

CENTRAL WESTERN BANKER

Omaha

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MAY

1932



SERVICE

THE FIRST



You are always welcome at this bank regardless of whether or not you are a depositor.

Seven-League Boots, as shown in the above picture, typify the ability of the First National Bank of Omaha to render service by eliminating distances, or difficulties, in the execution of banking and the handling of credits.

The bank is more than just a safe depository for money. It renders many fiduciary services with responsible officers long experienced in banking practice.

You will find the First National a friendly bank.

First National Bank of Omaha

MEMBER FEDERAL RESERVE SYSTEM

CONTINENTAL ILLINOIS BANK AND TRUST COMPANY

CHICAGO

Statement of Condition, March 30, 1932

RESOURCES

Cash and Due from Banks	\$164,979,039.18
United States Government Securities	81,647,276.39
Other Bonds and Securities	80,068,819.25
Loans: Demand	\$177,992,951.79
Time	293,452,230.57
Stock in Federal Reserve Bank	4,200,000.00
Customers' Liability under Letters of Credit	15,806,684.75
Customers' Liability on Acceptances	26,480,880.46
Other Banks' Liability on Bills Purchased	22,032,886.30
Interest Accrued but Not Collected	2,588,639.41
Bank Building	15,000,000.00
	\$884,249,408.10

LIABILITIES

Capital	\$ 75,000,000.00
Surplus	65,000,000.00
Undivided Profits	5,660,333.61
Reserve for Dividend Payable April 1	2,250,000.00
Reserve for Taxes and Interest	8,590,218.37
Deposits: Demand	\$445,121,167.72
Time	217,133,481.03
Letters of Credit	16,343,735.97
Acceptances	26,911,717.34
Other Banks' Bills Endorsed and Sold	22,032,886.30
Discount Collected but Not Earned	205,867.76
	\$884,249,408.10

The capital stock of the Continental Illinois Company, held in trust for the stockholders of the Continental Illinois Bank and Trust Company, is not included in the above figures

CENTRAL WESTERN BANKER

410 ARTHUR BUILDING
OMAHA

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The Teller Tells the World

By C. W. FISHBAUGH

HOLLYWOOD is producing a real bank picture and the leading man is one of the outstanding bankers of the country. The picture is to be directed by Allan Dawn and the leading man is none other than Dr. A. H. Giannini, chairman of the executive committee of the Bank of America. The picture is: "Faith."

This sounds good and we certainly hope the picture "clicks."



IT IS INTERESTING to note that with the beginning of 1932 Iowa had more banks than any state in the union with the exception of the big states of Texas, Pennsylvania, New York and Illinois. Iowa showed 927 banks, Missouri 971, Nebraska 618, Kansas 920, Colorado 234, Wyoming 80, New Mexico 49, North Dakota 249 and South Dakota 259.



THE CITY OF Hammond, Ind., once had seven banks but they failed and the city was left without banking facilities. But not for long—a former teller of the Hammond National Bank opened an office of his own. He accepts checks for collection, makes change for merchants and otherwise performs duties of a bank. He reports business is good. He reported a \$20,000 business on the first day.



THIS WAS PUBLISHED in a leading sporting publication as a letter from a subscriber:

"Thieving bankers steal your money—calmly close up shop and go scot free. For my end of the few hundred dollars they gypped me out of I would let them keep every dime just to see the crooked thieving parasites locked behind cold steel bars with their pointed, peanut-shaped heads shaved like a dog with the mange—branded with a convict's number—despised and spat upon by decent fellows, who must itch to choke these ape faced embezzlers. Where is the Law and Justice that permits of legalized stealing of the peoples' money? Life imprisonment would end bank failures."

The article was headed: "Yes, and he's sure right." This article may at first seem humorous, but it is a serious affair when such statements are allowed to go unanswered.



IN SOME FOREIGN countries travelers' checks demand a higher rate of exchange than U. S. gold. The reason is credit. The check is credit and goes through the clearing house like any other check. While the gold must be insured and transportation charges paid back to the states.

Well, boys, when I go to Europe I'll take a little of both and send you a picture of the Eiffel Tower.



A NEW YORK COLUMNIST remarks that he would like to see old-fashioned bankers whom innocents can trust.

We'll go him one better. We bankers would like to see a few old-fashioned innocents that we could *half* trust.



A FEW MONTHS AGO we had an extra large supply of money on hand and had to hire a guard to sit in the bank lobby. Oscar wanted to go to the back room every half hour and shoot off a torpedo to see if he was awake.



THERE'S THE JOKE told about the business man, who was asked if he had a chance, would he rather buy stock in a big bank or stock in a railroad company? The business man replied: "I'd rather buy stock in the bank, because by next fall there'll be more people carried by banks than by all the railroad companies."



WILLIAM B. HUGHES of Omaha, secretary of the Nebraska Bankers Association, has held that office since 1906. . . . The first loan to an Iowa bank through the National Credit Association was made November 27, 1931. . . . Nineteen per cent of the retail dollar is spent on automobiles and accessories. . . . It took a nineteen page

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Building Public Confidence Through ADVERTISING

EVER since the outbreak of the Great War and up to the present day, Commercial Banking has been put through strains and stresses that have tested to the utmost its capacity to serve the business world—locally, nationally and internationally. Business has fluctuated so vastly, so violently as to reckon the strength and elasticity of business banking to the nth degree.

You might liken Commercial Banking to a toll bridge, built to carry a certain maximum burden, which finds itself suddenly loaded with enormous, crowded traffic beyond the maximum expected, and just as suddenly unloaded with almost no traffic at all. It plays the very deuce with the bridge—and the tolls!

Traffic of Business

But it might be more accurate to think of Commercial Banking as a vast network of bridges, embracing every business community of the nation and, in its international aspects, every business center of the world. The traffic of business must pass over this system. Looking back along the years to the Great War, is it any wonder that some of the sections broke down? The great wonder is that the structure did not collapse under the terrific and repeated alternating strains. It must have been enormously strong to have survived. The Federal Reserve System should be given its just meed of credit.

Our banking structure still endures, must endure, will endure. Necessary repairs are being made. The weak spots have been revealed and are being strengthened. And let us hope that the wisdom of the business world will not only make the commercial banking system strain-proof, but will devise ways of distributing the load more evenly, so that in the future the alternating strains of business traffic will not be nearly so sudden and violent.

Built of Public Confidence

Public confidence is the very stuff out of which the banking bridges have been built. It is at once the foundation bedrock and the structural material.

By EDWIN BIRD WILSON
President, Edwin Bird Wilson, Inc.
(From address before Pittsburgh Advertising Club)

Intelligent advertising, continuously employed, increases the strength of public confidence.

If my time limit permitted, I could cite striking examples of the strengthening of public confidence and the preservation of banks through an intelligent, persistent policy of advertising.

Too many banks have discontinued their advertising during the depression. Too many have decreased it. Too many have failed to begin it.

If every strong bank in the country would courageously and properly ad-

the first to feel the benefits of restored faith and public favor.

In a recent letter to *Nation's Business*, written at the request of Editor Merle Thorpe, I said:

"It has been suggested that a huge advertising campaign, funded by business in general, would help restore confidence in all-American business. Any effort in that direction would be merely a hopeful experiment.

"What is needed is not a pool for advertising business in general, but many simultaneous, unusual advertising efforts, individually undertaken by the best of our American business enterprises to restore complete confidence in themselves individually. The collective result of such separate efforts, immediately commenced, vigorously prosecuted, courageously maintained, would be inspiring to all-American business. The paucity of advertising during the past two years undoubtedly has had a depressing effect."

It is my firm belief that the leading commercial banks should take their place of leadership in such a sensible, reliable effort for faith revival.

Trusteeship Advertising

What is the situation in the fiduciary field?

In Trust advertising, the "sob" and the "jazz" are both missing, those elements which were prominent a few years ago and which served their purpose by getting popular attention for fiduciary services. The dominant note now and likely to continue is economy of estate and trust management through the corporate fiduciary.

The best type of present trust advertising assumes that the prospective maker of an estate or trust is a *business* man or woman and must be sold on trust company service by sound business arguments. Gone are the sad pictures of widows, empty chairs and crying orphans. Instead we have pictures of business men and women planning their estates to make them as useful as possible to heirs and beneficiaries. I plead guilty to having

(Continued on Page 8)

THE GREAT AMERICAN LENDER

"The saver and investor is the lender today. Collectively his surplus capital is tremendous and limited only by his capacity and opportunity to earn and save.

"Where is industry — manufactures, railroads, utilities, construction—where is industry to borrow if you make it unsafe and unprofitable for the American people to lend? From the bankers, you say. But where do the bankers get the money to lend? They are not the real money-lenders. Now if we break down the confidence of millions of earners and savers in the banks and in investment, where IS American business?"

vertise at this time, public confidence would be tremendously strengthened. There may be exceptional conditions where silence is golden, but in general the situation calls for the public assertion by banks of confidence in themselves, in order that the people may have full confidence in the banks. The now stronger-than-ever commercial banks can lead the way to business restoration by using this sound method for re-establishing public confidence. Some of them have kept up their confidence-building work all through the depression. They will be

First mortgages on real estate are essentially the same conservative investments that they have always been and they have stood up remarkably well under the severe tests of the past few years.

The Future of First Mortgage Real Estate

By J. B. SLEEPER

*Vice President, Pioneer Mortgage Company
Topeka, Kansas*

MOST of us live in the future. Our work, our hopes, our aspirations are in terms of future benefits. It is the point of view that distinguishes the civilized from the uncivilized man.

Said the late Judge Gary: "To struggle over the business in sight blinds the participants in the struggle to the bigger business of the future."

In speculating upon the future conduct of the mortgage banking business, we naturally view that future as a period in which our condition should be better than the present and the past. It is said that man's ambition is the cornerstone of civilization itself. Our progress in business probably is the most notable modern illustration of this.

Andrew Carnegie said, "Two pounds of ironstone mined upon Lake Superior and transported 900 miles to Pittsburgh; one pound and one-half of coal, mined and manufactured into coke, and transported to Pittsburgh; one-half pound of lime, mined and brought to Pittsburgh—and these four pounds of material manufactured into one pound of steel, for which the consumer pays one cent."

Those words revealed the secret of industrial magic, the miracle through which material comforts were brought to millions of persons who never could have wrung them barehanded from the hills and forests.

Another Phase

But there is another phase of modern American life that is as miraculous as that transformation of ironstone and coal into steel. That is the transformation of selfish interests and provincial viewpoint into the finer and more enduring qualities of business cooperation.

