

October 27, 1956

Benderly

COMMERCIAL WEST

THE MAGAZINE OF
BANKING AND BUSINESS

EVERY WEEK SINCE 1901

Incorporating NINTH DISTRICT BANKER • MINNESOTA BANKER • MONTANA BANKER



AMERICAN BANKERS ASSOCIATION'S COCKE AND WELMAN (Page 7)

Spot News Report on the ABA Convention at Los Angeles



The Texas-Oklahoma Country

Old Republic

Life Insurance Company



In the vital, vigorous Texas-Oklahoma Country, men make tall tales come true. They plan and work boldly to mold this challenging land to their will. From its vast ranches and productive farmlands...its great oil fields...comes wealth that pales ancient legends of lost treasure. Fast-growing cities and ports...today surging with commercial and industrial activity...foreshadow the future. The enterprising, dauntless frontier spirit pervades this land, burns brightly in the hearts of its people as they conquer new horizons.

Families, homes, industries and financial institutions are the heart of this area. They work together in a close-knit relationship to achieve a common goal. Here, as in all America, both instalment credit institutions and their customers benefit from Old Republic's complete line of credit life, accident and sickness insurance. A phone call, wire or letter will bring the man from Old Republic with details. *Address Old Republic Life Insurance Company, 307 North Michigan Avenue, Chicago 1, Illinois.*

COMMERCIAL WEST

THE MAGAZINE OF
BANKING AND BUSINESS

WEST

EVERY WEEK SINCE 1901

Incorporating NINTH DISTRICT BANKER · MINNESOTA BANKER · MONTANA BANKER

Published by THE COMMERCIAL WEST COMPANY
603 Second Ave. S., Minneapolis, Minn.
Telephone: FEderal 3-5591

Thomas A. Boright
Publisher

Tom Boright, Jr.
Associate Publisher

Genevieve M. Nevin
Assistant Editor

Stanley R. Manske
Municipal Editor

Warren K. Lucast
Production Manager

Harry C. Ross
Official Portrait Photographer

Roger J. Lewis
Editor

Otto T. Bang, Jr.
Assistant Editor

James A. Coles
Advertising

Volume 112, Number 17

October 27, 1956

Special Articles

Welman Winner at Los Angeles in ABA's Third Biggest Convention.....	7
Meet Erle Cocke, New No. 1 Man of American Banking.....	8
IDS Salesmen Go to School in Minneapolis.....	9
Is There a Real Trend Toward Federalization of Banking?—By U. V. Wilcox.....	11
This Was a Record Year for Crop-Hail Industry in Area—By George S. Hansen.....	29

Regular Features

This Week in the Twin Cities.....	5
Cover Pictures: American Bankers Association's Cocke and Welman.....	7
Banks and Bankers.....	15
Ahead of the Market With Wall Streeter.....	19
Northwest Stocks.....	20
Municipal Financing—By Stanley R. Manske.....	22
With the Minnesota Commerce Commission.....	28
Letters to the Editor.....	28
Insurance.....	29
25 Years Ago in Commercial West.....	32
Coming Events.....	33
Notes on the News.....	34
Want Ads.....	34

Subscription price payable in advance: One year, \$6.00 in United States and Mexico; \$7.00 in Canada; \$8.00 in Europe. Single copies, 25 cents.

Advertising rates on request or furnished by any responsible agency.

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

Entered as second-class matter at the post office at Minneapolis, Minnesota, April 4, 1901, under the Act of March 3, 1879.



Call FE. 2-0123

MINNEAPOLIS

Member Federal Deposit Insurance Corporation

EXPECTING A NEW ARRIVAL



His Latest Copy
of Commercial West,
of course!

THE NEWS WHILE IT IS NEWS
EVERY WEEK

...

SPECIALISTS IN

Financial

Advertising

Complete
Advertising
Agency
Service

-
- Packaged Open House or Anniversary promotion
 - Individualized newspaper advertisements
 - Lobby displays, lobby signs and standards
 - Direct mail advertising
 - Radio-Television scripts and programs
 - Blotters and pamphlets
 - Bank histories
 - Public opinion surveys
 - Employee training and new business promotion

.....

RICHARD STEBBINS
AND ASSOCIATES INC.

A letter or phone call
will bring complete
information

527 2ND AVENUE SOUTH, MINNEAPOLIS 2, MINN.

Phone FEderal 5-2129

COMMERCIAL WEST

...TWIN CITIES...

Financial Center of the Upper Midwest Wealth Belt

LAST WEEK the mountain came to Mohammed, or, to be more correct, to the Twin Cities. This week, Mohammed was back in character.

Which is a roundabout way of referring to the fact that while last week, the nation's front-page news was made right under Commercial West's office windows in the Minneapolis loop when President Eisenhower made an address in Centennial Plaza, this week our editors had to go afield for the news. Tom Boright, Jr., associate publisher, was in Los Angeles for the ABA convention, along with hundreds of Upper Midwest bankers and their wives. His spot-news story appears on Page 7.

Fed All Moved

Moving with a capital M is the word that best describes current developments at the Federal Reserve Bank of Minneapolis.

The moving, as previously reported in Commercial West, started with the Auditing department's move back from the Thorpe building into the Fed's enlarged home.

Now, all "outside" departments have moved back "inside" again, thanks to additional, and badly needed space provided by the new floors.

Back home from the Thorpe building, along with Auditing, came Legal and Personnel; from the Syndicate building, Bank Examination, Research and a substantial part of Fiscal Agency.

Also, the moving has included Accounting up from the sub-basement.

More Bank Figures

In its customary publication of the standings of Twin Cities banks at date of a bank call, in the October 13 issue, Commercial West inadvertently omitted two new institutions which were not in operation at the last previous call.

¶ First Southdale National Bank, Minneapolis, as of the call date (September 26) had deposits of \$107,312, and loans and discounts of \$9,614, according to Warren Leininger, assistant cashier.

¶ Capital City State Bank, St. Paul, at the same date had deposits of \$555,654, and loans and discounts of \$117,452.

Banks Buy Bonds

Seven banks of the Twin Cities on Tuesday bought \$3,000,000 of short-term bonds for the Metropolitan Airport Commission (CW, October 20).

A \$4,000,000 issue of serial and long-term bonds was originally sold subject to legal questions to a nationwide group of bond firms. However, litigation questioning the constitutionality of the Metropolitan Airport Commission resulted in the sale not being completed.

When the bonds were again offered for sale this week there were no bids for permanent financing acceptable to the commission.

As an emergency measure, the banks offered to buy \$3,000,000 in short-term bonds which the commission is in a position to retire when it can finance its bonds on a long-term basis.

"The Airport Commission is very appreciative of the public-spirited action on the part of the banks of the Twin Cities," Commission Chairman Lawrence M. Hall said in accepting the offer. "Failure to obtain financing at this time would be a serious handicap and would delay the completion of this important community project immeasurably."

Banks buying the bonds included Northwestern National, Minneapolis, \$850,000; First National, Minneapolis, \$850,000; First National, St. Paul, \$850,000; Midland National, Minneapolis, \$200,000; Marquette National, Minneapolis, \$150,000; Empire National, St. Paul, \$50,000; Midway National,

St. Paul, \$50,000.

"When the Commission arranges suitable long-term financing, these bonds can be called immediately simply by repaying the principal and interest to date," a bank official pointed out.

The bonds bid on by the group of banks will mature serially from January 1958 to January 1, 1962. The bid was at par and the bonds carry a 3 per cent coupon.

Banker Injured

William A. Smith, president First Security Bank, St. Paul, was injured critically Wednesday when he fell from a ladder at his home.

Police reported he was repairing a second-floor storm window at his residence in Minneapolis, when he fell to a concrete driveway. He was taken to Minneapolis General hospital with a head injury.

Tax Clinic Planned

J. Cameron Thomson, chairman of the board Northwest Bancorporation, will discuss current tax problems of the state of Minnesota at the Thursday luncheon (November 1) of the Minnesota Society of Certified Public Accountants, in the Radisson hotel, Minneapolis. Thomson is chairman of the governor's tax study committee.

The Minnesota Society of CPAs is holding this tax conference for businessmen and professional groups on November 1-2, following the successful conference held in November a year ago. Practical tax ideas and problems will be discussed by outstanding Minnesota CPAs covering the most economical manner for the businessman to conduct his business and personal affairs. The program provides for both general and technical sessions embracing, among other matters, tax planning, ways of minimizing taxes, use of tax-exempt organizations, use of net operating loss car-

ryovers, and current tax legislation and rulings.

John P. Goedert, Chicago, chairman America Institute of Accountants' sub-committee on long-range tax policy, will discuss equity in the internal revenue laws at the Thursday evening dinner.

Further information on the conference may be obtained from your CPA or from Minnesota Society of Certified Public Accountants, 214 Wesley Temple building, Minneapolis 3.

Three New Officers



FREDERICK

ers, and John S. Gesdahl, assistant secretary.



REITAN



GESDAHL

Frederick has been employed by the company since 1948 and will be in charge of city real estate management. Prior to his employment with Northwestern Mortgage, he was in charge of city real estate management for the Joseph Schlitz Brewing Co.

Reitan, a graduate of North Dakota Agricultural College, joined the company in 1947 following his discharge from the United States Air Force and will be in charge

Northwestern Mortgage Co., Minneapolis, has three new officials, announces President Von E. Luscher. They are:

Charles C. Frederick and Pernell T. Reitan, elected assistant treasurer,



SAVINGS ACCOUNT NO. 1 at the new First Southdale National Bank, Minneapolis, was opened by 7-year-old Sally Dayton. Teller Faith Purdy here receives her deposit, while looking on are Keith P. Maxwell, First Southdale cashier, and Sally's father, Wallace C. Dayton (right), vice president and general superintendent of the Dayton Co. and a director of the bank.

of the farm management department.

Gesdahl started with the company in 1927 and will be in charge of the loan closing department.

SBA Bank Loans

R. C. Alm, Minneapolis, regional director of the Small Business Administration for this area, announces that he has been authorized to approve small business loans on his own authority up to \$100,000 when a bank is taking at least a 25 per cent participation. Previously, regional directors had authority to approve such bank-participation loans up to \$50,000, and direct loans—those made directly by the government without bank participation—up to \$20,000.

Two Big Events

Some 9,000 persons visited the Columbia Heights State Bank, Minneapolis, during "open house" October 13 and anniversary week—a

double celebration in observance of completion of the remodeling program, and its 19th anniversary.

Remodeling had been under way since the first week in April. Included were a completely new set of fixtures in all banking departments, and expansion into an adjoining building, thus tripling the banking floor area. (Picture and details appeared in Commercial West last July 14).

"Modern suburban banking facilities definitely must be geared to the driving customers," says Edward H. Stotesbery, executive vice president. With that philosophy in mind, the bank placed primary emphasis on the drive-in banking facilities: a drive-in window and a 42-car parking lot immediately adjacent to the new rear entrance.

Although this was the first time the bank had undergone a complete remodeling and expansion program, there have been three remodeling projects since the bank's founding in 1937.



**Your Twin Cities headquarters
for complete banking service**

FIRST NATIONAL BANK · MINNEAPOLIS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Missouri's Welman Winner at Los Angeles In ABA's Third Biggest Convention



BORIGHT

Welman edged Hazeltine for the vice presidency . . . registration was just as high as had been predicted, around 7,700 . . . with the folks from the Ninth District, of course, the customary

"Minnesota room" was the big magnet . . . next year's convention goes to Atlantic City, as expected . . . the entertainment was excellent . . . delegates found the fabled Disneyland every bit as fabulous as they'd been led to believe . . . And so, the 82nd annual convention of the American Bankers Association passed into history this week at Los Angeles.

Dallas' Fred Florence handed over the presidency to Atlanta's



BOYLES



FLORENCE

Erle Cocke, and the convention accepted the nominating committee's nod to Missouri's Joseph C. Welman over Arizona's Sherman Hazeltine for the No. 2 spot. There was no floor fight, as had highlighted last year's Chicago convention when South Carolina's Harry Arthur opposed Cocke for the nomination for vice president.

The nominating committee's vote was 33 to 18, Hazeltine conceded in the race, Welman was nominated unanimously, then elected by acclamation on the floor.

George R. Boyles of Chicago continues as treasurer for the second year of his two-year term.

This first ABA convention in Los Angeles since 1932 was the association's third biggest in history. Only

By Tom Boright, Jr.
Associate Publisher

the '55 convention at Chicago (9,692) and the '22 meeting at New York (11,536) outdrew it. This was the fifth time for L. A.

Wednesday afternoon and evening the exodus started. Special trains were making up for every part of the country, including those to the Upper Midwest. The Minnesotans' special departed during the afternoon, via Las Vegas.

Two important annual functions marked the convention's first two mornings — the Independents' breakfast Monday, and the ABA's agricultural breakfast Tuesday. James L. Robertson, member of the

pany Act adopted by Congress last spring is "no solution" all by itself; "it is sufficiently complicated to provide considerable work for the legal profession", and, "in addition, it is far from being a perfect piece of legislation".

Governor Robertson pointed out that this was the 20th consecutive session of Congress in which he personally had been concerned with at least one holding-company bill. He expressed satisfaction in seeing what he termed the "end of that chapter" in the subject.

"I have little doubt that some of the more bloodthirsty gentlemen present are at this moment smacking their lips over 'what might have been', but they, along with the rest of us, must turn from the dreams of the past to the harsh realities of the enrolled bill — a bill designed to fill two gaps in the existing law: (1) to prevent undue expansion in the number of banks controlled by

Cover Pictures

We present the new No. 1 and No. 2 men of American banking: Erle Cocke (left), vice chairman of the board and chairman of the executive committee of the Fulton National Bank, Atlanta, Ga., and Joseph C. Welman, president Bank of Kennett, Kennett, Mo.

They were elected at the Wednesday morning final business session of the ABA convention in Los Angeles.



BURGESS



JESNESS

holding-companies, and (2) to require holding-companies to divest themselves of non-bank businesses".

Robertson stressed the difficulties likely to be encountered by the board in administering the new law, due to its numerous ambiguous provisions. "The board has a clear responsibility to apply the statute in accordance with its terms and in the light of its general purposes", said he. "The board's job is to administer, not to legislate. In so doing, its sole aim will be to perform its functions as efficiently as possible, and, above all, with fairness and impartiality".

He made it clear that no hearings have yet been held, "but when

FRB board, spoke at the former, and Minnesota's O. B. Jesness at the latter.

In his talk to the Independents, Robertson reiterated earlier warnings that the Bank Holding-Com-



ROBERTSON



HAZELTINE

they are, you can be sure that the rights of all parties will be safeguarded in every way possible. The principals will be permitted — and expected — to file pleadings, present evidence, examine witnesses, submit proposed findings of fact and conclusions of law”, and so on.

His audience was reminded that “we are working in a new field and under a statute which admittedly contains many imperfections”, and was invited to give help in seeking to improve and perfect the statute “so that its objectives may be accomplished in absolute fairness to all concerned and in the best interests of both sound banking and free enterprise in the banking field”.

As chief speaker at the ABA agricultural breakfast Tuesday, Dr. Jesness, head of the department of agricultural economics at the University of Minnesota, said that the migration of farmers into other lines of work is an aid to solving the problem of farm income, and should be encouraged, rather than resisted. “This migration”, said he, “is not a threat to the ‘family farm’ in America”.

“Let us face the situation frankly. Today’s farm income problem is largely the result of surpluses in some lines. In other words, there are more productive resources used in agriculture and demanding a share in the farm income than needed. These resources are primarily land and people.

“The adjustments needed apply to both. Some land should go out of crop production. Some should be shifted to less intensive use, such as farm crops to grazing or timber. A better balance on the side of human resources will result from the shift of some farm people to other lines of activity where their productivity and earning opportunities are better.

“Let us emphasize that this is not a case of ‘plowing-under’ farmers or of driving them off the land, but one of attracting them to better opportunities elsewhere”.

Jesness stated flatly that the remedies to the farm problem “will not be found in patent-medicine bottles attractively labeled ‘price supports’, whether they be of the 90 per cent or the flexible variety”, and called for basic adjustments — neither costless nor painless, but “inescapable unless we want to let overexpansion become chronic”.

The convention opened unofficially with a garden party Sunday

Meet Erle Cocke, the No. 1 Man of American Banking . . .



Erle Cocke brings to the ABA presidency — top job in the world’s banking industry — a broad business background of more than 30 years.

