continues to be registered by the Commercial West Wealth Belt, higher farm income being responsible for much of the expansion. In the country, as a whole, business conditions have become somewhat more spotty, but the general average is holding up very well near the peak levels which have been maintained for several months. General average of all business activity is close to 18 per cent higher than even the high rate of a year ago.

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INSURANCE

(Continued from page 9)

possible to segregate full-time from part-time activity, once an individual is thoroughly qualified to be in the business at all. Therefore, any license to be granted will rest on one thing, and one thing only—qualification.

"Following many conferences with my good friend, Mr. Green, in the attorney general's office, we have now come to the conclusion that the Commissioner of Insurance can demand, by ruling, reasonable and fair qualifications for every individual. With this opinion I now plan to revamp the entire agents' licensing procedure. This is the plan:

"There will be two parts to the application for licenses. The first part dealing with a man's personal history, age, residence, financial status and morals.

"The second part of the application will be accepted by the department if the first is in order. The second part will contain and request a written examination about the particular line of insurance he wishes to enter. The insurance industry, as a whole, will be classified, such as fire, casualty, life, accident and health, surety, hail and tornado.

"Let's take casualty and surety as an example: The applicant will be given, if he wishes, a list of 300 or 400 questions, to which he must know the answer. He will be given a written examination by a member of the department, not on all of these questions, but on 20 or 30 of them. Because he will not know which ones of the 300 or 400 we are going to ask him, he will necessarily have to learn the answers to all of them. Once he has learned the answers to all the questions we might ask him, he will in turn be qualified. This same procedure will be followed in each line in the industry.

"He will be able to take his examination almost any time he wishes, anywhere within the state or, rather, in any city of the state of any consequence. That is a detail that can be easily handled, when you consider that the department has many deputy fire marshals located in different sections of the state, who can give the examinations for the department if Mr. Dorn, my associate, and the head of the license division, is not available.

"The renewal licenses this June will be sent out as usual, because it is physically impossible to examine every licensee before that time. However, with each license will be a notation stating that within a reasonable length of time, and not later than June 1 of 1945 the examination must be taken.

"The companies will receive notice, if they have not already done so, that no more applications will be acted upon

without a written qualification examination.

"From and after Friday, March 24, 1944, no new agents licenses will be granted until the applicant for license shall satisfy the Commissioner as to his qualifications and shall pass a written examination in the lines of insurance for which he is seeking a license.

"At the present time this ruling will not effect renewals of old licenses or new licenses for agents already licensed in this state."

CONFERENCE SESSIONS

Two important actions were taken by the business sessions of the conference—approval of a plan for employment of a full-time secretary and adoption of an amendment to the constitution increasing the executive committee from nine to 11 members.

The full-time secretary proposal was embodied in a report of Arthur A. Hirman of Rochester, chairman finance committee. Mr. Hirman presented results of a survey revealing that 21 other states have full-time secretaries or managers and that of these only three have larger



FRANK S. PRESTON
Secretary-Treasurer

memberships than the approximately 700 of Minnesota. He pointed out that back a few years when the membership was only about 400, Twin Cities and Duluth agents pretty well took care of the cost of operations. Now, however, with country memberships grown to about 300, it is obvious, said Mr. Hirman, that more attention should be paid to country matters and this will necessitate increased costs, as well as added costs in general, considering research, public relations, legislative matters, etc., upon which the association is engaged.

Considering importance of the work, Mr. Hirman suggested that the gross increase in dues should be about \$7,000 a year, which would include salary of the full-time man, clerk and office hire, expenses of contact trips in the country, considered highly important, and so on.

The report was received favorably by the conference. It was not possible, however, to act officially on the matter, that having to be done at the regular annual meeting of the association next fall.

This was provided for in a resolution presented by George A. Thompson, Minneapolis general agent, seconded by Harry A. Levant of Eveleth, local agent and a past president of the association. This resolution, unanimously adopted, provided that it was the consensus of the meeting that a full-time secretary be employed, the executive committee to prepare a revision of membership dues scaled up from a minimum figure according to annual premium business of agents, and that this resolution be presented for official action at the 1945 annual meeting. The resolution also commended Mr. Hirman's committee for its good work and requested

Licensed Agents

The following tabulation prepared by the Insurance Department, reveals the various classifications of 7,420 persons engaged in part-time solicitation of insurance as licensed agents in Minnesota. It is the first time such a segregation has been made and was done in connection with written examination qualification of agents decreed March 24 by Commissioner Newell R. Johnson:

Farmers	1,432
Bankers	1,354
Real estate men.....	1,007
Salesmen	545
Merchants	451
Clerks	445
Lawyers	423
Laborers	293
Loan men	212
Housewives	198
Railroad men	163
Auto dealers	155
Stenographers	152
Teachers	82
Postoffice men	77
Elective officers	66
Barbers	30
Total licensed agents.....	11,685
Full-time agents.....	4,265

that the committee be continued and work with the executive committee in preparing the revised dues.