I refer particularly to trade associations, which have become a great American institution. The spectacle of thousands of business and professional men traveling to and from their national conventions each year is unparalleled anywhere else in the world. We have much to learn from other nations but we can teach the

world something about bringing together the best minds in a given business or profession, subjecting current theories to the test of frank discussion. The American trade association is an advantage in a country so full of advantages that we lose sight of some of them.

"WITHOUT doubt the future success of the mortgage banking business depends upon the degree to which we can keep abreast or slightly ahead of the changes that confront us. One economic condition with which we are constantly confronted is that which has to do with the changing tastes of the public with reference to various forms of investment."

Every country is trying to establish a consistent relationship between business and society. There seems to be three roads to follow:

The doctrine of extreme individualism which means that a man can do what he likes without the influence of government or public opinion.

An exactly opposite doctrine—whereby all business is operated by the Government or closely supervised thereby. This is on the theory that every business, no matter what kind, is a public utility.

The doctrine of self government in business whereby we give the business man credit for ordinary human virtues and anticipate that, given a fair chance, and operating under proper protective laws, he will work out his problems.

It is the struggle of the present age, this conflict among the foregoing principles. In our country and in every country, there is a survival of the individualists who were the principal figures of the last 100 years of business expansion. In our country these persons are finding themselves op-

posed to those who believe in self-government of business by the operation of group thinking and group action, keeping ever in mind the interests of the general public. These two groups find themselves commonly opposed to the newest faction which probably has attained its highest expression in Russia and Italy where all business is operated or closely supervised by the government.

The Final Result

The final result of this great conflict between three schools of thought probably may not be known for several centuries—but the trend toward a result will affect the future of our business more vitally perhaps than any other factor.

The history of every business seems to follow these three phases: the stage of early development, some speculation, much uncertainty, many failures; the "boom stage" of large profits and rapid expansion; the stage of liquidation, consolidation and standardization.

Any one who ever casually has observed the progress of our business since the war must agree that the mortgage business is passing from the second stage into the third. It has been a question of the survival of the fittest and that survival has been based largely upon the ability of the companies to realize a fair profit.

A few years ago it was the fashion to apologize for the money making aspect of business. "Service" was emphasized and too much talk of profits was considered somewhat in bad taste. Events of the last few years, when many concerns have failed to survive, have shown conclusively that the real objective in a business enterprise is to make an adequate profit. The experience of these concerns reminds us of the necessity for local competitors to become more interested in one another and to adopt such policies in common as will make the mortgage business more stable and at the same time make possible improved service to the borrowing and to the investing public.

One might say that the interest of the public always is opposed to the interest of a particular branch of business; we cannot help both at the same time. Is it not fair, however, to say that the public interest and ours are identical in many respects? Does the public benefit in the long run if a mortgage lending institution fails, due to inadequate compensation for service rendered? One might say also that competition must always be free and unhampered otherwise the public suffers. We agree that competition is the life of trade, but how about the local community? Does it benefit if, through destructive competition, the mortgage banker has failed to provide sufficient reserve to assure proper service both to borrower and investor?

President Hoover has said, "It certainly is not the purpose of our competitive system that it should produce a competition which destroys stability in an industry and reduces to poverty all those within it. Its purpose is rather to maintain that degree of competition which induces progress and protects the consumer."


The Greatest Error

In my judgment the greatest business error is to fail to make a reasonable profit. The next greatest error is to exact an unreasonable profit.


It is interesting to note that in a case decided in the year 1410, the plaintiff was a master of a grammar school in Gloucester, England; the defendant set up a rival school in the same town, so that instead of receiving two shillings a quarter from each child, the plaintiff received less than a shilling. The court held that no action lay.

This was an early establishment of the general right to damage another


Vinton Community Builders
(Article 2.)



State Bank of Vinton
P. H. BAY, President
M. J. THORP, Vice Pres.
O. D. MORLEY, Vice Pres.
J. W. FARRER, Cashier



Iowa Savings Bank
W. STEPHEN, President
E. A. BUNYON, Vice Pres.
D. B. GREGG, Cashier



Farmers National Bank
A. H. ELLIS, President
J. F. TRASK, Vice Pres.
H. W. MAIR, Cashier

One of the institutions most vital to the success of any community is a **Good Bank**. Pause a minute and think what it would be like to live and do business in a community without banking facilities. Suppose that there was no place for the safe keeping of money against the time when you desired to use it; that there was no way of sending money save by registered letter; that every time you had occasion to buy anything, either large or small, that you had to carry the actual money; that there was no way of collecting for property sold save by personal call and demand; that there was no place of safe keeping for valuable papers. **The banks will do all of these things for you.**

Vinton has had one or more banks continuously since 1856 (76 years) and now has **three good banks**. These three banks have resources of well over **TWO MILLIONS OF DOLLARS**, have up to date buildings and equipment and are well qualified to render any service the citizens of the community may need. They are owned and managed by men who are well known and command the confidence of the community. **These banks deserve the unqualified support of our people.**

THE GREATER VINTON CLUB

To build confidence in the banks of its community, the Greater Vinton Club, of Vinton, Iowa, is running a series of advertisements in its local newspaper, of which the one pictured is number two. This is a good example of how a community can get behind and help solidify its banking interests.

by competition. Perhaps if at that time the decision had been reached establishing that unreasonable competition was a wrong instead of a right, much of our present social and economic ills might not have appeared.

No business is assured of a permanent place in the commercial life of the times. Occasionally a crisis appears necessitating changes and realignments in an entire business so that it can keep its place in the sun.

Without doubt the future success of the mortgage banking business depends upon the degree to which we can keep abreast or slightly ahead of the changes that confront us. One economic condition with which we are constantly confronted is that

which has to do with the changing tastes of the public with reference to various forms of investment.

In a statement in January, 1930, R. W. Huntington, president of the Connecticut General Life Insurance Company said:

"We are told that common stocks are to be invested in because the value of the dollars has grown smaller and when we are paid the interest or principal of a fixed long term investment, we are paid less because of this depreciation, and common stocks do not come due and dividends increase as the value of the dollar lessens. But because the value of the dollar has lessened on the whole since 1914, or ever since 1896, is it to keep on doing so? Only the wise young men know that it is."

The logic of these remarks has been proved by subsequent events. Since 1930 the purchasing power of the dollar already has gone up and the owners of fixed long term investments are in a better position than before. First mortgages on city real estate and farms are fundamentally the same conservative investments that they always have been. On the whole, they have stood up remarkably well during a severe testing period when real estate operations have expanded to an extent never before imagined possible.

Any remarks to the contrary should be weighed against the volume or number of real estate mortgage loans that have proven sound. Not only should we keep in touch with current investment trends, but we have an opportunity to influence these trends by telling the public the truth about the soundness and yield of real estate mortgage investments.

The Teller Tells the World

(Continued from Page 4)

complaint to sue the directors of the defunct Bank of the United States in New York. . . . Iowa banks cannot pay over 4 per cent interest on time deposits . . . and all time deposits on which interest is paid must run for three months. . . . Thirteen is the prefix for the Cincinnati, Ohio, banks . . . but I can't find any bank listed for double 13 (13-13) . . . that would be asking too much.

NOTE FROM a Nebraska paper under the heading "Ten Years Ago": "A farmer from Burt County walked into the cashier's office at the post-office, laid down 40 new \$100 bills, and walked out with \$4,000 in treasury saving certificates.

Oh me, oh my, had they started that ten years ago?

SINCE 1793 when gold coinage was first started in the U. S., there has been minted \$4,447,518,477.50 in gold. There is now in circulation \$4,292,301,711 showing that \$155,216,876.50 has been lost. And we talk about buried treasure! But wait. During those same 139 years there was \$1,425,517,750.80 minted in silver and subsidiary coins of which there is accounted for \$848,725.91. Showing that \$576,681,779.80 has been lost or destroyed (or in tin cans and socks). Now after reading all those figures see if you can still hold your pencil down to write on dollar checks.

WHEN I HEAR people speaking of making money in bonds, I always think of the old fellow who went to the race track for the first time. He placed a two dollar bet on a horse and the horse won, paying him ten dollars. The old fellow was jubilant and when he received his money he turned around to his friend and said: "How long has this thing been going on?"

ONE OF THE never failing topics of discussion at every bank meeting is Amos and Andy. There are more of their quotations heard than from all the leading financial men of the world.

There's a moral, somewhere. I miss it right now, but I still know there must be one.

Building Public Confidence Through Advertising

(Continued from Page 5)

helped to put the minor tones and the jazz rhythm into past advertising of fiduciary service; and I am unrepentant for that contribution, because the average man and woman of means—and they are not all of the “intelligentsia”—had to be aroused feeling-wise to the importance of making wills, establishing trusts and appointing executors and trustees that are permanent, experienced and equipped. But that work has been done so thoroughly that now the problem is:

Which bank or trust company will get the business?

Folks with money and property to leave are sufficiently awake to the need for a corporate executor and trustee. Now they want to know why this corporation or that is qualified to act for them. That is the basic reason for the change in very recent years from the highly sentimental to the highly practical type of trust advertising copy. Planning estates and managing them economically is the modern keynote and it is a clarion tone that rings true to present conditions.

In harmony with this keynote is

the best advertising of trust organizations that point out the advisability of the maker of trusts employing an attorney to prepare the necessary documents, while the fiduciary keeps its proper place as business adviser and manager. Cooperation on a fair basis between attorneys and trust institutions is fundamental to the continued full success of the beneficent work of corporate trust management. It will be a good day for both the bar and the trust institution when complete understanding prevails between the two.

Trust Service and Life Insurance

In harmony, too, with the practical keynote of present day trust advertising is the emphasis on life insurance trusts, and here again is a field for cooperation between the fiduciary and the insurance organizations. In many places trust and insurance men are working together in a way that benefits both and is of advantage to policyholders and their beneficiaries.

Selling trust service has been changed in the course of years, much as the selling of life insurance has been changed. Insurance agents formerly emphasized protection for wife and children. Now they sell insurance chiefly on the business ground of safe and profitable investment. Trust institutions are selling life insurance trusts, immediate trusts, business insurance trusts, specific voluntary trusts and testamentary trusts on the ground of sound investment and business-like management.

Trust institution service and trust advertising have been remarkably free from justifiable adverse criticism. They have done a splendid work of conservation.

Carbon Monoxide Deaths

A marked increase in the number of deaths from asphyxiation due to carbon monoxide gas occurred last year, according to data covering the experience of a number of companies which has been gathered by the accident and health department of the Fidelity and Casualty Co. Furthermore, it is declared, such fatalities are currently taking place at an abnormal rate.

Figures showing the exact extent of the increase are not yet available, but the percentage gain for 1931, as compared with the fatalities from this cause that were recorded in 1930 was heavy, notwithstanding that the earlier year was marked by a large total of carbon monoxide poisonings.