Born in Lee county, Ga., June 26, 1895, he attended schools in Dawson, Ga., graduated from the University of Georgia, is a member of Alpha Tau Omega fraternity, served overseas in World War I, then worked in banking, manufacturing, sales, and credit fields until 1927.

He was elected state senator in 1927, and was appointed executive officer, secretary-treasurer of the board of regents of the University System of Georgia in 1932. In 1934-38 he was manager of the Reconstruction Finance Corp.’s Atlanta agency.

Cocke joined the Fulton National Bank of Atlanta in 1938 as vice president, became executive vice president in 1942, president in 1945. In November 1954 he was elevated to vice chairman of the board of directors, chairman of the executive committee, and chief executive officer.

Under his leadership, Fulton National has increased deposits almost sixfold, purchased downtown property and constructed its new main office building, and doubled its branch offices to care for increasing numbers of customers. The main building is 25 stories high, has three basement floors, ranks as Atlanta’s largest office structure with area of nearly 12 acres.

The new ABA president has an impressive list of “firsts” in the banking field, including:

1. Establishment of a series of forums and clinics in 1945 throughout the state for helping Fulton

afternoon. Monday, as usual, was devoted primarily to the annual meetings of the divisions. General sessions took place Tuesday and Wednesday mornings.

The ladies had a big day Monday, with a luncheon and a tea at the Biltmore Bowl, and Edith Head’s movie glamor parade. In the even-

National’s correspondent banks and other banks to acquaint the lay person with bank procedures and services, and to plan post-war development.

2. Sponsorship of a life-insured savings program which insures the saver’s life on this special type of savings program.

3. Organization of a student-operated highschool savings bank program in cooperation with Junior Achievement, Inc., unique and different from all other such plans.

4. Leadership in the reforestation of Georgia’s farmlands.

Cocke has been active in the ABA and enjoys wide personal acquaintance across the nation. He has served as member of the executive council, government borrowing committee, credit policy commission, federal legislative council, as state chairman of the trust and legislative committees, and during the past year as vice president of the association.

He is chairman of the federal legislative committee of the Georgia Bankers Association, former president of Atlanta Clearinghouse Association, and has held numerous state association offices on investment and trust activities, commercial banking, Savings Bonds, and industrial and agricultural development.

The ABA’s new president was financial observer at the Bretton Woods conference, is a trustee of the Committee for Economic Development, is active in many civic, business, and religious organizations, and former national vice commander of the American Legion. His son, Erle Cocke, Jr., was national commander of the Legion in 1950, now is vice president of Delta Air Lines.

Mr. and Mrs. Cocke also have a daughter, Mrs. Eugene P. Cofield, Jr., and three grandchildren.

ing, the men joined them for Bob Hope’s all-star show at the Shrine civic auditorium.

Perhaps the outstanding entertainment event was the trip through Disneyland Tuesday afternoon. Delegates and their wives will have plenty to tell the kids about when they get home.

IDS Salesmen Go To School In Minneapolis

M. D. "MACK" CAMPBELL, IDS general sales manager, conducts the company's semi-annual sales training school.

GRADY CLARK, IDS vice president—sales, addresses new representatives at the sales training school this month.



THERE ARE two fundamental reasons generally advanced as to why Investors Diversified Services, Inc., Minneapolis, has grown from small beginnings in 1894 to the position it claims today as one of the 25 largest financial institutions in the United States, with assets under management in excess of \$2-billion.

Sound investment management by investment experts is said to be one of those reasons. The other is described as the alert, trained and dedicated IDS sales organization which currently numbers about 2,600 men and women representatives, working out of 146 divisional offices across the nation and in Hawaii.

This sales force is believed to be unique in the United States, and very probably in the world. It has been built up over a long period of time, the outcome of the original concept of IDS founders, who pioneered in offering the company's investment securities directly to the public through their own exclusive sales force.

Today, IDS representatives follow the same procedure of direct approach to the public. Unlike most other investment company securities, the face-amount investment certificates and mutual fund shares issued by the six IDS subsidiary and affiliated companies may not be purchased from a broker or investment dealer, but are obtainable

only through a licensed IDS representative, who handles no other securities.

The enthusiasm of IDS representatives for their company and its services is renowned, for they are selling a belief as well as a service. Like their customers, they come from widely-varied communities and have very different backgrounds, but they are alike in their conviction that systematic accumulation for future financial needs is necessary to individual and family happiness, and that they have sound, comprehensive investment programs to offer which can help average Americans to fulfill their investment objectives.

The IDS sales organization is



The IDS training school in session at Minneapolis, October 1956.

OCTOBER 27, 1956



*Looking for a new site?
Planning a new building?*

You need the Services of an Expert . . .

- *Surveys*
- *Building programs*
- *Estimates of investment*
- *Annual costs*

Save money . . . save
time . . . save expense thru
my advance advisory
service. Inquiries invited.
No obligation.

EPHRAIM A. TYLER
CONSULTANT



BANKS, BUILDING & LOAN, OFFICE
AND INSURANCE BUILDINGS

4519 Cedar Avenue
Minneapolis, Minnesota
Phone: Parkway 9-2241

RIGHT--

*Write with
Rogers*

FRANK S. ROGERS AGENCY

423-428 First Federal Bldg.

ST. PAUL

MINNESOTA

composed of individuals who are neighbors of their customers. Their chief source of new prospects is the introduction or referrals given them by customers. Each IDS sales representative is an independent businessman operating on a commission basis under contracts with the company in a zone exclusive to himself. He is solely responsible for developing and servicing this zone. Nevertheless, his work is closely integrated with that of the sales department at the IDS home office in Minneapolis.

He is under the direct supervision of his divisional manager who, in turn, is responsible to a regional manager. There are seven IDS regional managers located in seven sections of the country, who carry out the policies and procedures of the sales department in their areas under the direction of the general sales manager.

Grady Clark, vice president-sales, has been with the company since 1935, rising from sales representative through divisional and regional sales managerial positions to become vice president and general sales manager in 1947, and vice president-sales in 1954.

Under his leadership, the sales organization expanded rapidly and in 1954, Clark appointed M. D. Campbell, then southeastern regional sales manager, to the position of general sales manager. Campbell is in charge of the administration of the home office sales department and the field organization. The vice president-sales devotes his time to the over-all planning, programming, and coordination of sales activities connected with operation of the large active sales organization he directs.

With the steady growth of IDS, the sales organization in the field is being continually expanded. Recommendations for new representatives come through many avenues. Customers are the principal source of references. Many representatives were customers of the company before joining the sales force.

A candidate for acceptance by the sales organization first is investigated by the divisional manager under whom he will work. His character, his standing in the community in which he lives and in which he will work, his social and financial background, are carefully examined. If his initial qualifications are satisfactory, he is given a series of aptitude tests which

are evaluated by a sales-testing specialist in the home office. These tests are followed by a period of study, after which the applicant's knowledge of the securities distributed by the company and the accuracy of his understanding of company policy are appraised through written examination.

Once he is accepted and licensed, the new representative is given a thorough training course by his divisional manager, who frequently accompanies him on his initial visits to prospective customers, acting as guide and helper. After the representative has had sufficient first-hand experience in the field, his divisional manager sends him to the home office to attend the company's training school.

To be eligible, a representative is required to have worked in the sales organization for at least 60 days, and not more than eight months. Also, he must have demonstrated to his divisional manager an aptitude for the business and capacity for salesmanship.

The IDS training school is held in Minneapolis semi-annually, in October and April, under the direction of the general sales manager. About 250 new sales representatives from all parts of the country and Hawaii attend each series of training courses.

Conferences are held continuously for three days and nights, during which the representatives under training are kept at intensive, concentrated work. Regional managers, sales executives, and department managers in the home office instruct them in every aspect of the business, so that representatives who attend the courses emerge with a thorough knowledge of the company policies and procedures, as well as of various aspects of salesmanship tailored to IDS standards. Specialists in the home office are called in to speak, and Vice President-Sales Grady Clark rounds out the courses with a speech at the close.

The representatives turned out by the company's sales school are products of training as dynamic and comprehensive as is this progressive investment institution itself.

IDS and its managed companies now report about 760,000 customer accounts, held by individuals, fiduciaries and institutions in the 48 states, six United States territories and possessions, and 49 foreign countries.

Is There a Real Trend Toward Federalization of Banking?

By U. V. Wilcox

Editor, *Washington Banktrends*



WILCOX

The State Bank Supervisors met last week in San Francisco for their annual convention. This small, compact group of commissioners, superintendents, and overseers of state-chartered banks, get together annually to talk over their mutual problems, which are many.

They represent the less vocal side of the dual banking system. They are presumably powerful, but not powerful enough to stem a now developing trend toward further concentration of authority over all banking in Washington.

Unfortunately, more federalization arises as a result of the operations of a state bank official. The investigation centering on two state-chartered banks, plus an election, has given the recent account of malfeasance in Illinois national prominence.

The Federal Deposit Insurance Corp. was early brought into the picture as the Senate banking committee began its probe. Sen. J. W. Fulbright, chairman, suggested more stringent federal laws, even to the right to remove officers of state-chartered banks under certain conditions. Stricter examinations and enforced audits are among the proposals.

Obviously, if the FDIC exercised all the authority suggested, there would be no need for state bank supervision, hence no excuse for state bank charters. This will not eventuate immediately, in all probability, but stricter bank supervision and greater authority for the FDIC in its insurance operations are certainly coming as a result of this investigation.

There are other signs, all pointing to more federalization. There is the pending proposal of the three federal bank supervisory agencies for authority to control mergers and consolidations of banks of all kinds. The National Association of Supervisors of State Banks protested the enactment of such a law,

but three Congressional committees paid scant heed. Bank merger legislation will be considered by the next Congress.

There is, too, the current "study and investigation" of banking by the Senate banking committee under the chairmanship of Sen. A. Willis Robertson. To further this much-needed review of federal law having to do with banking, he has named a committee of special advisors.

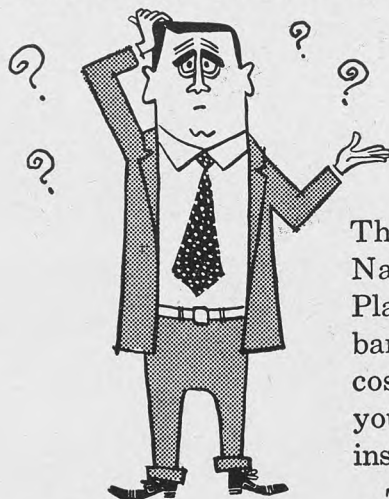
Of the 19 bankers named to this

committee, not one represents a non-member bank. There are bankers from state-chartered banks, but these institutions are all Reserve member banks. There is no spokesman for the banks which choose to remain un-tied to Washington.

This banking study may consider Reserve Bank membership laws and regulations, including proposals for eliminating non-par banks. The study will seek to strengthen federal banking law, eliminating conflicts between the three federal supervisory agencies. It is no secret that these "conflicts" have often "saved" the state-chartered banking system from further federalization.

It would seem that the state bank supervisors face a very real trend toward more federalization. What, if anything, will they do about it?

Bewildered about Group Insurance?



*Confusion vanishes
when you
compare others with
the Executive Plan.*

The Northern Minnesota National Bank Executive Plan is tailor-made for most bankers. Easy to get, low in cost, with all the benefits you want in a sound group insurance program.

The Executive Plan is available to our correspondents. If you are not now a correspondent, we invite you to discuss beginning a correspondent relationship.



NORTHERN MINNESOTA

National Bank
D U L U T H

306 West Superior Street • RA 2-3301

Member Federal Deposit Insurance Corporation



"FIESTA MEXICANA," an evening of festivity marked by Latin-American food, music and fun, complete with colorful neckerchiefs and straw sombreros, was an entertainment highlight of the FPRA convention at Dallas. Here, Clifton Blackmon, vice president First National Bank in Dallas, "crowns" William J. Scott, public relations director American National Bank & Trust Co., Chicago. At right is George J. Watts, vice president Republic National Bank, Dallas.



TWO GAY CABALLEROS in their Mexican hat finery were caught by the photographer during the "Fiesta." At the left is Lloyd L. Leider, vice president First National Bank of St. Paul. With him is George LaMonte, Jr., of George LaMonte & Son, Nutley, N. J.

Brilliant Future Seen for Public Relations In Banking, at FPRA Convention



DELAMATER

There's a great future ahead for banks which have awakened to the importance of public relations, more than 1,000 delegates to the 41st annual convention of the Financial Public Relations Association at Dallas were told by their retiring president.

W. W. Delamater of Philadelphia ventured this glimpse of what he believes the FPRA must some day be:

"Shall we be satisfied with one-seventh of the banks of the country as members? I hope not.

"If the association increases its membership three- or fourfold during the next few years, will we

lose the friendly spirit, the unselfish exchange of ideas that make this FPRA so unique? It is a risk we should cheerfully take.

"We are today the best-known, the finest clearinghouse for financial public relations ideas in the country. We are respected and admired. We are the training ground for hundreds of young men and women entering our field.

"It is not enough!

"During the next several years we must grow several times our present number (some 2,000) and, of course, the new members must be enthusiastic believers in financial public relations.

"Imagine the impact of 6,000 or 8,000 enthusiastic FPRA members on the banking public! Picture the improvement in the public relations of several thousands banks! Shudder, if you will, at the vision

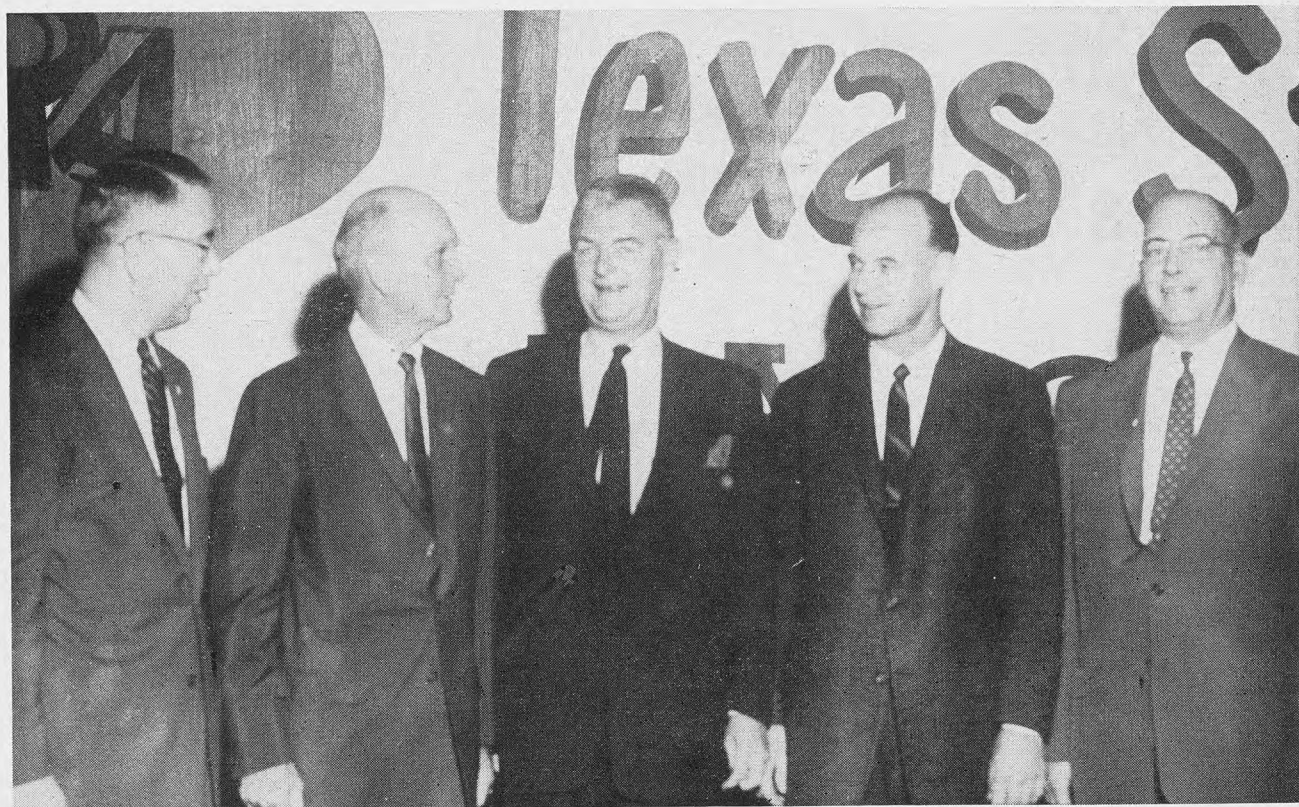
of a convention twice the size of this one!

