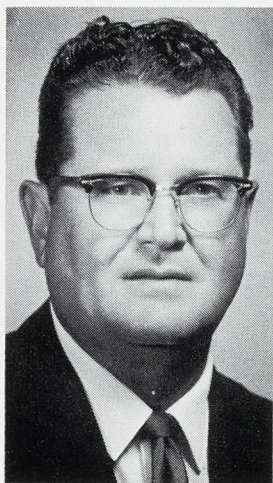


# MID-CONTINENT BANKER

The Financial Magazine of the Mississippi Valley & Southwest

MAY 15, 1970

## CONVENTION ISSUE



C. Logan Taylor  
President  
Alabama BA  
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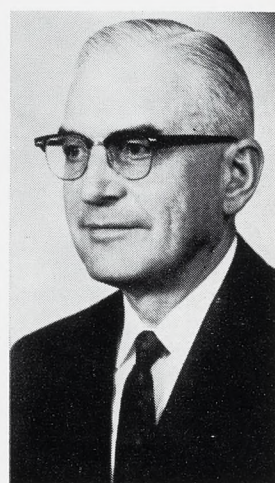
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Mississippi BA  
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Myron Heins  
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Illinois BA  
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### A Portfolio of Bank Business Boosters

*Informative Articles by Marketing Experts*

Beginning on Page 25



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Q  
A

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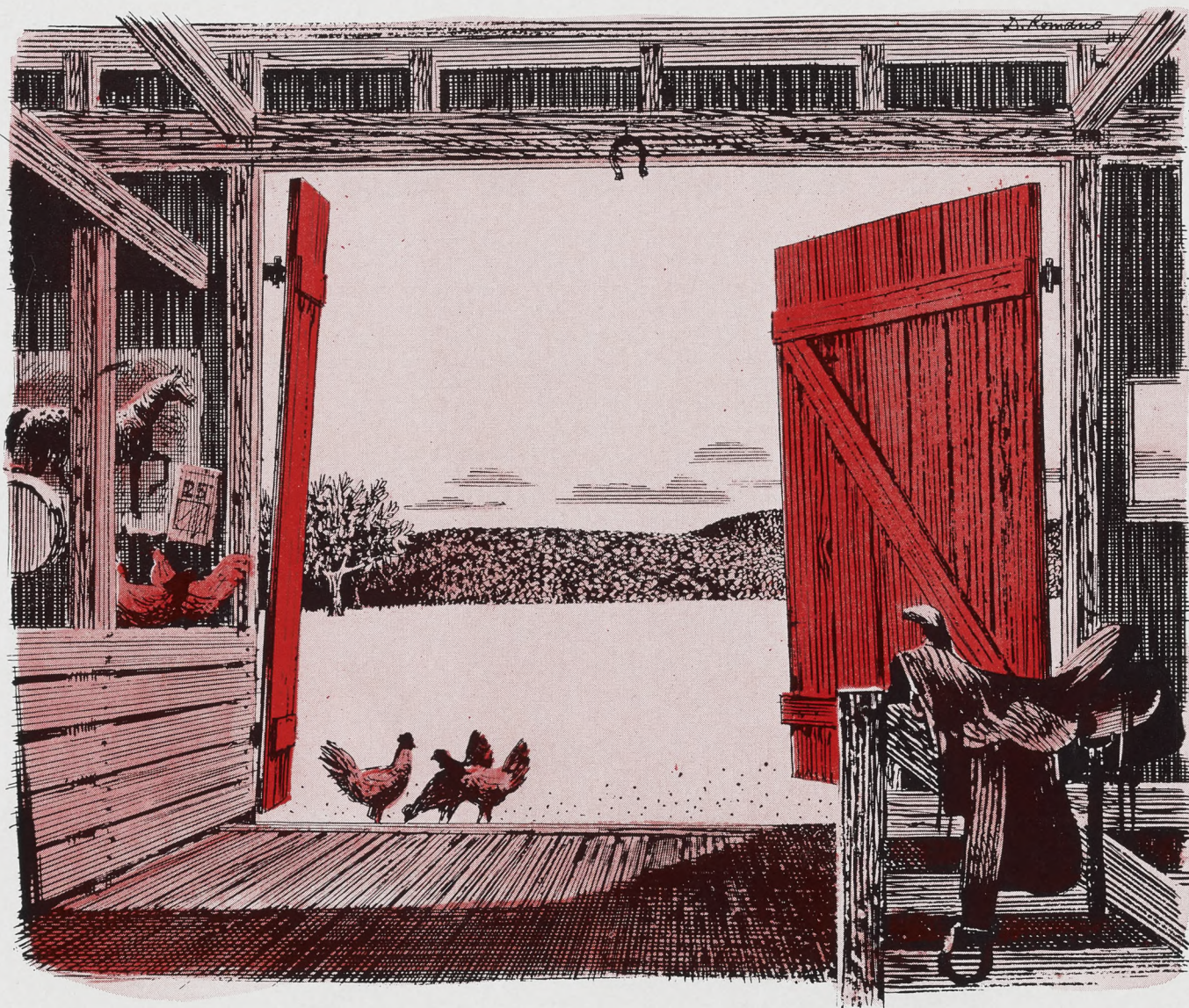
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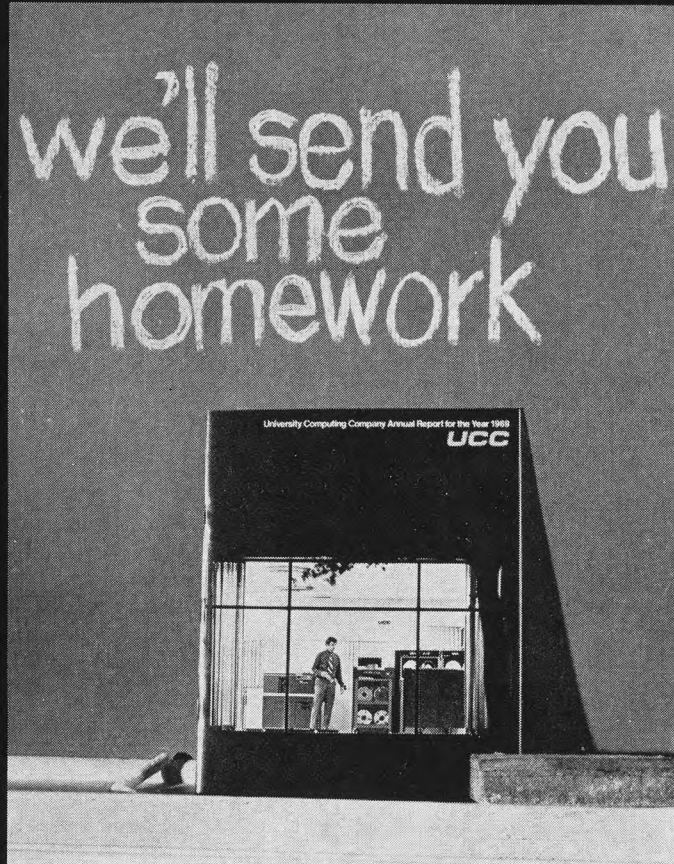
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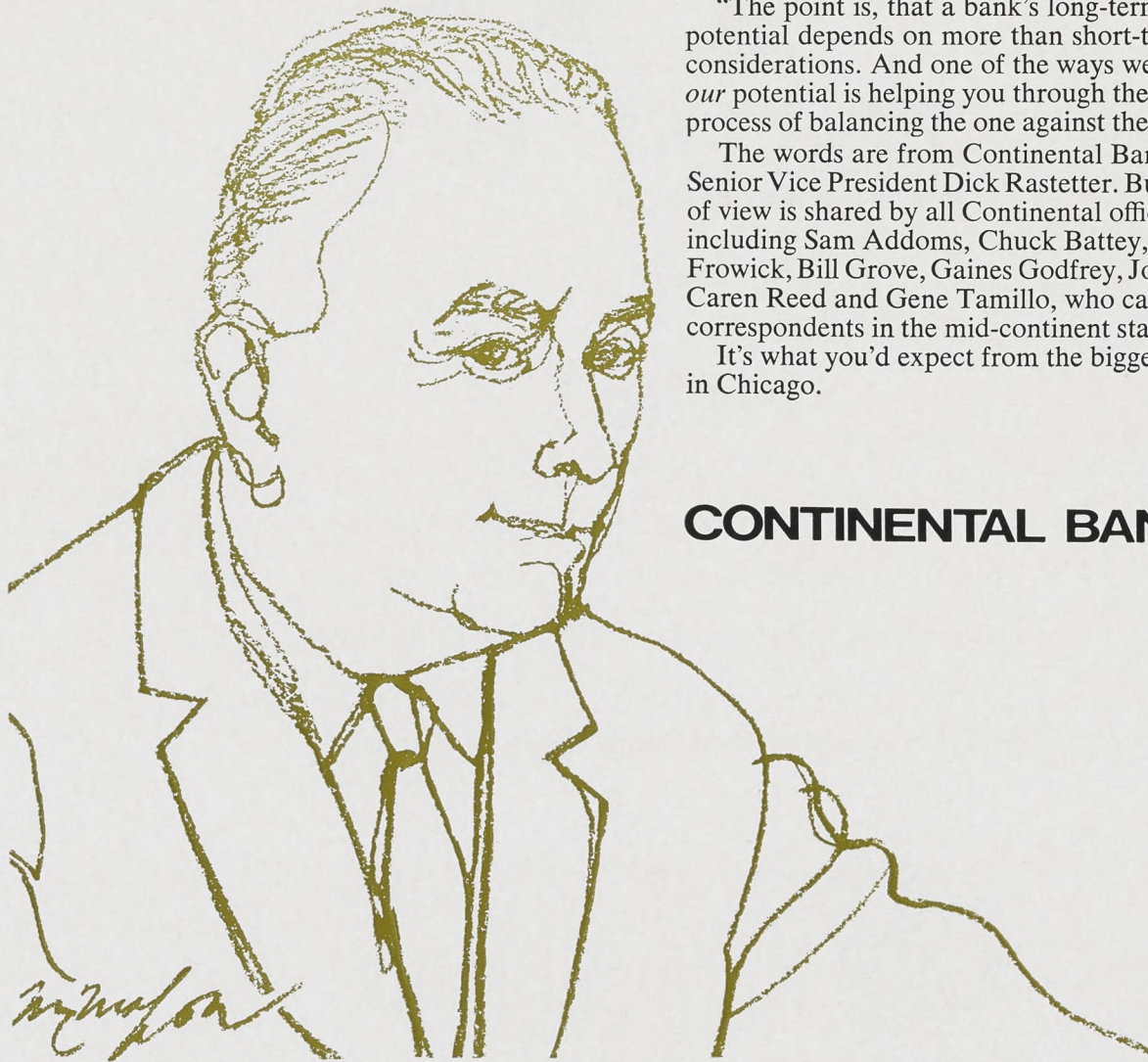
“As one banker told me: ‘We never thought we could afford to put money into benefits, but now I’m losing good people, and that’s something I *know* I can’t afford.’

“In his case, I was able to call on a whole staff of specialists here at Continental. We ended by making some recommendations on insurance plans, helping him set up a pension and profit-sharing trust, and working out an employee communications plan.

“The point is, that a bank’s long-term profit potential depends on more than short-term considerations. And one of the ways we live up to *our* potential is helping you through the difficult process of balancing the one against the other.”

The words are from Continental Bank Senior Vice President Dick Rastetter. But the point of view is shared by all Continental officers, including Sam Addoms, Chuck Battey, Larry Frowick, Bill Grove, Gaines Godfrey, John Jensen, Caren Reed and Gene Tammillo, who call on correspondents in the mid-continent states.

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# MID-CONTINENT BANKER

## NEWS ROUNDUP

News From Around the Nation

### PEOPLE



ADAMS

• The candidacy of EUGENE H. ADAMS, president of First National, Denver, for the post of ABA vice president in 1971 has been announced by the Colorado Bankers Association. Mr. Adams is national chairman of an

ABA subcommittee, meeting with Congress on the subject of one-bank holding company legislation. He is a past president of the Colorado Bankers Association and a former director of the Federal Reserve Bank of Kansas City. He entered banking in 1934 with International Trust Co., becoming its president in 1951. When that bank merged with First of Denver in 1958, Mr. Adams became executive vice president of First of Denver. A year later he was elected president.

• K. A. RANDALL, former FDIC chairman, has been elected a vice chairman of United Virginia Bankshares, Inc., Richmond-based one-bank holding company. Mr. Randall retired as FDIC chairman last March. He has been in banking since 1947. At the time President Johnson appointed him to the FDIC, Mr. Randall was president of State Bank, Provo, Utah.

• EMMETT G. SOLOMON, chairman and CEO of Crocker-Citizens National, San Francisco, has been elected president of the Association of Reserve City Bankers, succeeding outgoing president, R. E. McNEILL JR., chairman and CEO at Manufacturers Hanover Trust, New York City. Mr. Solomon is the third Pacific Coast banker to head the 58-year-old organization.

• HOWARD C. HARDER, chairman and CEO, CPC International, Inc., Englewood Cliffs, N. J., has been elected to the board of Chemical New York Corp., holding company for Chemical Bank.

### Court Accepts Nat'l Bank-Mutual Fund Case

The Supreme Court has agreed to hand down a decision on the issue of whether national banks can compete directly with mutual funds by offering "investment accounts" to bank customers.

The Court will decide, later this year, whether the comptroller and the SEC have acted within their legal authority in allowing banks to compete directly with mutual funds. National banks have been trying to gain this legal right since 1960.

The question pits First National City Bank of New York, the Comptroller of the Currency and the SEC against the mutual-fund industry, represented by the Investment Company Institute and the National Association of Securities Dealers.

### Mich.BA Educates Banks on Unionization

The Michigan Bankers Association is conducting a broad educational program for its member institutions to prepare them for a unionization drive. Two formal attempts by unions to organize Michigan banks have been made in recent months.

The Mich.BA's union educational program is two-fold and includes distribution to member banks and banks in other states of an employee relations policy manual and a discussion of labor issues, labor law and bank management philosophy at a series of regional meetings.

The project was started two years ago and is thought to be the only program of its kind developed by a state banking association.

### Rogers Raps ABA Inefficiency

The structure of ABA today is "essentially what it was at the turn of the century"—an organization that "reflects the best-known qualities of Topsy and Rube Goldberg combined," said ABA President Nat S. Rogers, president, First City National, Houston, recently.

Mr. Rogers outlined a proposed reorganization of ABA and the planned consolidation of the association's two offices in an address before the Georgia Bankers Association at its annual convention.

Mr. Rogers said that the ABA, as presently structured, "is not as manageable as it should be; it is not as efficient as it should be; and it is not geared to handle the purposes and problems of full-service banking in the 1970s."

He said that if the reorganization is successful the industry's national trade association will become "much more responsive to the needs of the banking industry."

### Unions Develop 'Technique' for Banks

A "glass case" technique is being formulated by unions attempting to organize banks, says labor columnist Victor Riesel. The technique is simple and likely to be effective.

According to Mr. Riesel, members of a unionization committee will place a glass, museum-like box in front of a target bank. Union members, officials and administrators of pension and welfare funds will be encouraged to drop duplicate deposit slips of deposits made in other banks into the glass case. The amounts are expected to be extremely large.

The case will be carried into the target bank's executive suite and union leaders will confront bankers with the "play money" in the case, arguing that this money could have been deposited in the target bank, had it been unionized.



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MID-CONTINENT BANKER for May 15, 1970



## Retirement of McKinney, Top-Level Changes Announced by AFNB

INDIANAPOLIS—Frank E. McKinney, who has been in banking here for 50 years, retired last month as chairman and chief executive officer of the American Fletcher Corp. S. Edgar Lauther succeeded Mr. McKinney. Mr. Lauther is chairman and CEO of the holding company's major subsidiary, the American Fletcher National Bank.

Kenneth F. Valentine, president



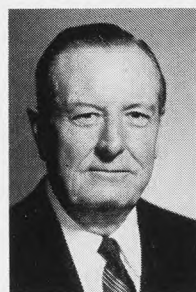
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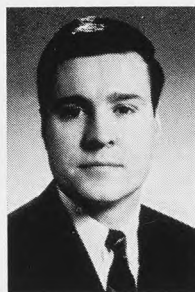
LAUTHER



TUOHY



VALENTINE



McKINNEY JR.

of AFNB for the past year, has been advanced to vice chairman of the bank and also was elected president of the holding company. J. Joseph Tuohy has been elected president of the bank, and Frank E. McKinney Jr. has been named executive vice president there.

Mr. McKinney Sr. was Democratic national chairman, 1951-52, and vice chairman, Democratic national finance committee, 1940-44.

Mr. Lauther went to AFNB two years ago as chairman and CEO, replacing Mr. McKinney. The latter had been nominated by President Lyndon Johnson to become ambassador to Spain, but had to decline for health reasons. When AFC was organized late in 1968, Mr. Lauther also became president and a director of that firm. He is a past president of the Indiana Bankers Association.

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# Continental's School Financial Program Offered to Banks on Nationwide Basis

CHICAGO—Bankers throughout the country will soon be able to help students in their local high schools learn better ways to handle money and credit through a unique "learning-by-doing" instructional program available from Continental Bank.

Educational materials developed by Continental and a consulting firm for free distribution to Chicago schools have been sought by teachers in so many other cities that they are being offered to banks throughout the country for local sponsorship, preferably as a cooperative project in each city.

More than 2,800 Continental correspondents have been sent full information on the program, including sample copies of two teacher guides and two student workbooks. These books comprise the in-school units of the Family Financial Education Program (FFEP), now in use by public and parochial high schools throughout Chicago. More than two years in development, the program was evaluated favorably as supplementary teaching material by instructors who used it with classes in several different portions of the curriculum.

Continental, which has invested approximately \$100,000 in the project, expects to distribute some 30,000 student workbook sets and 1,000 teacher guides in Chicago this year.

The program comes in two units, one on "Managing Personal Income" and the other on "Accepting Credit Responsibility." There is a teacher's

guide and student workbook for each unit.

The personal income unit covers the handling of basic financial transactions by having students learn how to fill out and endorse a check, how to manage and balance a checking account, how and when to save and how to open a savings account.

The credit responsibility unit concentrates on proper use of credit, costs of credit buying, sources of credit, how to develop and maintain a good credit rating, preventing money problems and consumer protection against deceptive sales practices.

"The growing need for educating the public in better management of personal income provides banks with an unusual opportunity to assert leadership in their communities in an area where they are particularly qualified to help," said Thomas B. Hanchett, Continental second vice president, who is in charge of the FFEP program.

Mr. Hanchett cited long-range benefits to sponsoring banks:

First, the growth of any community depends on economic well-being. Good money management is basic to the family's economic health.

Second, the program can lead to closer relationships with local schools and school personnel, and perhaps to more widespread use of personal banking services.

"Although Continental developed these booklets, local banks will be identified as the local sponsors," Mr. Hanchett said. "Continental's name



Continental Bank's Family Financial Education Program includes these four booklets of educational materials. The program is being offered to banks on a nationwide basis for sponsorship in local educational institutions.

appears only as necessary to protect the copyright."

He said that although the initial offer of materials is being sent only to Continental's domestic correspondents, they are being urged to join with other banks in the communities in sponsoring the program locally, and that banks in communities where Continental has no correspondents are invited to participate.

In addition to the in-school units of FFEP, Continental will soon have comparable teaching materials for use by social agencies, industry, and unions which conduct classes for adults with limited skills in personal money management. The out-of-school unit has been evaluated by adult-education personnel in several Chicago-area social agencies and industrial classrooms in a manner similar to that used for the in-school materials.

## Good Cardholder Response Attributed to Stamp Offer

ENCOURAGING bank charge cardholders to use their cards is not always a simple matter. The fact that thousands of customers have charge cards in their possession does not necessarily mean that these cards will be used to charge purchases.

First National, Clinton, Ia., member-bank of Hawkeye Bancorporation, nipped this problem in the bud when it issued its Master Charge cards last year. Along with the original card, the bank sent a coupon stating that the individual would receive S&H Green Stamps with Master Charge purchases for the first four months following issuance of the charge cards. In addition, a promise was made to issue 300 stamps the first time the Master Charge was used.

Acceptance of the offer was considered good, according to Raymond G. Tiedje, First National's loan officer. Since First National is a limited member of Mid-America Bankcard Association, it could compare its charge-card operations with those of other member banks. Following the Green Stamp offer, the bank found the percentage of activated cards to be 17.1, compared to 11.9% for other banks in the Mid-America system.

The success of this initial campaign prompted the bank to offer Green Stamps on a similar basis to customers using their cards between Thanksgiving and Christmas. The bank ran advertisements in the local newspaper, listing all local Master Charge merchants and made it clear that Green Stamps would be issued only on purchases made at these local merchants. (During the first promotion, the bank

had to dispense stamps to cardholders who had used their cards in other cities.)

The bank kept 3x5 cards for each active account during the second promotion and recorded charges and returns made by cardholders at local merchants on a daily basis. At the end of the promotion, Green Stamps were mailed for the net total of purchases made.

After all results were tabulated, the bank found that the percentage of active credit cards for the Clinton area was 20.1, compared to a 15.8% figure for Mid-America Bankcard Association. A total of 200,000 Green Stamps was dispensed at a cost of about \$560.