Nature repairs her ravages—repairs them with her sunshine and human labor.—Eliot.

OUR OFFERING LIST

WILL BE MAILED REGULARLY UPON REQUEST

GMAC NOTES

are a standard medium for short term investment. Based on highly liquid assets, they provide a sound instrument for the temporary employment of surplus funds. GMAC obligations are in country-wide demand for the security portfolios of individuals, institutions and thousands of banks.

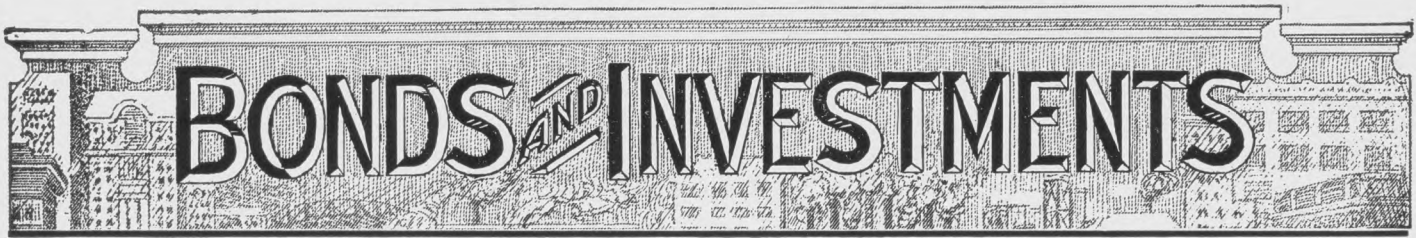
*available in convenient maturities and
denominations at current discount rates*

GENERAL MOTORS ACCEPTANCE CORPORATION

OFFICES IN PRINCIPAL CITIES

Executive Office - BROADWAY at 57TH STREET - New York City

CAPITAL AND SURPLUS - SEVENTY MILLION DOLLARS



BONDS AND INVESTMENTS

Rails and Railroad Securities

THE ATTAINMENT of the present economic development in the United States is in large measure the result of efficient transportation service. Following the invention of the steam expansion engine came the steam railroad, and after the internal combustion engine the motor vehicle. To reach remote areas not able to support railroads, the bus and motor truck, afford the benefits of practical direct rail service, in many instances are feeders to the railroads and are growing in importance in the work of assembling and distributing.

The property investment reported by the railways in the United States at the close of 1930 aggregated \$26,000,000,000. In July, 1920, the Interstate Commerce Commission placed a tentative value on all railroads of \$18,900,000,000, to which should be added the net cost of additions and betterments subsequent to that date amounting to more than \$5,600,000,000. The railways have a funded debt obligation of about \$11,000,000,000 or approximately 56 per cent of total capitalization, on almost 250,000 miles of road, equipped with more than 60,000 locomotives with average tractive effort, or draw bar pull in excess of 45,000 pounds, and more than 2,300,000 freight cars with average capacity of almost 47 tons, or more than 100,000,000 total tons capacity.

Decline of Earnings

The decline of railway earnings in 1930 and 1931 was primarily due to the general business depression. A contributing factor was motor vehicle competition. Motor vehicle registrations at the close of 1920 exceeded 8,000,000 passenger cars, and at the close of 1930 numbered almost 23,000,000 passenger cars and 95,000 busses.

Apparently the effective factor in the decline in rail passenger revenue is the preference of the public for the private motor car. Passenger density on all Class I roads at present is less than one-half the maximum passenger density in 1920, or a decline in yearly gross of approximately \$700,000,000 to the close of 1931, being a con-

By C. COPELAND
Traffic Density Engineer

tributed loss to each automobile of about \$30. But as the private automobile was about equally existent in number in 1929 we will assume that part of the decline is chargeable to the depression, especially since 1929 — a decline of about \$300,000,000.

Some Class II and III roads scarcely have any passenger traffic left. Experience has shown that the public is extremely reluctant to re-

.....
"In the last analysis the word 'investment' implies security of principal and that, in turn, adequate support. This is not the time for institutions to sell indiscriminately the bonds of our great American railroads. Aside from a return to more normal traffic conditions, there are other corrective and constructive forces in evidence. If the wisdom of our legislators and commissioners does not protect our investments and savings, then by what token can we expect that the same adverse influences will not make their appearance to the detriment of other forms of investment?"

linquish many transportation facilities. At a hearing seeking to discontinue a local train on account of lack of patronage it appeared that practically all of those present had come to the place of the hearing either in their own automobiles or in a bus. When queried by one of the commissioners as to why they were opposed to the discontinuance of the train the reply was that there were days in the year when they could not use their own automobiles or on which the bus failed to operate because of weather conditions, and on such days they desired to have rail service available.

What Motors Are Doing

A prominent railway executive recently suggested as an aid to passenger train revenue the practicability of extending operations of the Railway Express Agency to include the hand-

ling of less than carload freight for economy of operation and expedition in service.

In many instances there is a duplication of train movement between terminals that might be corrected through co-operation of the carriers.

It seems unlikely that a large percentage of the loss of passenger traffic to the private motor car can be regained. The passenger operating ratio for the United States in 1930 was 101 per cent.

The motor truck has increased from about 1,000,000 vehicles registered at the close of 1920 to about 3,500,000 at the close of 1930, of which it is estimated about 500,000 trucks are common carrier and contract operated, with tonnage capacity approximating 1,000,000, or about one per cent of the freight car capacity. But a ton of truck capacity is much more active than a "ton of car capacity." The truck affords a flexibility of service and simplicity of handling small loads which the rail carrier cannot match. However, the railroad remains supreme in mass movements in train lots in distant transportation.

The commercial freight handled by trucks in 1930 was estimated by a railroad witness before the Interstate Commerce Commission, at about 20,000,000,000 ton miles, or about four per cent of the total rail ton miles, or three per cent of all ton miles, excluding privately owned and used trucks.

Truck Tonnage

The truck tonnage is comprised largely of commodities in the higher rate classifications. Individual studies have been made by several railroads to determine the diversion of revenue to the trucks. One of these, the Chicago & Northwestern, estimated that the loss of freight revenue amounted to about 5.6 per cent. A similar survey of truck competition was made by the Illinois Central during the last six months of 1930 with estimated loss to the system owing to diversion of 5.8 per cent of total freight revenue. All of these figures are given with some reservation as there are no published records available.

Just a few words in connection with what some of the railroads are doing to regain some of the lost L. C. L. freight, in addition to fast freight service. In the southwest on October 1, 1931, the railroads began a pick up and delivery service of L.C.L. freight at about 3,000 stations, a service given free on rail shipments 300 miles or less, within the area covered by the tariff.

Pennsylvania Railroad studies show that the preponderance of truck competition with that railroad lies within a 250-mile zone from any given large city, reaching its peak in the first 100 miles. The road proposes to handle

demountable truck bodies over certain zones for the trucker. This freight container is designed to facilitate and reduce the cost of handling L. C. C. freight.

The New York Central is the pioneer of the container service. The greater part of this service is tendered the railroads by forwarding companies, the reason being that few shippers can assemble 4,000 pounds minimum weight of merchandise for a single destination. Both the New York Central and Pennsylvania report a high percentage of loaded movement in container service, which means a high rate of return loading.

In the Oil Field

The aggregate investment in Crude Oil Pipe lines exceeds \$2,000,000,000, representing more than 100,000 miles of trunk and gather lines. For a long time the movement of crude oil has been almost entirely by pipe line. To this competition has been added pipe lines, of higher strength and improved welding, for the transportation of gasoline and natural gas, with a considerable displacement of coal by the latter.

The sources of deficiency in the consumption of bituminous coal during the last decade are, in order of importance: improved efficiency in use, increased use of fuel oil and water power and the increased use of natural gas.

The majority of the states have enacted legislation for the supervision and regulation of transportation for hire over public highways by motor carriers.

In connection with the proceeding instituted by the Interstate Commerce Commission for "Coordination of Motor Transportation," I.C.C. Docket 23,400, embodying 230 pages, a caption of 50 numbered conclusions is as follows: "The national transportation machine cannot function with progressive efficiency, part regulated, part unregulated; coordination of transportation agencies cannot reach its economic possibilities under this anomalous condition."

Public Supporting the Banks

More than fifty million people maintain savings accounts, and added millions have commercial accounts in the banks, "making millions of dollars of new deposits daily," which indicates the deservedly great confidence which the general public has in these financial institutions, W. R. Morehouse, vice president of the Security-First National Bank of Los Angeles, told the session of Western Regional Savings Conference held in St. Louis under auspices of the Savings Divi-

sion of the American Bankers Association.

Hoarders soon began to wish they had not taken their money out of banks as they read of cash lost through fires and robberies, and also become discontented because it is earning them no money, he said, asserting that "probably not 5 per cent of our people can stand to have their funds idle for as long as one year, and we can depend on good human nature to get these millions back into the banks." A large part of the drop shown during the present period in savings bank deposits, he added, was on account of people who had "saved for a rainy day" and were using their funds in the emergency. They will "become great boosters for savings accounts in the future," he declared, because they have had their practical demonstration of the benefits of savings.

"You may rest assured that they will never want to be without an account in the future," he declared. "As soon as recovery sets in, watch savings accounts grow. Watch financial advertising boom. There are better days ahead for our banks.

"Millions on millions of people have bank accounts and there is no law that compels them to keep their funds in any bank. The fact that they have maintained their accounts throughout these troublesome times and are making millions of new deposits daily is conclusive evidence that the public has justified confidence in our banks."

Results From Advertising

The far spread advertising campaigns carried on in magazines, banking journals and newspapers during the last few years by investment trusts have been an important factor in building up a new investment consciousness in the American public, in the opinion of W. H. Griffiths, director of public relations for Administrative and Research Corporation, New York.

"In 1931, for instance," says Mr. Griffiths, "more than a million and a half lines of newspaper advertising was purchased by 41 leading investment trusts. This lineage ran in 146 newspapers in 68 cities scattered from coast to coast. Seventy-five per cent of this total lineage was purchased by five fixed trusts—Corporate Trust Shares, North American Trust Shares, Nation Wide Securities, Independence Trust Shares, Diversified Trust Shares.

"Among the cities Philadelphia was first with 137,891 lines; Boston second with 81,960; New York third with 66,518; St. Louis, Missouri, fourth with 58,866; and San Francisco fifth with 55,984."

NOTICE TO HOLDERS OF CORPORATE TRUST SHARES

(Original Series)

Inasmuch as Corporate Trust Shares, Original Series, are in bearer form, there are many holders whose names are not on record with any of our Authorized Distributors. We are, therefore, hereby notifying such holders of the issuance of Bearer Exchange Warrants which expire June 15, 1932.