"The Financial Public Relations Association is on the threshold of great things. We have built a strong foundation. We have an efficient staff. The incoming administration is composed of able, experienced and conscientious bankers. Your board of directors consists of the leading FPRA men of the country.

"We have accomplished much. We have given momentum to a part of banking that a few years ago was almost unknown.

"The next decade should witness tremendous growth by the FPRA and magnificent accomplishments by our men and women in financial public relations. That, in turn, will bring about an awareness and an appreciation on all levels and in every segment of our population,

(Continued on Page 28)

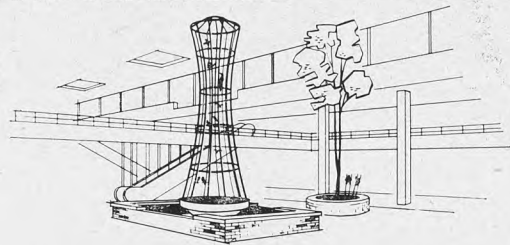


OFFICERS OF FPRA (left to right): William E. Singletary, vice president Wachovia Bank & Trust Co., Winston-Salem, N. C., newly-elected president; Orrin H. Swayze, executive vice president First National Bank, Jackson, Miss., first vice president; E. T. Hetzler, vice president Bankers Trust Co.,

New York, second vice president; Reed Sass, vice president Fort Worth National Bank, Fort Worth, Texas, third vice president; John L. Chapman, vice president City National Bank & Trust Co., Chicago, treasurer. Attendance at the Dallas convention ran better than 1,000 of the nation's ad men.



How to make tropical birds feel at home in Minnesota!



A chilling challenge? Yes, but to the craftsmen down at Crown Iron Works, the answer was simple after they boned up on birds preparatory to building a happy home for 65 tropical featherlings in Minneapolis' fabulous Southdale shopping center.

Result—a king-sized cage, 21-feet high, now towering over Southdale's garden court. The moment you see this striking cage you'll appreciate how Crown's skill pays off happily and handsomely. You'll see Crown's zest for thor-

oughness elsewhere in Southdale, too—in dramatic bronze escalator guard rails, in cantilever stairways and in hundreds of "invisible" installations—all delivered on schedule.

If you'd like to see this dependability and enthusiasm for perfection reflected in your job, give the men at Crown a call. They'll delight in solving your fabricating problem.

Southdale Shopping Center
 Architect: Victor Gruen, Associates of Los Angeles
 Contractor: Johnson, Drake & Piper of Minneapolis



CROWN IRON WORKS CO.

1229 Tyler Street N.E., Minneapolis 13, Minnesota, STERLING 9-3556

THE MINDS AND METALS TO SOLVE YOUR PROBLEMS

...BANKS and BANKERS...

Staff Promotions, Capital Changes, Other Goings-On



BAKER

At the present stage of the business cycle, commercial banks need to give relatively greater attention to increasing savings than to the promotion of personal loans and installment credit, J. Stewart

Baker, president Chase Manhattan Bank, New York, told the National Association of Supervisors of State Banks at its annual convention in San Francisco.

"Our modern society," Baker said, "seems geared increasingly to a cycle of debt and savings. Most of the installment and mortgage debt is incurred by families in the middle income group."

This group, he pointed out, tends to go into debt for homes, furnishings and equipment while young, and then, as they grow older and their incomes increase, to become savers. "One of the services the banker-counselor can perform is to urge the savings side of this cycle be allowed to work itself out."

There is nothing wrong, Baker emphasized, with the installment credit side of the cycle. "Quite the contrary," he said, "for our modern economy could hardly function without it. But like all good things, such credit can become a source of harm if carried to extremes. It is up to the banker to seek a proper balance in installment credit—not only for the good of borrowers, but for the sound health of the economy as a whole."

Chief problem facing the financial community and governmental financial authorities is that of insuring over-all economic growth, Baker said. He thought it likely that some sort of representative national body like a national monetary commission would eventually be set up to survey the country's entire financial structure.

"I would expect the commission to start with two assumptions insofar as commercial banks are concerned: first, that our dual banking system is woven deeply into the fabric of American society; and secondly, that any necessary regulation and control of banks be decentralized to the maximum extent possible."

New Cashier Named

John J. Kasimor has been elected cashier of the Union State Bank, Sauk Rapids, Minn., it is reported by President C. I. Erstad.

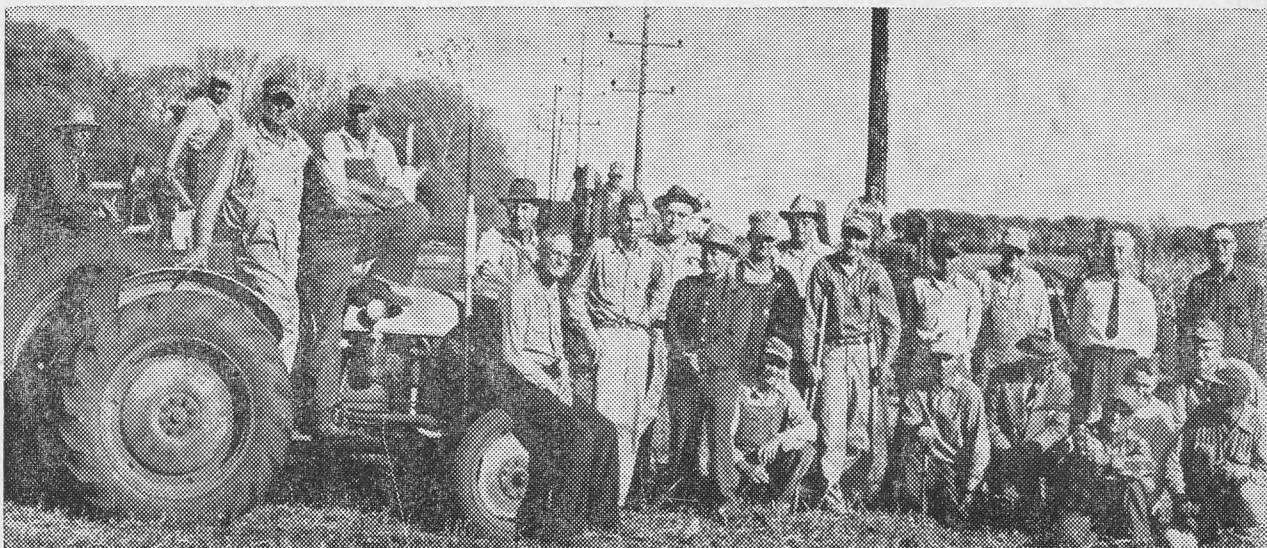
"Love Thy Neighbor"

Farmer Charles W. Nelson, near Rapidan, Minn., lost his right leg in July when an infection caused gangrene.

On the day of the operation, some 30 friends and neighbors, organized by President Alfred E. Precht of Farmers State Bank, Rapidan, turned out to combine Nelson's oats, and last week the same group went again to Nelson's farm to harvest 26 acres of soybeans. (See accompanying photo).

Co-organizer of the group with Banker Precht was Frank Reedstrom, Nelson's neighboring farmer. Most of the men were members of the local Sportsmen's club. They used seven combines and a score of wagons and tractors to get the job done in only a little more than three hours. Gas was furnished by Standard Oil Co., Mankato.

To Commercial West, Precht re-



BANKER ALFRED E. PRECHT stands in the center (rear, with hat) of this group of volunteers who went to the aid of a local farmer unable to do his work because of a leg

amputation. Farmer Charles W. Nelson stands in front, with crutches, directly ahead of the telephone pole. (See accompanying story).

ports: "This was the best public relations one could possibly get". Congratulations are in order to Precht and Reedstrom and their volunteers.

Nebraska Officers



BRUNING

More than 1,100 bankers attended the 59th annual convention of the Nebraska Bankers Association at Omaha, at which Mayor Fred H. Bruning, president of the Bruning State Bank, was elected president.

He succeeds H. L. Gerhart, president First National Bank, Newman Grove.

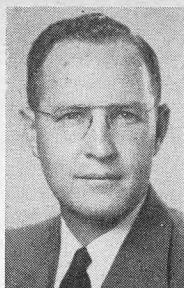
Elected vice president was Henry D. Kosman, president Scottsbluff National Bank, Scottsbluff. Edward W. Lyman, executive vice president United States National Bank, Omaha, was named treasurer.

Newly-elected members of the executive council are Virgil E. Warren, president Auburn State Bank, Auburn; Clyde H. Sudman, executive vice president Guardian State Bank, Alliance, and Oscar E. Krohn, cashier National Bank of Neligh.

President Bruning is a native Nebraskan, son of the late Frank Bruning, a pioneer Cornhusker state banker. He has been associated with his bank since 1912 and has been president since 1943. Mayor since 1936, Bruning is active in civic affairs, has served on the



KOSMAN



LYMAN

village board, is intimately associated with church, American Legion and University Club of Lincoln affairs, has several hobbies, is a numismatist, a breeder of thoroughbred horses, and a cattleman. He has served on many NBA committees, is a past president of Group One, was NBA vice president during the past year. He and Mrs. Bruning have three children.

Kosman likewise is a native of the state and is a graduate of the state university. He became affiliated with his bank in 1944, was named president in 1951, served in the state legislature in 1947-49, has been active in NBA activities, was Group Six president in 1955, president of the Seventh Nebraska Regional Clearinghouse Association, chairman of the public relations committee the past two years, and participates actively in local civic affairs. Mr. and Mrs. Kosman have two daughters and a son.

New NABAC Group

The 160th conference of the National Association of Bank Auditors and Comptrollers was organized in the Fargo-Moorhead area, Octo-

ber 16. There were 22 persons in attendance from 15 banks at this organization meeting of the group, called the Minn-Dak Conference. Assisting in the organizational work were O. W. Ohnstad, assistant vice president Federal Reserve Bank of Minneapolis, state vice president for Minnesota and Sam DiCara, assistant secretary of the NABAC office at Chicago.

Officers elected are E. F. Sexton, assistant cashier and auditor Fargo National Bank, Fargo, president; P. E. Sanford, cashier Detroit State Bank, Detroit Lakes, vice president; Lawrence Pavick, National Bank in Wahpeton, secretary, and E. O. Nelson, cashier American State Bank, Moorhead, treasurer.

Next meeting will be Nov. 20 at Moorhead.

3 New Officers

The appointment of three new officers of the American National Bank & Trust Co., Chicago, is reported by Lawrence F. Stern, chairman of the board. They are Robert C. Hansen, assistant secretary, who is in charge of operations for the trust department; Jack P. Katz, assistant cashier, who will serve as a commercial loaning officer with Division B of the bank, and Brendan J. Stewart, assistant cashier, who will be a loaning officer in the industrial division, specializing in the financing of installment sales by manufacturers and distributors.

Though all three men are only in their early 30s, they have had an average of 14 years of service with the bank, each having spent his entire life with American National.

OFFICERS and employes of Root River State Bank, Chatfield, Minn., entertained 1,056 guests at the bank's 100th anniversary "open house," October 6. Seated in this picture are A. O. Krogen (left), vice president and cashier, and President George A. Haven. Behind (from the left) are Catharine Howard, vice president; Jo Ann Affeldt, Mrs. Marion Erickson, Beth Onstine, Mrs. Haven, Mrs. Edna Johnson, and Mrs. Donald Rehbein. (Photo by Hale, courtesy Rochester Post Bulletin and Chatfield News).



A Hit at Austin

On Wednesday, October 10, Moose Skowron hit a grand-slam homerun to help the New York Yankees clinch the World Series.

Next day, the Austin (Minn.) big-leaguer made another big hit as speaker at the "open house" of his home-town First National Bank in Austin. He caught a plane for the Twin Cities right after the last Series game was over, to permit his Thursday appearance before the some 125 bankers who attended the Austin party, staged to observe completion of the First National's remodeling and expansion program.

Another speaker at the Country club dinner was Joseph Colman, president First Bank Stock Corp., Minneapolis. The St. Paul Winter Carnival Par-4 quartet entertained.

Sproul on Board



Allan Sproul, longtime president of the Federal Reserve Bank of New York, has been named a director of American Trust Co., San Francisco. President James K. Lochhead reports that Sproul

will have certain collateral advisory duties.

A native of San Francisco, Sproul joined the Federal Reserve Bank of that city in 1920, following graduation from the University of California. He became associated with the Federal Reserve Bank of New York in 1930, serving as its president for 15 years until his resignation three months ago. Sproul also held the post of vice chairman of the federal open market committee of the Federal Reserve system.

Joins Wisconsin Bank

Northwestern State Bank, Chipewa Falls, Wis., has added Victor H. Johnson to its staff in the capacity of executive assistant.

Johnson began his banking career with the old Lumbermens National Bank there in 1926, and is the only employe of that institution still engaged in the banking field. He is a director and secretary-treasurer of the Edward Rutledge Charities and the Hannah M. Rutledge Home for the Aged.

RECENT DEATHS

EDWARD A. HIGHUM, 80, president Security State Bank, Lewiston, Minn., October 5 after a brief illness.

Born near Rushford, Minn., Mr. Highum began his banking career with the First National Bank there, later was Fillmore county treasurer for several terms, an examiner with the state banking department for a number of years, and employed for some time by Miller-Davis Co., before becoming affiliated with the Lewiston bank in 1939.

Mr. Highum served on the board of education of Preston for 27 years, and was active in Masonic orders and in civic and religious organizations.

Surviving are the widow; a son, Percival, of Kasson; a daughter, Charlotte (Mrs. Orville Hoiness), Harmony, three grandchildren and several brothers and sisters. Serv-

ices were conducted at the local Presbyterian church, and burial was at Lanesboro.

(Editor's Note: Please see report on consequent staff changes at Security State Bank of Lewiston in last week's issue).

★

AUSTIN SWANDAL, 66, prominent rancher and a director of Livingston State Bank, Livingston, Mont., in a Billings hospital following an extended illness. Survivors include the widow, a daughter, six brothers and his step-mother.

★

CLIFTON R. MUSSER, chairman of the board of Muscatine Bank & Trust Co., Muscatine, Iowa, October 12. Mr. Musser was 87.

★

A. O. IVERSON, president Farmers State Bank, West Concord, Minn., Sunday, October 21. Services were conducted Tuesday at Kenyon.

At Bank of America

Clarence H. Baumhefner has been named vice president and cashier of Bank of America. He succeeds P. C. Read, who has held the post since 1948 and who is retiring after 34 years of service with the bank.

Since joining Bank of America in 1930, Baumhefner has specialized in the field of bank operations and control. He was assigned to the inspection department in 1940, and in 1948 was named assistant chief inspector with headquarters in Los Angeles. In 1950 he returned

to San Francisco and the position of assistant to the cashier which he has filled until the present time.

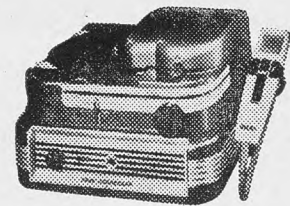
P. C. Read brings a 45-year banking career to a close with his retirement. With the Canadian Bank of Commerce in Seattle for 11 years, he affiliated with Bank of America in San Francisco in 1922 in the auditing and inspection department. He was named inspector in 1924 and assistant chief inspector in 1930. Read was promoted to chief inspector and auditor in 1934, holding that position for 14 years, when he was named vice president and cashier.

FARNHAM'S

NEW GRAY AUDOGRAPH V

America's Finest Dictating Machine . . .

. . . automatic dictating and transcribing unit that saves your time and money. Stop in for an amazing demonstration.



Ask about the new Gray PhonAudograph III for pushbutton dictation by phone!

FARNHAM'S

OFFICE SUPPLIES • EQUIPMENT • FURNITURE

301-305 South 5th St., Minneapolis 15

For Information, Call FEderal 2-4242

LOOKING for a correspondent bank that's friendly...interested in your problems...quick to help? Come in! Write or phone FE 2-0511 about—

- Overlines
- Investments
- Collection Items
- Safekeeping
- Trusts
- Wire Transfers
- Credit Matters
- Foreign Exchange
- Check Collections
- Letters of Credit

Midland
the bank with the big **WELCOME!**

Midland National Bank

401 Second Ave S. Federal 2-0511
Minneapolis 1, Minnesota

Member Federal Deposit
Insurance Corporation

HOLM & OLSON
20 WEST FIFTH STREET
ST. PAUL
CA. 2-7335

IT'S ALWAYS TIME TO
SEND FLOWERS

BANKS BOUGHT AND SOLD
51 YEARS OF CONFIDENTIAL DIGNIFIED SERVICE
The Old Reliable
CHARLES E. WALTERS CO.
1313 FIRST NATIONAL BANK BUILDING OMAHA, NEBR.