In discussion relative to the report, Frank S. Preston, present secretary-treasurer of the association, was highly commended for the splendid work he has been doing at a modest salary hardly enough to cover his expenses, it being pointed out that it was physically impossible for him, considering the fact that he has to earn his living as an active agent, to devote the time that would have to be given to the work by a full-time man.

CONFERENCE HIGHLIGHTS

Attendance was officially registered as 379, which was fully one-third more than had been expected, and was the second largest attendance ever recorded at a mid-year conference. Attendance at the conference dinner was 225 and it was 325 at the annual luncheon.

The annual dinner, tendered by the Insurance Club of Minneapolis, as usual was the big feature of the conference. Lawren P. Foster of the Sexton Agency, club president, presided and, as usual, did a bang-up nifty job of handling the big affair, introduction of guests, etc. Unprogrammed, but one of the most delightful features of the dinner, were several impromptu piano solos (popular) by Oscar Beling, New York, superintendent agency systems department, Royal Liverpool Groups.

On the speaking program was Wade Fetzer, Jr., president W. A. Alexander & Co., Chicago general agency, who, as chairman public relations committee of the National Association of Insurance Agents, outlined the far-reaching agenda of the N. A. I. A. program, stating that the money raising for it had been



CHARLES F. LISCOMB
N. A. I. A. State Director

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"Meanwhile, our company is pledged to carry on, working day and night servicing its own business, and cooperating with other agencies in achieving the immediate objective of winning the war. And simultaneously, each member of our organization remains vigilant so that he may fulfill all his personal wartime obligations to his country and to his neighbors.

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magnificently successful, that much preparatory work has already been done and the plan of operation is being worked out slowly, carefully and soundly. He cited the great need of doing something to prevent the insurance industry being "kicked around" at Washington, as well as in the big job of educating the public fully to the services rendered the people by the insurance industry.

Other outside speakers were A. M. Baltzer, Chicago, field supervisor National Safety Council, who cited the splendid work being done to prevent accidents throughout the nation, and by Oscar Beling of New York on how agents can put more profit on their books.

An interesting forum was conducted by Richard A. Thompson, Wirt Wilson Agency, association past president, on "Modern Personal Protection." Presenting subjects of the forum were Matt P. Zendzian, Fireman's Fund, "Personal Property Floater"; Howard Williams, Mankato, chairman executive committee, "Fire and Extended Coverage"; Clement L. Brown, Fred L. Gray Co., Minneapolis, "Residence Theft."

The conference was opened Thursday afternoon with a forum on "War Strategy in Sales and Methods" (proved practices of Minnesota agents), presented by C. R. Hewitt, Dorsett; Roy L. Herhusky, Luverne, and Fred G. Degen, Faribault.

Vocal and physical pats on the back were given William Walsh, head of the William Walsh Co. general agency, Minneapolis, for the splendid luncheon tendered the conference by him, in response to which he said that through the years he had found the association's activities of large benefit to his business and that presentation of the luncheon was only a small return.

Insurance Commissioner Johnson, who also is vice president National Association of Insurance Commissioners, drew the plaudets of a group when, in reply to someone's question he said: "Well, I probably would have a pretty tough time of it answering the questions for qualification licensing of agents." They are the questions his department is preparing and he had been in the insurance business about 25 years before becoming commissioner.

When Armand (Army) W. Harris, operating his own agency in St. Paul, was elected association president last fall, Commercial West predicted that he would prove one of the association's best. His handling of the conference, speeding up the program, getting everything through on the dot, proved that Commercial West was right.

Charles F. (Charley) Liscomb, national association state director, operating his own agency at Duluth, doesn't take much public action at insurance meetings, but



ARTHUR A. HIRMAN, who presented full-time secretary plan.

he is a power in behind-the-scenes presentation and discussion of matters of chief importance. That was true again at last week's conference. It was true even when he was president of N. A. I. A., although that high office did require the usual number of talks.

Clyde B. Helm, secretary-treasurer Insurance Federation of Minnesota, and his able president, Otto Danek of Glencoe, were in evidence at all sessions discussing federation matters, etc., with members.

Thanks of delegates went to the George D. Van Wagenen general agency, Philippi & Dressel general agency and Fred L. Gray Co. for generous contributions of War Stamps as attendance prizes drawn at each session.