The bank credits Green Stamps with inducing cardholders to use their Master Charge cards for the first time and intends to offer the stamps periodically in the future. • •





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# Industrial Development

## Developers Urged to Consider Ecology At Union Planters Eighth Annual Meet

"TOMORROW's location technology will be a far cry from the days when a prospective manufacturer's only concern was a swift-moving stream to provide motive power and waste disposal," said Maurice Fulton, president of Fantus Co., Chicago, and one of the key speakers at the Eighth Annual Industrial Development Conference, sponsored by Union Planters National in Memphis last month.

The all-day gathering, which attracted over 400 bankers, industrialists and civic leaders from a seven-state area, was held at the Holiday Inn-Rivermont and featured talks by Mr. Fulton, Richard Preston of the American Industrial Development Council, Inc., and Robert A. Uihlein Jr., chairman and president of Jos. Schlitz Brewing Co., Milwaukee.



Key speakers at Union Planters conference were Maurice Fulton (l.), pres., Fantus Co., Chicago, and Robert A. Uihlein Jr., ch. and pres., Jos. Schlitz Brewing Co., Milwaukee. Schlitz is building plant in Memphis.

Gazing into an idealized future, Mr. Fulton described a series of conference rooms in which "bearded technicians (trained in Vienna, of course)" could probe the subconscious of a corporate image and come up with a computerized decision on the firm's needs within 30 seconds. But he did emphasize current trends in site location which consider more factors than are always obvious:

"The combination of low-cost barge transportation and advantageous power rates was sufficient to dictate the location of a major aluminum rolling mill in Alabama, although the client originally indicated an interest in central Ohio contiguous to his raw materials and markets."

C. Bennett Harrison, chairman of the board of Union Planters, welcomed the guests, and W. W. Laughlin, director of industrial development for the bank, presided over a three-state report session on the 1969 economic picture for Tennessee, Arkansas and Mississippi. New plant locations were credited with initiating an economic upswing in the tri-state area. Brad Dye Jr., director of Mississippi's Agricultural and Industrial Board, cited the hurricanes as having dealt a severe blow to the state's economy, but added that an easing of interest rates and governmental anti-inflation measures should combine to create a "plus-factor" in 1970.

Discussing "Changing Emphases in Industrial Development," Mr. Preston, who is executive vice president of the

Industrial Council, suggested that "we start with the problem of integrating economic development with environmental development, and that we do so in close communication with ecologists, conservationists, sociologists, economists and, above all, with our fellow industrial developers."

No longer can firms build without regard to the community, its employment opportunities and its economic base, he stressed, and said his thesis could best be illustrated by a remark made by Marshall McLuhan, who said industrialists must "build the very consequences of their programs into their original designs."

Mr. Uihlein shared the dinner podium with W. Porter Grace, vice chairman of Union Planters and the originator of the annual conference. The brewery executive described his firm's ninth plant, now under construction in Memphis, as one that should "certainly help boost the booming economy of



C. Bennett Harrison (standing), ch., Union Planters, welcomes 400 bankers and business officials to bank's eighth annual Industrial Development Conference. From l. are W. W. Laughlin, Union Planters dir. of industrial development; Dr. Ronald Carrier, v. p., Memphis State University; Richard Preston, exec. v.p., American Industrial Development Council; Mr. Harrison; James H. Alexander, dir., staff div. for industrial development, state of Tenn.; and Brad Dye Jr., dir., Ark. Industrial Development Commission.

Memphis and the area." A twin of the plant opening this year in Winston-Salem, N. C., the brewery is being constructed at a cost of \$70 million and will be capable of producing 4.4 million barrels a year.

The afternoon and evening sessions were spliced by an innovative social hour jointly sponsored by the bank and by Schlitz. Mr. Uihlein sent a designer from Milwaukee to Memphis in order to recreate an old-fashioned beer garden setting just for the social hour, complete with potted palms and costumed waiters. • •

■ ALBUQUERQUE NATIONAL has honored 51 employees, whose terms of service range from five to 35 years. Receiving 35-year pins were George Kramer, senior vice president, and Robert S. Poage, a retired senior vice president and cashier.



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*James S. Bowers, assistant vice president, Philadelphia National, tells how to develop a sound marketing plan to enable banks to*

## COMMAND DEPOSITS

YOU, NO DOUBT, know the confident satisfaction that comes in having made loans where there was little risk of principal and assurance of a good rate of return. Of course, in some few instances, these experiences turn into unwanted surprises that require patient perseverance to "work out" or "clean-up." However, statistics show that these latter instances are among the minority. What troubles the banking system today is finding ways to new funds and good relationships that can be bankable as funds are available.

Suppose you could obtain some additional funds by means of a logical approach which you could follow? Suppose, further, that the approach was one where the failures would probably not be much more frequent than the "work out" situations you encounter?

Let's look!

Demand deposits are harder to obtain because they are not growing as rapidly with today's cash managers and their need for funds.

Interest-bearing deposits are growing much more rapidly, but so are the interest payment terms and promotional expenses they require.

CD's are coming back on the scene, but they, too, carry interest charges. So it is with other routes to money markets.

In the meantime, the prime rate can be expected to come down, more nearly approaching, or going further below the rates we pay on funds. Hence, profits may be narrowed in the future while there still is no great promise of more funds to loan. Eurodollars already present a problem!

What happens if you join a broad-

gauged game of charging higher rates to meet the market price you have to pay? You can discourage loaning and also encourage shopping for better terms, perhaps to lose part of important relationships, or many parts!

Probably the real winners are going to be those who can command a greater share of that large but decelerating curve of demand deposits. They must do this efficiently and in a manner where they explore and identify other financial needs of the customer and prospect for the future. They should become, in effect, financial counsellors having command of a broad range of current services, which are not now always sold and new services that will, no doubt, be coming.

However, in trying to capture that important extra share of the demand deposit market in your locale, how often have you wondered just where you might find it? You probably have a myriad of lists but you cannot contact, and would not contact, all on the lists. You also wonder how to sort them down to be sure you get the right ones on which to devote your time.

If you have sorted some out, how



*Mr. Bowers is in charge of commercial marketing at Philadelphia National. He previously served as marketing management consultant for Price, Waterhouse & Co., and with Mack Trucks, Inc., General Motors and the Prudential Insurance Co. of America.*

often have you felt a sense of uncertainty because of your lack of knowledge concerning these companies, their industry or the particular people involved?

Along with these feelings, how often do you wonder if you know your services well enough to arouse interest in them without making a long social call leading nowhere or, perhaps, knowing that cold feeling of quiet rejection before you ever get a chance to sit down and carry out a call?

You may know the company's needs and the benefits of all of your services, but how often have you felt the need for a logical plan that could help you approach the call with anticipation of success and satisfaction rather than the fear of failure which weighs against your ego?

How much practice have you had with this whole process and where are the sales aids that might help you?

If you pondered these and other similar questions, you are no different than many at one large, eastern regional bank in June of 1967.

Since then, by developing a marketing plan based on sound reason and logic, sales of several deposit-getting services have increased—some 20% and some more than 100%. New sales of one service alone have paid for all the expenses involved three times over by providing additional fees and demand deposits to loan. The effort has been through the retail divisions as well as the commercial, international and trust divisions; and individuals are gaining rightful recognition for their successful participation.

Might this apply to your bank? If so, how does it work?

The example-bank first devoted



time and money to surveying its total market to determine where it really was, how much it was and with whom the potential was controlled, company by company.

It found some areas where it had 20%-23% of all the cash or demand-deposit market. In others, it found that it had 0.5% and many areas where it had none.

A separate marketing department developed these studies to lift a burden from the calling officers and then suggested a list of companies that might be good "targets" for business development. The criteria for selection were the size of the company, growth potential, the bank's knowledge of the industry, apparent needs for a variety of services and their probable vulnerability from a competitive view—and so on.

The commercial officers examined the portion of the master study that pertained to them and either agreed with the suggestions (about 85%-90% of the time) or suggested alternate "targets" based on their experience.

But the important point was that the "target" list was reduced to no more than 10 per man, placing definite emphasis on quality rather than quantity of calling activity. Furthermore, each "target" was carefully studied by a management trainee who expanded his financial analysis skills to explore "what could be done" rather than determining merely "what would be acceptable or not acceptable." The process includes continual updating and increasing of the "target" list.

Simultaneously, a services manual was developed and is under continual revision with primary emphasis, again, placed on the benefits of the services rather than a mere listing and relisting of how they work so "intricately." In fact, the section for each service begins with ways to express benefits of the service and ways to ask questions that will arouse minds that "want the benefits."

For many of the services there are sales aids (not brochures) specially designed for the calling officer so he can illustrate the effectiveness of each service during the contact. Of course, the aids can also be left behind to make a salesman of the corporate officer contacted.

A major portion of the program is devoted to sales training and sales calling practices. Over 230 officers have benefited from four full days of training away from the bank by an outside professional who concludes the conferences with video taped practice of sales calls. These tapes, which are later played back for critique, effect a memorable experience that can result

### How to Mark Anniversary

More than 200 banks and savings and loan associations will celebrate major anniversaries in 1970 and 1971 and marketing men in virtually all of them are asking: "How are we going to celebrate?"

If you are one of them, Dowden & Co., a Philadelphia publisher, has come up with an aid to finding an answer to your question that is adequate for the anniversary to be celebrated.

Dowden last month began issuing a bimonthly "Anniversary Newsletter." The second issue will be edited exclusively for the 200 financial institutions mentioned above.

The Anniversary Newsletter concentrates on anniversary-oriented ideas, case histories, how-to articles for the 25th, 40th, 50th, 75th, 100th and older birthday celebrations. The first issue contained more than 30 one-paragraph articles about what other companies are doing and have done to mark their major anniversaries. It also tells sources for unusual anniversary gifts and premiums and suggests tie-ins with historical data for the various anniversaries involved.

Dowden & Co. may be reached at 1808 Rittenhouse Square, Philadelphia, Pa. 19103.

in more successful calls later. This process, too, continues in regular monthly meetings of six or eight officers with one taking the salesman's role on a "live" case just prior to making the call.

The system also provides for rewards to those who take advantage of this help to obtain the greatest results. This is accomplished through the medium of performance agreements which are used throughout the bank for all activities.

Could this approach be used in your bank?

Some might say that it's too expensive to chance. However, in the bank to which I've referred, the returns have far outweighed the expenses, even by the beginning of the second year. Branches have not often done as well!

Others might say that such an approach requires professional salesmen rather than banking officers who are not used to the approach. Nevertheless, the bank officers involved in the case study are, in fact, accepting the program to the point of making it successful with results. One of the reasons is that it's sensible and logical, and it helps them do the job they want and need to do to obtain new funds. In addition, it increases their confidence

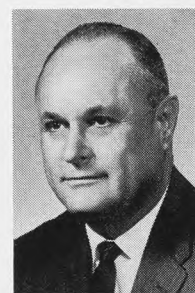
and helps them gain personal recognition.

Still others might say that it would take a specialist to devise and follow the program or someone in the bank to devote a lot of time not now available. Again, the case study showed that the results were worth it.

There can be other objections, but when recalling the scene of today's money market and the need for funds, as well as bank services projected for the future, maybe the investment is worth it.

Remember, it's a plan to lead by following the bank's market rather than by painfully reacting to it later, when it involves heavier expense with minimized results. • •

### Roy T. Lovell Dies



LOVELL

NATIONAL STOCK YARDS, ILL.—Roy T. Lovell, vice president in the correspondent banking department at National Stock Yards National, died suddenly April 22 of an apparent heart attack.

Mr. Lovell had been with the bank since 1929. Most of his 41 years of service had been spent in correspondent duties with banks throughout Missouri and Arkansas.

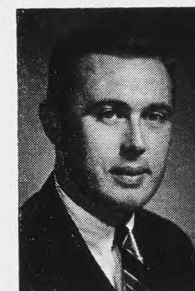
He is survived by his wife and two children.

### Cave to Cover Southeast District as VP at Franklin National

NEW YORK—Franklin National has promoted Billy F. Cave to vice president in charge of the southeastern district in the national division. In his new post, Mr. Cave will travel in Alabama, Kentucky, Louisiana, Mississippi and Tennessee, among other states.

Prior to his promotion, Mr. Cave had been assistant vice president. He began his employment with Franklin National in 1965. Mr. Cave has an AB degree from the University of South Carolina.

■ EXCHANGE SECURITY, Birmingham, is planning to construct an office in the University of Alabama Medical Center. It will be the bank's 14th facility and will be called the Medical Center Office.



CAVE



# What Makes Staff Sales Click?

WHAT WOULD the president of your bank say if you walked into his office with a pot and told him that you know how it could be used to cook up \$123,000 in new deposit business next month? Would he think you were slightly potted? Well then, ask him how much 313 new accounts would be worth to him—\$2.00 each? \$1.50? If spending \$1.34 for each new account seems reasonable, then the pot is the beginning of a sales program that in one month can produce 313 new checking accounts for \$123,000 in deposits. I know, because at my bank we did it!

But it's not the pot that holds the secret. You could come up with at least a dozen completely different items that would produce equally good results. The name of the game is *motivation*. Whatever else your sales program may be blessed with—top-management support, a well-trained staff, even that Utopian luxury “an adequate budget”—unless your program has the right motivation, it's doomed to fail!

What is motivation, anyway? It's a desire—or need—or an emotion that prompts action. When you were a small boy, it was the things your mother promised you for “behaving.”

Everything that man creates or acquires begins in the form of a desire. Psychologists tell us that motives are present in nearly all forms of human behavior and symbolic rewards are sought by all socialized beings. If our banks were filled with people born with the ambition to be supersalesmen there'd be no need for staff sales programs. But since nature didn't supply that particular desire, our job is to create an environment that puts the desire there.

With this in mind, let's consider the kind of atmosphere management can create in order to perpetuate a full-time sales program. Notice, I said “full-time.” Oh, there've been a lot of so-called “successful” one-shot sales campaigns. You know—someone de-

By **JOE B. EANES**  
Assistant Cashier  
First National Exchange Bank  
of Virginia  
Roanoke

terminates that this month would be a good time to push checking accounts. So within the bank, and in the bank's advertising, everybody knocks himself out to sell checking accounts. When the month is over, the results indicate a 102% increase in checking accounts and everyone says, “Oh boy, that campaign was a huge success!” And then everybody settles down and for the next six months—or however long it may be until a new campaign—no one sells anything.

The one-time campaign endorses the theory that “there's a time to sell and a time not to sell.” And there sure can be a long, dry spell in between. Don't fall into this trap. Right from the beginning, develop a full-fledged, full-time sales program. And keep the pot boiling by adding a bit of spice called “motivation.”

Motivation comes in two popular flavors: *quota* and *incentive*. Quota sales programs are gaining in popularity daily. In a recent survey it was found that 20% of the banks with staff sales programs had quota programs. You know how it works. Participating



Mr. Eanes joined First National Exchange Bank in 1963, and now serves as director of the bank's staff sales program. Mr. Eanes also handles advertising, public relations and marketing work for Dominion Bankshares holding company. He is a faculty member at the School of Bank Marketing and teaches public relations at a local college.

employees are given sales quotas, either weekly or monthly. Sales become just as much a part of their jobs as any of the other functions which fall in their particular job categories.

If ever there is a time when management needs the talents of a diplomat, it's during the explanation of job quotas to employees. Many employees automatically rebel at the suggestion that, not only must they “wait on” customers, they must also “sell” them! The hostility mounts when they learn that job advancement, raises, etc., are dependent on their making a required number of sales each month. What if they fail to make their quota? Are there no raises, promotions or favorable recognition for good performance of their functional job tasks? In many cases, the answer must be, “No, there is not.” If management decides to go with a quota program, an equal measure of participation must be expected from each employee. This is the principle of quota programs: Sales are a part of the job!

The incentive program, on the other hand, is based on the idea that people put out extra effort for an extra reward—cash bonuses, merchandise, trading stamps, even time off from work. The advantage of this well-accepted sales concept is obvious. As Dale Carnegie has said, “The only way I can get you to do anything is by giving you what you want.”<sup>1</sup> The major shortcoming of an incentive program is, at first, not as obvious. In each organization, there are only a limited number of employees who are or can be motivated by a reward system. These people will participate with a good measure of success. But individuals not motivated in this manner will contribute little or nothing to the success of the program.

Several large banks using this concept have emphasized this problem. They have a small number of employees  
(Continued on page 40)

<sup>1</sup> Dale Carnegie, *How to Win Friends and Influence People*, Kingsport Press Inc., Kingsport, Tenn., 1936, 83 printing, p. 29.



# Five Basic Elements For an Effective Staff Sales Program

By WILLIAM R. CRAIG, Marketing Officer

United Virginia Bank/State Planters, Richmond

*Mr. Craig's remarks are based on a talk delivered before a sales training workshop sponsored by Bank PRMA in New Orleans last March.*

I BELIEVE THAT employee selling is a key function in the over-all effectiveness of a bank marketing program. And I think that this area has been greatly overlooked by most banks in the past. I know of many large banks around the country which spend hundreds of thousands of dollars in advertising each year and they make absolutely no effort to teach their employees to sell. To me, this is a real waste. For advertising and promotional effort can only get our prospects in the door; it is up to the employee to really close the sale face-to-face.

Personally, if it became a necessity, I wouldn't hesitate a moment to reduce my newspaper or television budget by the amount necessary to provide sales incentive dollars. To me, it is the end result—the face-to-face encounter between the teller and the customer—which really pays off.

I want to make absolutely clear what I consider to be the *role* of sales incentives in the overall staff sales training program. I do *not* feel that incentives are the most important part of the whole program at all. I believe that there are five other elements which an effective staff sales program must include before you even get to incentives. And these five facets are as follows: organization, management support, training, recognition, and meaningful goals.

Let me explain these facets specifically:

1. *Organization.* Obviously, you must have a working organization, with

effective leadership, before any kind of marketing effort is going to get off the ground. In a large bank, you must break down your employees into smaller groups, or teams, so that effective communication can take place. In our bank, each *branch* is a team, and we encourage team unity and team competition. We have a "team of the month" and we recognize the outstanding "team of the year."

If this team is going to function productively, it must have a good leader or captain. In this capacity, we try to select that person in each branch who is going to get the job done, whether he's the branch manager, the number two man, or some topflight woman on the rail. And when it comes to running the over-all organization, that person designated by the bank to head up your staff sales training program must be able to make decisions and have the authority to carry them out.

2. *Management Support.* This point has been discussed so much by marketing people that it has become a crutch. I think too often we blame our own marketing failures on a lack of management support. Obviously the president of your bank shouldn't run your training program. That's what he hired you for. But if your management will participate in sales meetings, if they will jack up a branch manager when he is not doing the job, then you've got management support. And it's a fact that unless management believes in your sales program, and supports it openly, your program is simply not going to amount to much in your bank.

3. *Training.* To me, training is the heart of any successful staff sales effort. You know, most bank people really and truly *don't* know how to sell. Most of them are real fine folks who try to be as cooperative as possible, if you only show them how to do it.

*Training*—this is the tough part. It

takes hours and hours of preparation time, hundreds of hours of meeting time, follow-up, measurement, repetition. But effective training is the only way to get effective performance.

It's so hard to get good training materials. The Bank Public Relations and Marketing Association has done an excellent job in recent years of turning out good filmstrips and other staff sales training aids. But, by and large, most of the canned sales training materials available are too broad and general to do the job.

Although it takes much more time and effort, I've found that homemade training materials accomplish more lasting learning. Role-playing sessions between teller and customer, flip charts, customer panels, tape recorded conversations with professional shoppers—all of these can be tremendously effective when handled properly and presented dramatically. Again, let me say that I believe that effective sales training, presented on a regular basis, in an interesting manner, can make the difference between the success and failure of your staff sales effort.

4. *Goals.* I think that it is absolutely imperative for you to establish tangible sales goals for every team and every employee in your organization. A bank goal of 8,000 sales worth \$10 million in new business means absolutely nothing to the average teller. But if you set *her* goal at one sale a week, or two sales a month, or some such figure, this brings the point home.

And, more importantly, if you measure the performance of that teller against her goal in the presence of her associates (such as keeping a running chart in the lounge area of the bank), then you can bet that that goal becomes meaningful. If a branch manager does a good job in pointing out which people in his branch have reached their goal, and which have not, this is pretty basic motivation. We all want to look good in the eyes of our peers. And this leads me to my fifth point.

5. *Recognition.* This is a motivating factor that often looms larger than money. We all work for recognition. We like to be better than average. We will knock ourselves out to reach an established goal if we *know* that proper recognition will be forthcoming. This has to be a basic element in any

*(Continued on page 42)*

*Mr. Craig joined his bank in 1959 as a management trainee. In 1960 he became advertising manager and in 1966 was elected marketing officer. He is now in charge of the marketing division. He is a director of Bank PRMA and is an AIB instructor of effective speaking.*

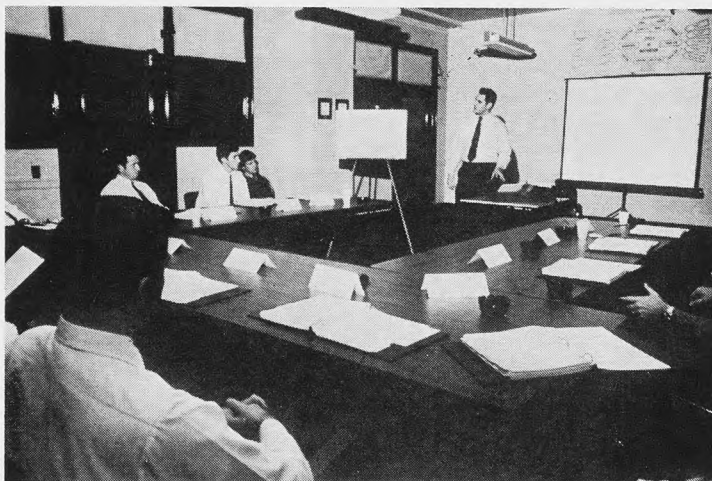


CRAIG



# 'Highly Beneficial' Is Rating Given Selling Program By Hamilton Nat'l

By **JIM FABIAN**  
Associate Editor



Classroom provided by Hamilton National for counselor-selling sessions featured comfortable furnishings and relaxed atmosphere. Premises were leased in downtown office building.