**St. Paul Mutual
Insurance Company**
THE AGENTS' CHOICE
FOR FIRE INSURANCE
2267 Como Ave. St. Paul &

LaCrosse Promotion

Robert E. Munk has been named vice president and cashier of the First National Bank, La Crosse, Wis. He has been cashier since January 1, 1951.

Munk was born in Chicago May 31, 1915, completing his education in that city before going to La-Crosse in February 1934, taking a position with the bank. He attended the University of Wisconsin's School of Banking, graduating in 1954. He was elected assistant cashier in 1948, promoted to cashier in January 1951. He is a member of the Elks, La Crosse club, Rotary club, and the Knights of Columbus, and in 1955 was finance chairman of the La Crosse area Boy Scouts drive.

Two Promoted

B. Meyer Harris, president Yellowstone Banks, Columbus and Laurel, Mont., reports the promotion of Paul G. Matovich to the cashiership, filling vacancy created by the resignation of R. L. Duba, and the election of Hector E. Rodgers to the position of assistant cashier.

Matovich started his banking career in January 1953, working as file clerk, bookkeeper, teller, and assistant cashier. He is a native son, a graduate of Columbus high school, and worked on his father's ranch for a time. Later he was interested in a filling station and the insurance business.

Rodgers came to the Yellowstone Bank in August 1956 after working 6½ years with the Farmers Home Administration as farm management supervisor. He is a graduate of Billings high school and Montana State College, having received his degree in animal husbandry in 1950. Rodgers' work with the FHA consisted of extending supervised credit to farmers for the purchase of real estate and chattel property. He also extended annual operating credit and assisted them in their farm management problems.

New A. C. Named

Joseph Johnson has been named assistant cashier of Security National Bank, Durand, Wis., to succeed Robert J. La Brec. Johnson formerly was with the Mondovi State Bank, Mondovi, and the PCA. LaBrec has taken a position in the loan department of the Bank of Flagstaff, Ariz.

Glendive Changes



DION

Henry H. Dion has joined the staff of First National Bank, Glendive, Mont., as assistant vice president, and L. C. "Pete" Terrett, vice president, has resigned to accept a similar position with First National Bank, Great Falls.

To Commercial West, President Desmond J. O'Neil says, "Hank, as he is more commonly known, brings to our bank a broad experience in all phases of banking. We are indeed pleased to have him join our official family; his banking background and practical experience should prove invaluable."

Dion has been a Glendive resident nearly his entire life. He graduated from the local Dawson county highschool in 1932, attended Carleton college in Minnesota two years, graduated from Montana State University with a degree in business administration in '36. He was vice president and cashier of the Exchange State Bank, Glendive, from 1937 to 1952, associated with his father.

New Anoka Cashier

Miss Eliane Hartmann has been named cashier of the State Bank of Anoka, Minn. Graduate of Anoka highschool, she has been with the bank since 1943, and is active in community affairs and the American Institute of Banking.

75th Anniversary

The Goose River Bank, Mayville, N. D., will celebrate its 75th anniversary November 3, with "open house" from 2 to 5 in the afternoon, and 7 to 9 in the evening.

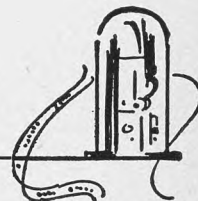
President O. C. Stusrud recalls that the bank was opened in May 1881 by N. K. Hubbard, L. B. Gibbs and J. A. Loomis. It was operated as a private bank until 1891. When North Dakota became a state, the Goose River Bank was organized under state charter—the first state bank organized in the new state.

In addition to President Stusrud, present officers are J. G. Kjos, vice president; G. Brudvik, vice president and cashier, and Alvin Tollefsrud, assistant cashier. Directors are Stusrud, Kjos, Brudvik, L. P. Parish, Gilbert Elken, Jr., Harvey N. Kaldor and C. N. Brunsdale.

AHEAD OF THE MARKET

with WALL STREETER

A REGULAR AND EXCLUSIVE
COMMERCIAL WEST FEATURE



IMAGINE such a situation as this: a supermarket geared to handle more than 500 customers a day, finds itself with less than 100 shoppers a day. The store is crammed with merchandise that people ordinarily want and need. Merchandise consisting of a wide variety of products is attractively packaged and set up to sell.

But the housewife buyers are showing up in very small numbers. It is readily apparent that unless this situation changes and many more people come in to buy, something drastic is going to happen to this store and its operations.

In a sense, the position of the stock market today approximates that of this supermarket. The New York Stock Exchange is a market of tremendous scope, variety and value. There are 4.4-billion shares of stock listed, covering a complete range of industries and corporate operations. At a recent date these shares had a total valuation of \$210-billion.

In a market of this tremendous scope and value there are about 1.5-million shares changing hands daily. A great many people who ordinarily are interested in stocks—investors, speculators, investment institutions, investment funds—are doing very little buying—or selling at the present time.

Whether this is due to temporary indecision, a wait-and-see attitude on the election or a flat belief that prices are too high, is a debatable point. But there is a lack of constructive action in the market and the volume of trading

in relation to the available merchandise has slumped to a low level.

Confidence and anxiety to buy stocks will have to be revived in short order or there is a good possibility of a comprehensive reduction in the price structure that will bring in buyers with ready cash. A substantial price adjustment would cure a great many of the doubts as to whether or not to buy.

It would appear that the best possibility for a revival of confidence and constructive buying is tied-in with the coming election. If the anticipation of this election or the actual results can't do it, then it is likely that prices will decline appreciably.

The guess here is that Mr. Eisenhower will be re-elected, with a favorable response in the market. However, this does not change our

ideas as to conservative investment policy. The risk is high and a cash or liquid reserve of up to 50 per cent is desirable. The real task is to make the most out of the balance that is kept in the market.

Business prospects for the final months of the year and into the first quarter of 1957 appear to be highly favorable. After that, there is more of a question and a moderate slackening of the pace would not be surprising. This should apply particularly if the tight money policy holds. The automobile industry will also be a highly sensitive barometer. We find it difficult to become much enthused about either the automobile business or the near future for new-home building.

However, strongly on the plus side of the business picture is the tremendous new highway building

Interested in MUTUAL FUNDS?

We will be glad to send you a free prospectus-booklet describing Investors Mutual, Inc. This balanced fund has more than 500 diversified holdings of investment quality bonds, and both preferred and common stocks selected with the objectives of reasonable return, preservation of capital, and long-term appreciation possibilities on an investment basis.



For your prospectus-booklet, just write:

Investors Diversified Services, Inc.
912 Investors Building, Minneapolis 2, Minn. Phone: FE 6-8814

WAYNE HUMMER & CO.
CHICAGO

MEMBERS
NEW YORK STOCK EXCHANGE

OCTOBER 27, 1956

19

Northwest Stocks

The following bid and asked prices are obtained from the National Association of Securities Dealers, Inc., and other sources. They do not represent actual transactions; they are intended as a guide to the approximate range within which these securities could have been sold (indicated by the "bid") or bought (indicated by the "asked") at the time of compilation.

October 24, 1956

	Bid	Asked	Previous Week's Bid
Amer. Hoist & Derrick	21 1/4	23 1/4	21 3/4
Anchor Casualty Co.	29 3/4	32 3/4	29 3/4
Bank Shares "A" Pr. Pfd.	10 1/4	11 1/2	10 1/4
Brooks Scanlon	47		47
Consolidated Ftys	15 7/8	17 1/8	16 1/8
Donaldson Co.	11 3/4	12 3/4	11 7/8
Doughboy Ind. xd	9 3/4		9 7/8
Economics Lab.	31	35	31
First Bank Stock	35	37	34 3/4
Flour City Orna Iron Com.	10 1/2		10 1/2
Forman Ford	1		1
General Trading	18 3/4	20 3/4	18 3/4
Green Giant Co. B	24 3/4	26 3/4	25 3/4
Int. Ref. Com	3	3 3/4	3
Int'l Ref. 5 1/2-61	92	96	91
Investors Divers. Svs. A	64	68	63 3/4
Kahler Corp. com.	30 3/4		30
LaVoris	22		22
Lithium Corp	34 3/4	37 3/4	38 3/4
McQuay	7 3/4	8 3/4	7 3/4
McQuay Pfd.	17 3/4		17 3/4
Marshall Wells Pfd.	105		105
Marshall Wells Com.	377	392	378
McCloud River Lbr.	76		77 1/2
* Mpls. Brew	6 3/4	6 1/2	6 1/2
Minneapolis Gas Com. xd	24 3/4	26 3/4	25
Minn. Valley Nat. Gas	15 1/2		15 1/2
Munsingwear, Inc. Pfd.	19	20 1/4	19
Murphy, A. A. & Co., 6%	48 1/2		48 1/2
North American Royalties	4 1/4	5 1/4	4 3/4
No. Central Air	8 3/4	9 3/4	9 1/2
* N. W. Banco	68	69	71
N. W. Banco pfd	85		88
N. W. Fire & Marine	32	35	32
N. W. Nat. Life com	83	90	83
N. W. Paper	80		80
N. W. Plastics	9 3/4	10 3/4	9 3/4
N. W. Pub. Sv.	17 3/4	18 3/4	17 3/4
NW States Ptd. Cem.	38 3/4	43	38 3/4
Otter Tail 3.60 Pfd.	69 1/2	73 1/2	69 1/2
Otter Tail Com.	27 1/2	29 1/2	27 1/2
Pacific Gamble Rob.	13 3/4	14 3/4	13 1/2
Powell River Lumber	46 1/2	49 1/2	48 1/2
Rayette, Inc.	7 1/4	8	7 3/4
Red Owl Com.	28 3/4	30 3/4	29
Russell Miller Pfd.	97		98
St. Paul Fire	49 1/4	52 1/4	49 1/4
St. Paul Stockyards	19 3/4	21 1/2	19 3/4
Strutwear	3	3 3/4	3
Superior Separator pfd.	19 3/4	21 1/2	19
Super Valu Com.	33 3/4	35 3/4	32 3/4
Texota Oil	3 3/4	4 3/4	4 3/4
Title Insurance	48		47
Toro Mfg.	21 3/4	23 3/4	22
Twin City Fire	19		19
Western States Life	8 3/4	9 3/4	8 3/4
Weyerhaeuser	36 3/4	39 3/4	37
Wood Conversion	19	21	18 3/4

* Listed on Midwest Stock Exchange

program which will dwarf any previous effort in governmental public works projects.

It also appears likely that in 1957 the government's expenditures for defense purposes largely in aircraft, guided missiles, atomic power development, and research will top the 1956 total by some \$2-billion. Commercial orders for jet aircraft by the big air transport companies are increasing monthly. The aircraft industry should have another big year.

We are also very much impressed with the prospects for any company that makes products or machinery that will reduce the need for manual labor and reduce labor costs. The most recent round of wage increases will increase the efforts of industry and science to reduce such costs. The latest reports indicate that while sales are increasing to record heights, corporate profits are leveling off.

Or, looking a bit further into the future, the needs of a fast-growing population with a high percentage in the young, non-productive ages will be such as to call for a maximum productive effort on the part of industry, an effort that will be based on labor-saving equipment, machinery and other devices.

Tied-in closely with these prospects is the further development and expansion of the electronic industry. Automation in the factory, modern accounting procedures, modern operation of a railroad freight-yards, the nation's communications system, control of atomic energy, all are closely tied-in with electronic developments. The manufacture and operation of aircraft, the control of gunfire, and the operation of guided missiles also are closely interwoven with electronic developments.

Continuing a pattern of many years, there should be further growth and expansion in the production and use of electric power and natural gas. This is a field that is particularly inviting for the conservative investor.

To select the industries with favorable long-range prospects is not nearly so difficult as to pinpoint these ideas on individual companies.

In the first place, stock prices in general are near the highest level in history, and secondly, some of the bright prospects appear to be at least partially discounted by large price advances already made.

For example, the surge of buying in companies that are recognized as benefitting directly from the highway building program has resulted in some phenomenal price advances in the past couple of years.

* * *

However, within the past year there has been quite a sharp reversal of price in some groups. Among these are the electronic stocks.

Last year, **RADIO CORP.** common traded as high as 55, compared to a current price of 38. This leader in research and production of electronic equipment had sales of more than a billion dollars last year and should be assured of many prosperous years ahead.

It should pay to accumulate **RCA** common.

* * *

In a more speculative position, we have recently recommended **RAYTHEON MANUFACTURING** common. Raytheon has a big backlog of business in electronic equipment and guided missiles and should report some substantial profits within the next year. The stock sells at the 16-17 level, compared to a 25 3/4 high established last year.

* * *

MARQUETTE CEMENT common is one of the most realistically-priced issues in the construction group. This big Midwestern producer with a capacity of more than 15-million barrels a year, reported profits of \$2.20 a share for nine months and should earn around \$3.00 for the year. The stock at around 34 is selling at 11-to-1 price earnings ratio and the \$1.40 dividend provides a 4 per cent return. It traded as high as 40 earlier this year.

* * *

Standard & Poor's has confidently recommended **COLUMBIA GAS** common for liberal income and moderate appreciation; and apparently with good reason, for

J. M. DAIN & COMPANY
INCORPORATED

Specialists in Local Corporate
and Municipal Securities

MINNEAPOLIS 2, FEDERAL 3-8141
ST. PAUL DULUTH BILLINGS

MEMBER
NEW YORK STOCK EXCHANGE

C. J. "CHUCK" RIEGER
MERRILL LYNCH, PIERCE, FENNER AND BEANE
240 RAND TOWER—FEDERAL 2-6401
MINNEAPOLIS

Columbia Gas should report earnings of approximately \$1.60 per share this year.

What's more, a further increase is likely next year, as the company is now engaged in a comprehensive plan to simplify its corporate structure and integrate operations to obtain lower costs and to facilitate the handling of rate problems. The dividend rate on the common was recently increased to a \$1.00 a year. With the stock selling at 16 $\frac{7}{8}$, the indicated yield is 6 per cent.

Columbia Gas is one of the largest organizations in the natural gas field, operating as a producer, transporter, wholesaler and retailer. About 12 per cent of its needs are produced from its owned Appalachian reserves with balance obtained on long-term contracts from Gulf coast producers.

For the first time in the post-war period, the company has adequate supplies and is utilizing to good advantage expanding storage facilities.

Gas is distributed directly and indirectly to 1,800 communities in Ohio, Pennsylvania, West Virginia, Kentucky, New York and Maryland. This includes such major cities as Toledo, Cincinnati, Dayton, Columbus, Washington, D. C., part of Pittsburgh, Baltimore, and Richmond, Va.

Business Notes

Northern Pacific Railway has established a new personnel department with G. M. deLambert of St. Paul as director. Designation of NP's existing personnel department is changed to labor relations department with G. M. Hare, former chief of personnel, becoming chief of labor relations. President Robert S. Macfarlane says the duties of the new personnel department will be to establish modern employment practices and procedures, supervise company educational and training courses and maintain close liaison with colleges and universities in connection with direction of NP's recruitment activities.

★

General Mills, Inc. has purchased Ready-To-Bake Foods, Inc., of Los Angeles, announces C. H. Bell, GM president. The California company produces and distributes refrigerated biscuits under the brand-name, Puffin, in 34 of the 48 states. They are produced in plants at Los Angeles, Dallas, St. Louis, and Charlotte, N. C.

OCTOBER 27, 1956

WE ARE PLEASED TO ANNOUNCE THAT

MR. J. PUTNAM O'GRADY

IS NOW ASSOCIATED WITH US

J. M. DAIN & COMPANY
INCORPORATED

INVESTMENT SECURITIES

110 SOUTH SIXTH STREET

Federal 3-8141

MINNEAPOLIS

ST. PAUL — DULUTH — BILLINGS — CASPER

Member
New York Stock Exchange

WE TAKE PLEASURE IN ANNOUNCING THAT

R. C. MEES

HAS BECOME ASSOCIATED WITH US

AT OUR

MINNEAPOLIS OFFICE

AT

130 FOSHAY TOWER

Telephone: FEderal 8-7801

Francis I. du Pont & Co.

Members New York Stock Exchange and principal security
and commodity exchanges • 64 offices coast to coast

MAIN OFFICE: ONE WALL STREET, NEW YORK, N. Y.