Conference committee chairmen were Jesse D. Bradley, Duluth, program; Clarence A. Olson, Minneapolis, arrangements and registration; William C. Dahl, Minneapolis, reception and attendance of regional members.

A sad incident of the conference was the notification of Arthur A. Hirman of Rochester by wire Friday during the heavy afternoon session of the last day that his father had died suddenly at the family farm near Atwater.

On Public Relations

The public relations program of the National Association of Insurance Agents now has gone into high gear with the distribution to more than 16,500 member agencies of a provocative 32-page booklet, "Serving the Public Interest—A Pub-

lic Relations Manual for Insurance Agents."

Featuring an 11-point approach to typical public relations problems encountered by member agents, the manual is intended to define the individual producer's responsibilities and opportunities in carrying out the national program outlined at the Pittsburgh convention last fall by Averell Broughton, association public relations counsel.

"Public relations is the study and practice of building and maintaining satisfactory relationships with others," the manual points out. "It means the fair and open influencing of opinion for the purposes of better education and better understanding. For the local agent it means wider personal influence, better understanding of his contribution to his community and his place in it, and a better understanding of insurance principles and practices by the public. It means that the agent as an independent, local business man identifies his interest with that of the business men of his community. It means that he understands that he can prosper only as his customers prosper. Public relations means better relations with all parts of the public."

In a detailed yet concise presentation of specific aspects of public relations operations, the manual covers such subjects as understanding public relations, building prestige, publicity, how to hold successful meetings, factors in building membership, handling local news problems, legislative problems and advertising.



WADE FETZER, JR.
Principal Speaker

The case history method is used to indicate how specific advertising and overall public relations problems can be met and solved.

The underlying theme of the booklet is stated under the heading, "Building Prestige."

"No public relations program, this chapter states, will succeed in building prestige for its sponsors unless it is supported by direct and continuous personal participation in community affairs. This is of paramount importance. Constructive activity in local political affairs, contributions of time and effort to Community Chest campaigns and to home front war services, intelligent work in behalf of your local school system—all offer challenging opportunities to demonstrate that local insurance agents are good citizens as well as good business men.

"It is no longer enough to sell insurance policies. Today the agent must constantly 'sell' the significance of insurance itself and the part he plays in providing tailor-made protection programs for his clients. The over-all prestige of a business depends, in large measure on the personal prestige each individual is able to earn for himself as a representative of that business."

Insurance Riders

Home office of the Policyholder's National, Sioux Falls, has been advised of the death March 22 at Sac City, Iowa, of W. M. Phillips, for several years supervisor of the company's Northwest Iowa territory. He had led the entire agency force many times in personal production and his agency had maintained a top position each year.

★

Mrs. Ione E. Johnson, recently in charge of the A. C. Allyn & Co. holdings department, Chicago, has been appointed assistant to Gerhard Hirschfeld, director of research of Insurance Economics Society of America.

★

Tom Linnell, head of his own general agency in Minneapolis, the T. G. Linnell Co., accompanied by M. B. (Buddy) Ryon, assistant manager Fire Underwriters Inspection Bureau, Minneapolis, attended the annual meeting at Aberdeen, S. D., March 22-23 of the Dakota Pond of the Blue Goose. Mr. Linnell as grand supervisor of the grand nest of the Blue Goose, an international organization, delivered the principal address at the Dakota pond splash on "Why the Blue Goose." The splash opened with a stag smoker the evening of March 22, followed by luncheon March 23 and banquet that evening, at which Mr. Linnell's address

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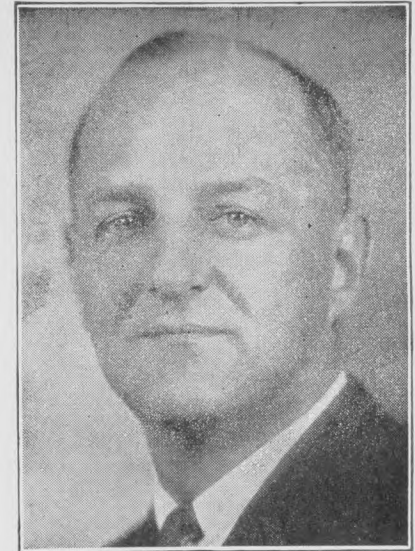
Employer's liability and \$500 medical payments (subject to State rate per \$100 of payroll)

2. Farm Employer's Liability and \$500 Medical Payments

	Rate per \$100 of Payroll	Minimum Premium
Minnesota	\$2.07	\$25.00
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North Dakota	2.15	25.00
South Dakota	1.75	25.00
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These rates are attractive. We would be glad to furnish further information and advertising folders, on request.