**H**OW DO YOU measure the results of a sales training program? The usual reply to such a query might be "By growth figures reflecting increased deposits and new accounts due to better-trained calling officers and customer-contact personnel." But is this the best criteria for making a judgment?

Not according to the management of Hamilton National, Chattanooga! The bank recently completed a year's program in which it exposed 120 officers, in addition to selected supervisory people and management trainees, to a comprehensive, in-house Counselor-Selling program developed by the Larry Wilson Corp., Minneapolis.

The bank maintains no figures on monetary growth resulting from the training, yet the over-all program has been termed "highly beneficial" by a management spokesman.

Just what has this program done for the bank and its employees? According to B. Franklin Davis, vice president and one of three program leaders, the most rewarding benefit has been a noticeable change in attitude among personnel undergoing training. Although this change began at the individual level, it quickly expanded to include greater concern for the bank and its customers. This change in attitude, according to Mr. Davis, is a primary objective of the training.

Mr. Davis stated that the course emphasized problem-solving, enabling students to become more perceptive in this important area of banker-customer relations. He said the bank had no illusions about the results of the training—it didn't expect a dramatic increase in business overnight. Yet management is confident that the improved attitude among personnel is paying off in the right direction. More than one officer has reported that the training has

changed his entire outlook on life. When this occurs, Mr. Davis reasons, improvement in service to the bank is inevitable.

What is this training that is capable

## Training Popular in Memphis

**MEMPHIS**—Another Mid-Continent-area bank that is active in Larry Wilson sales training is First National, Memphis. The bank has trained 250 personnel and plans to give training courses to another 250 shortly.

Classes are held on the campus of a local university which provides excellent facilities and an atmosphere far removed from the bank. Dress is casual and procedure is relaxed and informal, factors that the bank believes encourage greater individual involvement and group discussion of material on the part of students.

The counselor training sessions cover four days of intensive classroom work. Upon completion of each session, students are asked to fill out questionnaires that enable instructors to evaluate the value of the sessions. Answers to the questions indicate that personnel are achieving great satisfaction from the material. Several constructive criticisms from students are resulting in changes in the course to improve its value to the bank.

According to Preston A. Ford Jr., assistant vice president, the greatest benefit the training has produced is the realization on the part of most participants that they have become better people. This, according to Mr. Ford, is a big step in the right direction toward self-motivation, which, in turn, will benefit the bank's sales efforts.

of remaking people's attitudes, resulting in more productive and empathetic people? According to Jerry Freeman, vice president, operations, at the Larry Wilson Corp., the Counselor-Selling program is a course that stresses behavioral science concepts and skills as applied to bank selling.

The Counselor-Selling program was developed to answer a training need in the banking industry that would assist calling officers and other bank personnel in developing the understanding and skills necessary to become more effective with people in the selling situation as well as in their relationships with others.

This need was generated by two problems, said Mr. Freeman. These are the new, creative marketing policies that banks are pursuing—policies that call for the steady development of new business through salesmanship; and the fact that, traditionally, most bank people do not see themselves as salesmen.

The program helps solve this problem by helping the banker see himself—not as a salesman in the popular mold—but as a counselor, solving problems for people with his professional expertise, Mr. Freeman continued. It also gives him the knowledge and skills necessary to assist him in becoming a more effective builder of productive human relationships.

Bank calling-officers who have participated in the training should see themselves as professional counselors or problem-solvers, Mr. Freeman said, and in order to accomplish this, they are given concepts and skills that enable them to understand themselves better. This understanding extends not only to themselves, but to those they call on in the course of business.

Mr. Freeman said that a counselor-



calling officer should be able to analyze why he was successful in a given selling situation. People buy banking services, not so much because they understand the services, but because they feel the counselor calling-officer understands them and their needs, he said.

Before the program was begun at Hamilton National, Mr. Davis, Warren Herring and Bernard A. Sellman (the latter two are assistant vice presidents) journeyed to Minneapolis to take a leader-training seminar conducted by the Larry Wilson Corp. The week-long program equipped the trio to serve as program leaders at Hamilton National's in-house school in Chattanooga. Mr. Davis stated that none of the three considered themselves to be teachers; rather they thought of themselves as guides, similar to rangers at a national park. Park visitors call on rangers to point out the highlights of the area; likewise, the program leaders were called upon to guide students through the Counselor-Selling course, pointing out the highlights and stimulating discussions.

The program leaders began preparing for the first school about a month before it convened. They practiced teaching one another until they had their procedures down pat. During each school, they worked every evening preparing for the following day's session while students did homework assignments consisting of supplemental reading and the filling out of worksheets containing hypothetical questions on various sections of the course.

Each program leader received a leased leader's kit from the Larry Wilson Corp. that included a step-by-step guide, filmstrips, recordings and numerous visual aids. Each student used a study guide, consisting of an eight-chapter Counselor-Selling text provided by the Larry Wilson Corp. Supplemental reading included "Psycho-Cybernetics" by Maxwell Maltz, a book that Mr. Davis highly recommends as an adjunct to the course content.

Hamilton National pulled out all the stops in mounting its training program. It leased office space in a nearby building, furnished the premises with comfortable swivel chairs and created a relaxed-atmosphere classroom. Students were treated to continental breakfasts and were relieved of all bank duties during the course period. There were no telephones on the premises and only an emergency could disrupt a session. Classes were limited to 12 students.

The program leaders divided the course content, which was presented over a two-week period. The first session of each school was held on a

Monday afternoon and included a recorded introduction by bank Chairman Jack E. Whitaker. The message encouraged full participation on the part of students. Study guides for students were also distributed at the first session.

The following three days of the first week were devoted to day-long sessions, as were two days of the succeeding week. The final day of classes of each school ended at noon and students recessed to the bank's officers' dining room for a graduation luncheon hosted by the instructors. Certificates of course completion and class mementos were distributed at the lunches.

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## Positive Selling Convinces Customers To Forsake 'Free' for 'Paid' Checks

**I**S IT HARD to break with tradition? Not when you use positive selling and the results can mean a savings to the bank of more than \$100,000 a year!

First National of Atlanta, like so many other banks, found itself saddled with the expense of supplying customers with free checks, a costly tradition of many years' standing.

It was felt that with a little "hard sell" this practice could be turned around and all free-check customers converted to personalized checks at their expense.

S. Joseph Ward, vice president and manager, sales development department, said First National's experience with a personalized check for Georgia Tech led to the belief that the bank's customers could be sold. In an effort to promote the bank's office near the Georgia Tech campus a special check was designed with the school's seal and colors. Prior to the promotion fewer than 10% of the customers among students, faculty and employees utilized personalized checks. The response to the personalized check was overwhelming. Within a year more than 90% of those customers were purchasing checks, a complete turn around.

With this evidence in hand, Mr. Ward said the decision was made to go bank-wide and eliminate the expense of free checks to some 60% of First National's customers.

The first step was to develop a new-account sales guide that would serve as a selling tool for new-account personnel as well as present to the customer a personal check package he couldn't resist. It also replaced a myr-

The bank contracted to pay the Larry Wilson Corp. a fixed fee for each student taking the course. In addition, prior to the opening of the first school, the bank invited the Wilson people to conduct a kick-off program in Chattanooga, to which some 250 guests, including local business executives, were invited.

Hamilton National intentionally avoids any record-keeping of the tangible results of its sales training schools. Rather, it is concentrating on the self-improvement fostered by the training, with the conviction that the attitude transformation brought about will pay substantial dividends for the bank in the long run. ••

iad of material previously used from various check printers.

Secondly, a philosophy was established to the effect that First National "doesn't have free checks." A three-month sales contest, with appropriate prizes, was set up for new-account personnel. To launch the campaign a breakfast was held for new-account personnel with the theme "from this day forward no free checks." Mr. Ward admits that perhaps this was an unaccustomed bit of "hard selling" for the bank. But the end result has since justified this approach.

As a follow-up each office held a 30-minute training session and periodic training sessions were held throughout the three-month period to hone selling skills learned through experience.

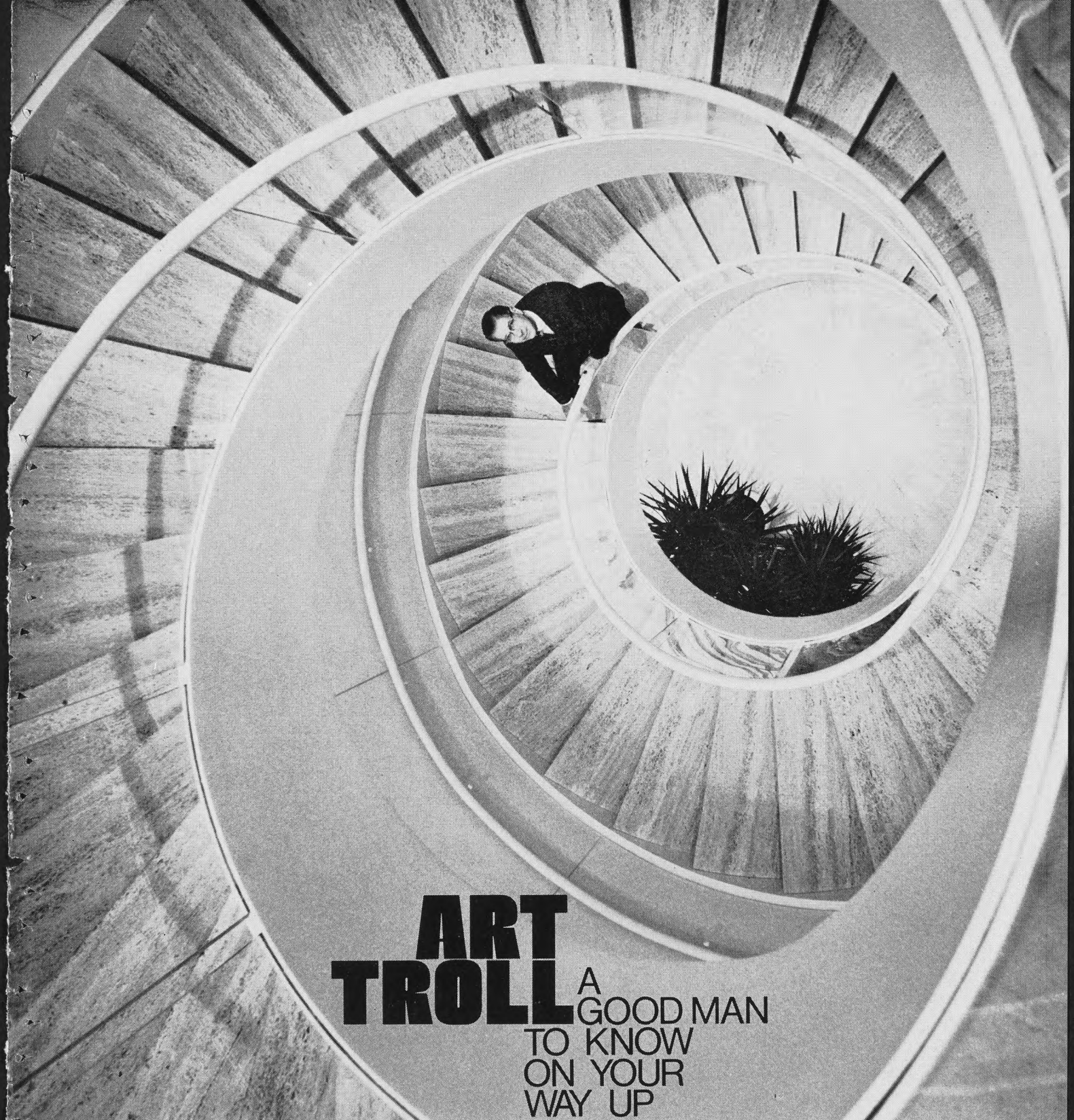
The positive selling approach was also one of "blitzing" the customer, Mr. Ward noted. Whenever a checking account customer opened a new account, staff personnel began by asking for a color and style preference, how the name, address and telephone number should read, and explained the advantages of chronological numbering. Never was another alternative suggested, Mr. Ward pointed out.

For those customers that proved reluctant there was even a "last chance check" in the sales guide. Only if the customer absolutely could not be sold was he given free checks.

At the conclusion of the 90-day contest the new "no free checks" philosophy had proven itself successful. Of all new customers during the three-month period, 92% purchased personalized checks, Mr. Ward said.

Flush with this success, efforts were





**ART  
TROLL** A GOOD MAN  
TO KNOW  
ON YOUR  
WAY UP



You'll seldom see this man behind his desk. More often, he's behind the wheel of his car or sitting across from YOUR desk. That's his business . . . bringing Pacesetter banking

services right to your doorstep.

Art travels light, because he's equipped with all the essentials . . . over 40 years of experience in the banking field, combined with a thorough knowledge of the significant advantages NBT offers its correspondent banks.

In short, Art Troll is a man you can bank on. He and the other members of NBT's Correspondent Bank Department are your straight line to the many resources available from the Pacesetter Bank.



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THE PACESETTER® BANK THAT HELPS YOU GET THINGS DONE

MEMBER F.D.I.C.





# Reaching New Heights...



*That's Gracious Lady leading  
credit card expeditions to new peaks*

Seeking higher elevations in your climb to credit card superiority? Make Gracious Lady your guide! As the leader in new account acquisition, the Gracious Lady Service will map the route that's just right for you, scale the terrain to secure customers you want in numbers, from 10,000 to a million... and then guarantee delivery, to put you and your credit card on top!

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turned to existing customers who were either sold when they came to the bank to reorder checks or were sold through reorder forms in their check-books.

The trend toward personalized checks has continued in the more than two years since the campaign began and today 90% of all First National customers are buying their checks. Those that remain are described as the "hard core" and Mr. Ward noted that some of them are beginning to crack.

The switch to personalized checks has meant a yearly savings in excess of \$100,000, not including savings in computer time. Billing for personalized checks is made computer-ready by the printer.

Mr. Ward points out that, with the success of the sales guide and training program and the results achieved, the "no free check" philosophy continues and is now part of the indoctrination program of all new personnel. • •

■ J. WILLIS WHEAT, senior vice president, Liberty National, Oklahoma City, has been inducted into Beta Gamma Sigma, national scholastic honor business fraternity at Oklahoma State University. He is a former professor and dean of Oklahoma City University School of Business.

## Security Data Published

NEW YORK—A collection of 41 papers on the subject of security control has been published in book form by the Conference Institute. The papers were originally presented at the Security Control Conference, held last year in New York.

The book describes security practices of major firms. Also included are the steps recommended by crime prevention and law enforcement agencies, insurance and credit management organizations regarding the protection of securities that are being stored, recorded or transferred.

The book is divided into six divisions, covering the reduction of hazards and exposures to loss; recruiting, selecting and managing people to improve security standards; the creation and management of internal control systems; changing insuring and bonding practices; policies and practices upon discovering a loss; and safeguarding the computer operation.

Included are papers from three New York City banks.

Single copies are available at \$25 from the Conference Institute, 300 Madison Ave., New York, N.Y. 10017.



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Have your employees wear our custom-styled career apparel.

Gives your bank a new look—a total one of financial professionalism.

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#### And you'll like these features:

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  - Continuity in fabric, color and style is assured.
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# Employee Incentive Campaigns— A Source of New Business

By **ROBERT W. ROGERS**, Senior Vice President  
Personal Banking Group, Harris Trust, Chicago

**N**O TWO BANKS are alike, of course, but there is at least one overriding common need—new business. And, to this should be added the need for selling old customers more services.

If your bank is fairly typical of a cross sampling of banks across the country in terms of customer turnover, one year from today you will have lost about 20% of the savings accounts you had this morning. You'll also lose up to 25% of the special checking accounts and 15% of your regular checking accounts, according to a recent survey.

That's quite a whack out of any customer list on any deposit structure!

Another sad figure to contend with: the typical bank customer uses only 1.6 services of his bank.

Facts like these make the bank incentive programs touted by a number of incentive and premium companies around the country look mighty good. But just how effective are employee incentive programs in bringing "new money" and "add-on sales" into medium-sized or smaller banks?

A number of banks we've talked

to that have staged successful campaigns (but are not willing to divulge how much money they made) say such campaigns are lucrative and every bank should have one every few years. Others with less successful (in some cases, downright disastrous) attempts, say that it's not worth it.

Realistically, the answer probably lies somewhere in between these two extremes. According to our experience at Harris Trust, incentive programs can be extremely successful, depend-



*Mr. Rogers joined Harris Trust in 1930 and served in the loan and discount and credit departments before joining the commercial banking department in 1940. In 1964 he became deputy group executive of*

*the national group and in 1967 became head of the personal banking group.*

ing on who is in charge of carrying them out and how they are carried out. The job is not simple, that's certain. Although we represent a billion-dollar-deposit bank, we think such programs can be beneficial for small banks—those with 100 or less employees.

There are, however, several *ifs*, and a number of things to look out for.

*Structuring a Campaign.* If you haven't run an incentive program before, don't try one without professional assistance. Incentive companies can be valuable, especially for the first-timer. They can: (1) advise you on campaign procedure, including the monetary goals you choose; (2) handle the EDP needed in larger contests to promptly record business brought in by employees; (3) provide a selection of prizes for redemption by winners; (4) handle promotional mailings and provide other creative services; and (5) furnish the necessary reports for the bank's tax purposes.

If you decide to use an incentive company, pick one that has had considerable experience with programs for banks of your general size and interests. Choose one located as close to your operation as possible.

If you choose not to use an incentive company, try to get as much advice as possible from a major bank or banks that have completed successful campaigns.

Keep in mind that you'll need a lead time of three to six months to organize a smooth-running campaign—incentive company or not.

*Establishing Goals for a Campaign.* What type of business does the bank

## Music, Orchids, Decor Highlight Incentive Campaign



Harris Trust recently completed a vigorous employee incentive campaign, entitled "Lion's Share," which has been termed an outstanding success by the bank. Employees were responsible for bringing more than 7,000 new accounts with a grand dollar total of approximately \$34 million (including trust business). Photos show some of the



activity during the campaign. Left: A roaring '20s band was called in to kick-off the program, providing rinky-dink music in the bank's cafeteria during the lunch hour. Right: To publicize the first prize for bringing in the most new business (an expense-paid trip for two to Hawaii), campaign workers placed orchids on lunch trays.



# How to Bring New Savings Dollars To Your Bank!

*Here are two programs  
that have demonstrated  
an ability to bring in  
new savings dollars  
year after year!*

Now, your bank can benefit from one or both of these account-getting programs just as other banks have.

It's the perfect way to associate your bank with a professional, collegiate or high school team in your city.

This program not only is effective as an account-getter, but it does an excellent public relations job, too, putting your bank name everywhere these versatile products go.

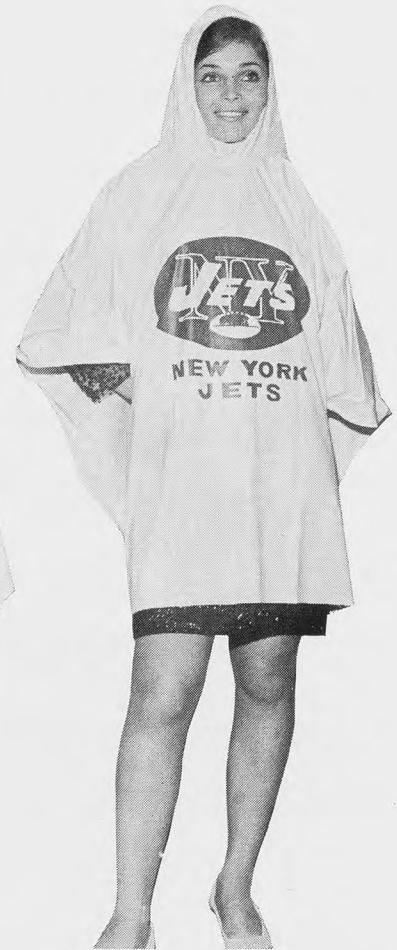
Ponchos are produced in a variety of team colors, with the school's mascot authentically reproduced on the front. Your bank name on the back turns each wearer into a "walking billboard."

The helmets are made of fine imported ceramic, with individually handpainted team designs and colors. Your bank imprint appears on the base of each helmet.

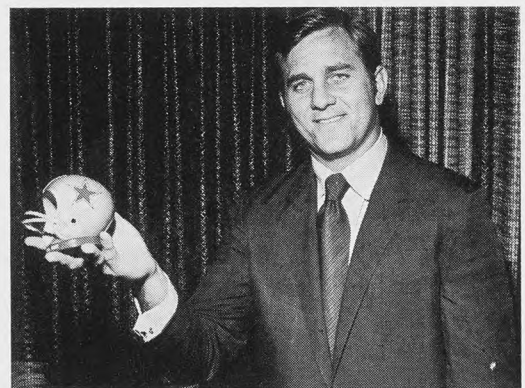
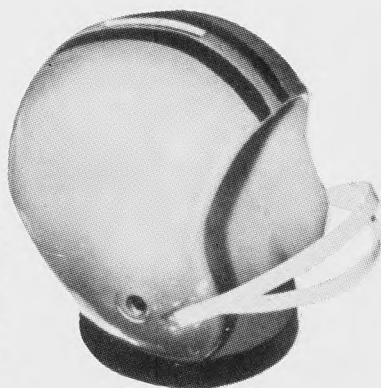
These programs can be used individually or together as account-getters or self-liquidators. You decide which suits your particular needs. We do the rest!