"STRONG FRIEND OF THE
INDEPENDENT
BANKER"

MARQUETTE NATIONAL BANK

*Seventh at
Marquette*



Federal
3-5411

MEMBER FEDERAL DEPOSIT INSURANCE CORP.



Municipal FINANCING



By Stanley R. Manske

*Secretary-Treasurer
Northwestern Municipal Association*

WHILE the political aspects of the national election hold the public spotlight, there will be many important matters of a financial nature to be voted on November 6 which carry significant developments for the bond community.

Unofficial reports indicate that at this writing approximately \$1,690,788,676 in bonds for various purposes will be presented to the electorate at the general elections. It is possible that further additions will be made or some that are being made which have not been recorded for compilation, so that it appears quite certain a new record will be set. Back in 1949 there were \$1,608,000,000 bonds up for voter approval, while in 1954, another important year, the total ran to \$1,589,000,000.

Some of the king-size issues up for approval include \$600,000,000 for New York state for highways (\$500,000,000) and the balance for middle-income housing. Texas votes on \$100-million for loans to veterans and Kentucky the same amount for highway construction. Ohio considers \$90-million for veterans' bonus while San Francisco votes on \$27-million school improvement program and \$25-million airport bonds.

Los Angeles county, California,

requests approval of a \$37,958,000 bond program for port facilities, juvenile facilities, hospital, and small-boat harbor. Port facilities pose a problem for Greater Baton Rouge Port Commission, La., as a \$50-million improvement program is drawn up.

Cincinnati has a \$35-million various-purpose building program in the blueprint stage and Cleveland a \$28½-million plan. School facilities in San Diego, Calif. require \$27-million and Iowa proposes to pay a veterans' bonus of \$26-million.

King County School District No. 1, Wash. (Seattle) is proposing a \$25-million improvement program. West Virginia is another state having in mind a veterans' bonus to the amount of \$22½-million, while Rhode Island would pay out a \$10-million bonus if voters approve.

Bond proposals coming up for voter approval November 6 in this part of the country include \$6-million to improve the St. Paul water system; \$1,475,000 school building bonds for the Lake City, Minn. School District; \$2,100,000 county hospital bonds for Silver Bow county, Mont. (Butte); \$395,000 building bonds for Merrill, Wis. School District; \$150,000 hospital

NOTICE OF SALE
\$775,000
School Building Bonds
of 1956,
Second Series
Joint Independent
Consolidated School
District No. 142
of
Hennepin County, Minnesota
(Bloomington)

Date of Sale: November 13

Hour of Sale: 7:30 p. m.

Date of Bonds: November 1, 1956

Due: Serially on February 1 in the amount of \$25,000 in each of the years 1959 through 1971 and \$30,000 in each of the years 1972 through 1968.

Call Feature: Bonds maturing in the years 1977 through 1986 callable February 1, 1972 and any interest payment date thereafter.

FINANCIAL STATEMENT

Full & True Valuation, 1955

Real Estate	\$31,252,946
Personal Property	6,086,150

TOTAL: \$37,339,096

Assessed Valuation, 1955

Real Estate	\$ 9,065,385
Personal Property	1,738,900

TOTAL: \$10,804,285

Bonded Debt

Outstanding	\$4,765,000.00
Sinking Fund Cash.....	115,227.88

Net Bonded Debt \$4,649,772.12

Area: 23,000 acres

Population:

1955 special census—28,364

Additional information and further details on this issue may be obtained from:

**T. G. EVENSEN
and
ASSOCIATES, INC.**

723 First Natl.-Soo Line Bldg.

Minneapolis 2, Minnesota

FEderal 6-3693

All bankers having a buying interest in the above bonds are urged to communicate with their investment banker or bond dealer.

BUY MUNICIPAL BONDS

A sound Portfolio of Municipal Bonds adds to the stability and earnings power of your bank.

JURAN & MOODY, INC.

MUNICIPAL SECURITIES EXCLUSIVELY

93 East Sixth Street
St. Paul 1, Minnesota
CApital 4-9661

Minneapolis

St. Paul

Atlanta

bonds for Village of Adrian, Minn.; \$146,000 jail and courthouse bonds for Scott county, Minn. (Shakopee) and two issues for Village of Bloomington, Minn., \$600,000 for park improvement and \$183,000 water and sewer bonds.

Outside of bond elections, we find that in Montana and Tennessee proposed constitutional amendments would bar the use of revenues derived from gas taxes for non-highway purposes, as the laws of 25 states now provide.

In Colorado, Illinois, and Missouri the voters are requested to approve constitutional amendments designed to authorize but not require state legislatures to revise outmoded and ineffective laws relating to ad valorem taxation of

personal property.

* * *

Local effort on the part of the individual community to pay its own way is essential to free America is the theme of the talk recently given by Waler W. Craigie, senior partner in F. W. Craigie & Co., Richmond, Va., in discussing "Funds for Schools and Other State and Local Government Projects" before the sixth annual sessions of the Industrial Council at Rensselaer Polytechnic Institute, at which some 1,000 delegates, mostly educators, from across the nation were in attendance.

"It must be remembered that the state or central government creates no real wealth and has no money other than that which is extracted

from the people in the form of taxation . . . thus, there is no such thing as 'free' federal or state grants, for government cannot give to the people anything which was not taken from the people.

"It has long been recognized that whosoever holds the purse-strings, in time will dominate the recipient of the contents of the purse.

"The real answer to the needs of any community is local effort. Such action brings projects close to the people, creates the feeling of responsibility, develops human resources, and insures a truly free America."

The volume of new issues of municipal bonds has increased nearly sixfold over that of 1940,

We Own & Offer Subject To Prior Sale:

NEW ISSUE

\$530,000

**Washington County, Minnesota
Independent School District No. 101
(Mahtomedi)**

3.50% and 3.75% School Building Bonds

Dated: October 1, 1956

Due: April 1, 1959/86

Principal and semi-annual interest (October 1, 1957 and each April 1 and October 1 thereafter) payable at The First National Bank of Saint Paul, Minn.

Coupon Bonds in \$1,000 denomination.

IN THE OPINION OF COUNSEL, UNDER LAWS NOW IN FORCE, THE INTEREST ON THESE BONDS IS EXEMPT FROM FEDERAL INCOME TAXES AND, WHEN HELD BY MINNESOTA RESIDENTS, IT IS EXEMPT UNDER MINNESOTA STATE INCOME TAX LAWS.

*LEGAL INVESTMENT, IN OUR OPINION, FOR SAVINGS BANKS AND TRUST FUNDS
IN MINNESOTA*

THESE BONDS, in the opinion of Messrs. Dorsey, Owen, Barker, Scott and Barber, are valid and binding general obligations of said School District, in accordance with the terms thereof, payable as to both principal and interest from ad valorem taxes which may be levied upon all of the taxable property within the territorial limits of said School District, without limit as to rate or amount.

MATURITY SCHEDULE

Amount	Coupon	Maturity	Yield	Amount	Coupon	Maturity	Yield
\$10,000	3.50%	4-1-59	2.70%	\$15,000	3.75%	4-1-73	3.60%
10,000	3.50	4-1-60	2.80	15,000	3.75	4-1-74	3.60
10,000	3.50	4-1-61	2.90	15,000	3.75	4-1-75	3.60
10,000	3.50	4-1-62	3.00	15,000	3.75	4-1-76	3.65
10,000	3.50	4-1-63	3.10	25,000	3.75	4-1-77	3.65
10,000	3.50	4-1-64	3.20	25,000	3.75	4-1-78	3.65
10,000	3.50	4-1-65	3.30	30,000	3.75	4-1-79*	3.70**
15,000	3.50	4-1-66	3.35	30,000	3.75	4-1-80*	3.70**
15,000	3.50	4-1-67	3.40	30,000	3.75	4-1-81*	3.70**
15,000	3.50	4-1-68	3.45	30,000	3.75	4-1-82*	3.70**
15,000	3.50	4-1-69	3.50	30,000	3.75	4-1-83*	3.75
15,000	3.50	4-1-70	3.50	30,000	3.75	4-1-84*	3.75
15,000	3.75	4-1-71	3.55	30,000	3.75	4-1-85*	3.75
15,000	3.75	4-1-72	3.55	35,000	3.75	4-1-86*	3.75

* Callable April 1, 1971 through October 1, 1975 at 101 and at par on or after April 1, 1976 plus accrued interest in inverse order of serial numbers.

** Yields computed to First par call, April 1, 1976.

The First National Bank
of Saint Paul

Baxter, Williams & Co.

Mannheimer-Egan, Inc.

Harold E. Wood & Company

Caldwell, Phillips Company

Notice of Sale of
\$195,000
School Building Bonds of
Independent School District No. 4 of
Isanti County, Minnesota
(Cambridge)

NOTICE IS HEREBY GIVEN that the School Board of Independent School District No. 4 of Isanti County, Minnesota, will meet at the Superintendent's office in the Schoolhouse in Cambridge, Minnesota, on

Wednesday, November 7, 1956,

at 7:30 o'clock P. M., for the purpose of receiving, opening and acting upon sealed bids for the purchase of \$195,000 principal amount of negotiable coupon general obligation bonds of said District to be issued for the purpose of constructing, furnishing and equipping an addition to and remodeling portions of the existing school buildings in and for said District. Said bonds will be dated as of October 1, 1956, in denomination of \$1000 each, numbered serially from 1 through 195, and will bear interest payable July 1, 1957, and semiannually thereafter on each January 1 and July 1, at a rate or rates specified by the successful bidder. Said bonds will mature serially, in order of serial numbers, on January 1 in the amount of \$5000 in each of the years 1959, 1960, and 1961, and in the amount of \$15,000 in each of the years 1962 through 1973. Bonds maturing on or before January 1, 1967, will be payable as aforesaid without option of prior payment, but those maturing in the years 1968 through 1973, will each be subject to redemption and prepayment, in inverse order of serial numbers, at the option of the School District, on January 1, 1967, and on any interest due date thereafter, at par plus accrued interest, plus a premium of \$15 per bond called for redemption on or before January 1, 1970, or without premium thereafter. Principal and interest will be made payable at any suitable banking institution in the United States designated by the successful bidder, the School District agreeing to pay the reasonable and customary charges of such institution for the receipt and disbursement of the principal and interest moneys.

The School District will furnish, without cost to the purchaser, the printed and executed bonds and the unqualified approving legal opinion of Dorsey, Owen, Barker, Scott & Barber, of Minneapolis, Minnesota, together with customary no-litigation certificate, and delivery thereof will be made at any bank designated by the successful bidder in Duluth, Minneapolis, or St. Paul, Minnesota, or Chicago, Illinois, without cost to the purchaser; delivery elsewhere to be at the purchaser's expense. Such delivery will be made within forty days after acceptance of bid. Sealed bids marked "Bid for School Bonds" may be delivered by mail or otherwise to the undersigned Clerk, but must be received by him prior to the time of said meeting. Each bid must be unconditional, except as to the bonds, opinion, and certificate being delivered in accordance with this notice, and must be accompanied by a cashier's check or certified check on a responsible bank, payable to the order of "The Treasurer of Independent School District No. 4 of Isanti County, Minnesota," in the amount of \$3900, to be forfeited as liquidated damages in case the bid is accepted and the bidder shall fail to comply therewith. Bids shall state one basic rate of interest from the date of issue to maturity for all bonds having a common maturity date. Not more than five such rates, each in an integral multiple of $\frac{1}{4}$ or $\frac{1}{10}$ of one per cent per annum, are to be specified for the issue. Bidders may provide that all or some of the bonds shall bear a higher interest rate, evidenced by additional coupons, for any interest period or periods of the term of the bonds. The bid offering the lowest net interest cost (total interest from October 1, 1956, to the stated maturities less any premium offered) will be deemed the most favorable. No bid of less than par plus accrued interest from October 1, 1956, to the date of bond delivery will be considered. Oral auction bids will not be received. The right to waive any informality, and the right to reject any and all bids are reserved.

Dated at Cambridge, Minnesota, October 17th, 1956.

ROBERT S. PARKER
Clerk of School District
Cambridge, Minnesota

Published in Commercial West October 27, 1956

Established 1885
H. C. SPEER & SONS CO.
Municipal, County and School Bonds

135 S. LaSalle St.

Chicago

he said. Chief purchasers were banks, individuals, trust funds, corporations, insurance companies, and pension funds. "These buyers," he asserted, "have found that municipal bonds offer safety, second only to U. S. government bonds; marketability, and tax exemption."

Craigie warned against "too much" borrowing. "Municipalities which borrow too frequently or too much will find their interest costs soaring," he pointed out. "Inflated borrowing is termed straining community resources and is frowned upon in conservative circles."

* * *

Several important offerings in the local market the past week kept Twin Cities municipal specialists busy. Four syndicates submitted bids for \$375,000 school building bonds of Hennepin County, Minn. Independent School District No. 225 (Hopkins) due August 1, 1958 through 1977, with the winner receiving the award on a 3.549 per cent average net rate, followed by a second place bid of

LEGAL NOTICE

NOTICE OF BOND SALE

\$135,000

**IMPROVEMENT BONDS OF
VILLAGE OF OLIVIA, MINNESOTA**

Notice is hereby given that the Village Council of the Village of Olivia, Minnesota, will meet at the Village Hall in said village on Tuesday, the 13th day of November, 1956, at 2:00 o'clock P. M., for the purpose of receiving and considering sealed bids for the purchase of \$135,000 Improvement Bonds of the village, bearing date December 1, 1956, in the denomination of \$1,000 each, bearing interest at the rate or rates designated by the successful bidder, payable June 1, 1957 and semiannually thereafter on June 1 and December 1 in each year, and which bonds mature serially on December 1 in the years and amounts as follows: \$5,000 in 1959 and \$10,000 in 1960 to 1972, both inclusive, all bonds maturing after December 1, 1966, being subject to redemption in inverse numerical order on said date and any interest payment date thereafter at par and accrued interest.

Both principal and interest will be payable at any suitable bank designated by the purchaser. The village will furnish printed bonds and approving legal opinion of Messrs. Faegre & Benson, Minneapolis, Minnesota, both without expense to the purchaser. The bonds will be delivered to the purchaser within forty days from the date of sale, accompanied by an unqualified approving legal opinion and customary final delivery papers, including a certificate showing absence of litigation.

All bids must be in writing enclosed in a sealed envelope, be unconditional except as to the above opinion, state one or more interest rates in multiples of one-quarter or one-tenth of one per cent, and must be left with the undersigned prior to the above time, accompanied by a certified check, bank draft or cashier's check in the amount of at least \$2,700, payable to the order of the village, to be forfeited as liquidated damages in the event the bid is accepted and the bidder fails to comply therewith. The bid will be accepted which is deemed most favorable. Bidders are asked to state total net interest cost and the average annual net interest cost. No oral bid or bid of less than par and accrued interest will be considered. The village reserves the right to waive any informality in any bid, to reject any and all bids and to adjourn the sale if deemed expedient.

BY ORDER OF THE VILLAGE COUNCIL,
HARRY DUGAN
Village Clerk
Olivia, Minnesota

Published in Commercial West
October 27, 1956

COMMERCIAL WEST

3.58 per cent.

The bonds due 1958 through 1967 carry a 3.20 per cent rate, reoffered to yield 2.50 per cent to 3.20 per cent, with the bonds due 1968 through 1977 having a 3½ per cent coupon and reoffered to yield 3.30 per cent to 3.50 per cent.

* * *

Three bids were submitted at Mahtomedi, Minn. Monday evening, October 22, when Washington County Independent School District No. 101 had \$530,000 school building bonds up for sale, resulting in the bonds going at a 3.78 per cent net average rate, with a close second-place bid of 3.80 per cent. The bonds due 1959 through 1970 carry a 3½ per cent rate reoffered to yield 2.70 per cent to 3.50 per cent, and those maturing 1971 through 1986, a 3¾ per cent coupon offered to yield 3.55 per cent to 3.75 per cent.