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SAINT PAUL MINNESOTA



ARMAND W. HARRIS
M. A. I. A. President

was given. Art Schollander was toastmaster and a talk was given by R. W. Hayward, deputy most loyal grand gander. Presiding at the sessions was Irving J. Peet, most loyal gander of the pond.

★

Beardsley Ruml, chairman New York Federal Reserve Bank, who attained national note as sponsor of a forgiveness and pay-as-you-go income tax plan, will be principal speaker at a seminar on current economic and social trends at New York, April 21, sponsored by New York Chapter, Chartered Life Underwriters.

★

Asked by Commercial West what effect his agents' examination ruling would have on applications for licenses received March 24 (day the ruling went into effect) Insurance Commissioner Johnson stated that all applications in process received on March 24 or just previously, if notarized on March 24 or previously, will be handled without having to take the examination.

—VICTORY—

Montana Changes Dates

Hold on . . . Get out your eraser . . . Correct your 1944 convention calendar . . . Montana Bankers Association has changed its dates for Butte. You've got it down for June 19, but Sec. Ben Draper asks Commercial West to spread the news that through no fault of theirs, they are obliged to take June 16 and 17; Same place: Finlen hotel. Got that straight now —June 16 and 17 instead of June 19; smoker and reception the evening of June 16, one-day convention June 17.

POSTWAR FINANCING

(Continued from page 11)

States Chamber of Commerce is quoted as follows:

"Despite the evidence that many people intend to make immediate large postwar purchases, most people are not, on the basis of present saving, counting on buying these things for cash. The American habit of installment buying will continue to be a large factor in large consumer purchases."

Please don't get the impression that the present and continuing number of people buying War Bonds will quickly cash them in when the war is over and pay all cash in the greatest spending trend of our business history. If this were the public inclination, there would be widespread cashing of bonds even now; but instead of that, there is a trickle that is infinitesimal.

Installment buying originated on a definite basis in England in the 17th century when spinning looms were sold on a monthly retirement basis.

Three hundred years later, we find the United States to be the best-informed, the greatest user, and the most interested installment buying nation on earth.

This trend is only in a "delayed action" phase now. Postwar will see the gates open again, although in our opinion a continuation of Regulation W, doubtless in a modified form, is highly acceptable to almost everyone. We think it was a fine measure and that it corrected some flagrant credit evils.

Installment financing was given a definite emphasis by the advent of FHA loans. You are all familiar with them, but possibly a brief summary of what can be done in that one type of installment financing would be educational to those who may not have used it, used it little, or may not have been able to keep up with its changes.

For example, consider the general classification, "Fuel Conservation." This is construed by the War Production Board to mean: Blown in, batt type, or loose fill insulation, rigid insulation board, storm windows, storm doors, weather stripping and caulking.

There is no restriction on the sale of these FUEL CONSERVATION items. In fact, the government recommends their use wherever possible. There is no down payment required by Regulation W. The maximum maturity is 36 months with certain minor exceptions and all you need is an FHA application and note, a credit-worthy person, the completion certificate, and the contractor/applicator state-

ment, whereupon the transaction is on a basis highly acceptable to any qualified lending agency.

Almost every bank in the United States has qualified for the handling of FHA paper.

Consider the general classification of "Maintenance and Repair." This is defined to be: Necessary roofing, siding, painting, replacement or repair on worn or damaged millwork, foundations, flooring and other maintenance jobs of like nature, not including a change of design. The War Production Board has given blanket authority for all necessary maintenance and repair jobs. Those jobs which are part maintenance and repair, and part new construction, are also approved or permissible, providing the new construction portion is limited to \$200 in each calendar year for city dwellings, and \$1,000 maximum for new construction on farms.

This allows a wide margin for promotion on the part of retail lumbermen of good business in their local trade areas. No down payment is required, but note this: The maximum maturity is 12 months UNLESS the amount to be financed exceeds \$1,500, in which case payments may be spread over a period of 36 months.

Another classification is "Remodeling and Improvements." WPB authorizes a total of \$200 worth of new construction for all types of residential property during each calendar year. This includes new partitions, siding, roofing or painting, together with such items as new purchases or any other additions to the property to improve it, such as fencing, new driveways, and so forth. This also allows a wide latitude for agricultural purposes. If the job is to cost more than \$200, WPB approval must be obtained. Again, no down payment is required and the maximum maturity is 12 months. However, if any transaction is over \$1,500 it is exempt from Regulation W and terms up to 36 months may be allowed.