Either way you'll be "on the scoreboard," tying in with America's foremost sport.

For complete details clip the coupon below or for quick information call collect.



You'll be surprised at the low cost of these attractive ponchos. Also, you'll find that everyone in the household will want to wear the poncho that comes from your bank.



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Football helmets ..... Ponchos .....

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**Helmet Savings Banks Bring the "Young Set" to Your Bank!**

Popularity of football stars like Don Meredith of the Dallas Cowboys (see above photo) brings instant recognition and acceptance of football-oriented savings programs. These banks, imprinted with your bank name and the name of your local professional, college or high school team, will pack in young and old alike as enthusiastic new savers.



most need? Charge-card holders to buttress a new charge-card campaign? More savings accounts or certificates with maturities of two years or more? Is it sheer volume of accounts you are interested in, or the actual dollar-value of each account? Determine the dollar-volume you expect employees to bring in, then build your campaign around it. A point of caution here—be realistic. Consider such outside factors as current economic conditions and projections for the money-market during the campaign period. (If, for example, interest rates are at a high level, it may be tough bringing in CD's.)

Define carefully the kind of new business that is eligible for points toward prizes in the contest. Beware of overambitious goals for commercial checking accounts or trust services—particularly for a campaign of a few weeks' duration. It often takes six months to a year or more to bring these accounts in.

In order to be fair to all employees (both individuals that have daily contact with customers and those that don't), prize points should not be given for walk-in business or business solicited in the normal line of duty. Emphasize this to employees before

the campaign starts or you may encounter some problems.

*Who Should Participate?* Any campaign, no matter how large, should have the unlimited support and participation by everyone in the bank—from chairman to mailroom employee. Include your night employees, too. Without the demonstrated support by management throughout the campaign, enthusiasm of employees may wane. Your campaign manager should be someone who has good rapport with all levels of bank personnel, a person to whom employees would not hesitate to ask a "dumb" question.

Employees should be divided into teams and into smaller sub-groups (depending on bank size) and the progress of each team should be published frequently during the campaign to heighten excitement and competition. Based on our experience, it is also advisable to have officers on separate teams competing separately so that there is no direct competition between non-officers and officers.

*Planning a Prize Point Schedule.* The number of points given for specific types of new business should be based on: (1) value of the account to the bank, (2) difficulty in obtaining the account, (3) size of the account desired. For example, if you have determined that special checking accounts are particularly valuable to you and relatively difficult to solicit (as compared to, say, regular checking accounts) you might designate 2,000 points to special checking accounts and less than 1,500 for regular checking. If you're interested in small accounts you might designate a \$50 minimum balance requirement, otherwise a larger minimum balance might be required.

To give all employees the same advantage toward winning points (and thus prizes), divide participants into three point categories: (1) non-contact personnel, (2) contact personnel and (3) officers. The point system should be scaled so that non-contact people receive more points than contact people. Officers should receive the least points. For example, if non-contact employees receive 2,000 points for special checking accounts, contact employees might receive 1,700 and officers, 1,500.

*Selecting Prizes for Participants.* One of the most important selling points of any campaign is the prizes offered to winners. If possible, include vacation/travel awards in your list of prizes. The prospects of a two-week paid vacation to Mexico in mid-winter is a powerful incentive.

Mail an illustrated list or a catalog  
(Continued on page 113)

# Going on computer?

## Let us customize your check program.

We don't just sell you personalized checks and let it go at that. We offer a complete MICR service tailor-made for banks converting to computer.

We will meet with you and provide a step-by-step program, which includes a complete analysis of what is needed to make your conversion a success.

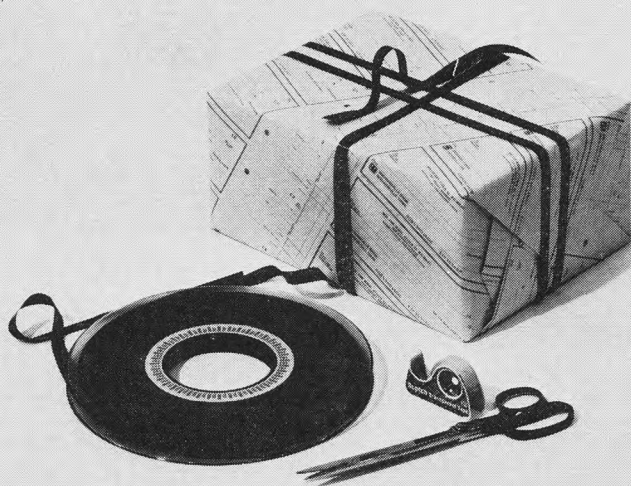
We'll also provide the sales aids to promote a sound merchandising effort.

The idea is: When it comes to a customized check program, it's not our custom to leave you short.

Please call or write.

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# *She's Wearing a Hamilton Ensemble!*

It's important for this Southern Airways stewardess that she look attractive, yet businesslike.

It's also important that your bank employees be groomed attractively . . . and it's possible, in a Hamilton ensemble!

Styling is important for the airline stewardess, for she is the airline to millions of flying customers. As an example, this Southern Airways stewardess, wearing her Hamilton ensemble, is confident of her appearance . . . confident of her ability to serve.

In your bank . . . Mr. Bank President . . . your public-contact staff (tellers, receptionists, secretaries) are the bank to your customers. Therefore, when you decide to put your staff in career suits (as many banks are doing today), you'll want to talk to one of the nation's *most experienced* stylists in career suits.

Our credits include scores of banks as well as several major airlines: TWA, Delta, American, United and Southern.

Don't talk career suits at your bank without talking to Hamilton. We'll show you a complete bank program . . . offer names of satisfied users . . . then let you decide.

We think you'll decide to put your staff in Hamilton ensembles, too.



*The Hamilton Tailoring Co.*

490 E. McMillan Street  
Cincinnati, Ohio 45206



# Effective Drive-In Traffic Control Achieved With Electronic System

**E**LECTRONIC TRAFFIC controls keep cars moving at a maximum pace through Palatine National's four-window drive-in system.

The electronic Bankontrol system, installed in the quarter-century-old suburban Chicago bank's new million-dollar building in November, 1968, eliminated the need for a human traffic director and did away with the confusion of a wait-in-line system. Palatine National drive-in tellers handle an average of 115 cars per hour on Fridays and Saturdays and can handle up to 240 cars per hour during peak periods.

Bank President and Chairman Gerald F. Fitzgerald called on representatives of Electronic Traffic Control, Inc. (ETC), to incorporate Bankontrol into the new bank building. "The speed of the system is superior to any other drive-in window traffic control," he points out, "and doubles the amount of traffic that we can handle."

Other reasons Mr. Fitzgerald chose Bankontrol include its low cost of operation and certainty about customer priority. The system's design flexibility allows maximum stacking in limited

space. In addition, Bankontrol functions when inclement weather conditions would drive human traffic directors inside.

The chief problem ETC people faced at Palatine National was the short approach from Brockway Street to the drive-in window area (see diagram). ETC Vice President Ron Lach solved the problem with a three-lane approach incorporating a special lane A signal.

Although regular ETC systems dispatch an equal number of customers from all lanes to all windows, only lane A at Palatine National sends customers to all four windows. Lanes B and C present a short, sharply angled approach to the drive-in windows. Turning cars from these lanes to window one posed a safety hazard, so the system was specially designed to move cars from lanes B and C only to windows two, three and four.

Bank customers drive to the control boxes located beside the three approach lanes and wait for the signals "Stop, Wait Here" and "Go to Window X" to appear as the electronic detectors beside each sign "sense" the

cars. Drive-in tellers call new customers by flicking a control button inside their windows as their current customers complete their business.

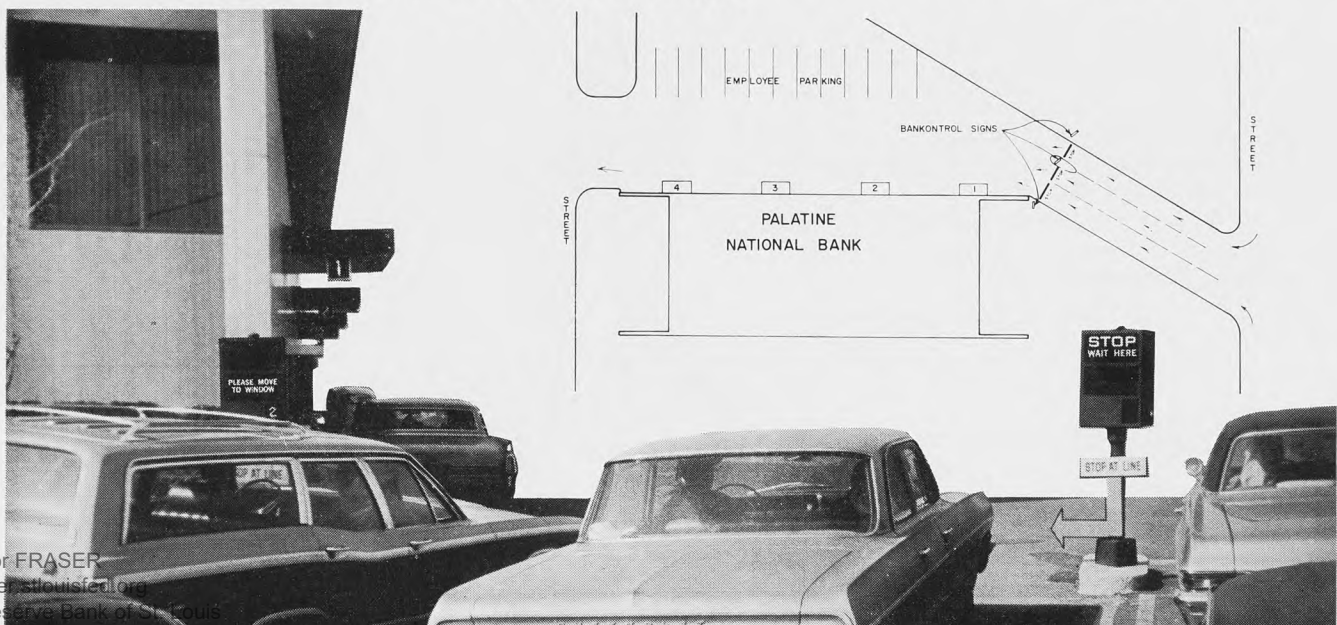
Bankontrol's logic panel/memory system automatically signals the person waiting longest at approach lanes B and C to go to window two, three or four and those waiting at lane A to any of the four windows. The drive-in teller cannot see the waiting traffic, but Bankontrol eliminates any need for him to do so. Customers know which windows are available without seeing them; this permits greater design flexibility for future installations and solves traffic problems for existing drive-in windows.

So successful has the Palatine National system been during its first 17 months of operation that slightly more than 50% of the bank's customers utilize the drive-in banking facilities on peak weekend periods.

The chief advantages of the system are:

- The bank's capacity to handle more transactions in less time;
- The customer's automatically controlled priority during the drive-in

Cars wait in three lanes for electronic traffic control system to signal them to any of four drive-in windows at Palatine National. Diagram gives drive-in layout.





The hand  
that rocks  
the cradle

writes  
the  
checks



Does it surprise you to learn that women select the check color or design in the majority of cases and then end up by writing most of the checks? Our recently completed twelve-city customer attitude survey confirmed this and revealed many other interesting facts about checks and check writing habits.

Approximately two-thirds of the respondents interviewed maintained joint checking accounts. Their answers showed that in over 62% of the families the wife writes the majority of the checks. Only about 14% of the couples reported equal participation. In slightly over 23% of the households, the male writes most of the checks.

When it came to selecting the check design or colors,

the ladies controlled the choice 54% of the time, shared in the selection 17% of the time and left it to the husband in 29% of the cases.

Knowing this presents a rather delicate problem in designing checks, selecting covers and colors and providing catalogs and advertising for the widest appeal. The appeals should obviously be directed more to the woman without, however, becoming offensive to the male customer.

We believe we've struck a nice balance with our check selection and our choice of advertising material. Let us tell you about our complete Marketing-Service program for promoting the sale of personalized checks to your customers.



**DELUXE CHECK PRINTERS, INC.**

SALES HDQTRS. • 3440 N. KEDZIE, CHICAGO, ILL. 60618

STRATEGICALLY LOCATED PLANTS FROM COAST TO COAST



transaction;

- The lower cost of operation;
- All weather service;
- Equal use of each drive-in window.

The system's disadvantages lie in the impersonality of this mechanized form of drive-in banking. Palatine National counters this by stationing highly personable tellers at the drive-in windows.

Also, the special design allows "in-the-know" drive-in customers to "camp" the bank's special lane A where they are called to any of the four lanes faster than customers at lanes B and C get their calls to windows two, three and four. This has caused some customer dissatisfaction.

The bank has undertaken a program of educating customers in drive-in banking practices. For example, special signs indicate the correct stopping point where the car catches the automatic electronic detection mechanism that determines customer priority.

Bank Vice President William T. Flynn points out that the electronic controlled drive-in system is as good as the people that are running it; so its success really rests on the drive-in tellers' work.

Palatine National's Bankcontrol is the most modern of the 175 ETC systems

installed with Diebold and Mosler drive-in equipment during ETC's eight years of operation. Its lane A design also makes the installation unique.

Information on the system and present installations is available from ETC, 4331 N. Elston, Chicago, Ill. 60641.

## What Makes

*(Continued from page 27)*

ees who bring in a large proportion of new business and receive the majority of rewards. To these employees, the rewards become supplemental income and are expected to continue. However, employees who do not participate in the program become even more difficult to motivate.

In addition, there are some definite administrative problems with incentives, especially if time off from work is selected. This award is the most complicated to compute because of the variance in daily rate of pay between individuals. It theoretically compensates the lower-paid personnel less than the higher-paid personnel for the very same achievement.

With pros and cons for each method, which program would be best for your organization—incentive or quota?

The answer may very well be both! In my bank, after considerable study, we use a combination quota-incentive program. We have a motivation level that is consistent and yet flexible enough to be given added impetus from time to time. How do we do this? First, by having a basic quota-oriented sales program. This makes sales a part of every public contact employee's job and is so stated in the job description. Secondly, we continuously inject incentive campaigns into the program. This method has provided happy results for job success motivates everyone. Added to this are the accomplishments of those motivated by extra rewards. We deliberately bolstered our demand- and time-deposit activity by the use of incentives in this manner.

For a six-week period of time, we concentrated all our advertising efforts on promoting demand deposits. To support this advertising, a "Check-Buck" promotion was developed. Twenty different pieces of merchandise were made available at "Check-Buck" cost. Employees were encouraged to solicit new checking accounts and for each account opened they received one "Check-Buck." The following statistics will give you an idea of the overall effectiveness of this program:

## FOR PLEASURABLE MOTOR DRIVE-IN SERVICE



### it's BANKontrol

The Electronic Traffic Control System that provides maximum efficiency for drive-in facilities, and obtains maximum utilization of the personnel servicing them!

BANKontrol increases customer service and capacity by allowing greater design flexibility of financial institutions using a single lane or multi-lane layout; im-

proves customer relations via taster, smoother traffic flow; provides maximum service and efficiency; reduces lag time between transactions; improves teller efficiency by putting the dispatch of traffic under their control; eliminates confusion and delays; increases safety.



Let BANKontrol solve your drive-in facility traffic problems.  
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FOR BANKS AND BANKERS

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EURODOLLARS

**George Palumbo & Company, Inc.**



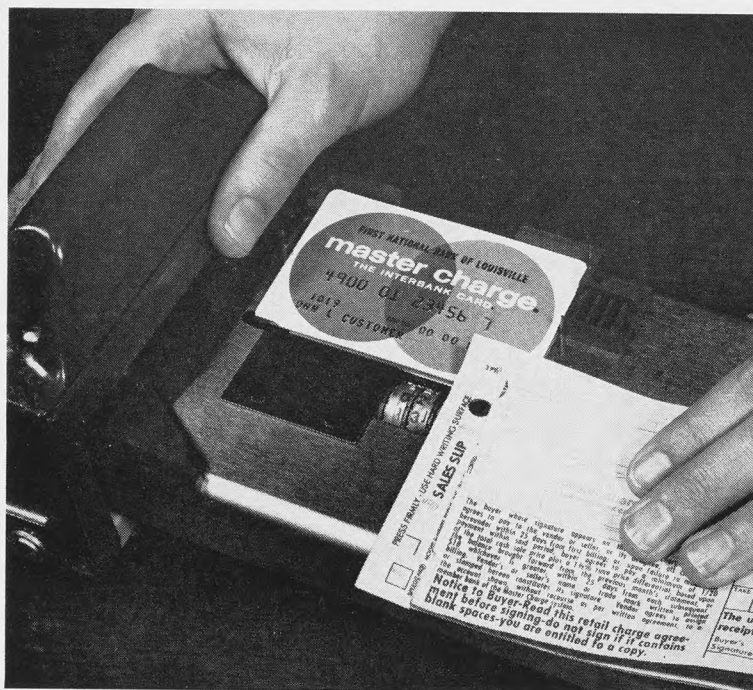
84 WILLIAM ST., NEW YORK, N.Y. 10038

Cable: PALUMAC Tel: 212-269-3456

MID-CONTINENT BANKER for May 15, 1970



# Master Charge:



## opportunity for increased business.

**First of Louisville helps you make the most of it.**

If you've been considering adding a charge card operation to your line-up of banking services, a First National Bank of Louisville Master Charge program could be your best move. More than 50 banks are finding it a smart move, too.

As one of the nation's pioneer Master Charge banks, we've established complete computer operations for card use. We've lived (and prospered) with the plan, and worked the bugs out.

When it comes to making Master Charge work in your bank, we've literally written the book on the subject. We can be a big help in getting cards into your market, and our proven promotional programs can stimulate consumer use of them.

Master Charge: the opportunity card. Give us a call. We'll be glad to knock on your door with all the facts about it. (502) 584-3211.

 **FIRST NATIONAL BANK**  
OF LOUISVILLE



	New Checking Accounts	Average Per Month
September 1965		
September 1966	2,859	239
August 1966		
September 1966	834	417

The average monthly deposits of new checking accounts opened during the course of this promotion increased by \$70,000. The premium cost for this promotion was less than \$700 and a cost breakdown indicated that it cost approximately \$.84 for each new account opened. A secondary benefit of this program was, of course, the enthusiasm and spirit of cooperation among our staff sales employees.

Incidentally, all these programs are introduced in dramatic fashion at regular sales meetings. Merchandise, props and audio visuals are used in the presentation. It's been our experience that a "sock-it-to-'em" beginning pays off.

Let me give you another example of an inexpensive incentive giving a shot in the arm to an existing quota program: This past summer, July, 1969, we developed a time-deposit promotion offering a thermometer/barometer to the top employee in each office who sold the most savings accounts (golden passbook, CDs or regular savings). Again, advertising support was given to the overall marketing effort. The promotion was outlined by the able staff sales coordinator in each of our 33 offices and a flier was distributed to each staff sales employee explaining the rules of the campaign.

The total effect of this campaign can best be seen by these figures:

	Promotion Cost	Cost Per Account
July 1-31		
Solicitations: 930	Premiums \$198.00	\$.94
Total Sales: 339	Production 120.00	
	<b>Total</b>	<b>\$318.00</b>

Not all our incentive campaigns have been as fruitful. Nor will all of yours be. In fact, it has been our experience that it takes a couple of years for a sales program to get going in high gear. For one thing, after a quota program has been in existence for a time, employees realize it's something they have to learn to live with, and the hostility dies down. Then too, with each incentive effort you make, you gain experience about how best to motivate your staff. So don't get discouraged if your first effort is not a whale of a success. Perseverance, plus quota, plus incentive, equals success.

Let's look at another. Recently we introduced BankAmericard. In order to activate our program we used a premium program which made various premiums available to the cardholder

for using his card. If this approach worked for the customer, then it should also work for our employees. Our special incentive campaign worked like this:

Brochure sections of catalogue Solicitations 1,355	Cost		Acquisi- tion Cost \$1.64 per account
	Premiums	Production	
	\$ 920.00	229.00	
	<b>Total</b>	<b>\$1,149.00</b>	

Remember that pot I mentioned at the beginning of this article? Well, that pot was part of our most recent incentive campaign. The goal—sell checking accounts. The reward—a 12-piece set of stainless steel teflon-lined cookware to the employee in each office selling the most checking accounts during the month of June. Pots and pans are certainly not a glamour item! Who in the world would get enthusiastic about cookware as a prize? Look at the results:

	Six-Month Average (Jan-June 1968)	May 1968	(Cam- paign Month) June 1968
Solicitations	1,702	1,622	2,052
Sales	645	564	838
Per Cent of Quota	98%	88%	137%
Checking Account Sales	161	110	313

The total cost for this promotion, including the printing cost of the literature explaining this promotion and the premiums, was \$420. This means that the 313 accounts cost approximately \$1.34 each for a total of \$123,000 in aggregate deposits. Based on some of our earlier research, we have reason to believe that better than 80% of all new accounts generated in this manner will be retained on some form of permanent basis.