LEGAL NOTICE

NOTICE OF BOND SALE

\$90,000

**PUBLIC BUILDING BONDS
CITY OF WAYZATA**

HENNEPIN COUNTY, MINNESOTA

NOTICE is hereby given that the City Council of the City of Wayzata, Hennepin County, Minnesota, will meet at the Council Chambers in the Fire Hall, 742 East Mill Street, Wayzata, Minnesota, on Wednesday, the 7th day of November, 1956, at 8:00 o'clock P. M. for the purpose of receiving and considering sealed bids for the purchase of \$90,000.00 Public Building Bonds of the City of Wayzata, to be dated December 1, 1956, bearing interest at the rate designated by the successful bidder, payable annually on June 1 in each year, commencing in the year 1957, and maturing serially on December 1st in the amounts and years as follows:

1958 — \$3,000	1965 — \$7,000
1959 — 3,000	1966 — 7,000
1960 — 5,000	1967 — 8,000
1961 — 6,000	1968 — 8,000
1962 — 6,000	1969 — 8,000
1963 — 6,000	1970 — 8,000
1964 — 7,000	1971 — 8,000

All bonds maturing after December 1, 1966, are subject to redemption on said date and any interest date thereafter at par and accrued interest in inverse numerical order.

Both principal and interest will be payable at any suitable bank designated by the successful bidder. The City will furnish printed bonds and approving legal opinion of Messrs. Faegre & Benson, Minneapolis, Minnesota, both without expense to the purchaser. The bonds will be delivered to the purchaser within forty days from the date of sale accompanied by an unqualified approving legal opinion and customary final delivery papers, including a certificate showing the absence of litigation.

All bids must be in writing enclosed in a sealed envelope, be unconditional except as to the above opinion, state a single rate of interest in multiples of one-quarter or one-tenth of one per cent, and be left with the undersigned prior to the above time, accompanied by a certified check, bank draft or cashier's check in the amount of \$2000.00 payable to the order of the City, to be forfeited as liquidated damages in the event the bid is accepted and the bidder fails to comply therewith. The bid offering the lowest net interest cost (total interest from date of issue to stated maturities, less any premium offered) will be deemed the most favorable. No oral bid, bid of less than par and accrued interest or which differs from the terms of sale above set forth will be considered. The City reserves the right to reject any and all bids, to waive any informality in any bid, and to adjourn the sale if deemed expedient.

BY ORDER OF THE CITY COUNCIL
DONALD E. PIPES
City Manager
Wayzata, Minnesota

Published in Commercial West
October 27, 1956

City of Moorhead, Minn. sold \$1,120,000 improvement bonds due 1959 through 1977 at a 3.72 per cent average net interest rate, along with an issue of \$255,000 park bonds due 1958 through 1976, which went at a net interest rate of 3.75 per cent.

Reoffering prices on these issues ranged from a yield of 2.60 per cent to 3.75 per cent, with the 1966 bonds to yield 3.40 per cent.

Minneapolis-St. Paul Metropolitan Airport Commission on October 23 awarded \$3,000,000 bonds due one to five years at a 3 per cent rate, callable any interest payment date, to a group of Twin Cities banks. One other bid was submitted.

City of Brookings, S. D. will receive proposals November 8 at 8:00 p. m. for \$550,000 telephone system revenue bonds dated November 1, 1956, due November 1, 1957 to 1971.

**CALENDAR OF COMING
NORTHWEST BOND SALES**

October 29 — 7:30 p. m. Independent School District No. 21 of

LEGAL NOTICE

**OFFICIAL PUBLICATION
Of the Notice of Sale by the Board
of Estimate and Taxation of the
City of Minneapolis of**

\$2,800,000

SERIAL BONDS

OF THE

**CITY OF MINNEAPOLIS,
MINNESOTA**

(Published in Commercial West)

October 27, 1956

On Thursday, the 15th day of November, A. D. 1956, at 10:00 o'clock A. M. (Central Standard Time), in the Mayor's Reception Room No. 125 on the first floor of the Municipal Building in the City of Minneapolis, Minnesota, the Board of Estimate and Taxation of the City of Minneapolis, Minnesota, will award

- \$1,500,000 School Bonds
- \$ 400,000 Public Building Bonds
- \$ 900,000 Library Bonds

Said bonds will be dated December 15, 1956, will be in the denominations of \$1,000.00 and will be due and payable on December 15th of the years and in the amounts as set forth below:

- 1957 to 1966, inclusive, \$280,000 as follows:
 - \$1,500,000 School Bonds: \$150,000 in the years 1957 to 1966, inclusive;
 - \$ 400,000 Public Building Bonds: \$40,000 in the years 1957 to 1966, inclusive;
 - \$ 900,000 Library Bonds: \$90,000 in the years 1957 to 1966, inclusive.

Purchasers will be required to pay accrued interest on said bonds to but not including the day of delivery; and, in addition, purchasers will be required to pay the City \$2.00 per bond to apply on the expense of the City in issuing and transporting the bonds to place of delivery and in meeting bank charges for maturity payments. Delivery will be made in Minneapolis, Chicago, or New York City, at a national bank acceptable to the purchaser, any charge made by such bank for delivery service to be paid by the purchaser. Said bonds will be coupon bonds, bearing semi-annual interest.

The bonds may be registered as to both principal and interest on application to the City Comptroller of Minneapolis; will bear interest at a single rate per annum, any such rate to be a multiple of one-fourth or one-tenth of one per cent, but not to exceed six per cent, (6%); and will be sold to the bidder or bidders submitting a bid or bids complying with the terms of this sale and deemed

Ottertail County, Minn. (Fergus Falls) \$850,000 school building bonds dated November 1, 1956, due November 1, 1959 through 1985. (Advt. in CW October 20 issue).

October 29 — 8 p. m. **City of Little Falls, Morrison County, Minn.** — \$35,000 improvement bonds dated December 1, 1956, due December 1, 1958 through 1967, without option of prior payment. (Advt. in CW October 6).

October 29 — 8 p. m. **Village of Blooming Prairie, Minn.** \$205,000 electric revenue certificates of the water, light, power and building commission dated November 1, 1956, due November 1, 1957 through 1971. (Advt. in CW October 20).

October 30 — 7:30 p. m. **City of Virginia, St. Louis County, Minn.** — \$400,000 general obligation water and light and heat plant bonds dated December 1, 1956, due \$40,000 each year December 1, 1958 through 1967, all bonds without option of prior payment. (Advt. in CW October 6).

October 30—8 p. m. **Village of**

most favorable; the bid offering the lowest net interest cost (total interest from date of issue to stated maturities, less any premium offered and less the expense charge of \$2.00 per bond) will be deemed the most favorable, subject to the provision that the Board of Estimate and Taxation reserves the right to reject any or all bids. Sealed bids will be received until 10:00 o'clock A. M. of the date of sale. Bids offering an amount of less than par cannot be accepted. Each proposal must be addressed to the Board of Estimate and Taxation, Minneapolis, Minnesota, and be plainly marked "Proposal for City of Minneapolis Bonds."

Each proposal is to be accompanied by a certified or bank cashier's check payable to Gladys E. Miller, City Treasurer, for an amount equal to 2% of the amount of the bonds bid for, to be forfeited to the City in case the purchaser refuses to pay for such bonds when ready for delivery.

Any bid for these bonds is subject to the following exception: the enactment at any time subsequent to the submission and acceptance of the bid and prior to the delivery of the bonds, of Federal legislation which in terms, by the repeal or omission of exemptions or otherwise, subjects to a Federal income tax the interest on bonds of a class or character which involves these bonds, will, at the election of the purchaser, relieve the purchaser from his obligations under the terms of the contract of sale, and entitle the purchaser to the return of the amount deposited with his bid.

The bonds will be accompanied by the unqualified opinion of Messrs. Wood, King & Dawson, Attorneys and Counsellors at Law, of New York City, that the bonds are valid and binding obligations of the City of Minneapolis, and that the City has power and is obligated to levy ad valorem taxes for the payment of the bonds and the interest thereon upon all property within the City, subject to taxation by the City, without limitation as to rate or amount. The purchaser will also be furnished with the usual closing documents, including a certificate that no litigation is pending affecting the issuance of the bonds.

Further information and forms on which to submit bids will be furnished on request. By order of the Board of Estimate and Taxation at a meeting thereof held October 2, 1956.

Board of Estimate and Taxation,
BY THOMAS P. VASALY, Secretary
345 City Hall,
Minneapolis, Minnesota
Published in Commercial West
October 27, 1956

Notice of Sale of
\$90,000
Municipal Building Bonds
City of Columbia Heights, Minnesota

NOTICE IS HEREBY GIVEN that the City Council of the City of Columbia Heights, Minnesota, will meet at the City offices, 530 Northeast Mill Street, in said City, on

Tuesday, November 13, 1956,

at 8:00 o'clock P. M., to receive, open, and consider bids for the purchase of \$90,000 principal amount of negotiable coupon Municipal Building Bonds of the City to be issued for the purpose of paying the balance owing on the cost of its new municipal liquor store building. The bonds will be dated as of December 1, 1956, in denomination of \$1000 each, and will mature serially, in the amount of \$10,000 on December 1 in each of the years 1957 through 1965, all without option of prior payment. The bonds will bear interest at a rate or rates specified by the successful bidder, payable June 1, 1957, and semiannually thereafter on each December 1 and June 1. Principal and interest will be made payable at any suitable banking institution in the United States designated by the successful bidder, the City agreeing to pay the reasonable and customary charges of such institution for the receipt and disbursement of the principal and interest moneys.

Said bonds will constitute general obligations of the City for the payment of which its full faith and credit are pledged and, in addition thereto, the City has irrevocably pledged and appropriated, out of the net earnings on hand and to be annually derived from said liquor store, as much as needed to maintain in the Sinking Fund of said bond issue 105% of such year's principal and interest to fall due on the bonds.

The City will furnish, without cost to the purchaser, the printed and executed bonds and the unqualified approving legal opinion of Dorsey, Owen, Barker, Scott & Barber, Minneapolis, Minnesota, together with the customary no-litigation certificate, and delivery thereof will be made within thirty-five days after acceptance of bid. Such delivery will be made in Minneapolis or St. Paul, Minnesota, or Chicago, Illinois, without cost to the purchaser; delivery elsewhere to be at the purchaser's expense.

Sealed bids marked "Bid for Building Bonds" may be mailed or otherwise delivered to the undersigned, but must be received prior to the time of said meeting. Each bid must be unconditional except as to the bonds being issued and delivered with said opinion and certificate in conformity with this notice, and must be accompanied by a certified check or cashier's check on a responsible bank, payable to the order of "The City of Columbia Heights, Minnesota", in the amount of \$1800, to be forfeited as liquidated damages in case the bid is accepted and the bidder shall fail to comply therewith. Bids must specify the desired interest rate, or not to exceed three rates, each in an integral multiple of $\frac{1}{4}$ or $\frac{1}{10}$ of one per cent per annum, the rate to be uniform for all bonds of a common maturity. In addition thereto, any bid may call for additional interest on some or all bonds, evidenced by separate coupons of a uniform amount, payable on any one or more of said interest due dates. The total interest payable during any interest period on any bond shall not exceed a rate of 6% per annum. The bid offering the lowest net interest cost (total interest to maturities less any premium offered) will be deemed the most favorable. No oral bid or bid of less than par plus interest accrued from December 1, 1956, to the date of bond delivery will be considered. The rights to reject any and all bids and to waive informalities in any bid are reserved.

Dated October 25, 1956.

R. L. ERNEST
City Manager
Columbia Heights, Minnesota
530 Northeast Mill Street

Published in Commercial West October 27, 1956

Circle Pines, Minn. \$8,000 road bonds dated July 1, 1956, due January 1, 1959 through 1966. (Advt. in CW October 13).

October 31 — 8 p. m. **Village of Brooklyn Park, Minn.** — \$90,000 street improvement bonds dated October 1, 1956, due January 1, 1959 through 1969, with bonds due after January 1, 1962 callable on said date or any interest payment date thereafter. (Advt. in CW October 20).

November 1 — 1:30 p. m. **Sibley County, Minn. (Gaylord)** — \$585,000 drainage bonds dated December 1, 1956, due July 1, 1959 through 1976. (Advt. in CW October 20).

November 1 — 8 p. m. **Osceola, Wis. School District** — \$100,000 school building bonds dated September 1, 1956, due September 1, 1957 through 1966, all without option of prior payment. (Advt. in CW October 20).

November 1 — 8 p. m. **Village of Chisago City, Minn.** — \$11,500 hospital bonds dated December 1, 1956, due December 1, 1959 through 1966, all bonds without option of prior payment. (Advt. in CW October 20).

November 5—8 p. m. **Village of Moose Lake, Carlton County, Minn.** \$35,000 improvement bonds dated December 1, 1956, due December 1, 1959 through 1967. (Advt. in CW October 13).

November 7—7:30 p. m. **Independent School District No. 4 of Isanti County, Minn. (Cambridge)** \$195,000 school building bonds dated October 1, 1956, due January 1, 1959 through 1973, with bonds due January 1, 1968 through 1973 callable on January 1, 1967 or any interest payment date thereafter. (Advt. in CW October 27).

November 7 — 8 p. m. **City of Wayzata, Minn.** \$90,000 public building bonds dated December 1, 1956, due December 1, 1958 through 1971, with bonds due after December 1, 1966 callable on said date or any interest payment date thereafter. (Advt. in CW October 27).

CARGILL



CREATIVE PROCESSORS
OF FARM PRODUCTS

NORTH DAKOTA

State and Municipal Bonds

H. E. MUELLER

Hazen

North Dakota

November 13 — 2 p. m. **Olivia, Minn.** — \$135,000 improvement bonds dated December 1, 1956, due December 1, 1959 through 1972. (Advt. in CW October 27).

November 13 — 7:30 p. m. **Joint Independent Consolidated School District No. 142 of Hennepin County, Minn. (Bloomington)** — \$775,000 school building bonds dated November 1, 1956, due February 1, 1959 through 1986, with bonds due 1977 through 1986 callable February 1, 1972 or any interest payment date thereafter. (Advt. in CW October 20).

November 13 — 8 p. m. **City of Columbia Heights, Minn.** — \$185,000 permanent improvement revolving fund bonds dated December 1, 1956, due December 1, 1958 through 1967, without option of prior payment; and \$90,000 municipal building bonds dated December 1, 1956, due December 1, 1957 through 1965, without option of prior payment. (Advt. in CW October 27).

November 14 — 10 a. m. **City of St. Paul, Minn.** \$500,000 Capitol Approach bonds dated October 1, 1956, due November 1, 1959 through 1986, and \$650,000 Detention Fund bonds dated November 1, 1956, due November 1, 1959 through 1986.

November 15 — 10 a. m. **Minneapolis, Minn.** \$2,800,000 serial bonds dated December 15, 1956, due December 15, 1957 through 1966, being \$1,500,000 for school building, \$900,000 library bonds, and \$400,000 public building bonds. (Advt. in CW October 27).

November 15 — 2 p. m. **Joint Independent School District No. 15 of Dakota and Scott Counties, Minn. (Burnsville)** — \$235,000 school building and garage bonds dated November 1, 1956, due February 1, 1959 through 1981, with bonds due 1974 through 1981 callable February 1, 1973 or any interest payment date thereafter. (Advt. in CW October 20).

Marshfield Promotions

C. W. Mau, executive vice president Central State Bank, Marshfield, Wis., reports the following promotions: Joseph P. Helbach, assistant cashier to cashier; Elmer J. Martin and N. Burdette Nelson, assistant cashiers to assistant vice presidents; Donald W. Heiting, auditor, and Melvin J. Goeres, teller, to assistant cashiers.

Notice of Sale of

\$185,000

Permanent Improvement Revolving Fund Bonds

City of Columbia Heights, Minnesota

NOTICE IS HEREBY GIVEN that the City Council of the City of Columbia Heights, Minnesota, will meet at the City Offices, 530 Northeast Mill Street, in said City, on

Tuesday, November 13, 1956,

at 8:00 o'clock P. M., to receive, open, and consider bids for the purchase of \$185,000 general obligation Permanent Improvement Revolving Fund Bonds of the City to be issued to provide funds for improvements of a lasting character, including installation of paving, curbs, gutters, storm sewers, and water line and sewer line extensions.

The bonds will be dated as of December 1, 1956, and in denomination of \$1000 each, and will bear interest at a rate or rates specified by the successful bidder, payable June 1, 1957, and semiannually thereafter on each December 1 and June 1. Principal and interest will be made payable at any suitable banking institution in the United States designated by the successful bidder, the City agreeing to pay the reasonable and customary charges of such institution for the receipt and disbursement of the principal and interest moneys.