We yet have to consider "War Housing." Any remodeling which will provide additional housing units in a critical area can qualify for War Housing lending and if the job is approved by FHA and WPB, special terms with maturities up to seven years can be given and no down payment required. Your banker would welcome an opportunity to work with you on this, or any other of these various phases of worthwhile installment financing as related to your industry.

Used material and donated labor are not considered as construction. This



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Municipal Bond
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Daily and Weekly Editions

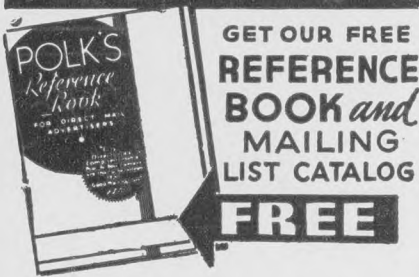
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should be helpful from the dealer's standpoint.

There are combination jobs which are part new construction and part not new construction, which are partially regulated by Regulation W and partially not regulated. For instance, maintenance and repair, or insulation jobs, can be combined with \$200 of new work and the entire job can be performed without specific authority. If no new construction has been done on the property within the calendar year, you might, for instance, furnish insulation, necessary roofing or siding, repairs or replacements and painting, all for maintenance, plus \$200 for a new porch. On such a transaction, the maximum maturity would be 12 months. However, the entire amount can be included in one note.

There are other items of maintenance, such as furnaces, boilers, stokers, oil burners, heating plants and plumbing systems of great variety which could be included in an FHA loan for 12 months. Heating units with BTU ratings of 240,000 and stokers of over 45 pounds rated capacity are not regulated and no down payment is required. In each case, terms up to 36 months may be given.

We have now outlined to you general classifications under which hundreds of items may be included. The amount of business that you can do along these lines is only restricted by consumer demand and the dealer's energy and resourcefulness in developing his local market.

This type of installment paper may be disposed of at a number of places, but you have an obligation to the industry and to the government to make certain that it is handled by a financial organization, effective in their methods and sincere in their intentions toward all interested parties.

I have already reminded you that nearly every bank in the United States is now qualified as a lending agency under the Federal Housing Act. Your local banker is eager to team up with you in a greater effectiveness along these lines than either of you have ever comprehended heretofore. Both of you will have the richest opportunity in that direction that you have ever imagined.

You will find your local banker more alert to the possibilities in this field than ever before. You will find him willing and anxious to study through with you various FHA plans and other worthwhile installment financing programs. He does not believe that he knows everything possible to know in that field and he is most anxious to learn from you.

You both have an opportunity now, created by a national emergency, to get a better grasp of each other's strength and to come into a firm and mutual conviction that each of you can be of lasting and

dignified benefit to the other. Your local bank is the logical place for you to do the most in your own behalf. Your banker is able to make available to you installment financing, through FHA and in other forms of his own devising, that will cause your receivables to stay at a minimum, increase your profits to a maximum, insure a substantial volume from your local trade area, and, based on past experience, can be in many respects, the absolute difference between success or failure in your chosen field.

—VICTORY—

**Crop Acreage Plans
of N.W. Farmers**

The March 1 intentions-to-plant figures of Minnesota, North and South Dakota and Montana farmers was announced by the U. S. Department of Agriculture in Washington recently.

The acreage of intended planting of wheat, corn, oats, potatoes and flaxseed is as follows:

Spring wheat (other than durum): Minnesota, 1,138,000; North Dakota, 8,183,000; South Dakota, 3,067,000; Montana, 2,864,000.

Durum wheat: Minnesota, 55,000; North Dakota, 1,902,000; South Dakota, 299,000.

Corn: Minnesota, 5,945,000; South Dakota, 3,987,000.

Oats: Minnesota, 5,028,000; South Dakota, 2,899,000.

Potatoes: Minnesota, 224,000; North Dakota, 164,000; South Dakota, 44,000.

Flaxseed: Minnesota, 1,231,000; South Dakota, 441,000; Montana, 418,000.

—VICTORY—

North Dakota Bank Notes

Advice to Commercial West from J. A. Graham, North Dakota state examiner, this week was that:

★

¶ FIRST STATE BANK OF PAGE—Directors have taken final action toward liquidation as of March 31, after which no deposits were to be accepted. Depositors will be paid off as rapidly as possible.

★

¶ SECURITY STATE BANK, HUNTER—O. W. Parkhurst, president, had decided to liquidate, but local business people have gotten him to agree to continue "for a reasonable time," allowing them to make arrangements for purchase of the bank and find competent help to manage it.