I might also point out that in line with the above statistics the average initial deposits of the 161 checking account sales in each month were \$79,000. This figure jumped from 79 to 123 during the month of our promotion. At a branch opening, we customarily spend \$2 to \$2.50 for each new account customer gift. This is a reasonable figure for most banks. But in comparison with the \$1.34 we spent for each premium in this program, it seems that by motivating our staff we were able to spend less—and achieve more!

Each year, it has been our practice to conduct at least three major incentive campaigns, usually one time- and two demand-deposit promotions. In addition, at the end of each 60 days, a top salesman is selected in each of our offices. This person receives some type of award, ranging from merchandise to stamps or a premium book. As you

have probably noted, we have a high regard for this method of motivation. Thus far, by closely coordinating all aspects of the sales program, much success has been derived from a small investment in premiums.

Another form of motivation, familiar but often overlooked, is personal recognition. When you've done a good job, it's human nature to want people to know about it. With some employees, the desire to be recognized by fellow workers and management exceeds the desire for material compensation! With this in mind, I would suggest that in addition to incentives, your overall program of motivation should include some organized form of personal recognition such as:

- Pictures in staff communications.
- Personal letters from the president.
- Recognition at staff meetings.
- Congratulations by supervisors and department heads.
- Mention in sales reports or newsletters.

There are many ways recognition can be given. The point is, *give it!*

What conclusions can be made about motivation? Properly used, it is a key that will unlock the potential of a sales program and at the same time generate a tremendous spirit of cooperation. It is a necessary ingredient to the success of most programs. It is the whoopla and pizzazz that brings a program to life. Motivation is what today's bank marketing is all about. • •

*Mr. Eanes' remarks are based on a talk delivered before a sales training workshop sponsored by Bank PRMA in New Orleans last March.*

## Basic Elements

(Continued from page 28)

successful staff sales training program—recognizing the people who do the outstanding job. Photographs, publicity, special awards, the president's club, salesman of the month, the top producer—whatever you call it, and however you do it, make sure that *recognition* is a major and continuing part of your sales program.

So you see, all of these things I consider to have a greater priority than sales incentives: good organization, solid management support, effective and continuing training, tangible goals and adequate recognition.

And there's one more point I would like to comment on before getting into the nuts and bolts of an incentive program. And that is the comment by all of those folks in the banking business who look with disdain upon staff sales



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More than 3,200 midwestern banks are now using the broad insurance portfolio of NFL! Let us show you how NFL programs can benefit your bank. Drop a note to our home office.

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Van Swanson



Dick Evenson



Richard Miller



Bruce Blume



incentives, when they say, "No, we don't pay our employees sales incentives. Selling is a part of the job."

Is it really? This is an easy phrase to say, and it's nice, idealistic philosophy, but is it really true? Does sales effort *really* mean something in the over-all job evaluation? Do you include sales ability on your job application? Is sales performance on your salary appraisal form? Do you ever actually *pay* one teller more than another because of her exceptional sales effort? If these things are *not* done on a continuing, meaningful basis than I submit that selling is *not* a part of the job. At least the employees don't understand it that way.

Now I don't mean to imply that it is not possible to make selling a part of any employee's job description, but I think we should be honest about it. The marketing officer and the personnel officer have got to get together on this thing and integrate a lot of hard core marketing into the personnel procedure before it means anything to the average employee. But if this can be accomplished thoroughly, and implemented on a continuing basis, some very good employee sales performance can result. But let us not be content merely to say "selling is a part of the job," and then do nothing more than that.

In my 10-year experience of administering a cash incentive program in a \$400 million bank, I have found two basic problems which I have not been able to solve completely. They are: rules interpretation and bookkeeping.

Interpretation—when your whole program is based on an intangible criterion (personal judgment), and you are dealing with hundreds of people, you naturally have varying degrees of interpretation of the rules. We pay a cash incentive only for business which is *directly* solicited, face-to-face, by the bank employee. We do *not* give credit for walk-in business. Defining this dividing line between solicited and walk-in business is a tough problem. Sometimes it is neither black nor white, but many shades of gray. You get hung up in multi-service cross-selling situations, when the customer came in to open one or more accounts, and the employee sold him additional services. The question arises: What did the customer really want in the first place? Which new accounts did the employee's sales effort generate? When you are talking about several dollars as a reward, sometimes there is a difference of opinion between the employee and his supervisor on exactly how much credit is due.

And then, of course, you have those few employees who deliberately set

out to beat the system. And when you're depending almost entirely on the employee's basic honesty to report his sales, the system *can* be beaten quite easily.

The only solution I have been able to find is to continually hammer at the proper definition of the rules: What is a sale and what is not a sale? What is solicited business and what is walk-in business? When is credit due and when is credit not due? As a deterrent to fudging, we also require the employee to write a brief description of the sale on the back of the solicitation card. By this we can pretty well tell what happened. The employee's supervisor reviews each card before it is sent to marketing and any questionable situation is reviewed with the employee. In a few instances, where we felt our program was being abused, we actually went to the customer and, in an indirect manner, got his opinion on how much sales effort the employee actually put forth. But even though you might suspect that one of your employees is cheating in the game, it is mighty hard to prove. And you better have your facts in order before confronting the employee.

The other major problem inherent to a staff sales program in a bank of any size is that of bookkeeping—handling the solicitation cards, checking

## PORTRAIT OF THE UNCOMMON MAN

In an industry like ours where any number of organizations claim they can offer you pretty much the same financial service that we can, we figure we need something extra going for us.

So we have our credit life representative. The Uncommon Man. There's far more to him than an attaché case, a big wide grin, and a hardy "how're the wife and kids."

Our man from Cherokee has a good product to sell you. Security. He knows insurance well, explains it well, is an expert at helping you decide what your customers need, and how much. That means far greater protection for you. He has brains and skill and a quaint old thing called integrity, and he sees his company as the best in its field or he wouldn't be there.

We see him as the best in his or he wouldn't be here.

We have a number of outstanding insurance plans to tell you about: credit life and accident and health. A phone call will have a Cherokee man in your office in record time. Complete with attaché case and a nice wide smile.

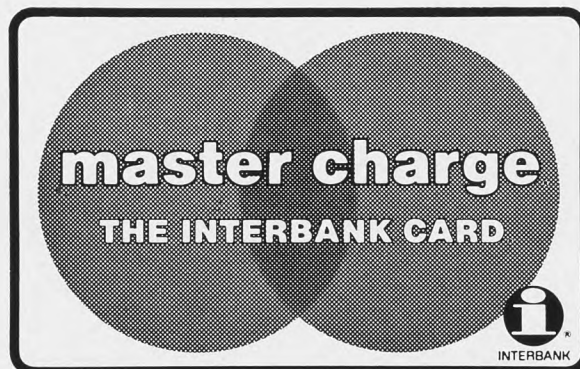
The similarity to any other credit life representative stops there.

### **Cherokee Credit Life Insurance Company**

1122 Gray Highway, Macon, Georgia  
Don K. Miller, C.L.U., F.L.M.I., President







## Ten reasons why you should think "Southeast Bankcard Association" when you think charge card.

- 1 Charge card specialists to assist you in feasibility study and implementation of program.
- 2 Reduced cost through non-profit association approach.
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- 4 SEBA's program permits complete flexibility in tailoring system to individual bank needs. Each member controls its own direction.
- 5 Most complete charge card program documented in operating manual form from start up with recommended cardholder account selection, credit criteria, merchant solicitation, and day-to-day operation.
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- 10 Present membership of 97 banks in 4 states.

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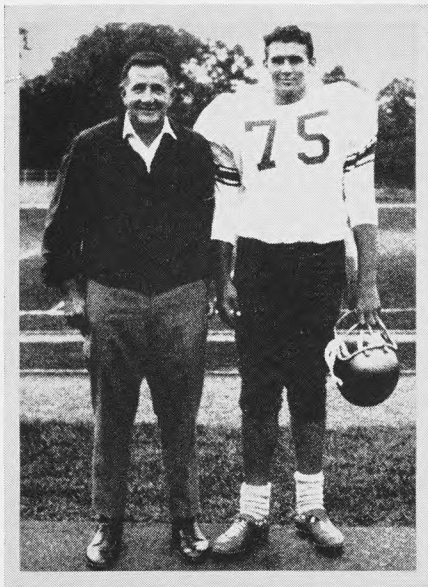
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**The generation gap:  
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Millions of young Americans not only stand taller than their fathers—they're aiming higher. Sometimes, in a different direction.

They have a vision of a more equal economy and society, and the will to take part in shaping them.

Over 7,000,000 young men and women are now in our colleges and universities. Keeping up with their numbers, and the challenge of filling their knowledge needs, has brought about a financial crisis in higher education.

Tuitions, on the average, pay only 1/3 the cost of educating a student. The other 2/3 must come from other sources. And the difference in dollars amounts to billions.

Our higher education must keep moving ahead—with more facilities, larger faculties—and academic advances that will help this generation move ahead.

It can't be done without more help from more individuals, more businesses—with gifts and grants that encourage progress and innovation.

To better understand the need, ask a college.

**Give to the college  
of your choice.**



Advertising contributed for the public good.

new business reports, and making the payoff. There are two basic procedures for reporting sales cards that I know of. One is when the customer is given a referral card by the employee and he is told to turn it in to the bank when he opens his account. If he does, that employee gets a certain amount of sales credit.

In my opinion, there are many problems connected with this procedure. If the customer loses the card the employee fails to get credit and he is unhappy. This can result in an employee simply passing out cards to hundreds of people, without making any direct solicitation at all on behalf of the bank. It involves the customer unnecessarily in an internal banking program.

A more comprehensive procedure is one which requires the employee to submit a solicitation card to the marketing division, and then that card is checked regularly against *all* of the new business records generated by the bank. This is a more efficient method of determining sales made—obtaining the initial deposit figures, and rewarding actual sales effort. But as you can appreciate, it involves the handling of a lot of paper. This is the system that we use in our bank, and it requires a full-time employee to handle the system manually. If you go into this system, be prepared to provide the staff to handle it efficiently, because you can be sure that when your employees *do* make sales, they want to be given credit promptly, and they want every dollar that's coming to them.

A third problem which I have heard discussed many times in banking circles is that of business retention. Some people feel that new business generated by campaign just doesn't stay with you. I have found that this simply is not true. On a spot-check basis, we measure the business generated by our sales program after it has been on the books for 90 days. And in every case, we have found that the retention factor is as good, and in most cases *better*, than average walk-in business.

In conclusion, let me state firmly that I *do* believe in cash incentives for sales. It is a special bonus for business development. It says our management believes so strongly in personal selling that we are willing to put up some extra dollars as a direct reward for those who do the job. A cash incentive puts a special emphasis on selling and it produces direct, measurable results.

■ J. MARIO AEDO has been elected manager, international department, at American National, Mobile. Mr. Aedo, who joined American National in 1964, was named assistant manager of the department last year.

**Fred Rider Named President  
of First Nat'l, Wellston**



RIDER

WELLSTON, MO.—Fred H. Rider was elected president of First National April 6, succeeding the late Melvin H. Klingler.

Mr. Rider joined the bank in 1925, became assistant cashier in 1951 and had been vice president since 1959. He was elected a director three years ago.

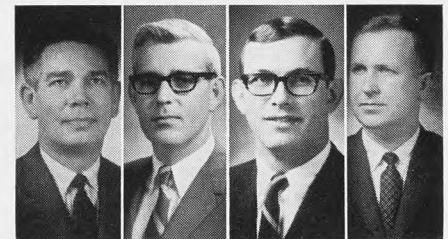
**Mercantile Honors 5 Employees**



Mercantile Trust, St. Louis, recently honored five employees, each of whom has been with the bank 50 years. They are (l. to r.): Albert A. Boettcher, assistant comptroller; John J. Dolis, assistant vice president, operations; Francis C. Lexa, vice president and head, international department; August J. Kamman, assistant cashier, new accounts; and Joseph J. Marchlewski, who is with Mercantile Mortgage Co., a wholly owned subsidiary of the bank.

**First National of Memphis  
Promotes 4 AVPs to VPs**

MEMPHIS—Four assistant vice presidents have been elected vice presidents at First National. They are: Jeans W. Pattinson and V. C. Gentry, both in the national division, and Frank H. Billings and Jim L. Hughes, sales representatives, bond department. Mr. Pattinson travels the western U. S. area, and Mr. Gentry covers New York City and New Jersey.



PATTINSON BILLINGS GENTRY HUGHES

Promoted to assistant vice presidents were: Thomas R. White, operations; Taylor N. French, national division, eastern U. S.; and Ronald Hart, South America, and Jerre Haskew, Europe and Canada, international division.

Elected to officer status were: Jack D. Lockridge, Summer Avenue Office; James L. Tidwell Jr., accounting; and James R. Treat, Marlin-Whitehaven Office.



# COME SEE US

COMMERCE BANCSHARES and its family of banks  
invites you to its HOSPITALITY HEADQUARTERS  
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Suite 524, Sheraton Jefferson Hotel, 4-6 p.m.



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Commerce Bancshares



Bill Lamberson  
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Commerce Bancshares



Haddon Smith  
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Plez Miller  
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Jim Jeffries  
President  
The Citizens Bank  
Springfield



John Leffen  
President  
Citizens Bank  
of Joplin



Walter Riffle  
President  
Commerce Bank  
of Brunswick



Elton Klamm  
President  
Commerce Bank  
of St. Joseph



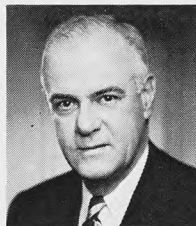
Marion Riemeier  
Exec. Vice Pres.  
Commerce Bank  
of Kirkwood



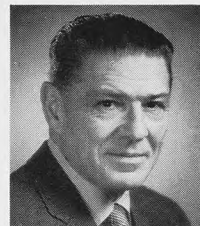
Al Meeker  
Exec. Vice Pres.  
Commerce Bank  
of Kirksville, NA



Arthur Wilke  
President  
Commerce Bank  
of St. Charles



Peter Wetzell  
President  
Commerce Bank  
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Al Bollinger  
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Columbia National  
Bank, Columbia



## COMMERCE BANCSHARES

Missouri's First State-Wide Family of Banks  
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TOPPING OUT at First of Birmingham saw this 28-foot beam (and tree) hoisted into place.



SIGNATURES of bankers (and thousands of Birmingham residents) were first recorded on the beam.

# First of Birmingham Tops Out Building in All-Day Program

Birmingham's new 30-story, \$19-million First National-Southern Natural Building was "topped out" April 1 in ceremonies attended by local business and governmental leaders, as well as bankers from Alabama and adjacent states.

The day-long program for bankers included two business sessions, luncheon, dinner and an after-dinner speech by William S. Renchard, chairman of Chemical Bank, New York.

The daytime business sessions included a discussion of the economic outlook, compensation practices for bank executives, industrial development in Alabama in the '70s and an address on public relations by Chicago banker William N. Flory, vice president of Harris Trust.

Shortly before mid-day, bankers were bussed to the construction site of the First National-Southern Natural Building, where they watched the top-most beam for Birmingham's newest (and biggest) skyscraper as it was raised into place, carrying with it an American flag and a tree. This is the ironworkers' traditional way of signifying completion of their part of a construction job and wishing good fortune to those who will use the building.

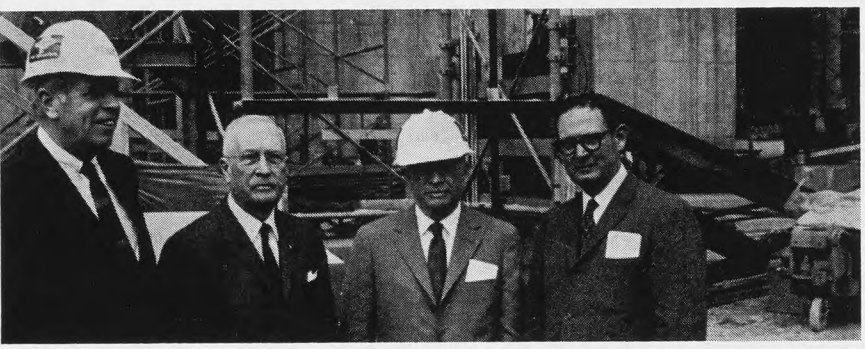
The building is a joint project of First National of Birmingham and the Southern Natural Gas Co. The bank will use the ground floor for its main banking lobby and lower levels of the "tower" for offices. Southern Natural will occupy the upper tower levels.

Twelve floors will be available for office rental, and the building will contain a public restaurant and facilities for tenants, customers and visitors.

Construction on the building is now well past the halfway mark and the structure probably will be ready for occupancy in December.

The building will soar 392 feet from a granite podium in the midst of two landscaped plazas. The podium rises 4½ feet above the corner of Fifth Avenue and 20th Street in downtown Birmingham. Grand stairways, separated by a fire fountain, will lead from both streets to a spacious pedestrian plaza which will bring greenery and open space to the heart of the city. A sunken, landscaped courtyard will provide daylight to a larger lower-level cafeteria.

All power for the building will be provided by a natural gas total-energy plant. • •

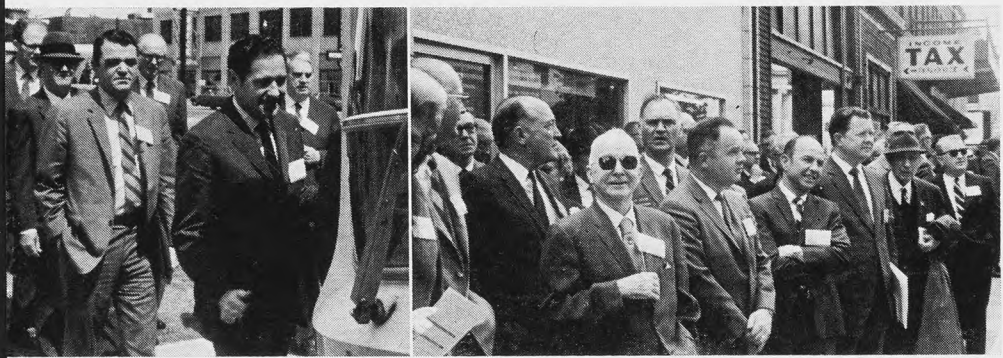


OFFICIATING at topping-out ceremonies was the bank's chief executive officer, John A. Hand (2nd from r.). Others, from left: William S. Renchard, ch., Chemical Bank, New York; John C. Persons, former chief executive of First Nat'l, now retired; and Newton H. DeBardeleben, v. ch.



AN INDUSTRIAL PANEL of speakers highlighted an afternoon business session. Here, Harvey Terrell, First Nat'l chairman (2nd from r.), poses with panel: James H. Chenery, Alabama Gas Corp.; G. Thornton Nelson, Alabama Power Co.; and J. E. Mitchell Jr., Director of Alabama Development Office, Montgomery.

BANKERS were bussed to buiding site and lined the sidewalks waiting for topping out to begin.





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and  
Tennessee  
Bankers'  
Convention*



Frank Nichols

The Convention will give us an excellent opportunity to discuss banking questions of mutual interest. As always, we'll be looking for ways to serve you better!

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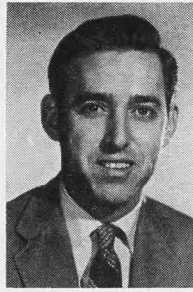




FERGUSON



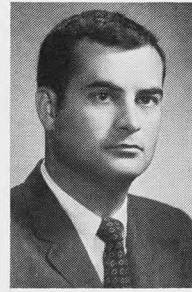
PACE



MARTIN



CONRAD



HARTMAN



IRELAND

# Convention 'First-Timers'

City correspondent bankers attending the Tennessee, Alabama, Mississippi, Illinois and Indiana conventions for the first time are introduced on this page.

## Tennessee Convention

- Hill Ferguson III joined the training program at Third National, Nashville, in 1968 and was assigned to the correspondent bank dept. in 1969.
- Donald R. Pace, assistant vice president, First American National, Nashville, joined the bank April 1. He is in charge of industrial development activities.
- James Martin, assistant vice president, Mercantile Trust, St. Louis, was previously with National Stock Yards National Bank and the St. Louis Fed.
- Harrison W. Conrad Jr., assistant vice president, Morgan Guaranty Trust, New York City, joined the bank in 1962, serves customers in southern states.

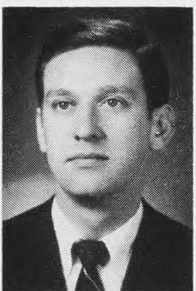
## Alabama Convention

- Harrison W. Conrad Jr., is an assistant vice president at Morgan Guaranty Trust, New York City. He is also attending the Tennessee convention.
- Jack E. Hartman, commercial officer, Trust Co. of Georgia, Atlanta, joined the bank in 1965, is a member of the Air Force Reserve.
- Walter Ireland, vice president at First National, Memphis, joined the bank in 1946 and has been in the correspondent bank department since 1953.
- Molitor Ford is an assistant vice president at First of Memphis. He joined the bank in 1964 and the correspondent bank department in 1969.
- Robert Moses, an assistant vice president at First of Memphis, joined the bank in 1957, serving in the time-pay, metropolitan and automation divisions prior to joining the correspondent bank department.
- John Turner is a correspondent bank representative at First of Memphis, which he joined in 1969 after graduating from the University of Alabama.