BEARER EXCHANGE WARRANTS

Bearer Exchange Warrants, which expire June 15, 1932, have been made available by the American Depositor Corporation for distribution through Authorized Distributors to holders of Corporate Trust Shares, Original Series. These Warrants are issued to evidence the right of such holders to a preferential exchange basis in connection with the exchange of their Shares of the Original Series for the new Corporate Trust Shares, Accumulative Series and/or Series AA—Distributive Type.

Upon satisfactory evidence of ownership of Original Series Corporate Trust Shares, the holders may obtain Warrants, *without cost*, from any Authorized Distributor who will also furnish full details regarding the preferential exchange basis and manner of exercise of the Warrants. The undersigned will furnish names of local Authorized Distributors upon request.

These Warrants and the right expressed therein expire June 15, 1932.

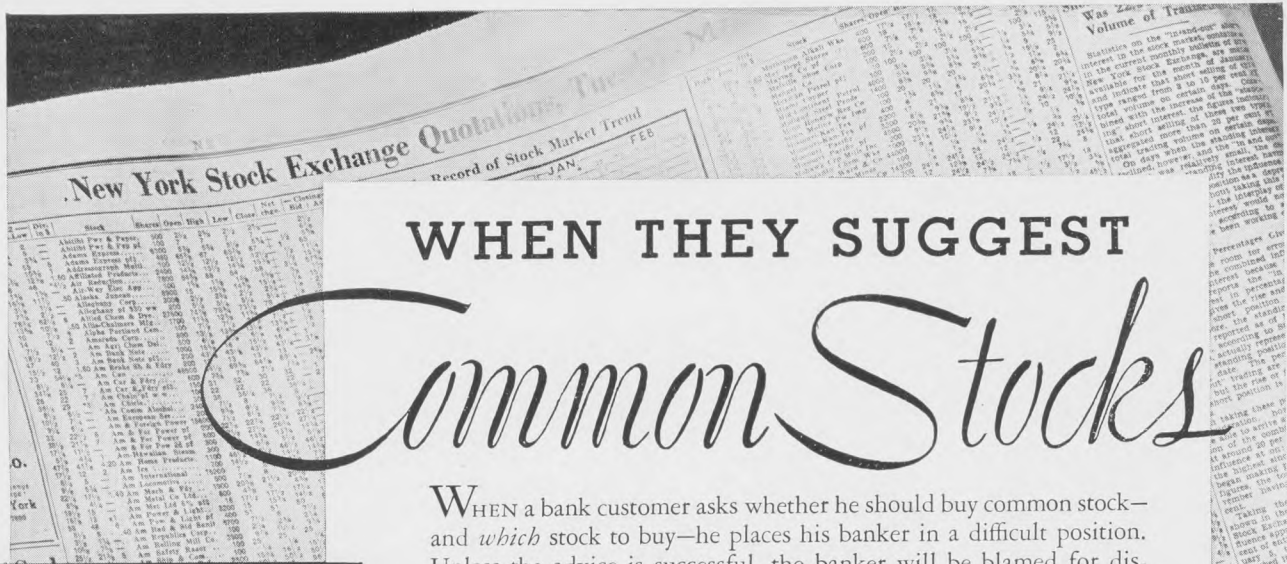
American Depositor Corporation

New York,
March 30, 1932

SMITH, BURRIS & CO.
Central Syndicate Managers

120 SOUTH LA SALLE STREET
CHICAGO

Detroit • New Orleans • Omaha



WHEN THEY SUGGEST

Common Stocks

WHEN a bank customer asks whether he should buy common stock—and *which* stock to buy—he places his banker in a difficult position. Unless the advice is successful, the banker will be blamed for disappointments. What should you, as a banker, say to this customer? Although stock prices are at depression levels today, with many good "buys" for the long-term investor, you can tell him that common stocks are a sound investment *only* when safeguarded by diversification. No single common stock, no matter how fine its record, is safe—but the Law of Averages protects the investor who buys many sound common stocks.

You can tell him of a plan by which he can secure an ownership, not in one common stock, but in the common stocks of 34 leading corporations in 12 outstanding American industries.

This is the plan of NORTH AMERICAN TRUST SHARES, 1955 and 1956. Available in small or large denominations, they offer a complete program for common stock investment whether the investor has \$150 to invest or \$150,000. NORTH AMERICAN TRUST SHARES provide: (1) Balanced dollar diversification; (2) Maintenance of investment quality under the direction of a Research Department; (3) No substitution; (4) The convenience and safety of trust administration provided by a large bank acting as Trustee; (5) Marketability.

All 34 stocks are listed on the New York Stock Exchange.

A BOOKLET FOR BANKERS

How these 34 stocks were chosen is described in detail in a booklet, "Building a Portfolio", which will be sent without charge on request to any bank officer. Address Distributors Group, Incorporated, 63 Wall Street, New York, Dept. G



DISTRIBUTORS GROUP, INCORPORATED

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63 WALL STREET, NEW YORK

CHICAGO ATLANTA PITTSBURGH PHILADELPHIA LOS ANGELES

North American TRUST SHARES

Deposited Stocks in Each Unit of 100,000

NORTH AMERICAN TRUST SHARES 1955

Maximum Cumulation Type

E. I. duPont de Nemours & Company.....	200
Eastman Kodak Company.....	100
The Procter & Gamble Company.....	100
Union Carbide & Carbon Corporation.....	300
General Electric Company.....	400
Westinghouse Electric & Mfg. Company.....	100
United States Steel Corporation.....	100
The Borden Company.....	200
Corn Products Refining Company.....	100
General Foods Corporation.....	100
National Biscuit Company.....	100
Standard Brands Incorporated.....	200
Drug Incorporated.....	100
Sears, Roebuck & Company.....	200
F. W. Woolworth Company.....	200
American Can Company.....	100
American Rad. & Stand. Sanitary Corp.....	300
Otis Elevator Company.....	200
International Harvester Company.....	100
The American Tobacco Company "B".....	100
R. J. Reynolds Tobacco Company "B".....	200
General Motors Corporation.....	200
Standard Oil Company (New Jersey).....	300
Achison, Topeka & Santa Fe Ry. Co.....	100
The New York Central Railroad Company.....	100
The Pennsylvania Railroad Company.....	100
Union Pacific Railroad Company.....	100
American Telephone & Telegraph Company.....	100
Columbia Gas & Electric Corporation.....	400
Consolidated Gas Company of New York.....	200
The North American Company.....	200
Pacific Gas & Electric Company.....	200
Public Service Corporation of New Jersey.....	100
The United Gas Improvement Company.....	300

As of October 17, 1931, the date of execution of the Trust Agreement, a stock unit consisted of the shares listed above. • The deposited stocks in each unit of 4,000 NORTH AMERICAN TRUST SHARES, 1956 (Maximum Distribution Type) consisted on October 17, 1931, of 1/25th of the number of shares of the common stocks listed above.

The offering price of NORTH AMERICAN TRUST SHARES is based upon and varies with the actual New York Stock Exchange 100-share lot transaction prices of the underlying stocks during market hours. (Full details of method of calculating offering price are contained in the Offering Circular.)



"The Creditor Capitulates"

An interesting view on inflation and deflation, and the present business situation is given by Michael J. Devlet, of the Gertler, Devlet and Co., under the caption, "The Creditor Capitulates" and is reproduced as follows:

INFLATION and deflation are extremes each having its uses and abuses. The depression we are experiencing is so severe that, if

allowed to continue unchecked, will bring in its wake ruin, revolution and riot.

The commerce of the world is conducted like a game of bridge—outwardly friendly, inwardly frenzied. When the winner allows the loser to play with unowned credits unhappy things begin to happen. The creditor

has played the game grimly or innocently, and only because of the failings of human nature and the weakness of the social system, demands collection of debt. Self interest dictates this.

Debt cancellation may be theoretically correct, but as far as practicality is concerned it is impossible. The very proponents of debt cancellation would brand as ridiculous the extension of the idea. For instance, if you ask such persons to destroy their mortgage bonds or municipal bonds as acts of kindness they would think you mad.

A Debt-Ridden World

The world is debt-ridden. Each debtor is willing to pay to capacity but when forced beyond that repudiation becomes inevitable. Human weakness stresses unduly and unwisely the ruling contracts of artificial mediums when so much real wealth exists. The world is prolific in real wealth other than money or gold. In the United States we have all kinds of wealth including the monetary. Throughout the world, in relationship, the scales we've agreed to use exclusively are unbalanced—they need adjustment.

A customer or a participant in trade with real wealth should be made satisfied, and so we hear of wise machinery makers exchanging their products for wheat, chewing gum magnates trading chicle for cotton, newspapers offering subscriptions for eggs, and dentists bartering false teeth for calico.

The more onerous debts affecting us are these—

1. *The United States Government, State and Municipal debts.*
2. *The Government, State and Municipal taxes.*
3. *World War debts.*
4. *The bank debts to depositors.*
5. *Insurance Company debts to policy holders.*
6. *The mortgage debts of farm and city property holders.*

It is not, as we have said, practical for all these debts to be cancelled or scaled down. Yet true economy says it must be done if our economic system is to be kept from breaking down altogether. Glaring inequalities, such as are enumerated, must be balanced.

- a) *Two countries with about 70 per cent of the world's gold.*
- b) *Protection for the manufacturer influencing price and wage scale without benefits for the farmer.*

Guaranty Trust Company of New York

140 Broadway

LONDON PARIS BRUSSELS LIVERPOOL HAVRE ANTWERP

CONDENSED STATEMENT, MARCH 28, 1932

RESOURCES

Cash on Hand, in Federal Reserve Bank, and due from Banks and Bankers	\$ 171,738,703.71
U. S. Government Bonds and Certificates	285,767,078.71
Public Securities	38,142,829.36
Stock of the Federal Reserve Bank	7,800,000.00
Other Securities	21,572,323.17
Loans and Bills Purchased	641,634,027.98
Real Estate Bonds and Mortgages	2,029,648.98
Items in Transit with Foreign Branches	3,301,059.81
Credits Granted on Acceptances	81,672,151.37
Bank Buildings	14,497,506.29
Accrued Interest and Accounts Receivable	9,245,345.36
	\$1,277,400,674.74

LIABILITIES

Capital	\$ 90,000,000.00
Surplus Fund	170,000,000.00
Undivided Profits	24,963,384.21
	\$ 284,963,384.21
Accrued Dividend	4,350,000.00
Accrued Interest, Miscellaneous Accounts	
Payable, Reserve for Taxes, etc.	8,585,075.43
Acceptances	81,672,151.37
Liability as Endorser on Acceptances and	
Foreign Bills	4,898,415.92
Deposits	\$881,731,659.23
Outstanding Checks	11,199,988.58
	892,931,647.81
	\$1,277,400,674.74

- c) Highest debts and taxes on record with fast diminishing incomes.
- d) Highest bank deposits on record with lowest securities prices ever existent.
- e) Prohibitive tariffs against those who would pay debts in real goods.
- f) Highest wages for some — no incomes for others.