25 YEARS AGO

From Commercial West, April 5, 1919

A bill before the Minnesota Legislature to increase the capital of state banks from a minimum of \$15,000 in the smaller towns and graduated up to \$100,000 in the larger centers, failed of passage some weeks ago. It has since been amended, making \$50,000 the minimum capital for state banks in cities such as Minneapolis and St. Paul, and as so amended has passed the House, with a fair prospect of its being endorsed by the Senate. This bill became part of another bill on banking legislation which also passed the House, which provides that the maximum deposits which a state bank may carry should be not over 15 times the amount of the capital stock.

More than 100 directors, officers and employes of the Midland National Bank, Minneapolis, attended a farewell dinner recently in honor of A. E. Lindhjem, retiring assistant cashier, who is leaving to become representative in the Scandinavian countries of the Irving National Bank, New York. Mr. Lindhjem was presented with a watch by his associates. C. B. Mills, vice president, was toastmaster.

Directors of the Midland National Bank, by the way, have appointed two new assistant cashiers: Cecil L. Keith and Harry D. Davies. Mr. Keith has been with the bank as chief clerk for seven years, formerly was assistant cashier of the National Bank of Commerce, Lincoln, Neb., and later cashier of the First State Bank, Bethany, Neb. Mr. Davies has been head of the discount department for 10 years, having joined the Midland at the time it took over the old Peoples Bank.

Two new bank buildings are in prospect for Minneapolis, one a combined bank and office building housing on the ground floor the Lincoln National Bank, at Hennepin and 8th, the other an addition to the First National-Soo Line building, along Marquette avenue. The Lincoln building would be 10 or 12 stories high.

At Duluth, the new building providing more space for the First National Bank has been completed, adjoining the old quarters. It includes a new room for the savings department, women's rest room, directors' room and a room for women employes. It also will permit expansion of the trust department and the safety deposit department.

German trade, which once flourished in Japan, is dead. German merchants have been driven out of business in Tokyo, although they still retain their offices and a few are allowed to put through transactions under rigid control by the government. Many Germans interested in their country's leading firms have been deported, as have the leading staff members of the German financial paper, the German Asiatic Bank.

"What a Banker May Do to Encourage Raising Better Livestock" was title of an address by A. B. Cahalan, cashier First National Bank, Miller, S. D., before Group Six of the state association, at Pierre.

Thomas M. Murdock has resigned as cashier of the Bank of Sioux Rapids, Iowa, with which he has been associated for 29 years, to become treasurer of Conservative Life Insurance Co., now in process of organization at Sioux City.

Capital stock of the First National Bank, Lake Norden, S. D., has been increased from \$30,000 to \$35,000.

The new Buhl State Bank, Buhl, Minn., has opened for business. E. J. Morrissey has been elected vice president and John Pashich, assistant cashier.

Capitalized at \$50,000, the Farmers National Bank has applied for charter at Ladysmith, Wis.

C. M. Johnson and A. J. McKay, president and vice president of the Whitehall State Bank, Whitehall, Mont., have disposed of their interests to P. B. Bartley and A. W. Robert. Mr. Robert remains as cashier and also will be vice president. S. F. Tuttle has been elected vice president and B. M. Bowman, assistant cashier.

Application has been made for a charter for the Farmers National Bank, Sparta, Wis., with capital of \$50,000, to succeed the Citizens State Bank.

The Powder River National Bank, with capital of \$25,000, has applied for charter at Broadus, Mont.

Formerly for several years cashier of the Oakes National Bank, Oakes, N. D., more recently representative of a Minneapolis printing firm, Irwin B. Ward died in a Mandan hospital March 28 after an illness of 10 days. He succumbed to pneumonia, which followed influenza.

After 40 years as president of the Sioux Falls National Bank, Sioux Falls, C. E. McKinney retired from that position April 1 to become chairman of the board. John W. Wadden was elected president. Other officers elected are M. C. Smith, Eugene Reiley, C. L. Norton, C. W. Thompson and W. H. T. Foster, vice presidents; J. D. Fleckenstein, cashier; L. A. Gray and R. L. Harris, assistant cashiers. Directors are Messrs. McKinney, Wadden, Smith, Reiley, Norton and Foster, and C. W. Thompson, J. J. Allen, George M. Foster, W. I. Thompson, Sam Fantle, J. W. Fenn and C. E. Imes.

Joseph L. McClellan, formerly cashier American Bank & Trust Co., Billings, Mont., has become associated with the Yellowstone National Bank, in charge of livestock loans.