## Mississippi Convention

- Walter Ireland is a vice president at First National, Memphis. He joined the bank in 1946 and serves in the correspondent bank dept. He is also attending the Alabama convention.
- Molitor Ford is an assistant vice president at First of Memphis, joining the bank in 1964 and the correspondent bank department last year. He is attending the Alabama convention.
- Robert Moses joined First of Memphis in 1957, now serves in the correspondent bank department. He is attending the Alabama convention.
- John Turner joined First of Memphis last year and is a correspondent bank representative. He is attending the Alabama convention.
- James Martin is an assistant vice president at Mercantile Trust, St. Louis. He is also attending the Tennessee convention.
- Lester E. Junge, vice president, is head of the banks and bankers department at Whitney National, New Orleans. He joined the bank in 1937.
- Harry C. Schmidt is a long-time member of the Whitney National staff. He is with the banks and bankers department.

(Continued on next page)



FORD



MOSES



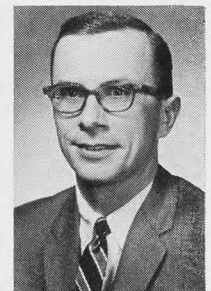
TURNER



JUNGE



SCHMIDT



MANDELBAUM





GALLO



FLESCHNER



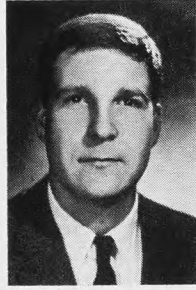
SMITH



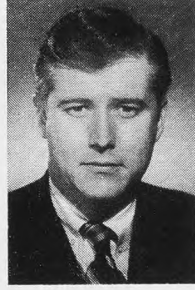
BUENGER



TANSELLE



HUBER



FLINTOFT

• Lester W. Mandelbaum has been with First National, Chicago, since 1953. He joined the bank's correspondent department last year.

### Illinois Convention

• Lawrence F. Gallo is a representative of Mercantile Trust, St. Louis. He was formerly in the insurance field and has served as bank methods analyst.

• Jerald Fleschner joined Mercan-

tile Trust, St. Louis, last year. He serves as a representative and has also worked in the credit card division.

### Indiana Convention

• James A. Smith is a vice president and head of the banks and bankers department at Mercantile Trust, St. Louis. He joined the bank in 1954.

• Clement L. Buenger joined Fifth Third Bank, Cincinnati, last July as vice president. He was named secre-

tary of the bank in October, 1969.

• Donald W. Tanselle joined Merchants National, Indianapolis, in 1948. He is now executive vice president and cashier.

• Roger Huber is a representative for First National, St. Louis. He joined the bank in 1962 and the correspondent bank division last year.

• Richard A. Flintoft joined Morgan Guaranty Trust, New York City, last year and serves the bank's customers in the midwestern states.

### Bank Directors' Assembly Set for Pt. Clear, Ala.

The eighth Assembly for Bank Directors will convene May 28-31 at the Grand Hotel, Point Clear, Ala. Co-sponsored by Ala.BA and the Foundation of the Southwestern Graduate

School of Banking at Southern Methodist University, Dallas, the seminar's purpose is to motivate the inside, outside, advisory and prospective bank director and to improve his performance and service to his bank.

Regional director of the Assembly is George A. LeMaistre, president, City

National, Tuscaloosa, Ala. He will be assisted by Howard J. Morris Jr., executive vice president, Ala.BA.

The program will include presentations of the bank director's role, functions of outside directors, legal responsibilities, monetary policy, sound credit administration, trust administration and measures and standards of effective bank performance.

U. S. Senator John Sparkman (D.,Ala.), chairman of the Senate Banking and Currency Committee, will speak on trends in bank legislation.

Other speakers include Jack T. Conn, chairman, Fidelity National, Oklahoma City; James A. Davis, president, First National, Decatur, Ala.; R. Patrick Parise, regional counsel for the Comptroller of the Currency, 11th national bank region, Dallas; and Dr. Bert H. Cox Jr., recent special assistant to the chairman of President Nixon's Council of Economic Advisors, and now vice president, First National, Dallas.

Also on the speaker list are Frank A. Plummer, president and chairman, First National, Montgomery, Ala.; Will Mann Richardson, senior vice president and trust officer, Citizens First National, Tyler, Tex.; John W. Woods, president, First National, Birmingham, Ala.; Thomas I. Storrs, vice chairman, North Carolina National, Greensboro; Charles M. Van Horn, regional administrator of national banks for the New York district; and Ronald A. Terry, senior vice president, First National, Memphis.



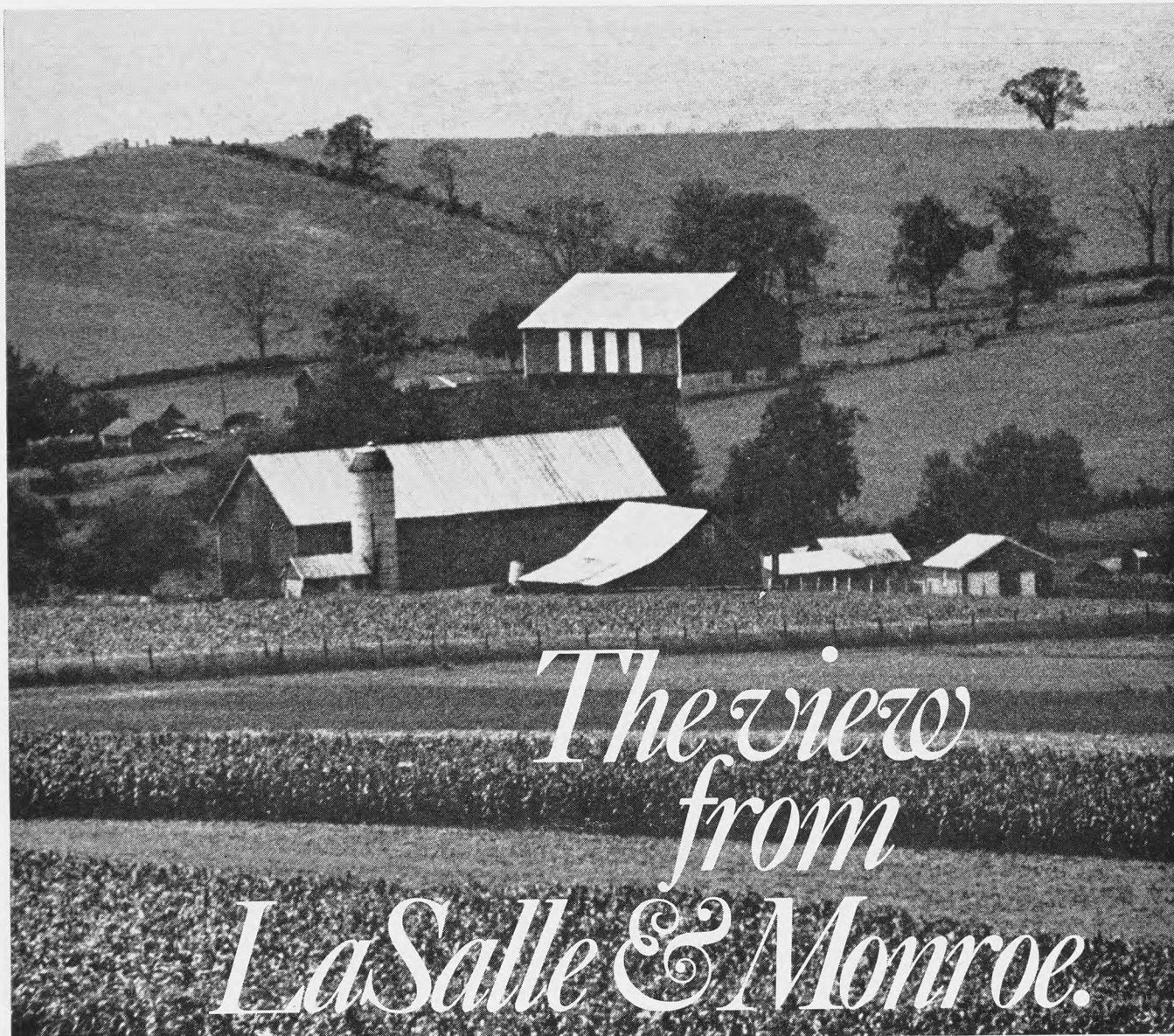
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# Illinois Convention

Peoria, May 17-19

Headquarters—PERE MARQUETTE HOTEL

## PROGRAM

### FIRST SESSION, 9:30 a.m., May 18

Presentation of Colors—Illinois Army National Guard, Peoria.

Invocation.

Address—SAMUEL W. WITWER, president, Illinois Constitutional Convention.

Address—LESLIE ARENDS, member, U. S. House of Representatives.

Report of Nominations Committee—Chairman ARTHUR F. BUSBOOM.

American Bankers Association Meeting and Elections—DONALD M. CARLSON, ABA vice president for Illinois and president, Elmhurst National Bank.

### SECOND SESSION, 9:30 a.m., May 19

Address—MICHAEL HOWLETT, auditor of public accounts, State of Illinois.

Address—DONALD RUMSFELD, director, Office of Economic Opportunity, and assistant to the President.

Foundation for Full Service Banks—WILLIAM O. KURTZ JR., state chairman, and senior vice president, American National Bank, Chicago.

### THIRD SESSION, 2 p.m., May 19

IBA Annual Meeting and Business Session.

Annual Reports.

Election of Officers.

Declaration of Policy.

#### President



HEINS

Myron Heins, IBA pres., is pres., Bank of Pontiac, which he organized in 1947. He was named pres. of the bank in 1952. Except for one year in grain and lumber, he has been in banking continuously since 1930.

#### Vice President



HEITMANN

Fred W. Heitmann Jr., v.p. of the IBA, is pres. of Northwest National, Chicago. He began his career with the bank in 1941 and was named pres. and CEO in 1963. Active in the IBA since 1950, he is past pres. of Group 2.

#### 2nd Vice Pres.



CLAUSEN

Lewis H. Clausen, IBA 2nd v.p., is pres., Champaign Nat'l. He has served as a member of the IBA executive committee and is past pres., Group 7. He is a graduate of the Stonier Graduate School of Banking.

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Savings & Loan Ass'n

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Honorary Chairman of the  
Board and Director  
Olin Corporation

**DIRECTORS**

R. H. LEVIS II  
Chairman of the  
Board of Directors

PAUL B. AKIN  
President  
Laclede Steel Company

W. B. BERGFELD  
Retired

WILLIAM C. FAIRBANKS  
Chairman of the Board  
Alton Box Board Company

JOSEPH E. KNIGHT  
Personal Investments

M. RYRIE MILNOR  
President

CHARLES NORMAN, JR.  
President  
Norman Brothers, Inc.

DR. M. PFEIFFENBERGER  
Surgeon

GEORGE M. RYRIE  
Executive Vice President

J. F. SCHLAFLY  
Attorney

JOHN J. SPRINGMAN  
Chairman of the Board  
and President  
Springman Lumber Co.

M. W. SWAIM  
Honorary Chairman  
Board of Directors  
Alton Box Board Company

BEN C. VINE  
Retired

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**Three Days of Activities  
Planned for Convention**

The IBA's 1970 convention will begin at noon May 17, when exhibits are unveiled and registration begins. Committee meetings are scheduled to be held at 2 p.m. that day, the Illinois Bankers Foundation meeting at 3 o'clock and the past presidents' and past treasurers' reception and dinner at 6 o'clock.

On May 18, registration begins at 8:30 a.m., and conventioners also may begin visiting exhibits at that time. The first general session will begin at 9:30 a.m. and will include a report of the IBA committee on nominations and the annual meeting and election by Illinois members of the ABA. At noon, there will be the 50-Year Club luncheon, luncheon and annual meeting of the IBA insurance and pension programs and a ladies' luncheon. The afternoon and evening will be open.

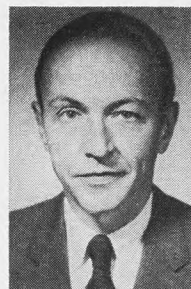
On May 19, the day will again begin with registration and opening of exhibits at 8 a.m., followed by the second general session at 9:30 a.m. A luncheon will be held at noon, with the third general session set for 2 p.m. A general reception will be held at 6 p.m. and the annual banquet at 7 o'clock.

**1st Nat'l Names Wilson Head  
of New Executive Dept.**

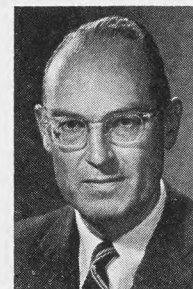
CHICAGO—First National has formed an executive department with Christopher W. Wilson, executive vice president, as the new department's head. Replacing Mr. Wilson as head of the trust department is James P. Baxter, senior vice president. Mr. Wilson also has been named general counsel.

The divisions in the executive department are law, control, audit, business and economic research, public affairs and public relations. The divisions were transferred from the administrative department.

First National also has promoted Arthur E. Cordell to vice president and associate general counsel and Kenneth G. Arnesen to associate general counsel.



BAXTER



WILSON



**J. F. McKnight, G. W. Storme  
Are Nominees for IBA Posts**



**McKNIGHT**



**STORME**

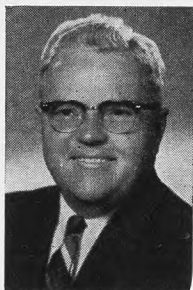
John F. McKnight is the nominee for second vice president of the IBA, and the nominee for treasurer is Glenn W. Storme.

Mr. McKnight, president, Oak Park National, has held that post since 1965. He became a banker at the age of 19, when he was elected cashier of the Peoples Bank, West Lebanon, Pa., in 1936. He left that bank in 1941 to join the New Waterford (O.) Bank as assistant cashier (1941-45). After serving in the Navy in 1945-46, Mr. McKnight became a national bank examiner in the Fourth Federal Reserve District (Cleveland) from 1946-50. He was executive vice president of Richland Trust, Mansfield, O., from 1950 to 1958, when he joined the National Bank of Hyde Park, Chicago, where he was president, 1958-65.

Mr. Storme entered banking in 1940 as assistant cashier at First National, Carbondale. He advanced to cashier in 1947, to executive vice president in 1959 and to president in 1968. He has been a director since 1948. Mr. Storme was on the original board of the IBA School for Junior Executives at Southern Illinois University, Carbondale.

**ABA Members to Meet, Elect  
at Session of IBA Convention**

PEORIA—The annual meeting and elections of the Illinois members of the American Bankers Association will be held during the first session of the IBA convention on May 18. Presiding at the meeting will be Donald M. Carlson, ABA vice president for Illinois and president of Elmhurst National.



**CARLSON**

Mr. Carlson has been president of his bank since 1952 and served as IBA president in 1960-61. He was chairman of the IBA committee on legislation from 1962 to 1964.

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correspond  
with a bank.  
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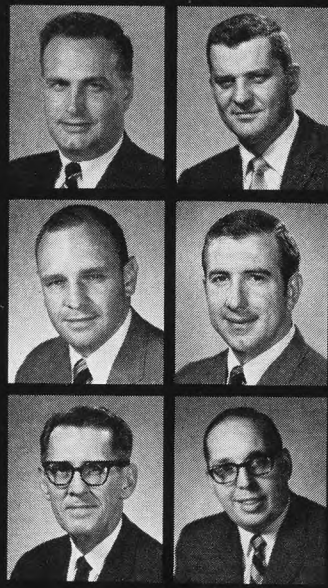
So next time one of the people illustrated here drops in, shake hands and smile. You'll find he reciprocates.

National Boulevard — the bank for you, the people you work for, the people who work for you.

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**Glen E. Smith**  
*Assistant Cashier*

**Mayo C. Walcott**  
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**John Hartshorne**  
*Bond Officer*

**Robert T. Kinder**  
*Assistant Cashier*

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Larry R. Fabry, Cashier  
Elenora D. Mason, Assistant Cashier  
and Board Secretary

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John F. Turnell, Assistant Vice President  
Helen M. Condon, Assistant Cashier

### INSTALLMENT LOAN DEPARTMENT

Ollie M. Smith, Installment Loan Officer  
Larry E. Friend, Assistant Installment Loan Officer

William E. Troutman  
Egbert B. Groen  
E. L. Cottingham  
James M. Unland

### OFFICERS

#### NEW ACCOUNTS AND WOMEN'S DEPARTMENT

Anne B. Sweeney, Assistant Cashier

#### AUDITING DEPARTMENT

Gordon M. Snow, Auditor

#### BOOKKEEPING DEPARTMENT

Robert D. Somers, Assistant Cashier

#### TRUST DEPARTMENT

H. Wayne Carmichael, Trust Officer

### DIRECTORS

Duane A. Cullinan

J. N. Jansen

Robert G. Busse

F. R. Hellyer

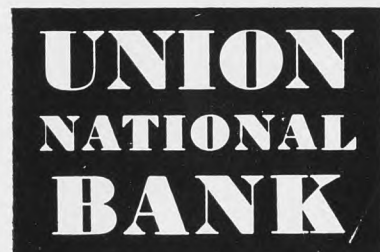
Dale Sarver

Charles E. Gagnier



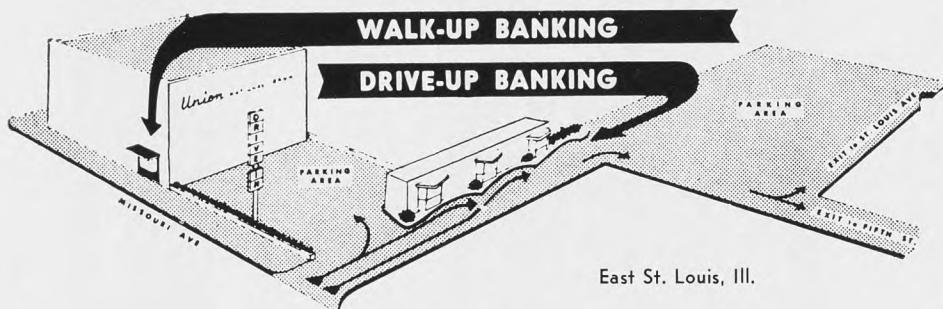
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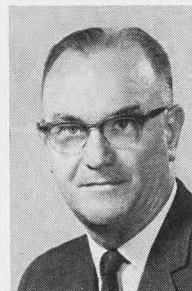
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Ronald W. Wallace . . . . . Exec. Vice President	P. N. Woesthaus . . . . . Vice President
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E. C. Schlosser . . . . . Vice President	Louise Boekenroeger . . . . . Asst. Vice President
William T. Donovan . . . . . Asst. V.P. & Aud.	R. L. Stephens . . . . . Cashier & Security Officer
E. K. Newman . . . . . Assistant Cashier	

### Arthur Werre Jr. Completes Year as Treasurer of IBA



WERRE

Arthur Werre Jr. is completing his year as IBA treasurer this month. He is president, First National, Steeleville.

Mr. Werre, a native of Steeleville, joined First National in 1934 after attending Valparaiso University. He is a past president of Group Nine of the IBA and chairman, IBA committee on agriculture, two years. He is a former director of the Federal Reserve Bank of St. Louis, having served six years.

### Northern Trust Promotes Schopf; Five Are Advanced to 2nd VPs

CHICAGO—Craig W. Schopf has been promoted from second vice president to vice president, banking department, at Northern Trust.

Promoted to second vice presidents were: Nolan L. North and Michael R. Zook, previously assistant cashiers, banking department; and William A. Holt, Douglas S. Keyt and John P. MacIver, trust department. Named assistant cashiers, banking, were J. M. Dardis, David M. Dixon, Edward B. Jones, James R. McClamroch, James Morris and Eugene C. Ognibene.

In the trust department, Loren A. Backhaus, Richard A. Braun and Victor S. Nelson were elected assistant secretaries.

### Goodrich, Sohm Promoted at First National

CHICAGO—William D. Goodrich and Jacque E. Sohm, assistant vice



GOODRICH SOHM

presidents at First National, have been promoted to vice presidents. Mr. Goodrich is in personal trusts and Mr. Sohm is in the bond department, New York correspondent office.

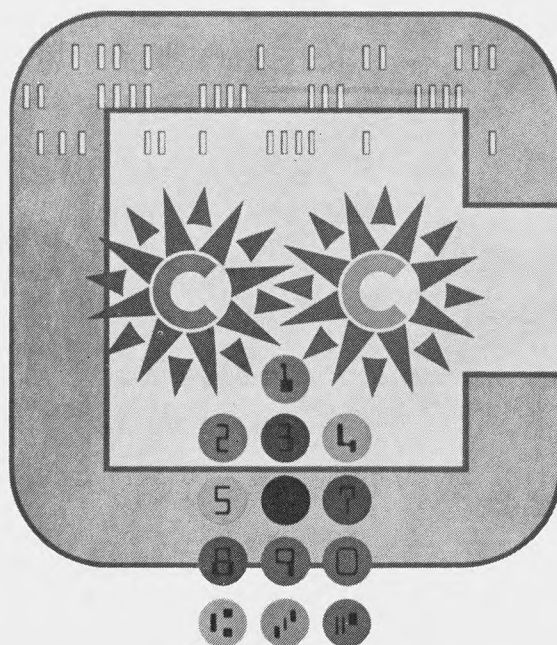
Harvey H. Nichols, personal trusts, and Ernest J. Childs Jr., bonds, New York correspondent office, have been elected assistant vice presidents. Named assistant cashiers were James T. Diamond, administrative department, and William S. Morrison III, commercial banking. Alberto E. Neri has been elected assistant manager, international banking, Milan Branch.