If these and other inequalities that exist become more pronounced, natural forces have got to become controlling factors replacing economic artifices. This is an uncontrolled method of letting the abuses correct themselves and of balancing world and human relationships. The consequences of this unorderly manner may be blistering and fearful.

A Natural Demand

The broad fact is that the debtor cannot pay and the creditor cannot collect. The creditor feels justified in demanding collection. The debtor is brought to a point of repudiation. The creditor is not really unjust — he simply acts according to a natural state of mind — in his demands.

The Creditor must Capitulate but the operation must be performed with a sweet smelling ether. Ask the man in the street for his vote to scale down the debt owing to us by a foreign nation. Ask a Frenchman for his vote for reduction of credits due from Germany. The Creditor must Capitulate for the good of all mankind — for the good of our established institutions. There is only one way that we can help ourselves for a better balance of equitable adjustment. The one instrument — the only painless cure-all and adjustor for present conditions — is to cheapen money, cause inflation, cause artificial respiration.

Everything about money is artificial, so that the respiration, even though termed artificial, may be considered sound.

Unless one is a confirmed pessimist and believes a destruction of the economic and social system is impending and inevitable, the alternate thought is to anticipate a needed inflation. Inflation, or the artifice of making money cheaper so that a dollar, for instance, will buy only half as much product or service as it formerly did, will bring to us —

1. Restored credit and confidence.
2. An increase in employment.
3. An increase in commodity prices— farm prices, city property prices, stock equity prices.
4. Stability in the wage scale.
5. An automatic scaling down of all debts.
6. Debts of all kinds will be less bur-

densome—securities issued against property will gain strength and become liquid again.

7. Greater trade, cessation of hoarding, will result naturally from a rising price trend.

Favors Centralized Receivership

That the centralized method of handling bank receiverships now in use is saving money for the depositors of failed banks is the opinion of George I. Parker of Norfolk, who has for the past five years been associated with the banking department and has conducted the affairs of 45 closed banks in northeast Nebraska.

"I can best illustrate this assertion," Mr. Parker says, "by referring to two banks in the same county and practically the same volume, that is, assets and liabilities. The general and legal expense of liquidating Bank 'A' under the old plan of individual receiverships and court jurisdiction only was \$25,026.90. The cost of liquidating Bank 'B,' on the other hand, including all general and legal expense, was only \$16,363.08. This was a saving to the creditors of Bank 'B' of \$8,663.82, or practically 34 per cent.

"The ratio to the expense to the amount realized under the individual receivership system," Mr. Parker con-



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LONG DISTANCE has graduated from the emergency class. Instead of waiting for a rare occasion, people are now making everyday use of this service in business and social life.

This development is due in large part to the unflagging efforts of Bell System workers to improve telephone service. Research has led to better transmission, traf-

fic analysis has resulted in quicker connections, commercial studies have made Long Distance a sharper tool for American business.

Progress like this, characteristic of the Bell System, is one reason why the dividends of the American Telephone and Telegraph Company and its predecessor have been paid regularly for more than half a century.

May we send you a copy of our booklet, "Some Financial Facts"?

BELL TELEPHONE SECURITIES CO. Inc.

195 Broadway, New York City



tinued, "was much greater in the case of Bank 'A' than in that of Bank 'B.'
 "Generally speaking, the expense per dollar of realization is about 50 per cent what it was under the individual receivership method."

The centralized receivership plan has only been functioning completely for about a year, Mr. Parker stated, and he believes that it should be given a fair trial over a period of years.

The plan was first originated by the establishment of the guaranty fund commission by the state legislature in 1923, he explained. This was the first step toward the method now being used. There were seven commissioners and each was made the receiver for all banks in his district.

WEBSTER COUNTY, Nebraska, has two banks, established in pioneer days, each of which have been under the control of the same family during the entire time.

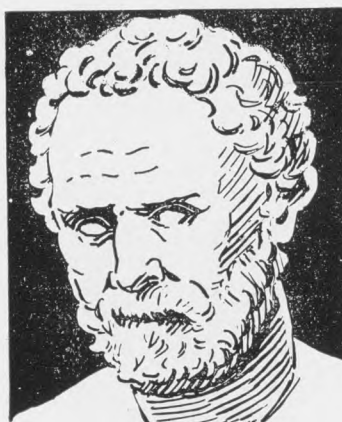
The Bank of Guide Rock, established in 1885 by W. T. Auld, is now in its forty-seventh year, while the State Bank of Red Cloud, established by Mr. Auld in February, 1892, is just beginning its forty-first year. Both are now owned by J. W. Auld, a nephew of the founder.

Coming from Iowa 30 years ago, shortly after leaving school, the present owner received much of his training and knowledge of the business from the older man, then in charge,

and his eventual ownership was proceeded by nearly 20 years' employment as cashier here. He bought controlling interest of the Guide Rock bank in 1916.

The establishing of the local bank in 1892 by W. T. Auld is recalled by many old-timers, who compare the present times somewhat with conditions prevailing then. The rise of "Tom Auld" was from a modest start as a country school teacher near Knoxville, Iowa, at \$40 a month. From money saved teaching school, he was able, when 35 to establish the business at Guide Rock, and seven years later to open the bank. His gifts to this community include a 30 thousand dollar public library. A similar institution was given to Guide Rock.

GREAT SALESMEN OF HISTORY



DEMOSTHENES

FROM A SICKLY, awkward youth of defective speech, DEMOSTHENES became the most famous orator not only of Greece but possibly of all history.

His oratory is a model of impassioned reasoning both from the power and majesty of its style and from the high patriotism to which it gives expression. He is best remembered by the "Philippics," a series of famous orations denouncing Philip, King of Macedon.

The story of his declaiming on the seashore with pebbles in his mouth to overcome his impediment of speech has passed into tradition as the classic example of persistent and energetic application to self improvement.



Royal Union Life Insurance Co. Des Moines, Iowa

A. C. TUCKER
 Chairman of the Board

J. J. SHAMBAUGH
 President

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912

Of CENTRAL WESTERN BANKER, published monthly at Omaha, Nebraska, for April 1, 1932.

State of Iowa, County of Polk, ss.

Before me, a Notary Public, in and for the State and County aforesaid personally appeared R. W. Moorhead, who, having been duly sworn according to law, deposes and says that he is the editor of the CENTRAL WESTERN BANKER, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Clifford De Puy, Des Moines, Iowa; Editor, R. W. Moorhead, Des Moines, Iowa; Business Manager, Gerald A. Snider, Des Moines, Iowa.

2. That the owner is: Clifford De Puy, Des Moines, Iowa; Gerald A. Snider, Des Moines, Iowa; William H. Maas, Chicago, Illinois.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contains not only the list of stockholders and security holders as they appear upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

GERALD A. SNIDER.

(Signature of Business Manager.)

Sworn to and subscribed before me this 31st day of March, 1932.

EARL S. LINN,

(My commission expires July 4, 1933.)

Peck: Al, do you play the horn by ear or by note?

Al: Neither, I just get down and play it by brute strength.

No man is a hypocrite in his pleasures.—Johnson.

INSURANCE

Its Application to the Banking Fraternity

Fighting King Vulcan on the FARM

By I. D. GOSS

Manager, Farm Department, Continental Fire Insurance Co., Chicago

THE FACT that stands out today as we consider this subject is that the rural blaze still mounts toward the heavens with unabated fury. I much regret to report that this blaze mounts higher today than ever before. In the brilliant glow which this huge pillar of fire casts upon the sky, we see some things which are disquieting to those of us who have actively, and we have thought, constructively devoted our efforts to this field. We can almost believe at times that we see in flickering red letters that old condemnatory message pronounced upon the unprofitable servant. How, now are we to justify our efforts, if in spite of our research and agitation, the fires which burn upon our farms continue their devastating course and exact a larger and larger tribute from this sorely pressed industry?

It is a well known fact that rural fire losses in 1930 were greater than in any year preceding. We passed this over with the explanation which served as a soothing function to our souls, that the heat and drouth of that year gave unprecedented encouragement to the propagation of fire by reducing the entire country to the nature of a tinder box. So far so good, and our robes might have remained white if there had followed in the more normal season of 1931 a horizontal reduction of the farm fire waste. But alas and alack, this devoutly hoped for result did not follow. Reliable evidence found in the experience of insurance companies, both stock and mutual, specializing on rural property, shows conclusively that the year 1931 saw a still further increase in farm fire losses and fairly outdid the tinder-box era of 1930. What little we have seen of 1932 offers no ground for belief that the tide has turned. Would that we could now throw our hats in the air in token of a better day. But we must face the facts whether we will or no. The rural fire preventionist, estimated by the scope of visible results to date, must be adjudged a ne'er-do-well and might with a stern application of justice, be made to stand before the bar of public opinion on a charge of vagrancy.



I. D. Goss

Facing the Facts

We will let him stand thus in sackcloth and ashes while we take a look at the scene of action in which he has played his humble part, and ere long, we will get back to him with some kind words in his behalf.

I am expected to discuss here the economic aspects of the rural fire waste. I want to approach the subject from two angles—first, the effect of the fire waste upon the economic welfare of agriculture and, second, the effect of the economic welfare of agriculture or the lack of it, upon the rural fire waste. Much has been said and written on the first angle of this question, the direful effects of the fire waste as a tax upon the resources of agriculture. On all sides we hear of the straitened circumstances of the farm people. These stories are not exaggerated in the main, for in this broad land of peace and plenty, there are today areas of normal fertility where live stock are dying of starva-

tion and where farm families are subsisting on charity. Our farms are not prosperous anywhere today, and in such a situation the needless burden of taxation imposed by the fire waste would not be tolerated if clearly understood. If agriculture had this hundred million dollars to spend for actual necessities, it would effectively relieve the pinch of want in all the more unfortunate farm areas. If agriculture had this hundred million dollars to spend for luxuries, many of the wheels of industry now still, would start turning, which shows how vitally industrial recovery is linked up with farm welfare, and there are many who believe that the currents of trade will be unable to flow with full power until such time as the farm people are in reach of something more than bread and interest and taxes. The millions of this fire toll would buy new radios for half of our farm families and a new Ford car for one out of every 25 of these families, or a third of these families could buy a new parlor suite. These things would bring happiness and comfort and contribute to the well being of millions of good people who deserve the best things in life. But to spend this huge sum in support of a program of destruction is quite another matter. Instead of buying happiness and comfort and the life abundant, it represents the cost of misery, suffering, inconvenience and impoverishment. And in a broader sense it acts as a brake upon the wheels of industry, promotes unemployment and general economic stagnation. We need here a clarity of vision on the part of agriculture which will see that a vigilant fire consciousness would wipe out at one stroke the large residue of preventable losses and bring the much desired tax reduction which at the moment engages the first attention of the country. If agriculture were in possession of a fat pocket-book and in a position to spend with lavish hand, this fire destruction is the last thing it would think of selecting as a subject of investment. But the fat pocket-book is not the insignia of the farming business. Agriculture stands today where it can scarcely stretch its re-

sources to equal its bare necessities. And to be in such circumstances and yet needlessly wasteful, evidences a trait which we soundly condemn in individuals, and which we must regard here as an economic absurdity, unworthy of this large and honorable section of our people.