President Wilson, acting on a recommendation of Herbert Hoover, food administrator, has requested Julius H. Barnes of Duluth to head an organization for handling the 1919 wheat crop under the Congressional guarantees. This comprises another step in liquidation of the food group. Mr. Hoover will continue to act as chairman of the sugar board until the sugar contracts have been completed, and of the Grain Corp. until July 1, after which Mr. Barnes will become the responsible director to the President. Mr. Hoover, of course, will continue as director general of relief on behalf of the Allies and American government until next summer's harvest in Europe, when it is expected that the critical period in the world's food supplies will be passed, and the wholesale feeding of the famine districts of Europe no longer will be necessary.

BUSINESS WANTS

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HELP WANTED

VACANCIES

CASHIER—No. Minn.—Capable—\$200 up.
ASST. CASHIER—So. Minn.—To \$200.
ASST. CASHIER—(Lady)—Minn.—\$140.
TELLER—(Lady)—Close Mpls.—\$125.
HEAD TELLER—Idaho—Perm.—\$175-\$200.
ASST. CASHIER—W. Wis.—Scand.—\$150 up.
CASHIER—German—So. Wis.—\$200 up.

NORTHWESTERN PLACEMENT BUREAU Brokers & Placement Service Minneapolis, Minnesota

Good position open for assistant secretary; should have some accounting and mortgage loan experience; \$200 to start. Northern Federal Savings & Loan Association, St. Paul.

SITUATIONS WANTED

Experienced banker, age 45, desires cashiership or assistant cashiership in Minnesota or Wisconsin. A-1 references. Address Box 948, care of Commercial West.

Experienced banker, employed, draft exempt, desires cashiership, permanent connection. Address Box 950, care of Commercial West.

Experienced banker wants cashiership or will purchase controlling interest in a bank. Address Box 807, Rochester, Minnesota.

BANKS FOR SALE

INVESTMENT \$133,000.00
Required for controlling stock in a clean, profitable dividend-paying bank located in one of the best small cities of the Middle West. If you can finance a deal of this size and are interested in purchasing a bank, ask us for further particulars and form A-19.
THE CHARLES E. WALTERS COMPANY
1313 First National Bank Building
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Hotel—modern—Parkers Prairie, Minnesota. Good location, no competition. Low operating and low initial cost. A real opportunity for a good hotel operator. Half cash. Write W. M. Q., 36 South Snelling, St. Paul, Minn.

Burglar-proof Diebold manganese steel bank safe. Pressure bar door. Equipped with triple time lock and combination lock. Inner chest with combination lock. \$300. Johnson Office Equipment Company, 1013 Fourth Avenue South, Minneapolis.

WANTED: Bank safety deposit boxes. Give detailed description and price. Address Box 947, care of Commercial West.

ADVERTISING RATES IN THIS DEPARTMENT:

Four (4) cents per word, each insertion. Words displayed in capital letters, 8 cents each. Initials, name, address, location, abbreviations count as one word each. Copy paraphrased, 28 cents per line. "Blind" address counts as four additional words. Check or postage stamps must accompany all orders. All answers to advertisements under key numbers must be accompanied by a 5-cent stamp.

Letters to the Editor

"THE REAL QUESTION"

Editor, Commercial West:

I have just read the letter published in Commercial West of March 25, on page 27, reading as follows:

"Editor, Commercial West:

"We have your March 18, 1944, issue of your paper and read your two pages devoted to the Regulation Q, which showed your standing plainly.

"Please in your future issue state the side as taken by the FDIC and us little banks.

"—WM. BILLARS,
"Cashier Farmers State Bank,
"Kaylor, S. D."

This letter suggests to me that many bankers have never read the Brown-Maybank bill, S. 1642. I happen to have a copy and I quote the bill in full as follows:

"AN ACT

"To amend the Federal Reserve Act, as amended, to provide that the absorption of exchange and collection charges shall not be deemed the payment of interest on deposits.

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That the first sentence of the twelfth paragraph of Section 19 of the Federal Reserve Act, as amended (relating to the payment of interest by member banks on demand deposits), is amended by inserting before the period at the end thereof a colon and the following: 'PROVIDED FURTHER, that this paragraph shall not be deemed to prohibit the absorption of exchange or collection charges by member banks'."

If this bill were passed, it would add "Provided further, that this paragraph shall not be deemed to prohibit the absorption of exchange or collection charges by member banks" to that sentence in the Federal Reserve Act which begins as follows: "No member bank shall, directly or indirectly, by any device whatsoever, pay any interest on any deposit which is payable on demand: * * *"

I see no reason for us country bankers to get into a sweat about the Brown-Maybank bill. The less publicity about exchange, the better for us. The only question involved is: Clean business ethics between our city bank correspondents.

—N. J. THOMSON,
President Farmers & Merchants Bank,
Platte, S. D.