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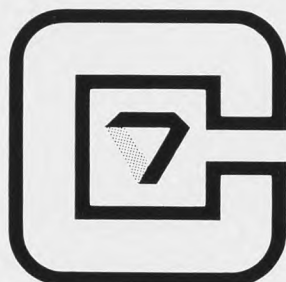
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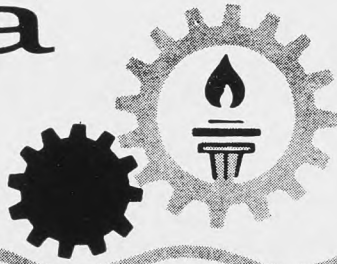
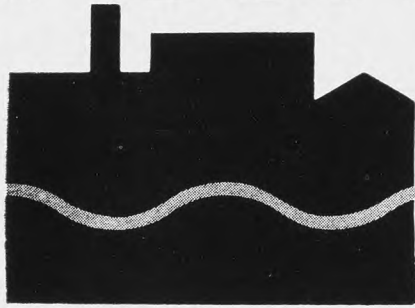
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# Peoria



PLEGGED to PROGRESS

By MRS. BETTY MASTERSON

Manager, Convention & Visitors' Department  
Peoria Association of Commerce

PEORIA, PLEDGED to progress, continues to grow, and grow and grow. Since the last Illinois Bankers Association convention was held in Peoria in 1966, and it was reported that \$50 million had been spent in the downtown area, everyone thought a lull would necessarily follow. Not so. A multitude of varying businesses have made Peoria their home, and many renovations have taken place.

On December 20, 1966, bids for construction of a new building to house the Peoria Board of Trade were opened. The 90-year-old building, built in 1875, located at Washington and Harrison streets, was demolished and on February 26, 1968, open house was held for the new three-story \$500,000 building. A parking area on the ground level provides space for 31 cars and is screened from Washington Street by a landscaped area along the front.

Peoria's old 1896 library was replaced by a modern \$3.2 million Peoria Public Library that has been in use since March 1968. Within a year the library has more than doubled the number of books being circulated and the applications for library cards continue to grow at a high rate. Peorians are using their new facility and discovering many of the innovations in library service provided through the

new downtown building. It is hoped many IBA delegates will visit the library during the convention as it is only a scant block away from the headquarters hotel, the Pere Marquette.

Another change for the downtown area, of special interest to delegates, is the announcement by Commercial National of Peoria, made in January, 1968, that the Washington Square Shopping Center area would be the site of a "mini" bank. Ground breaking ceremonies were held for the \$125,000 office on February 27, 1968.

Commercial National had another announcement to make regarding its plans in July, 1967. A new \$1 million-plus building to house both the Creve Coeur Club and additional offices for the bank were unveiled. The bank's space will be the upper three stories and the club will occupy the first two stories and the basement.

Construction is expected to be completed in two years—another significant change for the downtown skyline!

Two banking areas which will be of interest to IBA delegates are Peoria's newest bank, Pioneer State, which opened for business in April, and the new Jefferson-Provident Plaza.

The new bank is located at the corner of Pioneer Parkway and North University Street, at the gateway of

Pioneer Industrial Park. This modern bank is geared to serve the needs created by the development that is presently taking place in the north-northwest general area. The bank was capitalized at \$750,000 and received its charter in November, 1968.

Located in the downtown section of Peoria, across the street from the Pere Marquette Hotel, is the new Jefferson-Provident Plaza. Jefferson Trust & Savings Bank is being joined in the project by Provident Federal Savings & Loan Association, which is next door, for the convenience of customers of the two institutions.

Parking is being moved from behind the bank and S&L to an alley, and is being replaced by a landscaped garden area. In addition, the parking lot across the alley from the two institutions, hitherto open to the public, will be for the exclusive use of customers. Besides the landscaped garden area, with benches, there will be an avenue of trees and a garden through the large parking lot across the alley. Preliminary work started in April. The over-all project will cost an estimated \$80,000 and is expected to be completed by July 15.

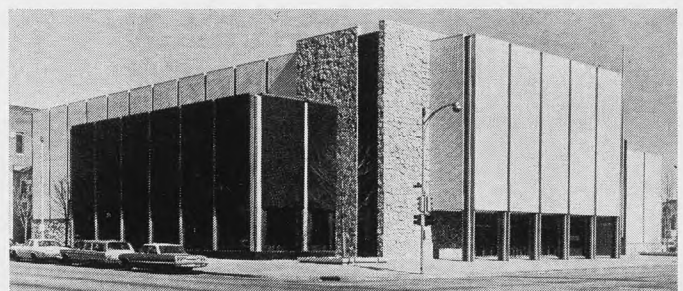
The Caterpillar Tractor Co.'s downtown administration building was built in 1966, with an open house held in November, 1967. A colorful addition to the downtown area has been the four landscaped corners of the Caterpillar Tractor Co. administration building. Colorful flags fly daily from eight poles along the administration building fronting Adams Street.

A new Caterpillar Tractor Co. building will be built at the site of the Tom Connor baseball field in East Peoria. The 2,500 bleacher seats from the old field will go to four grade schools and a park in Creve Coeur. Tom Connor field has been the site of the Illinois High School Baseball Tourney since 1963 and the Peoria Pacers' 24-game night home schedule for seven years.

On a site facing the Illinois River, near the spot where wagons for the Union Army were built in the Civil War, a modern \$2 million office building was unveiled in June, 1966, by



Two recently completed building projects in Peoria include Commercial National's mini-bank (l.), adjacent to a shopping center, and



the new Peoria Public Library, a \$3.2-million structure, completed in 1968.



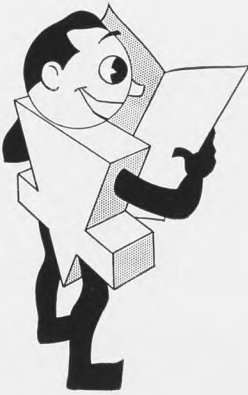
When you come to Peoria,  
look out the Southeast window of the hotel ballroom.  
You'll see a round red, blue and black sign.  
That's the symbol of banking leadership in Peoria.  
Under it waits a warm welcome for you.

*But if you can't visit us—  
welcome to the 79th Annual Illinois Bankers' Convention!*



# Commercial National Bank of Peoria, Illinois

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



# Greetings

to the

## ILLINOIS BANKERS ASSOCIATION

from

### “the Wedge Bank Family”



ALTON, ILLINOIS

**EDWARDSVILLE  
NATIONAL  
BANK**  
*and Trust Company*

EDWARDSVILLE, ILLINOIS



Westinghouse Air Brake Co. The engineering department occupies the new quarters, which is the first phase of three buildings to have an over-all cost of about \$6 million.

Two 150-ton direct-arc steelmaking furnaces will eventually increase Keystone Steel & Wire Co.'s capacity to approximately one million tons of steel a year. The two new furnaces have taken about two years to complete and the first steel made in them came out in December, 1969. The new furnaces are the largest single capital improvement in the company's history.

A \$1.6 million greater Peoria airport expansion project is taking place at the present time. Direct, non-stop jet passenger service from Peoria to Washington, D. C., and New York was begun in April, 1968. Two round-trips daily have been operating from Peoria. A huge rally was held in the Peoria County Courthouse Plaza to celebrate Peoria's east coast link.

Forty motel units were completed in February, 1970, at Vonachen's Hyatt Lodge in addition to its 62-unit motel which was opened in the Spring of 1966. The Voyager Inn expansion, which took place late in 1966, added 100 first-class motel rooms to the immediate downtown area. A \$2 million Bavarian-type motel, presently under construction, is planned immediately south of Kramer's Restaurant. The facility will include 110 rooms, banquet and meeting rooms accommodating more than 400 persons. It will be another showplace for Peoria.

Opening ceremonies were held in April, 1968, for the nine-story, \$2.5-million Howard Johnson Motor Lodge in the downtown area. Included in the facility are 110 guest rooms, meeting rooms, a restaurant and a heated, outdoor swimming pool. Plans are also in the "talking stage" on a downtown Holiday Inn Motel, although city approval has been secured for the \$2.8-million dollar inn.

Apartment building in Peoria has been phenomenal, and is due to the following factors: (1) Peoria was behind the national trends and had built very few apartments relative to its need prior to 1966; (2) Young married couples, both husband and wife working in many cases, are affluent enough to demand and afford high-rent apartments; (3) The housing market is comprised mainly of young people today; (4) Apartments satisfy the needs of an increasingly transient population; (5) Rising taxes and home building costs have prohibited home purchase for many people.

There is a strong and growing market for moderately priced apartments and homes. Since 1967, total multiple-



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For 107 years Peoria's First Bank has served its community. In the year Lincoln freed the slaves, it received Charter No. 176. Today, it continues its unequalled service under the same name and the same charter.

**THE FIRST NATIONAL BANK OF PEORIA**  
**CHARTERED DECEMBER 28, 1863**

MEMBER FEDERAL DEPOSIT  
INSURANCE CORPORATION

MID-CONTINENT BANKER for May 15, 1970

family dwelling units, by year, have been: 1967—324; 1968—518; 1969—732. The first of April, 1970, an article appeared in the newspaper which told of the approval of apartment zoning for another 33 or 34 apartments. Of interest too, was an item stating construction of two 11-story apartment buildings for low-income elderly persons was on schedule. Each unit contains 101 apartments. These totals are 1969 figures.

After five years of legal battles, Carson Pirie Scott & Co. is ready to proceed with plans for a shopping center it announced nine years ago. This will be a 56½-acre project amounting to approximately \$15 million. The complex will include the J. C. Penney Co.

and Montgomery Ward department stores, an enclosed central mall and various other business establishments. The proposed Northwood Center, when completed, will resemble Carson's Lincoln Square development at Urbana.

In June, 1966, voters of Peoria County approved a referendum to issue bonds in the amount of \$3,200,000 to build a new Bel-Wood Nursing Home. Groundbreaking was held in April, 1967. The home opened officially in December, 1968. Construction will begin in the spring of 1970 for Galena Park, a home where retired persons can live in dignity and self respect, yet secure in knowing the services they may require are available.

It will contain 144 apartments, 112 efficiency units and 32 one-bedroom units. It will be a \$1.3 million facility.

Methodist Hospital has recently added a 30-bed coronary care unit at a cost of \$225,000, besides a \$2-million building improvement program. When Proctor Hospital moved to its new location in April, 1959, the cost of the original new hospital building was \$3.5 million. Since then \$2.8 million has been spent in expansion and improvements, bringing the total to \$6.3 million. None of the \$2.8 million has been federal funds.

In late 1966, plans for an enlarged St. Francis Hospital Medical Center were announced. To be built over the next four years are a \$1-million, 50-unit, intern-resident building; a multi-story parking ramp with 700 spaces; a two-story physicians office building; an 8-10 bed burn center; a five- or six-bed coronary care unit. Two floors of the existing St. Francis Convent will be remodeled for use as extended- and self-care units. A computer center is also to be included in the project.

The educational field has also continued to grow. Bradley University has added buildings valued at \$8.6 million.

As we stated at the beginning of this report, Peoria, pledged to progress, continues to grow and grow and grow! • •



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DAN KUSSART, Vice President  
DELMAR E. VALINE, SR., Vice President  
THOMAS L. HALEY, Assistant Vice President  
LAWRENCE B. VANCIL, Assistant Vice President

ROBERT E. KASSING, Cashier  
ROLLAND L. PERRY, Assistant Cashier and Auditor  
JOHN J. FAHRNER, Assistant Cashier  
JAMES E. HAYES, Assistant Cashier  
WILLIAM R. SMITH, Assistant Cashier  
LOUIS E. TIEDEMAN, Assistant Cashier  
LAWRENCE A. WARD, Assistant Cashier

**FIRST NATIONAL BANK  
AT EAST ST. LOUIS**

EXHIBITS at the Illinois Bankers Association convention may be viewed beginning at noon on Sunday, May 17. The exhibit area will open at 8:30 a.m. on Monday and Tuesday, May 18 and 19.

■ FARMERS & MERCHANTS, Highland, has elected Larry Essenpreis assistant cashier. Mr. Essenpreis was formerly in the municipal bond department at St. Louis Union Trust.

**William Rader Elected Cashier  
of Edwardsville National**

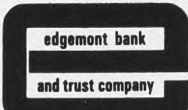
EDWARDSVILLE—William F. Rader has been elected cashier of Edwardsville National. Before going to Edwardsville National, Mr. Rader had been with First National in Mount Vernon, where he had been cashier since 1966. Mr. Rader joined the Mount Vernon bank in 1964.

Mr. Rader began his banking career in 1951 with the Bank of Marion and was an employee of that bank more than 10 years.



RADER





### FINANCIAL STATEMENT AS OF MARCH 31, 1970— EDGEMONT BANK AND TRUST COMPANY

Cash and Due from Banks \$ 3,425,115.43	Deposits . . . . . \$34,675,320.36
Securities . . . . . 14,819,629.13	Other Liabilities . . . . . 926,075.74
Loans and Discounts . . 18,608,188.03	Capital Structure . . . . . 2,446,986.37
Building and Fixtures . . 985,072.11	TOTAL LIABILITIES . \$38,048,382.47
Other Assets . . . . . 210,377.77	
<b>TOTAL RESOURCES \$38,048,382.47</b>	

C. WAYNE HIGHSMITH, President

EDGEMONT BANK  
and TRUST COMPANY  
8740 State Street  
East St. Louis, Illinois 62203



### FINANCIAL STATEMENT AS OF MARCH 31, 1970— LEBANON TRUST & SAVINGS BANK

Cash and Due from Banks \$ 558,408.06	Deposits . . . . . \$ 6,693,876.08
Securities . . . . . 3,058,230.48	Other Liabilities . . . . . 124,558.72
Loans and Discounts . . 3,546,689.29	Capital Structure . . . . . 487,030.48
Building and Fixtures . . 112,222.45	TOTAL LIABILITIES . \$ 7,305,465.28
Other Assets . . . . . 29,915.00	
<b>TOTAL RESOURCES \$ 7,305,465.28</b>	

EDGAR J. KOLB, President

LEBANON TRUST  
& SAVINGS BANK  
107 East St. Louis Street  
Lebanon, Illinois 62254



### FINANCIAL STATEMENT AS OF MARCH 31, 1970— LINCOLN TRAIL BANK

Cash and Due from Banks \$ 545,241.29	Deposits . . . . . \$ 7,189,364.49
Securities . . . . . 3,387,054.44	Other Liabilities . . . . . 336,379.17
Loans and Discounts . . 3,779,489.51	Capital Structure . . . . . 525,163.49
Building and Fixtures . . 272,703.92	TOTAL LIABILITIES . \$ 8,050,907.15
Other Assets . . . . . 66,417.99	
<b>TOTAL RESOURCES \$ 8,050,907.15</b>	

TODD P. WARD, President

LINCOLN TRAIL BANK  
U.S. Route 50 at  
State Route 159  
Fairview Heights, Illinois 62235



### CONSOLIDATED STATEMENT MEMBER BANKS, MARCH 31, 1970

Cash and Due from Banks \$ 4,528,764.78	Deposits . . . . . \$48,558,560.93
Securities . . . . . 21,264,914.05	Other Liabilities . . . . . 1,387,013.63
Loans and Discounts . . 25,934,366.83	Capital Structure . . . . . 3,459,180.34
Building and Fixtures . . 1,369,998.48	TOTAL LIABILITIES . \$53,404,754.90
Other Assets . . . . . 306,710.76	
<b>TOTAL RESOURCES \$53,404,754.90</b>	

CHARLES L. DAILY, President

#### COMBINED RESOURCES

1969  
**\$48,194,437.37**

1970  
**\$53,404,754.90**

#### COMBINED DEPOSITS

1969  
**\$43,957,145.21**

1970  
**\$48,558,560.93**

#### COMBINED CAPITAL STRUCTURE

1969  
**\$3,175,447.04**

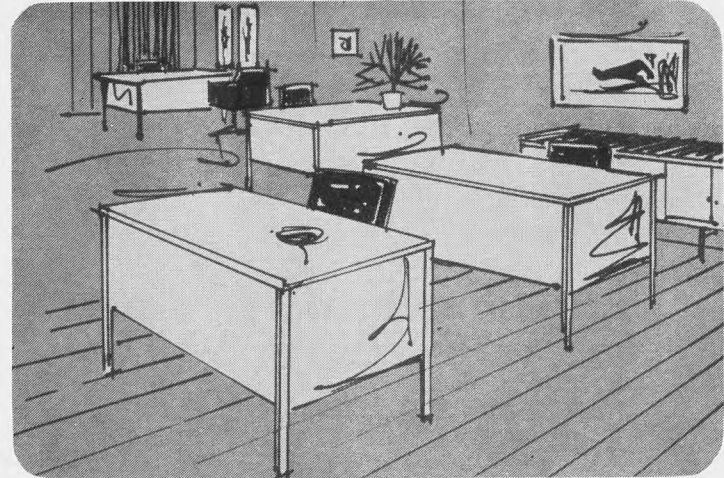
1970  
**\$3,459,180.34**

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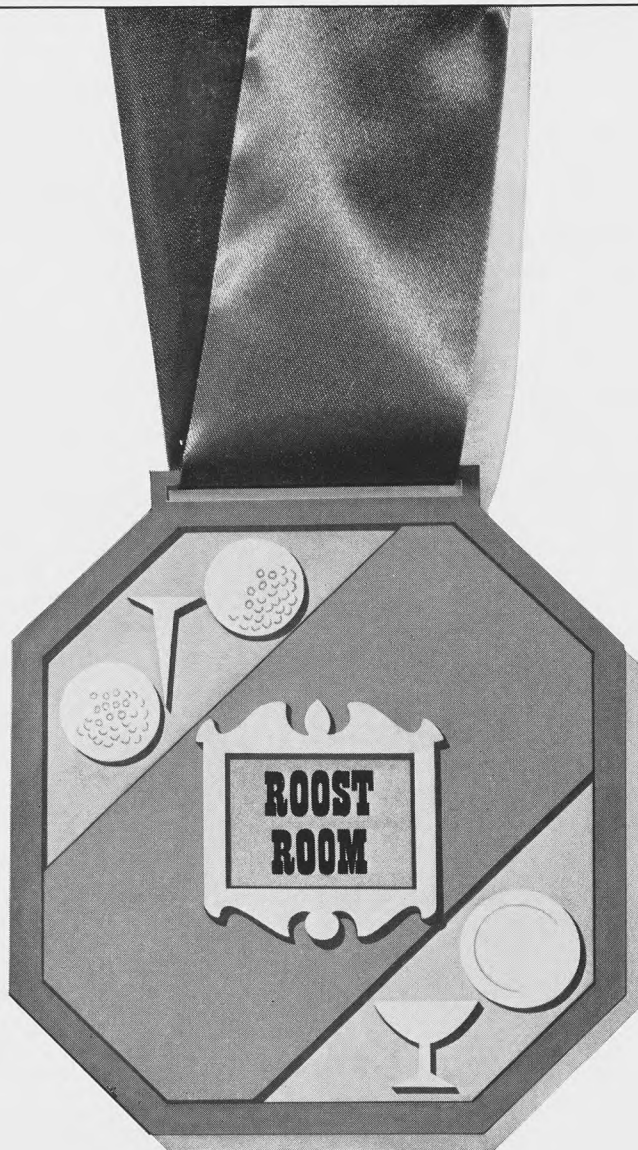
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recreational activities of this great IBA Convention . . . and then talk about them at the Roost Room. Your man from AFNB will be looking for you there.

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# Indiana Convention

**French Lick, June 10-11**

**Headquarters—FRENCH LICK-SHERATON HOTEL**

## PROGRAM

### FIRST SESSION, 9:30 a.m., June 10

**Call to Order and President's Message**—BLAINE H. WISEMAN, president, Indiana Bankers Association, and president, Old Capital Bank & Trust Co., Corydon.

**Report of Treasurer**—JACK S. GATES, treasurer, Indiana Bankers Association, and president, Farmers Loan & Trust Co., Columbia City.

**Meeting of Members of the American Bankers Association**—GEORGE N. LANE, ABA vice president for Indiana and president, Citizens Bank & Trust Co., Jeffersonville.

**Address**—"Banking Serves America"—GORDON J. KINGMA, Indiana chairman, Foundation for Full Service Banks, and vice president, Lafayette National Bank.

**Special Film Presentation**—"Business Taxation," Indiana State Chamber of Commerce.

**Address**—JOHN K. SNYDER, treasurer, state of Indiana, Indianapolis.

### SECOND SESSION, 9:30 a.m., June 11

**Call to Order**—BLAINE H. WISEMAN.

**Report of Nominating Committee**—L. J. ARNOLD, chairman, nominating committee, Indiana Bankers Association, and president, First National Bank, Danville.

**Election of Officers.**

**Address**—DR. PAUL S. NADLER, professor of business administration, Rutgers University, New Brunswick, N. J.

**Address**—"The Federal Budget Looks Forward"—ROBERT P. MAYO, director, Bureau of the Budget, Washington, D. C.

**Adjournment.**

### President



WISEMAN

Blaine H. Wiseman, IBA president, has been pres., Old Capital Bank, Corydon, since 1946. His 37-year career has included being a bank examiner.

### Vice President



McCAULEY

Philip W. McCauley, IBA vice president, became pres., Madison Bank, in 1965. A banker since 1930, he is ch., Rising Sun State, and is a former IBA treasurer.

### Treasurer



GATES

Jack S. Gates, IBA treasurer, joined Farmers Loan & Trust, Columbia City, 21 years ago. He was made pres. in 1969, after having been cash. and exec. v.p.