Useless Waste

If the years of stress through which we are passing teach us anything, it is the necessity of eliminating useless waste as a prerequisite of sound public welfare. Wastefulness is not the mark of a successful people. Thrift and industry make for solidity of character and for prosperity. In all walks of life, individuals, organizations and associations have learned this lesson and are looking about them for ways and means to check waste, to conserve all resources and to promote all measures of efficiency. Wastefulness is one of the by-products of inflation and of a prosperity built upon fictitious values. When it has been pyramided just so far, the structure of which it is a part must

fall, as it fell to our despair within the memory of all. The foundations of normalcy are built upon public habits of concern for the conservation of the world's goods. In a day when wealth and material blessings are not thrust upon us out of the blue, and when they must be fairly won by honest toil and the exercise of sound judgment, it then becomes all men who would hold their place among us, to put away forever that attitude of unconcern which allows them to tolerate such a foolish and unnecessary burden as is represented by the fire waste. Agriculture above all, has no margin to spare above its actual requirements. The fire waste which it carries must be characterized as nothing less than an economic blunder. The sooner it sees itself as the victim of this blunder the sooner it will take steps to free itself from this burden under which its feet are faltering. I suspect it is now time that the friends of agriculture cease admonishing and that the most thunderous voices in this field proclaim the ten command-

ments of fire prevention from some new Sinai with such force that the farm people must see and heed. While agriculture's most commanding personalities have voiced their approval of fire prevention efforts, their attitude has perhaps been too passive to inspire purposeful action on the part of their constituency. A vigorous upbraiding of the ruralist of all the North American continent for his disposition to build and burn without serious concern, is now in order. Agriculture must see that its way of salvation is not only in the direction of the production of new values but also in conserving what it produces.

Relatively speaking, these times offer us the greatest stage setting we have ever had for revealing the realities of this situation. Our story was not so impressive when this fire tax was levied upon each bushel of \$2.50 wheat or \$2 corn, on each bale of \$25 cotton or each head of \$12 hogs. But now when it is the same or even a higher levy upon 45 cent wheat and 35 cent corn and \$6 cotton and \$4 hogs, it becomes a very anxious matter and must appeal to all as the last straw. When it takes two of every five head of cattle, sheep and hogs sold in the great stock yards of Chicago to pay the national farm fire tax, which it does, and when it takes the entire value of the citrus crop of the Pacific coast to pay this same tax, which it does, I am sure our good and highly respected friend, the farmer, must see at last that the fire waste is nothing less than a colossal economic blunder which he cannot with any show of judgment longer tolerate.

I seem to see the personified agriculture of this great country bearing a huge cross. Its upright is a wide road, stretching from the Dominion of Canada on the north to the mouth of the Rio Grande on the south; its cross beam is another wide thoroughfare traversing the nation east and west from the Atlantic to the Pacific. With magic speed we pass over the full extent of this broad highway, a total distance of four thousand miles on the first day of the year, and here is what we see. There are four 80-acre farms to the mile on each side of this road and on the front lawn of each farm there stands a comfortable home representing an expenditure of \$2,000 and a neat, ample barn with a value of \$1,000. There are eight of these attractive and happy homes to the mile, housing a contented people and as attractive an exhibit of farm residential facilities as one will ever see, stretching out along this great highway, spanning the length and breadth of the nation. Here is a sight which attests the good taste and stability of the farm people.



Scenic Los Angeles

adds another scene

The Banking Workshop

June 6-10, 1932

Thirtieth Annual Convention

American Institute of Banking

Have you ever been in a banking workshop? Well, there will be eight banking workshops at the Institute Convention.



ADDRESSES AND OPEN DISCUSSIONS ON

Audits and Accounting	Bank Administration
Business Development and Advertising	Credits
Deposit Functions	Investments and Investment Banking
Savings Banking	Trust Functions

Make Your Reservations Now!!!



**E. N. VAN HORNE, President
Nebraska Bankers Association**

Nebraska News



**WM. B. HUGHES, Secretary,
Nebraska Bankers Association**

Argue Guaranty Law

Constitutionality of the assessments on Nebraska state banks, provided for in the 1930 special legislative session for the depositors' final settlement fund was argued before the state Supreme court last month in the case involving three million dollars in state assessments against banks.

Declaring that the 1930 legislation lacked a public purpose, that it was class legislation and that it was confiscatory to the banks, C. Petrus Peterson and Robert Devoe, representing nearly 500 state banks, vigorously attacked the law and the judgment of the Lancaster county District court against the banks for nearly three million dollars.

Attacking the state's theory that the entire matter had been adjudicated in the U. S. Supreme court in the Abie State Bank case, the bankers' attorneys charged that the 1930 legislation was a direct violation of constitutional protection.

Attorney General C. A. Sorensen and his assistant, L. R. Newkirk, reviewed the long fight of the banks to reduce assessments against them under the old guaranty fund law and charged that the 1930 legislation had been passed as a compromise measure at the bankers' suggestion. They argued that the 1930 legislation was designated to "liquidate" the guaranty system and was passed to impose a lesser burden than formerly.

Observes 84th Birthday

S. H. Burnham, veteran chairman of the board of the First National Bank of Lincoln, celebrated his eighty-fourth birthday last month. He was at the bank, meeting old friends and receiving congratulations.

Mr. Burnham has been at the head of the institution for 33 years. He is enjoying good health.

Fremont Pioneer Dead

Dan J. Springer, 70, pioneer of Fremont, died suddenly from a stroke

of apoplexy recently at his home. He had been engaged in the real estate, loan and insurance business here for a quarter of a century. A native of Liverpool, N. Y., he came to Fremont in 1878. Prior to that he had worked in a store in Omaha for a year and taught school near Laramie, Wyoming. A son, Paul, resides in Lincoln, and a daughter, Frances, at home.

Early Banker Dies

F. E. Stewart, who assisted in organizing the old Stewart & Harden Bank in Liberty, Nebraska, in the 80's, died last month at Joliet, Mont.

Cites Reconstruction Benefits

"No Nebraska bank need fail now," Fred W. Thomas, vice-president of the First National Bank of Omaha, and member of the Omaha agency of the Federal Reconstruction Finance corporation, which makes loans in

Nebraska and Wyoming, told members of the Omaha real estate board last month.

Any bank can apply for loans on slow paper to this agency, and many banks in these two states have been "rescued" during the past several weeks of its activity or are in the process of being rescued, Mr. Thomas said.

"The policy of the Omaha agency is to bring as much money as possible into Nebraska, giving as much security as the law requires," he said. "This is putting money into circulation, and it should be beneficial to everyone."

Morsman Returns

R. P. Morsman, chairman of the executive committee of the United States National Bank of Omaha, returned recently from a two-week visit in Phoenix, Ariz., with his brother, F. S. Morsman.

DETAILS

The officers of these institutions give careful attention to all of the details in connection with every phase of the complete banking service which they are especially equipped to give to your account.

THE FIRST NATIONAL BANK
AND
THE FIRST TRUST COMPANY
OF
LINCOLN, NEBRASKA

"Since 1871"

A Correction

In the April issue of the CENTRAL WESTERN BANKER, appeared an item as follows:

"A directory of state chartered banks published by the Nebraska Department of Trade and Commerce and distributed last month showed 562 of these institutions were in operation June 30, 1931. In December, 1928, there were a few more than a thousand state banks in Nebraska."

The statement as to the number of banks in operation on June 30, 1931, was correct. However, on December 12, 1928, there were but 726 banks in operation instead of one thousand as stated in the above news item.

The CENTRAL WESTERN BANKER regrets this error and is glad, indeed, to make the correction.

Will Probated

An income of 25 thousand dollars per year for the rest of her life is provided Mrs. Emanuel A. Wurster, widow of a former director of the United States National Bank of Omaha, in his will, filed for probate. Mrs. Wurster is also to have use of the home and its furnishings in Omaha, valued at 85 thousand dollars, as long as she lives.

Reports on State Banks

The first semi-annual report of E. H. Luikart, receiver for the state,

prepared for permanent record in the district court in Omaha shows that total cash collected was \$1,594,946 and total expenses only \$9,044 from August 24 to February 15, in winding up the affairs of the State Bank of Omaha. The report was made public last month by George E. Hall, assistant receiver.

The ratio of expenses to total collections has been approximately six-tenths of 1 per cent, believed to be the lowest on record for any Nebraska receivership, according to Mr. Hall.

The total expenses included \$1,374.55 legal expenditures, of which \$1,300 represented premiums on receivers' bonds.

Analysis of the report shows that the total cash collected included bills receivable, sale of securities, furniture and fixtures, and other assets, interest collected, judgments, overdrafts, real estate income and settlement of stockholders' liability.

Total cash paid out since the bank closed August 24 totaled \$1,561,848 up to February 15, including more than a million dollars in dividends to depositors, 250 thousand dollars in secured deposits of the state and the state department of trade and commerce (125 thousand dollars each) and \$249,455 paid to recover bonds which the State Bank of Omaha had put up as collateral for a loan at the First National Bank of Chicago.

Cash on hand February 15 was \$33,175.74.

Annual Meeting

The annual meeting of the stockholders and directors of the Farmers State Bank of Plymouth, Nebraska, was held recently. Luther Bonham of Fairbury, president of the bank, and H. B. Jennings of Davenport, vice-president, made an inspection of the business of the bank and found everything in good condition.

Receivership Costs Down

In defense of the centralized system of state bank receiverships, C. G. Stoll, chief of the receivership division of the department of trade and commerce, last month advised assistant receivers in Nebraska that the system had permitted vast savings.

The method employed designates E. H. Luikart, secretary of the banking department, as sole receiver for all failed state banks. The law formerly permitted the appointment of individual receiverships.