★

"MOST OUTSTANDING"

Editor, Commercial West:

In behalf of the Northwest Salesmen's Association I wish to express our thanks and appreciation for the excellent article of March 11, "Another Romance of Industry."

We feel that we have accomplished much in establishing the Twin Cities as a market second to none in the country. Our association and its activities in all probability are quite foreign to a great many of your readers, but nevertheless your splendid article gives them a prospectus of what is being done to service their community merchants. This is especially true during times such as the present when traveling facilities, as well as merchandise, are so limited.

We compliment the publishers of Commercial West. It is most outstanding and your splendid cooperation is much appreciated.

Again, we thank you.

—D. E. THOMAS,
President Northwest Salesmen's Association,
Minneapolis.

▲ And thanks to you, Mr. Thomas. Commercial West for 43 years has devoted a great deal of time, money and work to establishment of the Twin Cities market as "second to none in the country," and we appreciate your appreciation.—EDITOR.

BANKS AND BANKERS

(Continued from page 21)

California Bank's suggestion committee adopted 45 suggestions and granted \$332 in cash awards to the suggestors during the last quarter of 1943.

★

F. K. Pollitt, assistant secretary California Trust Co., wholly owned affiliate of California Bank, has been elected chairman Los Angeles Stock Transfer Association.

★

Arch W. Anderson, president California Bank, has been elected a director of the Los Angeles Stock Exchange Club and re-elected to the board of the Los Angeles Chamber of Commerce.

★

Anglo California National Bank on March 27 declared a common stock dividend of 9/41sts of a share payable April 8 to stockholders of record April 8.

★

O. H. Odin, executive vice president Marquette National Bank, is back on the job again with a deep tan brought home from Florida where he recuperated from his recent illness.

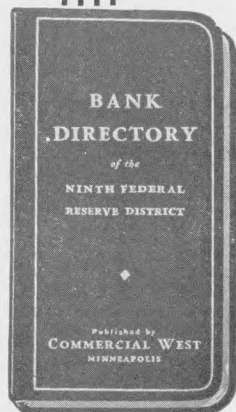
W. Dale Clark, president Omaha National Bank, has gone to Arizona to recuperate from pneumonia.

"Father-Son" Meeting

In the nature of a "father-son" affair was the recent meeting of Iowa's Hardin County Bankers Association at Iowa Falls, the roles of hosts being filled by Howard and Carroll Drake, president and cashier, respectively, of the Security State Bank, Radcliffe. Presiding over the business end of the meeting was T. L. Greenleaf, vice president Hardin County Savings Bank, Eldora, association president.

Speakers included V. W. Johnson, president First National Bank, Cedar Falls, president of the state association; M. W. Ellis, state superintendent of banking; R. L. Bunce, deputy superintendent, and Frank Warner, I. B. A. secretary. Afterwards there was a round-table discussion of banking subjects.

President Greenleaf announced that the next meeting will be at the Eldora Country Club on Thursday, June 15, and that Gov. B. B. Hickenlooper had accepted an invitation to address the gathering. It is planned to close all banks in the county for a half-day if possible, and invite employees and wives to attend.



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Commercial West alone \$5.00
The Directory alone.... 5.00

Total\$10.00
Save \$2.50 by ordering them together now at only..... 7.50
The Directory alone to regular Commercial West subscribers 2.50

The Northwest...knee-deep in

INDUSTRY



In addition to possessing vast natural wealth, the Northwest has become an important manufacturing region. Its products range from butter to tractors—from flour to fur coats—from meats to delicate temperature-control devices.

For an undistorted picture of Northwest manufacturing, let's disregard abnormal wartime expansion and turn to the most recent United States Census of Manufactures. (This census, ordinarily conducted every two years, has been suspended during the war.) In 1939 the 5412 manufacturing establishments in Minnesota, North and South Dakota, and Montana turned out products valued at \$1,123,267,202. For a region chiefly distinguished for its agriculture and natural resources, these are figures of consequence.

Postwar possibilities are even greater. Already, alert manufacturers are developing new products,

planning larger production to provide more jobs, building reserves to finance conversion of their plants to peacetime activity.

It will take grit, clear thinking, and years of hard work to make good the losses this war has inflicted on the world. Each of us will share in the fruits of victory, but each will have to contribute. Where could you find a better, more promising place than the great American Northwest in which to share in shaping the world's future—and your own?

★ ★ ★

Since Civil War days, the First National Bank of Minneapolis—now in its 80th year—has grown with and assisted in developing this area. After the present war, the First National will be ready, directly and in cooperation with other banks, to help build an even greater and more prosperous Northwest.

First National Bank of Minneapolis

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