Said bonds will be numbered serially from 1 through 185, and will mature serially in the amount of \$20,000 on December 1 in each of the years 1958 through 1966, and \$5000 in 1967, all without option of prior payment. The City will furnish, without cost to the purchaser, the printed and executed bonds and the unqualified approving legal opinion of Dorsey, Owen, Barker, Scott & Barber, Minneapolis, Minnesota, together with the customary no-litigation certificate, and delivery thereof will be made within forty days after acceptance of bid. Such delivery will be made in Minneapolis or St. Paul, Minnesota, or Chicago, Illinois, without cost to the purchaser; delivery elsewhere to be at the purchaser's expense.

Sealed bids marked "Bid for Permanent Improvement Revolving Fund Bonds" may be mailed or otherwise delivered to the undersigned, but must be received prior to the time of said meeting. Each bid must be unconditional except as to the bonds being issued and delivered with said opinion and certificate in conformity with this notice, and each bid must be accompanied by a certified check or cashier's check payable to the order of "The City Treasurer of Columbia Heights, Minnesota", drawn on a responsible bank, in the amount of at least \$3700, to be forfeited as liquidated damages in case the bid is accepted and the bidder shall fail to comply therewith. Bids must specify the desired rate or not to exceed three rates, each in an integral multiple of $\frac{1}{4}$ or $\frac{1}{10}$ of one per cent per annum, the rate to be uniform for all bonds of a common maturity. In addition thereto, any bid may call for additional interest, to be represented by separate coupons, on any or all of the bonds, payable on any above specified interest due date or dates. The bid offering the lowest net interest cost (total interest to maturity less any premium offered) will be deemed the most favorable. No oral bids or bid of less than par plus accrued interest from December 1, 1956, to the date of bond delivery will be considered. The right to reject any and all bids and the right to waive informalities in any bid are reserved.

Dated at Columbia Heights, Minnesota, October 23, 1956.

R. L. ERNEST
City Manager
530 Northeast Mill Street
Columbia Heights, Minnesota

Published in Commercial West October 27, 1956

Iowa National Mutual Insurance Company

(Formerly Iowa Mutual Liability Insurance Co.)
CEDAR RAPIDS, IOWA

THE AGENCY MUTUAL
SINCE 1909

Full Coverage Automobile
Workmen's Compensation
General Public Liability
Burglary and Robbery

12 fine companies

100 expert employees
to serve YOU

FRED L. GRAY COMPANY

"The House of Insurance"

Ground Floor, Reimann Building
816 Second ave. so. Minneapolis 2

Minnesota Commerce Commission

At its regular meeting Monday, the Commission extended to November 12 the decision on application of Tri-County Savings & Loan Association, St. Cloud.

The Commission also authorized two insurance companies to transact business in the state:

☐ Security-Connecticut Life Insurance Co., 175 Whitney avenue, New Haven, Conn.

☐ Central States Health & Accident Association, 410 WOW building, Omaha 2, Neb.

Applications for Registration

Investors Oil, Inc.—(2d)—40 units of oil and gas property interests, at \$5,000 a unit plus completion assessment; behalf of issuer.

Texas National Petroleum Co.—(1st)—\$50,000 aggregate amount common stock, at market, but not to exceed \$9 a share; behalf Paine, Webber, Jackson & Curtis.

The T. C. Country Club, Inc.—(1st) 1,000 shares of common stock, at \$100 a share; behalf of issuer; subject to receiving title opinion.

Canadian Javelin, Ltd.—(6th)—\$25,000 aggregate amount common stock at market not exceeding \$28 a share; behalf of M. H. Bishop & Co.

Lowry Industrial Loan Co., Mpls.—(1st)—\$5,000,000 face amount certificates of indebtedness for loans only; behalf of issuer.

The Dreyfus Corp.—sponsor of The Dreyfus Program —(1st) — \$1,000,000 face amount fully-paid programs, systematic accumulation programs.

Applications by Notification

(These applications need approval of Securities Commissioner only).

Jefferson Electric Co.—\$50,000 aggregate amount common stock at market not to exceed \$17 per share. Behalf: Kalman & Co., Inc., applicant-licensed dealer.

Southwestern Investment Co.—\$30,000 aggregate amount 5¾ per cent cumulative \$20 par value sinking fund preferred stock in the common stock purchase warrants attached for offer to common stockholders of issuer at \$20 per share plus accumulated dividend from September 1, 1956. Behalf: Southwestern Investment Co., applicant-issuer, and all licensed dealers in Minnesota participating in the solicitation of exercise of rights to purchase.

Beneficial Standard Life Insurance Co.—\$180,000 aggregate amount common stock not to exceed \$18 per share. Behalf: Lehman Brothers, applicant-licensed dealer, and all licensed dealers in Minnesota participating in the initial offering only as members of the underwriting or selling groups.

BLUE PRINTS PHOTOSTATS H. A. ROGERS CO.

MINNEAPOLIS
817 Marquette Ave.
FE 8-7655

ST. PAUL
48 East Fourth St.
CA 4-2368

FAST PICK-UP AND DELIVERY

Letters to the Editor

WOMAN BANKER

To the Editor:

Thank you for the nice article you published in your October 13 issue about my wife. We appreciate your interest in her and the fine way you handled this.

WILLIAM BERCOVICH

Sherburne Mercantile Co.
Browning, Mont.

★

To the Editor:

The First National Bank gave me the October 13 issue of Commercial West so I could read the article about Faithe Bercovich.

Being her mother, I am proud of her ability to carry on our bank with an increase in volume and to accomplish the final plans for building a new bank, toward which her father was working.

I appreciate the space you gave, and feel you must have appreciated her modest explanation of her position. I am enclosing a check for another subscription for Faithe Bercovich. I find the magazine most interesting and informative. Would appreciate an extra copy, or more, of the October 13 issue.

Very truly,

MRS. J. L. SHERBURNE
Browning, Mont.

★

IOWA PROGRAM

To the Editor:

It is my pleasure to convey herewith the sincere thanks of Guy G. Butler, president, and the other officers of our association for that splendid presentation in the October 20 issue of our convention program. We all do appreciate it very much.

With kind personal regards, we are yours very cordially and sincerely,

FRANK WARNER

Secretary,

Iowa Bankers Association
Des Moines, Iowa

FPRA AT DALLAS

(Continued from Page 13)

of the value of banks and bankers in the economic system."

Delamater is vice president of Tradesmens Bank & Trust Co. in the Quaker city.

It was a "Texas-size" convention in every way. The program combined case-history studies of bank public relations, advertising, and business development problems with a presentation of the cause-and-effect relationship between the bank and its community.

In 17 departmental sessions and 33 clinic sessions, the delegates discussed their own public relations problems and achievements. "School" began every one of four mornings at 9 a. m.—and the "students" really did some cramming and reciting!

Not the least, by any means, of the Texas-size arrangements were those for the conventioners' entertainment. That department was in the capable hands of George J. Watts, vice president Republic National Bank, and Clifton Blackmon, vice president First National Bank, both of the host city—and both experts!

On one day, the delegates formed a cavalcade to neighboring Fort Worth where they attended a rodeo, had a barbecue, and enjoyed a program of western entertainment.

One evening there was a colorful "Fiesta Mexicana" (see pictures on Page 12 and 13).

There was the farewell banquet on the final evening, and a number of other luncheons, receptions, dinners that contrasted handsomely with the all-business business sessions.

Elevated to the presidency was William E. Singletary, vice president Wachovia Bank & Trust Co., Winston-Salem, N. C. Also moving up were Orrin H. Swayze, executive vice president First National Bank, Jackson, Miss., to first vice president, and E. T. Hetzler, vice president Bankers Trust Co., New York, to second vice president. The new third vice president is Reed Sass, vice president Fort Worth National Bank, Fort Worth, Texas.

The FPRA's new treasurer is John L. Chapman, vice president City National Bank & Trust Co., Chicago.

Kennedy Johnson, vice president Kansas State Bank, Wichita, Kans., was added to the board of directors for one-year term. Elected to the board for three-year terms were:

T. Arthur Williams, vice president Central Bank & Trust Co., Denver, Colo.; Willard L. Eccles, senior vice president First Security Bank of Utah, Salt Lake City; John H. Roach, vice president and secretary Franklin Savings Bank, New York; Ernest G. Gearhart, Jr., vice president First National Bank, Miami, Fla.; Charles H. Hoefflich, vice president Philadelphia National Bank, Philadelphia, and William R. Kennedy, executive vice president Union Market National Bank, Watertown, Mass.

Chairman of the nominating committee was L. L. Matthews, president American Trust Co., South Bend, Ind.

The 1957 convention (September 29-October 4) was awarded to Chicago.

This Was a Record Year for Crop-Hail Industry in Area

By George S. Hansen

Superintendent, Rain & Hail Insurance Bureau
Minneapolis



HANSEN

The 1956 crop-hail insurance season, now in its wind-up stage, will no doubt go down in the record books as the worst year in the history of the business, particularly when consideration is given to the total volume of business written. There may have been some years in the earlier stages of the industry when loss ratios were as high, but the volume of business at that time did not approach that of recent years.

In this Upper Midwest territory, hailstorms started in the latter part of May and continued into September, with not enough breathing space in between to enable any of the companies to get caught up in their adjustment work. Preliminary reports indicate also that high loss ratios prevailed not only in this territory, but over the entire United States, with the exception of the drought-plagued Southwest.

Veteran insurance men all are in agreement in their observation that there was a much different storm pattern this year than in years past. Usually extremely high loss-ratio years are caused by those in which you find a few large devastating storms that will travel for a distance of 200 or 300 miles and cut paths from 10 to 12 miles in width. While the state of Iowa had a couple of storms approaching this classification, the rest of the Upper Midwest didn't have any storms of that size but had a series of smaller, isolated storms scattered over the entire area.

Richard J. Roth, manager Crop-Hail Insurance Actuarial Association, Chicago, has made some interesting observations regarding the storm patterns that prevailed during this past season. While they don't tell us why it happened, yet his observations from studying weather maps and charts corroborate the observation of insurance men.

Roth, who is also a trained meteorologist, states that low-pressure areas with their accompanying cold and warm fronts produce our hailstorms. When most of these low-pressure areas stay north of the Canadian border in their movement from west to east, we have a few hailstorms.

This year, according to Roth, many of these low-pressure areas moved across the United States through or south of the Dakotas and Minnesota, and the cold and warm fronts associated with these areas were well-developed with significant differences in temperature (for the summertime) between the cold and warm air masses. These resulted in a multitude of hailstorms, with catastrophic damage to crops.

At the present time there is considerable concern being expressed from many sources as to just what changes, if any, will be made in the operation of the crop-hail insurance business for this coming season, following a year of this kind. While it is too early as yet to make any prediction until the statistics can be analyzed, a good guess is that there will be some changes made but not as many as a great many people anticipate.

According to press releases, the state hail insurance fund in North Dakota is in somewhat desperate straits, and if the present insurance commissioner's wishes are followed, the next legislature will no doubt be receiving requests for changes to bolster the reserves and rating methods.

As far as the capital stock insurance companies are concerned, during their history they have gone through many catastrophies; and even our present generation of company officials has experienced in recent years catastrophies from hurricanes, where the losses ran into many times the amount paid in crop-hail insurance losses this year.

The general attitude seems to be that it is just one of those things which we must take in stride; make corrections and improvements where it is seen that they are needed, and keep going for-

ward. The capital stock insurance industry has always been a stabilizer of the American economy, and everyone can rest assured that it will continue to be so.

Go After Pheasants

Minnesota Protective Association was host to 46 persons for a week-end of pheasant hunting around Mankato, states Walt Cochrane, president. The group included company agents and their wives. They were feted at banquets both Friday and Saturday nights and all were well-satisfied with the hunting, says Cochrane.

On the March



CHAPMAN

One of the Midwest's most rapidly-growing companies, National Reserve Life of Topeka and Sioux Falls, has chalked up an impressive record for the current year, by achieving the \$200,000,000

mark of insurance in force, and assets in excess of \$50,000,000, according to H. O. Chapman, president.

"A phenomenal growth pattern has characterized National Reserve Life for the last decade and a half," says Chapman. "This fact is quickly evidenced in contrasting the 1941 figure of insurance in force, \$35,964,144, with the current \$200,000,000."

Chapman adds, "As Al Jolson used to remark, 'You ain't seen nothin' yet!', because we are already formulating plans, which we confidently expect, will within a comparatively short time, place National Reserve Life in the \$500,000,000 category. Our vigorous expansion drive will continue unabated throughout our entire operating territory!"

Ex-Banker Joins Firm

Election of J. A. Murphy as a director of American General Insurance Co. was announced this week by J. E. Murphy, president of the company.

J. A. Murphy, who retired as vice president of the First National Bank of Minneapolis recently after 48 years' service with the bank, will include in his new duties the supervision of the investment port-

folio of the company. Home office is at 1911 Pleasant avenue, Minneapolis.

Organized in July 1952 to write auto and fire insurance in Minnesota, the company now operates in eight states, including North and South Dakota and Montana. Assets are over \$1-million. Premium writings increased 42 per cent during the first nine months of 1956 over the same period in 1955, says Murphy. The company has 471 local agents in the eight states.

Minnesota Seminar

Minnesota Association of Insurance Agents has its seminar scheduled for the University of Minnesota's Center for Continuation Study, November 15-16. A course on agency public relations and building agency prestige will be conducted by Thomas J. McKernan, CPCU, director of education, National Association of Insurance Agents, New York.

Tentative schedule given Commercial West by MAIA this week follows:

Thursday, November 15

9:00 to 10:00 a. m.—“Who and What Makes Up the Public's Mind.”

10:15 to 11:45 a. m.—“How the Public Judges An Insurance Agent.”

1:00 to 2:00 p. m.—“Public Relations in Selling.”

2:15 to 4:00 p. m.—“Public Relations in Advertising.”

Friday, November 16

9:00 to 10:00 a. m.—“Public Relations at Work.”

10:15 to 11:45 a. m.—“N A I A Advertising Program” and “The Professional Agent.”

There may also be an evening panel on Thursday, beginning at 7 p. m., on the subject of selling package policies, both for personal and commercial lines.

Merger and Dividend

At the special meeting of the stockholders of the St. Paul Fire & Marine Insurance Co., October 17, the merger of the Saint Paul-Mercury Indemnity Co. into the St. Paul Fire & Marine Insurance Co., as of December 31, 1956, was approved, with 92 per cent of the stock voting in favor, and none opposed.

At the same meeting, the board of directors voted the quarterly dividend of 30 cents per share, payable January 17, 1957, to all stockholders of record January 10.

Traffic Deaths

Americans are being “deluded” into thinking that highway safety is improving, while in reality the increasing accident problem has created an urgent need for immediate strengthening of law enforcement efforts, a leading traffic safety authority declared in Minneapolis the other day.

Speaking at the mayor's annual traffic safety conference, Thomas N. Boate, manager accident prevention department of the Association of Casualty and Surety Companies, denounced present systems for measuring highway safety in terms of deaths per 100,000,000 vehicle miles of travel and called for “aggressive law enforcement by the police and the courts” in order to curb the nation's “alarming upsurge” in traffic deaths.

Two Are Promoted

Appointment of Dan D. McLaughlin as agency director and E. P. Balkema, CLU, manager of agencies, as chief administrative officer of the agency department of Northwestern National Life is reported by President John S. Pillsbury, Jr.



McLAUGHLIN

BALKEMA

McLaughlin, sales director of NwNL since 1954, will have overall responsibility for the company's agency program, including sales, recruiting and training of new agents, and development of field management personnel. Balkema will have responsibility for liaison between the home office and agency organization, including supervision of all agents' contracts and coordination between agency and other departments of the company.

McLaughlin, a native of Bemidji, Minn., joined NwNL as a salesman at Virginia, Minn. in 1940. He became a field supervisor in 1941 and in 1944 joined the home office staff as a member of the agency field service unit. In 1950 he was named assistant agency director, relinquishing that position the following year to become superintendent of agencies for the company's eastern

division at Columbus, Ohio. In 1954 he returned to the home office as sales director.

Balkema has been with Northwestern National since graduation from Albion College, Albion, Mich. in 1928. He was successively an agent at Grand Rapids, Mich., training director at the home office starting in 1930 and manager of the company's Detroit agency for 15 years starting in 1936. He rejoined the home office staff in 1951 and became manager of agencies in 1954. He is a past president of the Detroit General Agents & Managers Association, and of the Michigan State Association of Life Underwriters. Leadership training conferences originated by Balkema for officers of the NALU have been adopted as a model by all state underwriters associations.

New N. D. Firm

Application for incorporation of a new North Dakota insurance firm with William H. Toussaint of Fargo as chairman of the board and Orris G. Nordhousen of Leeds, N. D., as president, has been made to the North Dakota secretary of state.