According to Stoll's figures, under the former plan in 1926 the cost per cash dollar realized on assets of insolvent banks was 11.6 cents. Under the new plan this cost was reduced to 4.01 cents.

If you want Information about LINCOLN

we can probably give it to you quickly. Our business in Lincoln and in Nebraska keeps us in close touch with conditions — with many businesses.



This, too, is of value to those whom it is our privilege to serve as correspondent bank.

Continental National Bank

LINCOLN, NEBRASKA

Affiliated with NORTHWEST BANCORPORATION

THE CHASE NATIONAL BANK of the City of New York

Capital \$148,000,000 . . . Surplus \$124,000,000
Deposits (December 31, 1931) . . . \$1,459,000,000

The Chase National Bank invites the accounts of banks, bankers, corporations, firms and individuals.

General Banking . . . Trust Department
Foreign Department

NEBRASKA Group Meetings

- Group One — Place and date not yet fixed.
 Group Two—Columbus—April 22.
 Group Three—Norfolk—April 22.
 Group Four—Place and date not yet fixed.
 Group Five—Ogallala—Date not fixed.
 Group Six—Place and date not yet fixed.
 Group Seven—Scottsbluff — Date not fixed.

Gets New Funds

The Federal Land Bank of Omaha gets a total of \$3,499,810 of the \$63,243,740 which has been subscribed by the treasury for new capital stock of the 12 federal land banks in the United States.

The action by the treasury is under provision of the senate resolution authorizing subscription up to 125 million dollars to aid the land banks, and virtually doubles the capital of the banks.

Twenty-five million of the 125 million dollars must be used by the banks to reimburse themselves for funds of which they would be deprived by extending mortgages.

Returns From Washington

A compromise bill to place national banks on the same basis of taxation as other corporations throughout the United States has been worked out at Washington and will probably be passed by congress, Nebraska Bank Commissioner George W. Woods reported on his return from a trip to the capital and New York City last month.

Mr. Woods attended sessions of the house banking committee, which has the bill in charge, and was himself called as one of the witnesses. He told the committee that there would be no objection from Nebraska to the contemplated legislation. Banks of this state now pay at the rate of 8 mills on their intangible worth, in addition to the regular taxes on real estate and physical equipment.

Tax commissioners of different states are understood to have given the compromise their approval and bankers' organizations are not opposing its passage.

While at Washington, Mr. Woods was in the house gallery at the time that chamber voted upon and passed the bill for Philippine independence. He talked with several Filipino legislators and political leaders, who expressed themselves as well pleased with the action.

News of the Omaha Stock Yards

Cattle Feeding

There were about 16 per cent less cattle on feed for market in the eleven corn belt states on April 1 this year than on the same date in 1931, according to the estimate of the United States Department of Agriculture. The percentage decrease amounts to about 235,000 head, when applied to the number on feed April 1, 1931, as computed from available information indicating the probable number in the different states at that time.

In the area east of the Mississippi river there was an increase of about 12 per cent, with increases in all states but one. In the area west of the Mississippi river there was a decrease of 21 per cent, with the largest decreases in the area west of the Missouri. The increases in the eastern area are from a low level in April last year, resulting from the 1930 drouth, and the decreases in the western part of the corn belt, due largely to the 1931 drouth, are from a high level last year, when the number on feed in the area west of the Missouri river was the largest in recent years.

The number of stocker and feeder cattle, inspected through stock yards markets, shipped into the corn belt during the nine months, July, 1931, to March, 1932, inclusive, was about 8 per cent smaller than during the cor-

responding period in 1930-31 and the smallest for the period in 12 years. Nearly all of this decrease was during the three months January to March this year, for which period the number was nearly 40 per cent smaller than the small number during the same months in 1931 and much the smallest for the period in 12 years.

While there was this marked decrease in the total movement of stockers and feeders during the first three months of this year, data for the four leading markets show that the decrease was greater with heavy weight steers and cows and heifers than with light weight steers and calves.

Reports from a large number of feeders as to their marketing plans for cattle on feed April 1 this year show that the proportion to be marketed before August 1 was considerably smaller than the proportion that feeders reporting last year expected to market by that date. If these plans are carried out the supply of fed cattle from the corn belt during the four months April to July this year will be considerably smaller than for the corresponding months last year, or any other recent year.

Keep Costs Down

With the general low price of dairy products now prevailing it behooves

NOT in our Financial Statement



THERE IS one asset of this bank not recorded on our financial statement. That asset is good will, the good will of those who do their banking here—the good will of those we serve as correspondent bank in South Omaha. We would appreciate an opportunity to win your good will.

STOCK YARDS NATIONAL BANK

SOUTH OMAHA, NEBRASKA

Affiliated with NORTHWEST BANCORPORATION

the dairyman to keep his cost of production as low as possible. Although there are a number of items that affect the cost of milk production, the two most important are the producing ability of the cows and the feeding.

Present economic conditions call for the elimination of the low-producing cows, because these produce milk at a greater feed cost than the larger producers. In view of the reasonable prices asked for good cows, it would be a good policy to replace two or three low producers with one good cow.

It is always good practice to feed the dairy herd to maintain it in a normal condition. Economizing on feed costs by underfeeding, by using unbalanced rations, or by depending too much on fall pastures is eventually costly. Cows fed in this way will not only decline in milk faster but will "dry-up" sooner than they should. Other undesirable results may also follow. A good dairy ration, when there is no pasture available, should

contain at least 10 pounds of hay per day per cow and from 4 to 12 pounds of a balanced grain mixture, the amount depending on milk production. It is a good practice to feed at least 4 pounds of grain a day to the dry cow. Corn stover may be fed to dairy cows but for best results should not be fed to the exclusion of a high quality hay. Corn silage is also a highly desirable and economical feed for cows, if not fed heavier than 3 to 4 pounds per day per hundredweight of the cow.

The ingredients of the grain mixture may be varied somewhat, depending upon prices and the protein percentage desired to balance the roughage fed. This year wheat offers an opportunity of cheapening the grain mixture. According to recent experiments conducted at the Ohio Experiment Station, wheat is a safe feed and is the equivalent of corn, pound for pound. It is recommended that coarsely ground wheat be fed not to exceed one-third of the grain mixture.

Raising Replacements

The dairy farmer who raises heifers to freshening for other than his own replacement must figure on doing it for less than the total cost of production, according to figures on cost of raising dairy calves in Oregon just released by the Oregon State college experiment station. Cash costs are below sales prices, but total costs including labor, interest and depreciation are higher than present market values.

Figures were based on actual records gathered from 514 dairy farms in that state. They show that for the year ending April 1, 1931, it cost the average farmer \$81 per head to raise a heifer calf to freshening time. This was a big reduction over the previous year, however, when it cost \$110 per head.

Farm management and dairy specialists who made the study point out that there are important advantages in raising one's own replacement regardless of these facts, but that there is no reason to raise great numbers of heifer calves to add to the present surplus of cows unless there is an assured market. It costs but \$6 more to raise a heifer from high producing herds than from poor herds, the survey shows.

No Help From Government

Characterizing the co-operative live stock marketing program which is being sponsored by the federal government as "a beautiful theory assassinated by a gang of brutal facts," Dr. C. W. McCampbell, of the Kansas State Agricultural College, advised stockmen who were in Lincoln for Feeders' Day, last month, to expect no help from such schemes. He cited the government's mismanagement of the railroads during the war and the failure of the Canadian wheat pool as examples of what may be expected when politicians get into business.

Dr. McCampbell's warning came near the close of his half-hour discussion of cattlemen's problems. He had already advised feeders and ranchers to keep an eye on the tariff. For several years the foot and mouth embargo is the only thing that has kept large quantities of Argentine beef from entering the New York market, he pointed out, and added that powerful interests both here and abroad are working to get that embargo removed or modified.

Mary: But where do you bathe?

Al: In the spring.

Mary: I didn't say when, I said where.



Omaha and Stockyards Collections Given Prompt SERVICE

•

LIVE STOCK NATIONAL BANK

UNION STOCK YARDS OMAHA

Central Typewriter Exchange, Inc.

(EST. 1903)

TYPEWRITERS, ADDING MACHINES, CHECK WRITERS

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ASK TO SEE

ALLEN-WALES

THE FINEST "HEAVY DUTY"
ADDING MACHINE MADE

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Omaha, Nebraska

Colorado News

Denver Banker Dead

William Faircloth, vice president of the Denver National Bank and widely known Denver financial figure, died last month from a heart attack at Las Vegas, Nev.

Accompanied by his wife, Mr. Faircloth was on his way from Denver to Los Angeles to visit their daughter, Mrs. Joseph Savage, Jr., when the fatal illness occurred.

Born in Northern Ireland, Mr. Faircloth came to Denver while still a young man.

He had been employed at the Denver National Bank for a period of more than 20 years. As vice president, he was in charge of investments in securities for the institution.

Walter McLeod Elected Cashier

At a meeting of the directors of the First National Bank of Central City, Colorado, Walter McLeod, who has been assistant cashier of the bank, was elected cashier, to fill the vacancy caused by the death of the late William O. Jenkins. The directors also elected Paul Fullerton, of Denver, as a member of the board.

Sterling Consolidation

Last month at Sterling, Colorado, the Security State Bank purchased the selected assets of the State Bank of Sterling, and the combined institutions opened for business in the building formerly used by the State Bank, which was included in the assets purchased, and will be used as the banking house of the Security State Bank.

The present board will be augmented by the addition of Messrs. H. B. Swendlund, F. H. Blair and A. A. Smith, former directors of the State Bank.

Fortieth Anniversary

The Bethoud National Bank of Berthoud, Colorado, recently observed its 40th anniversary.

On April 1, 1892, T. C. Bunyan, who had come to Berthoud from Ballston Spa, New York, and John Y. Munson founded the Bank of Berthoud, a private banking institution, with Mr. Bunyan as president and Mr. Munson as cashier.

The bank's officers today are: John Bunyan, president; William C. Bunyan, cashier, and Louis F. Bein, assistant cashier. Thomas Kerley, the bank's vice president, has only been connected with the institution since 1906 when it was nationalized. His home is at Ballston Spa, New York.

Thomas Chalmers Bunyan, the founder, died in May, 1912. Mr. Munson died but a few weeks ago.

for the Santa Fe railway, and Governor Arthur Seligman.

Business sessions will be held in Montaner hall, and convention head-



HAL Y. LEMON

New Mexico News

New Mexico Convention

Preparations are being made for the annual convention of the New Mexico Bankers' association at Taos, May 13 and 14.

W. P. B. McSain, president, has announced the following entertainment committee, which has already made plans for a dance at Chamisal lodge, an Indian dance in the lobby of the Don Fernando hotel, visits to artists' studios and sightseeing trips: James B. Read, Dr. T. P. Martin and C. R. Dwire, Taos bankers.

Among the speakers will be Hal Y. Lemon, vice president of the Commercial Trust company of Kansas City, who is nationally known in work of the American Bankers' association; Governor B. A. McKinney of the federal reserve bank at Dallas, Captain W. C. Reid, Albuquerque, solicitor

quarters will be at the Don Fernando.

Mrs. Margaret Barnes, secretary of the association, says that reservations will be made for bankers who communicate with James B. Read.

At Great Bend

At a meeting of the board of directors of the Farmers National Bank of Great Bend, Kansas, W. F. Duckwall was elected president and L. L. Gunn vice-president. The election of officers at this time was made necessary because of the death of Frank Hammond, who was president. Other directors are Ed Opie, E. E. Wagaman, Charles Howell, Dr. Zugg and George Scheufler.

Critic: The picture of the horse is good, but where's the wagon?"

Artist: Oh, the horse will draw that.

AUSTRALIA BANK OF NEW SOUTH WALES

ESTABLISHED 1817

(With which is amalgamated THE WESTERN AUSTRALIAN BANK and THE AUSTRALIAN BANK OF COMMERCE Ltd.)

PAID-UP CAPITAL	£s 8,780,000
RESERVE FUND	6,150,000
RESERVE LIABILITY OF PROPRIETORS	8,780,000
	£s 23,710,000

Aggregate Assets 30th September, 1931, £s 90,111,427

AGENTS—FIRST NATIONAL BANK, OMAHA, NEBRASKA

GENERAL MANAGER, ALFRED CHARLES DAVIDSON

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694 Branches and Agencies in All Australian States, Federal Territory, New Zealand, Fiji, Papua, Mandated Territory of New Guinea and London

Kansas News

Reorganization

The Patrons Bank of Olathe, Kansas, opened recently under a reorganized personnel. F. R. Ogg, Herman J. Voights, H. M. Beckett, W. W. Frye and Park Mettee have acquired all of the stock of S. B. Haskin and sufficient additional stock to give them control of the bank.

Mr. Ogg succeeds Mr. Haskin as president of the bank, Mr. Voights succeeds Mr. Kincaid as vice-president, H. M. Beckett was elected cashier and O. J. Scott assistant cashier. Ogg, Voights, Beckett, Frye and Mettee were elected to the board of directors. Haskin, Kincaid, Liver-

more, and Lyons retire from the board. The old members of the board who remain as part of the new board are S. D. Scott, Charles Gordon, R. P. Houglund, Frank Riffey, and J. W. Breyfogle.

Atchison County Meeting

Clarence Hegarty of Effingham was elected president of the Atchison County Bankers association recently at Atchison, Kansas. Mr. Hegarty, former vice-president of the association, succeeds Jack Hartman of the City National Bank. Sheffield Ingalls was elected vice-president and John Clingan will hold over as secretary-treasurer of the association. Short talks during the evening were made by Fred Allison, Sheffield Ingalls, Wirt Hetherington and Frank Mangelsdorf.

Two Banks Merge

H. W. Koenke, state bank commissioner, announced the merger of the Sitka State Bank with the Stockgrowers National Bank of Ashland. The Sitka bank's January 5 statement to the banking department listed total assets \$156,672; deposits, \$87,808; capital, \$25,000 and surplus \$15,000.

Merger at Independence

The Citizens First National Bank and the Security National Bank of Independence, Kansas, two of the larger institutions of the state, have been merged. The Security bank was reorganized from the Commercial National Bank, which failed two years ago.

A Woman President

From bookkeeper to president marks the success of Miss Ebba Fornberg, one of the few women bank presidents of Kansas. At the age of 45, Miss Fornberg heads the Farmers State Bank of Lindsborg, Kansas, a bank of \$600,000 resources. This is the only bank in the town which has been able to survive the recent financial depression, as both the First National and Commercial State banks closed their doors last spring.

Miss Fornberg had been active vice-president of the bank the last four years; she succeeded as president the late Louis Nordberg, who died last summer.

Miss Fornberg began her work in the bank as bookkeeper and helper in 1906. At that time there was only one other employe. In her 26 years in the bank Miss Fornberg never missed a working day because of illness. She had no vacations the first seven years of her employment in the bank and has had only day vacations since then.

Wyoming News

Bank Directors Meet

The regular monthly meeting of the directors of the Star Valley State Bank was held last month at Afton, Wyoming, with all directors present. Cashier Madding tendered his resignation as cashier of the bank, effective at the pleasure of the board. Action on this was deferred until the next regular meeting.

Heads Green River Bank

Mrs. Ida Franklin, prominent Green River business woman, has been elected president of the State Bank of Green River, Wyoming. She succeeds the late Hugo Gaensslen, who died last December.

Mrs. Franklin, who has served as director of the bank since the death of her husband, Henry Franklin, six years ago, is an able proponent of women in business. She has capably and energetically served in an official capacity to several of Green River's prominent business concerns. She has been director and vice president of the First National Bank of Green River for the last six years, and has been a member of the board of directors of the Green River Mercantile company. Besides her activities in connection with Green River enterprises of importance, her large property holdings are an extensive part of her interests.

The State Bank of Green River, established in 1883, is the oldest banking institution in Sweetwater county.

Plan State Convention

Arrangements were made for the annual meeting of the Wyoming Bankers association at Rawlins, September 2 and 3, at the semi-annual meeting of the association's executive committee in Casper. W. E. Fair of Sheridan, president, presided.

The annual association meeting in the early fall is always an open gathering with speakers of national repute being engaged for the occasion. Such meetings are attended not only by bankers of the state but by stockmen and men from different businesses.

The bankers at the executive committee meeting discussed at length the proposed stamp tax on bank checks. It was argued that such a tax would be a burden on the transaction of general business and that the nuisance thereof would outweigh the revenue to be collected. Officers of the association were instructed to lodge vigorous protest against the stamp tax with the Wyoming delegation in Washington.



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400 Rooms with Bath from \$2.50

100 Rooms Priced From \$3 DOWN!
150 Rooms Priced From \$3.50 DOWN!

Luxurious Accommodations
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IN OMAHA

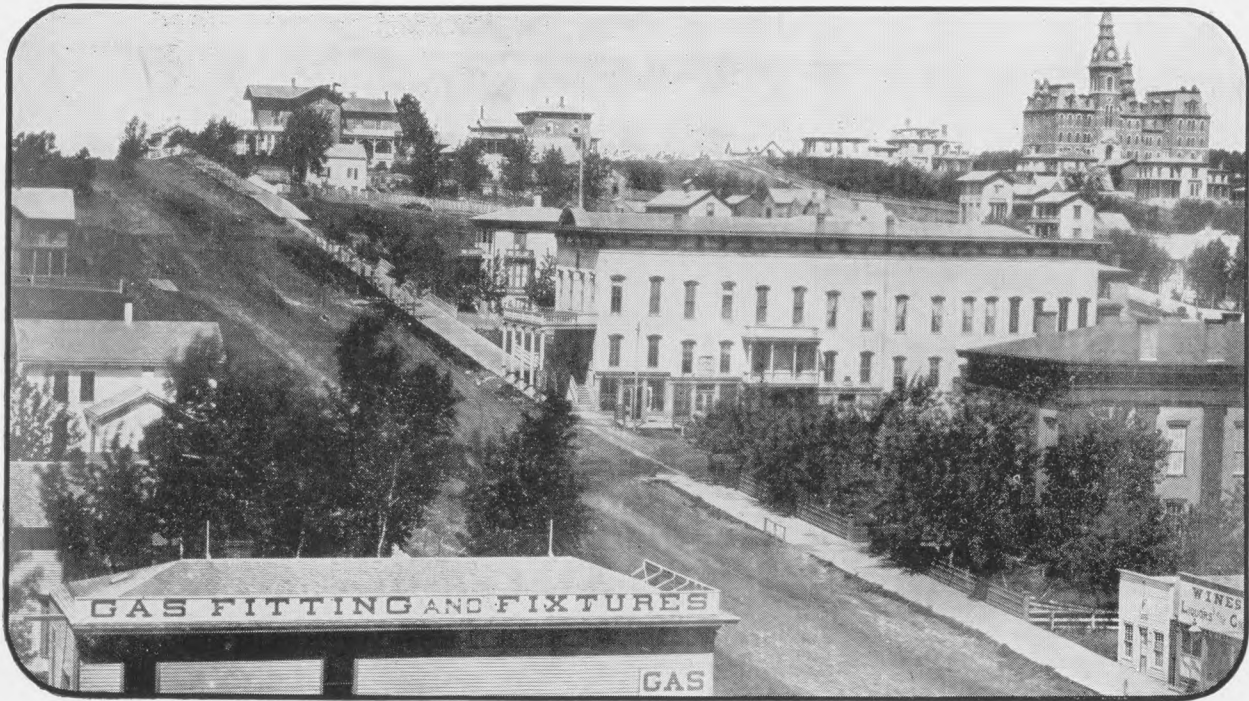
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Omaha's Largest and Finest
Downtown Apartment Hotel
at Reasonable Rates



View of Omaha looking west from 15th and Farnam Streets 1876

Omaha *when the United States National was* **20 YEARS OLD**

EIGHTEEN hundred and seventy-six! Omaha—no longer a small frontier town—rapidly becoming the metropolitan center of Nebraska. Fine buildings, fine homes greet the traveler as he steps from the Union Pacific at Omaha. Note the large three story white building in the above photograph,—The Redick Opera House. Here fifty-six years ago, crowds thrilled to “Uncle Tom’s Cabin” playing a one night stand. Here today stands the United States National Bank. Fifty-six years ago, this spot,—the

center of entertainment,—today the center of the financial and business life of Omaha.

Founded seventy-six years ago as Barrows, Millard and Company, the United States National is the oldest bank in the State of Nebraska. Its history is the history of this great state of the early pioneers. Its future,—the future of Nebraska, of Omaha and of those it is privileged to serve. To these it offers its banking facilities for continued growth and development to the greater prosperity of all.

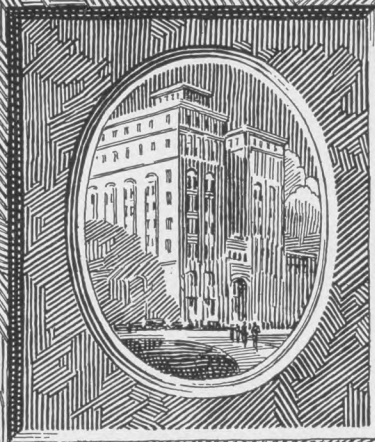
UNITED STATES NATIONAL BANK

OMAHA, NEBRASKA

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The Omaha National Bank



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