The firm, to be known as the Northern Founders Insurance Co., also has applied to the insurance commissioner for a license to operate, and the state securities commission has approved sale of 500,000 shares of common stock at \$2 per share. The company will deal in life insurance and its headquarters will be at Bismarck. It is planned to establish agencies in principal North Dakota cities.

Toussaint, in the insurance, real estate and farm management business at Fargo, now makes his home at Pelican Lake. He is a former Fargo city commissioner and representative in the state legislature.

Nordhousen is a former director and president of the North Dakota Crop Improvement Association and served 10 years in the North Dakota Senate and six years as a member of the legislative research committee.

Other officers are R. O. Melland, Jamestown, vice president; Lloyd K. Everson, Grafton, secretary-treasurer; Dr. O. W. Johnson, Rugby, medical director; Gorman H. King, Valley City, director. King also is a director of Sales Associates, Fargo.

Members of the advisory board are Dr. Phillip O. Dahl, Bismarck; Glenn K. Swanson, Bottineau; Walter Burke, Williston; Sam Burgess,

Dickinson; Roy Hausauer, Wahpeton; Henry Steinberger, Donnybrook; Donald P. Stewart, Bowman, and Melvin R. Myhra, Fargo.

The technical staff includes D. D. Vernon, Denver attorney, business and internal operation; T. M. McComb, Denver, actuarial, accounting and policy design; William H. Toussaint, loan department; Dr. Phillip O. Dahl, medical department; Jenson & Tighe, Bismarck, legal department.

Wins Ad Honors



RAIHLE

American Hardware Mutual Insurance Co., Minneapolis, topped all other mutual insurance companies when it received 12 blue ribbons for advertising excellence, in Cincinnati at the annual exhibit of the

Mutual Insurance Ad-Sales Conference. The ad exhibit was held in connection with annual meetings of the National Association of Mutual Insurance Companies and the Federation of Mutual Fire Insurance Companies.

American Hardware Mutual received blue ribbon awards in the following ad categories: newspaper, trade magazine, direct mail, displays, company publications, sales contests, merchandising advertising to agents, and novelty advertising.

D. F. Raihle, American Hardware Mutual's vice president in charge of advertising and public relations, is chairman of the Mutual Insurance Ad-Sales Conference. Raihle presided at the group's week-long annual meeting.

NAIA Committee

The new executive committee of the National Association of Insurance Agents will hold its first full meeting December 9-11 at Point Clear, Ala. It is expected that all of the members of the committee will be present, including: President Robert E. Battles, Los Angeles; Louis E. Woodbury, Jr., Wilmington, N. C.; Porter Ellis, CPCU, Dallas, Texas; Maurice J. Hartson, Jr., New Orleans; Paul H. Jones, CPCU, Tucson, Ariz.; Dave R. McKown, Oklahoma City; Archie M. Slawsby, Nashua, N. H.; Morton V. V. White, Allentown, Pa., as well as George S. Hanson, CPCU, executive secretary-counsel.

• MINNESOTA PROTECTIVE LIFE

Specializing in Credit Life and Mortgage Redemption Insurance.

• MINNESOTA PROTECTIVE ASSN.

Non-cancellable Health, Accident and Hospitalization Insurance guaranteed renewable to Age 65.

730 Hennepin Avenue • Minneapolis

Property Owners Mutual Insurance Co.



- FIRE - EXTENDED COVERAGE
- HAIL ON GROWING CROPS
- INLAND MARINE
- TURKEYS

2200 UNIVERSITY AVE. ST. PAUL 14, MINN.

GREAT NORTHERN INSURANCE COMPANY

FIRE AND CASUALTY INSURANCE

McKnight Bldg.

Minneapolis

Since 1882

CURTIS 1000 INC.



A Reliable Source
For All Bank Supplies

1000 UNIVERSITY AVE.

ST. PAUL 4, MINN.

EXTENDED

COVERAGE FOR SOLID SECURITY

Experienced insurance counsellors to banks

SAINT PAUL-MERCURY INDEMNITY COMPANY

111 WEST FIFTH STREET • SAINT PAUL 2, MINNESOTA



YEARS AGO

¶ **Four desperadoes** held up the Kraft State Bank, Menomonie, Wis., Tuesday, shot and killed 19-year-old J. S. Kraft, son of the bank president, and seriously wounded his brother William, 22, assistant cashier. Terrorizing the town, the bandits took \$120,000, of which \$10,000 was in cash and negotiable securities. One later was killed by possemen, a second is believed to have died later from his wounds, and a third also was wounded. Dunn county has offered \$1,000 for the capture of the remaining gunmen.

¶ **Minneapolis AIB chapter**, meeting at Dayton's Tea Room, heard Carl R. Gray, vice president and general manager Chicago, St. Paul, Minneapolis & Omaha Railway, in a presentation of the carriers' side in the problem of rail earnings.

¶ **Elected to the board** of the Orchestral Association of Minneapolis, sponsors of the Minneapolis Symphony orchestra, were C. O. Kalman and Edwin White of Kalman & Co., St. Paul.

¶ **Albert J. Alwin**, secretary-treasurer Minnesota Commercial Men's Association, has been elected to the board of directors of Marquette National Bank, Minneapolis. He was one of the association's charter members and has been secretary-treasurer for nearly a quarter-century.

¶ **Women staff members** of the First National Bank, Brainerd, Minn., were attired in the gowns of 1881—the year the bank was founded—at its 50th anniversary celebration this week.

¶ **Officers** of the Clearinghouse Association of St. Cloud (Minn.) were re-elected at the first annual meeting. They are Otto Zapp, president; George Meinz, vice president, and Miss Irene Wilson, secretary-treasurer.

¶ **Exchequer Club of Minneapolis** this week heard a discussion of "The British Gold Standard Suspension" by Oliver S. Powell, statistician of the Federal Reserve Bank.

¶ **J. S. Ulland**, president Fergus Falls (Minn.) National Bank & Trust Co., has been elected a lay delegate to the general conference of the Methodist church of the world next May at Atlantic City.

¶ **The angry waters** of Leech lake in northern Minnesota were the scene of an informal meeting of bankers a few days ago. Strong winds whipped up 6-foot waves that drove boats to shore. In two boats which pulled into the same shelter were E. C. Glasgow, assistant cashier Northwestern National Bank, Minneapolis, with Mrs. Glasgow and Selden S. Smith of BancNorthwest Co., and F. A. Irish and G. H. Nesbit, vice presidents of the First National Bank, Fargo.

¶ **Calvin Coolidge** is being mentioned for the presidency of the recently-organized Insurance Executives Association at annual salary of \$100,000, more than that of the President of the United States.

¶ **Banking-by-mail** is becoming increasingly popular, according to Lake City (Minn.) Bank & Trust Co. In its current "review" the bank says: "Some people believe that this is partly due to the crime wave and the fear which people have for keeping much money around the house. Whatever the cause, this method of transacting bank business is increasing in usage."

¶ **B. Murray Peyton**, president Minnesota National Bank, Duluth, a recent visitor in the East and ABA convention delegate at Atlantic City, was asked how he compared the Midwest and the East. His answer: "Thank God I live in Minnesota."

¶ **H. E. Qualheim** has been elected president of Crawford County Trust & Savings Bank, Denison, Iowa, to succeed the late C. W. Carr.

¶ **Arnulf Ueland** of Midland National Bank & Trust Co., has been named chairman of the finance committee of the Minneapolis Committee for World Disarmament.

¶ **After 16 years' service** with First Trust Co., St. Paul, beginning with its opening in 1915, James D. Armstrong, vice president, has retired.

¶ **Ruth Bryan Owen**, Florida Congresswoman, daughter of William Jennings Bryan, was in Minneapolis this week visiting her cousin, Silas M. Bryan, vice president and counsel Equitable Building & Loan Association.

Want Ads

RATES IN THIS DEPARTMENT ARE
ten (10) cents per word, fifteen (15)
cents in capital letters or bold face type.

POSITION WANTED

An active man, age 59, with background of 38 years' banking and insurance experience, will consider position in a rural-area bank. Prefer place with investment opportunity. Or, will consider control investment in a good rural bank. Or, what have you? All inquiries strictly confidential. Write Box 629, c/o Commercial West.

HELP WANTED

Managing officer 1.7 million dollar bank in northern Minnesota. Excellent opportunity. Small investment required. Should have all around country bank experience. Write Box 628 c/o Commercial West.

Wanted: Managing Officer for a million dollar bank in eastern South Dakota town of 300. Write Box 631, c/o Commercial West.

FOR SALE

FOR SALE: Complete set of attractive marble bank fixtures, including 6 tellers' windows and enough marble to completely furnish a banking room 50 feet wide and 50 feet long. Make us an offer.

W. A. GRUNERT, Cashier
FIRST NATIONAL BANK
MONTEVIDEO, MINNESOTA

For Sale: Used Venetian blinds suitable for bank lobby. Write for sizes and description. Farmers State Bank, Russell, Minnesota.

REMINGTON RAND SAFE CABINET with slide-in doors 4' 11" high, 3' 2" deep and 6' 9" long. Price \$585.00. Cost \$1,985.00. Northern Federal-712 South Cleveland, St. Paul, Minn.

BANK WANTED

Wanted: To purchase controlling interest in small bank. Minnesota preferred. Confidential. Write Box 630, c/o Commercial West.

BUYERS FOR BANKS

We have prospective buyers for substantial minority and controlling interests in banks located in Minnesota, North Dakota, South Dakota, Montana, Iowa and Wisconsin. Write to us in strict confidence. No information submitted to others until we have made definite arrangements with you.

W. R. OLSON COMPANY

112 South Mill Street
Fergus Falls, Minnesota

BANKS BOUGHT
and SOLD

All Negotiations Confidential

A NATIONAL CLEARING HOUSE
FOR EXPERIENCED BANK EXECUTIVES
WITH CAPITAL TO INVEST

BANKERS SERVICE COMPANY

BOX 1435 · DES MOINES 5, IOWA · TELEPHONE 2-7800

NOTES

Harris Trust & Savings Bank, Chicago, has embarked on its third consecutive season as sponsor of "This is the Midwest," weekly live television show. In 1954 and 1955 "This is the Midwest" was cited by the Chicago Federated Advertising Club to receive awards as the outstanding documentary produced in Chicago during those seasons.

LaSalle National Bank, Chicago, has elected Assistant Vice President Harry E. Mertz to the additional position of auditor. Formerly assistant executive secretary of the National Association of Bank Auditors and Comptrollers, Mertz joined La Salle's official staff July 1. Also the bank has elected Arthur M. Daum an assistant cashier and George E. Brown an assistant trust officer.

Capital stock of the State Bank of Redwood Falls, Minn. has been boosted to \$50,000.

L. P. Sonnicksen was appointed to the board of directors of the First National Bank, Winnebago, Minn., at the meeting of directors October 16, to fill the vacancy caused by the death of his father, Willis Sonnicksen.

Chemical Corn Exchange Bank, New York, has appointed Cecil E. Loomis to its Grand Central Area advisory board. Loomis is a senior vice president and director of the Columbia Gas System, Inc.

Frank B. Heintze, of Omaha has been named state director of the U. S. Treasury's Savings Bonds Division for Nebraska to succeed Glenn C. Cunningham who resigned last April to seek elective office.

Application has just been filed with the Comptroller of the Currency for a proposed new national bank at Custer, S. D.

Max Gutz, cashier First National Bank of Selby, S. D., and Mrs. Gutz who were injured in the auto wreck near Big Stone City October 13 (CW, October 20) have returned home from the Ortonville, Minn. hospital. W. Paul Jones, president Citizens Bank of Mobridge and president South Dakota Bankers Association, and Mrs. Jones, who

were more seriously injured, are expected to remain in the Ortonville hospital for several weeks. They were driving to Minneapolis to join the South Dakota Special to the ABA convention in Los Angeles.

The second annual short course for agricultural representatives of banks of the Missouri Bankers Association will be held in Columbia, November 6-7.

An opportunity to gain first-hand knowledge of European banking and business conditions will be afforded Midwestern bankers next spring through a European conducted tour designed exclusively for bankers and their wives. The tour is being organized by John A. Sparrow, who recently retired from the Harris Trust & Savings Bank, Chicago. He was for many years in charge of his bank's foreign business and during his numerous visits to Europe has become well known in European banking circles. The seven-week trip will begin April 18, visit seven different countries.

Consumer credit lending has grown in importance to all banks to the point where the Michigan Bankers Association's CC committee this week decided that its annual CC Clinic has outgrown its traditional one-day (Armistice Day) session and must be allotted two full days. So, it announces November 7-8 as the days and the Statler hotel, Detroit, as the place.

W. C. MacFarlane, president Minneapolis-Moline, will address the Farm Equipment Institute's production and marketing division at its meeting in Chicago November 15. MacFarlane, a past president of the Institute, will discuss "How To Do Business in Foreign Countries."

Montana Bankers Association's President E. F. Galt has called a meeting of the Executive Council, the Taxation committee, the Legislative committee and the Group presidents for 12:15 p. m. November 8 at the Placer Hotel, Helena, to discuss the taxation matter and legislative program. "All members are welcome," says R. C. Wallace, secretary-treasurer.

COMMERCIAL WEST

\$1,120,000
Improvement Bonds
\$255,000
Park Bonds
Moorhead, Minnesota
3½% and 3.80% Bonds

Dated: December 1, 1956

Due: Serially Dec. 1st

Principal and semi-annual interest (June 1st and December 1st) payable at Northwestern National Bank, Minneapolis.

IN THE OPINION OF COUNSEL, UNDER PRESENT LAWS AND REGULATIONS THE INCOME ON THESE BONDS IS EXEMPT FROM THE FEDERAL INCOME TAX AND IF HELD BY INDIVIDUALS FROM THE STATE OF MINNESOTA INCOME TAX.

MATURITIES

Amount	Coupon	Maturity	Yield	Amount	Coupon	Maturity	Yield
\$ 10,000	3.50 %	12-1-1958	2.60 %	\$65,000	3.50 %	12-1-1968	3.50 %
165,000	3.50	12-1-1959	2.70	70,000	3.50	12-1-1969	3.55*
70,000	3.50	12-1-1960	2.80	65,000	3.80	12-1-1970	3.60*
70,000	3.50	12-1-1961	2.90	65,000	3.80	12-1-1971	3.65*
70,000	3.50	12-1-1962	3.00	65,000	3.80	12-1-1972	3.65*
70,000	3.50	12-1-1963	3.10	65,000	3.80	12-1-1973	3.70*
70,000	3.50	12-1-1964	3.20	65,000	3.80	12-1-1974	3.70*
75,000	3.50	12-1-1965	3.30	70,000	3.80	12-1-1975	3.75*
70,000	3.50	12-1-1966	3.40	70,000	3.80	12-1-1976	3.75*
70,000	3.50	12-1-1967	3.45	35,000	3.80	12-1-1977	3.75*

* Callable 12-1-1966 or any interest payment date thereafter at 101½. Prices figured to maturity.

Northwestern National Bank
 Minneapolis

First National Bank
 St. Paul

Allison-Williams Company
 Minneapolis—St. Paul

J. M. Dain & Company, Inc.
 Minneapolis—St. Paul

Piper, Jaffray & Hopwood
 Minneapolis—St. Paul

Juran & Moody, Inc.
 Saint Paul

Kalman & Company, Inc.
 Minneapolis—St. Paul

E. J. Prescott & Company
 Minneapolis

Mannheimer-Egan, Inc.
 St. Paul

Harold E. Wood & Company
 St. Paul

when borrowers ask, "why do you require Title Insurance?"

Here is a suggested answer:

"When you offer us land as security for a loan we need certain information about your ownership of that property.

"A title insurance policy furnishes and guarantees this information. Before a title insurance company issues the policy, it requires the examination of many public records and their interpretation in the light of existing laws and court decisions.

"The title policy insures us against loss from unknown defects, which—unknown to you or to us—might exist in the title.

"Under the law, we may make only mortgages which are valid first liens on property where you possess a marketable title. The title insurance policy guarantees us that the mortgage complies.

"That's why we require the protection of title insurance in making you a loan."

In twenty states protection to lenders is available from Title Insurance Company of Minnesota. See your Minnesota Title man or write our Minneapolis headquarters.



TITLE INSURANCE COMPANY OF MINNESOTA

125 SOUTH 5th STREET

Federal 8-8733

MINNEAPOLIS 2, MINNESOTA