MID-CONTINENT BANKER for May 15, 1970

## Plan 1970 IBA Convention



These Indiana bankers are pictured during one of their planning meetings for 1970 convention. Seated, l. to r., are: John N. Royse, Merchants Nat'l, Indianapolis; IBA President Blaine H. Wiseman, Old Capital Bank, Corydon; William H. Olds, convention committee ch., Marion Nat'l.; IBA Vice President Philip W. McCauley, Madison Bank; IBA Secretary Jan Zigler, Indianapolis; and IBA Executive Manager Robert C. Nelson, Indianapolis. Standing, l. to r., are: Robert Hoover, Indiana Lawrence Bank, North Manchester; Donald C. Neal, Bank of Mitchell; William H. Dixon, State Bank of Carthage; Arthur L. Shafer, Decatur Bank; James D. Bullock, Peoples Nat'l, Washington; A. M. Price, First Nat'l, Rochester; IBA Treasurer Jack S. Gates, Farmers Loan & Trust, Columbia City; and Arthur L. Hodson, Upland Bank.

### Convention Program Committee Headed by William H. Olds; Ladies Led by Mrs. Farrell

William H. Olds, president, Marion National, is chairman of the convention program committee this year.

His committee members are: James D. Bullock, president, Peoples National, Washington; Thomas E. Burke, president, Lafayette Bank; William H. Dixon, executive vice president and cashier, State Bank, Carthage; John W. Edwards, president, Danville State; Irvin A. Fahr, president, English State; Arthur L. Hodson, president, Upland Bank;

Robert Hoover, president, Indiana Lawrence Bank, North Manchester; Donald C. Neal, executive vice president, Bank of Mitchell; A. M. Price, president, First National, Rochester;

John N. Royse, vice president, Merchants National, Terre Haute; and Arthur L. Shafer, executive vice president and cashier, Decatur Bank.

The ladies' committee is headed by Mrs. William C. Farrell Jr. of Crawfordsville. Her co-workers are: Mrs. Robert R. Batton, vice chairman, Kentland; Mrs. Carl Agnew, Frankfort; Mrs. Robert Barger, Fairland; Mrs. Howard Brenner, Tell City; Mrs. Paul N. Dinkins, Columbus; Mrs. Robert C. Gasser, Gary; Mrs. Jack S. Gates, Columbia City; Mrs. Steve S. Gersack, Gary;

Mrs. C. Richard Kellum, Indianapolis; Mrs. Philip W. McCauley, Madison; Mrs. Robert C. Nelson, Indianapolis; Mrs. William H. Olds, Marion; Mrs. James B. Sedwick, Gas City; Mrs. Paul E. Shaffer, Fort Wayne; Mrs. Arthur T. Southwell, Evansville; Mrs. Dale K. Teaford, Greencastle; and Mrs. Blaine H. Wiseman, Corydon.

### Planning Ladies Entertainment



Entertainment plans for ladies who will attend IBA's 1970 convention are being made by ladies' convention program committee. Members of that committee pictured here are: (seated, l. to r.) Mrs. Paul E. Shaffer, Fort Wayne; Mrs. William H. Olds, Marion; Mrs. William C. Farrell Jr., Crawfordsville; Mrs. Steve S. Gersack, Gary; Mrs. C. Richard Kellum, Indianapolis; Mrs. Paul N. Dinkins, Columbus; and Mrs. Robert Barger, Fairland. (Standing, l. to r.) Mrs. Helen R. Jarvis, IBA staff, Indianapolis; Mrs. Jack S. Gates, Columbia City; Mrs. Robert C. Nelson, Indianapolis; Mrs. James B. Sedwick, Gas City; Mrs. Carl Agnew, Frankfort; Mrs. Dale K. Teaford, Greencastle; Mrs. Blaine H. Wiseman, Corydon; Mrs. Philip W. McCauley, Madison; and Mrs. Freddie Williams, IBA staff.

### Convention Entertainment to Include Aloha Party, Talk by Ann Landers

The "Aloha Spirit" will pervade the French Lick-Sheraton Hotel the night of June 10, when IBA convention delegates and their wives will be treated to an "Aloha Party." Guests are asked to join in the fun by dressing in Hawaiian clothes—slacks and bright aloha shirts for men and bright prints or muumuu for women.

The traditional Hawaiian welcome—a lei and a kiss—will be given to everyone entering the ballroom. There will be candlelight tables, Hawaiian music, Tahitian nectar and "kau kau" (food).

Following this 7 p.m. dinner, there will be entertainment at 8:30 featuring the Tahuna Polynesian Revue, with a fire-knife dance, strange rituals and other kinds of "hula action."

Entertainment the next night also will begin at 7 o'clock with dinner music by the Troubadours Trio and the Paul Burton Trio. Presentation of ladies' and men's golf prizes will be made by John N. Royse, chairman, men's golf committee, and vice president, Merchants National, Terre Haute.

Syndicated columnist Ann Landers will be the speaker for the evening. She is described as "one of the 10 most influential women in the United States."

Other convention activities will include:

June 9—2:30 p.m., council of administration; 6:30 p.m., past presidents', 50-Year Club and special ladies' receptions; 7:30 p.m., past presidents', 50-Year Club and special ladies' dinners.

June 10—8 a.m., nominating committee breakfast and camp followers breakfast; 9:30-11 a.m., ladies' coffee bar; noon, men's buffet luncheon and golf tournament; 12:30 p.m., ladies' buffet luncheon.

June 11—8 a.m., ladies' golf tournament; 9:30-11 a.m., ladies' coffee bar; noon, buffet luncheon (ladies and men); 2-4 p.m., ladies' card party.

■ IRWIN UNION, Columbus, has promoted Carl VanZant from trust tax and new business development officer to trust officer. Formerly, Mr. VanZant had been assistant trust officer with Kentucky Trust, Louisville.

■ GARY L. HOOVER has been elected assistant vice president at Lafayette National. For the past seven years, Mr. Hoover had been a national bank examiner.

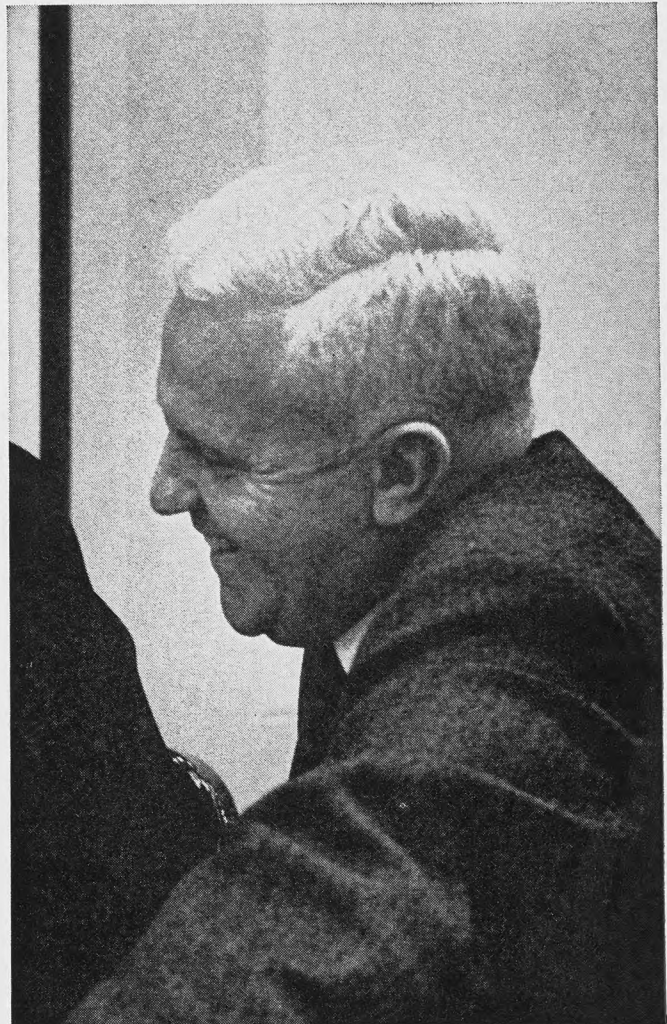
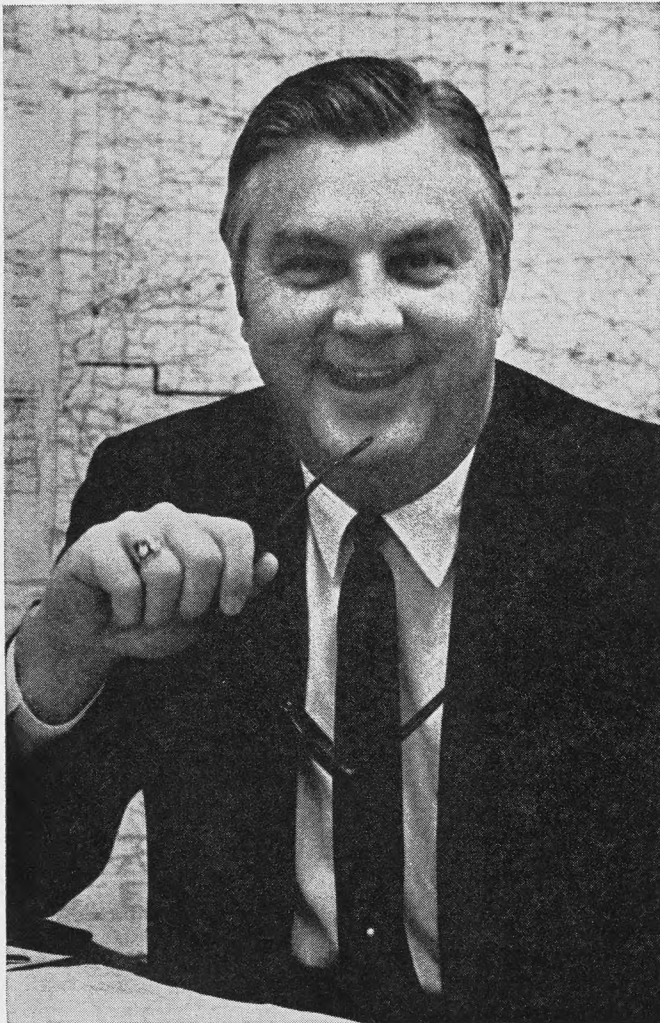


# correspondent bank forum

Harold A. (Bud) Yates, Vice President

Carl S. Nelson, Vice President

**Merchants Bank**  
of Indianapolis



It's about that time of year, Carl. I hope all the plans are made for the 73rd. annual Indiana Bankers Association Convention at French Lick on June 10 and 11?

Yes, and you can count on Otto Frenzel, Bob Sweeney, Nick Frenzel, Don Tanselle and Kip Slodden to be there, too. They know where the good times are!

Member FDIC

You bet they are, Bud. And, we'll be right back at the same old stand in room 438 renewing old friendships and making new ones. We never close, you know?

Better remind everyone to jot down the Convention on their calendar, Bud. And, be sure to make a special note about room 438—a beautiful spot to spend a couple of hours at French Lick.

**MID-CONTINENT BANKER for May 15, 1970**

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#### Convention Speakers



MAYO



NADLER

The Indiana convention program will feature talks by Robert P. Mayo, director, Bureau of the Budget, Washington, D. C.; and Dr. Paul S. Nadler, professor of business administration, Rutgers University, New Brunswick, N. J. Mr. Mayo, who will discuss "The Federal Budget Looks Ahead," was appointed to his government post by President Richard Nixon shortly after the latter was elected in November, 1968. Mr. Mayo was formerly vice president, Continental Illinois National, Chicago. Dr. Nadler is well known to bankers, having been on the speech-making circuit for several years. In addition to his work in the field of education, he is a consultant to banks and industry.

#### T. G. Voss Named President at Seymour National

SEYMOUR—Tom G. Voss, vice president and trust officer, has been elected president of Seymour National. Mr. Voss succeeds the late Harry H. McMillan, who had been president since 1961.

Other elections include Robert J. Carpenter, vice president, to executive vice president and LeRoy F. Pollert, cashier, to vice president. Lawrence J. Kasting has been named vice president and trust officer; George E. Kreinhagen cashier; and Larry S. Kriete assistant cashier. Mrs. H. H. McMillan has been named a director to fill the vacancy created by the death of her husband.

#### Record Set at Irwin Union

COLUMBUS—For the first time in its history, Irwin Union's capital accounts and reserves have exceeded \$10,000,000. The new high of \$10,105,872 reported in the March 31 quarterly financial statement represented an increase of \$1,089,527 over the same period in 1969.

■ STATE BANK OF WHITING has promoted Allen L. Otto to director of marketing. Previously, Mr. Otto had been assistant vice president and manager, Hobart Office.

■ LAWRENCE W. KOEHRING, vice president, has retired at Second National, Richmond, after 48 years with the bank. Mr. Koehring was elected assistant cashier in 1952, assistant vice president in 1959 and vice president in 1962.

MID-CONTINENT BANKER for May 15, 1970



# LOUIE <sup>the</sup> I

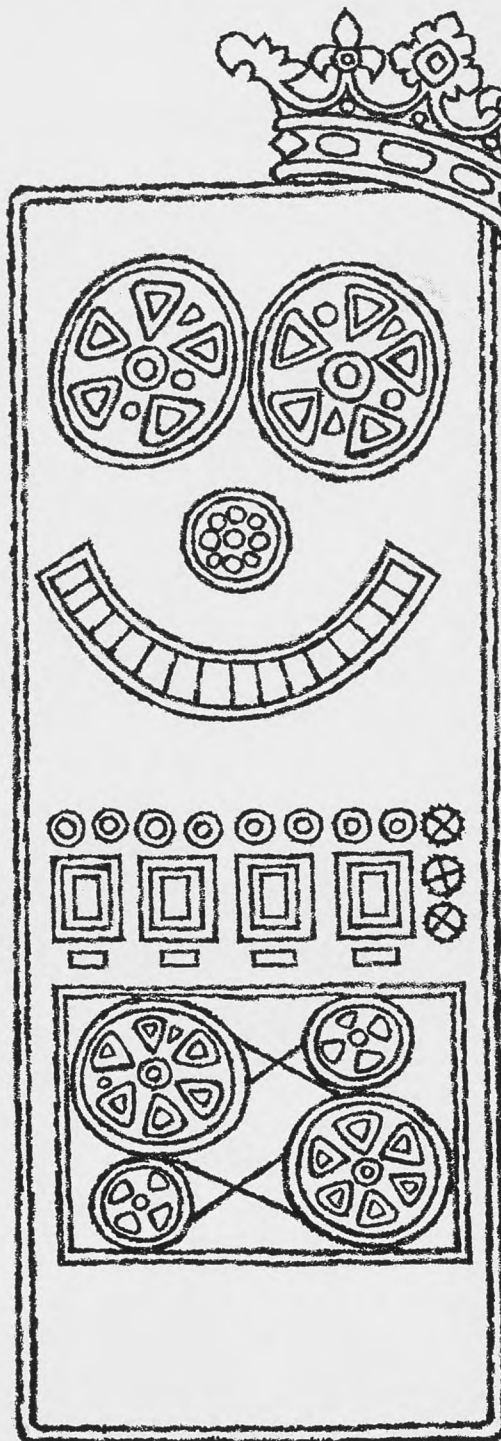
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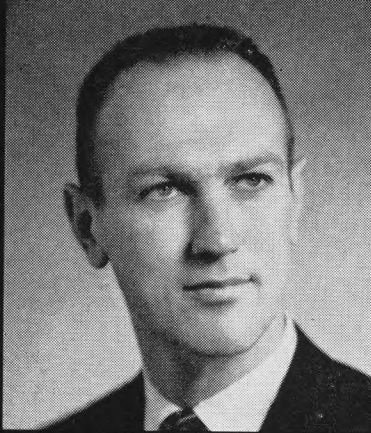
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MID-CONTINENT BANKER for May 15, 1970

# Expect a lot when your correspondent is the Harris



David L. (Dave) Webber,  
Vice President



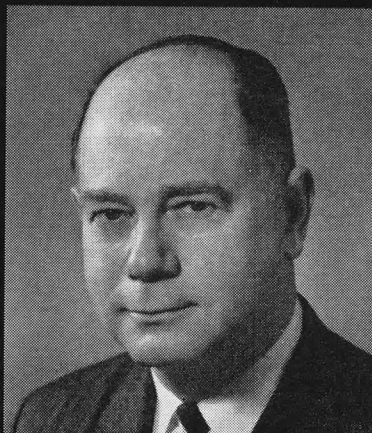
Paul J. Miller,  
Vice President



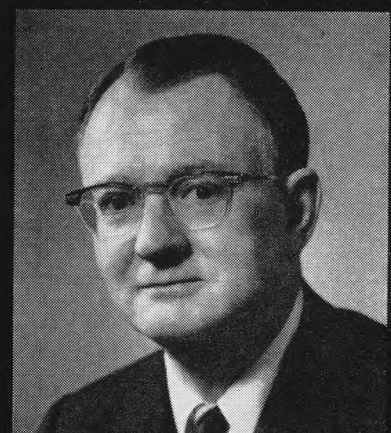
Arthur J. (Art) Gneuchs,  
Assistant Vice President



Kenneth R. (Ken) Kann,  
Assistant Vice President



Gilbert J. (Gil) McEwen,  
Assistant Vice President



Leslie H. (Les) Smith,  
Assistant Vice President



Harvey R. Untiedt,  
Assistant Vice President



Russell W. (Russ) Holdych,  
Correspondent Banking Officer



James R. (Jim) Saer,  
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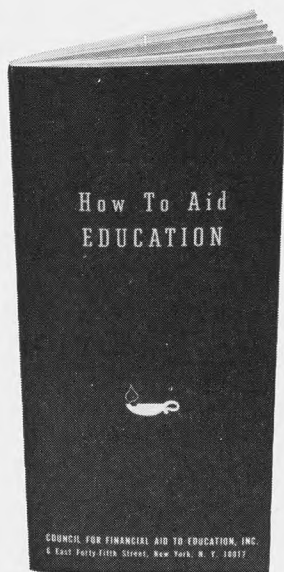
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MID-CONTINENT BANKER for May 15, 1970



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## Kentucky News

### Mat Completed to Support Citizens Fidelity Bldg.

LOUISVILLE—The first stage of pouring concrete for the mat that will support the 31-story Citizens Fidelity building has been completed. About 4,200 cubic yards of concrete were poured to make up a 7½-foot-thick concrete and reinforced steel mat.

The second stage involves the area between the mat and Fifth Street. This area will be excavated, and about 600 cubic yards of concrete will be poured. The third stage will be excavation of the area between the mat and Liberty Street, with about 800 cubic yards of concrete to be poured.

### Litter Bags for Clean Up Drive Donated by Citizens Fidelity

LOUISVILLE—Citizens Fidelity participated in a neighborhood clean up campaign by furnishing small litter bags for cars to households in "Old Louisville," the first of several areas in a city-wide clean up drive planned by city government and neighborhood groups.

In addition to the bank's donation of litter bags, abandoned automobiles and junk were cleared; properties were cleaned and repaired; and giant litter bags and containers were distributed. Scouts, urban renewal organizations, Masonic fellowships, college students and YMCA members were among participating groups.

■ DEES BANK, Hazel, has held its annual banquet for community farmers, who completed a class on improving farm operations. Randall Patterson, executive vice president, headed the banquet committee.

■ PEOPLES FIRST NATIONAL, Paducah, has opened its new, contemporary-styled building. The opening marks the culmination of an expansion project begun nearly three years ago.

■ LOUISVILLE TRUST has named Richard A. Stemle director of personnel. He has had 10 years of personnel administration and staff-training experience.

■ CURTIS C. DAVIS, vice president and cashier, has been named chief executive officer at Berea Bank. Mr. Davis succeeds John Vann, who has resigned.

### Blue Grass AIB Chapter Sought for Lexington

LEXINGTON—Persons from approximately 20 central Kentucky banks are seeking approval from the AIB to establish a Blue Grass AIB Chapter in Lexington. As MID-CONTINENT BANKER went to press, the following have been nominated for officers of the new chapter. They are:

President, Frank B. Barker, First Security National; 1st vice president, Robert Gott, Citizens Union National; 2nd vice president, Robert Powers, Central Bank; secretary, Mrs. Alice Wissick, First Security National; and treasurer, William Brewer, Bank of Lexington.

Proposed governors are: 3-year term—Zack T. Johnson, Farmers Bank, Nicholasville; Bruce Dungan, Farmers Bank, Frankfort; and Roy D. Hulett, Bank of Commerce, Lexington; 2-year term—Samuel Clay, Bourbon-Agricultural Bank, Paris; Al Florence, Central Bank, Lexington; and John C. Hancock, Citizens National, Danville. 1-year term—Ed Hall, Winchester Bank; Lex Phelps, Madison National, Richmond; and William Pipes, Second National, Lexington.

### Newspaper Writer to Speak at KBA Group Meetings

Joe Creason, Kentucky historian and writer for the Louisville *Courier Journal*, will speak at all the 1970 KBA group meetings. The schedule of meetings is:

Group I, Tuesday, May 12, Paducah, Civic Center; Group II, Monday, May 11, Owensboro, Owensboro Country Club; Groups III & V, Thursday, May 14, Louisville, Brown Hotel; and Group IV, Wednesday, May 13, Bowling Green, National Guard Armory.

Group VI, Wednesday, May 20, Lexington, Phoenix Hotel; Group VII, Thursday, May 21, Corbin, Cumberland Falls State Park; Group VIII, Tuesday, May 19, Ft. Mitchell, Lookout House; and Group IX, Saturday, May 23, Prestonsburg, May Lodge, Jenny Wiley State Park.

■ JOE L. TIGUE, president, has completed 50 years with First National, Manchester. Mr. Tigue has been president 23 years.

■ FARMERS BANK, Hardinsburg, has purchased land to be used for future expansion.

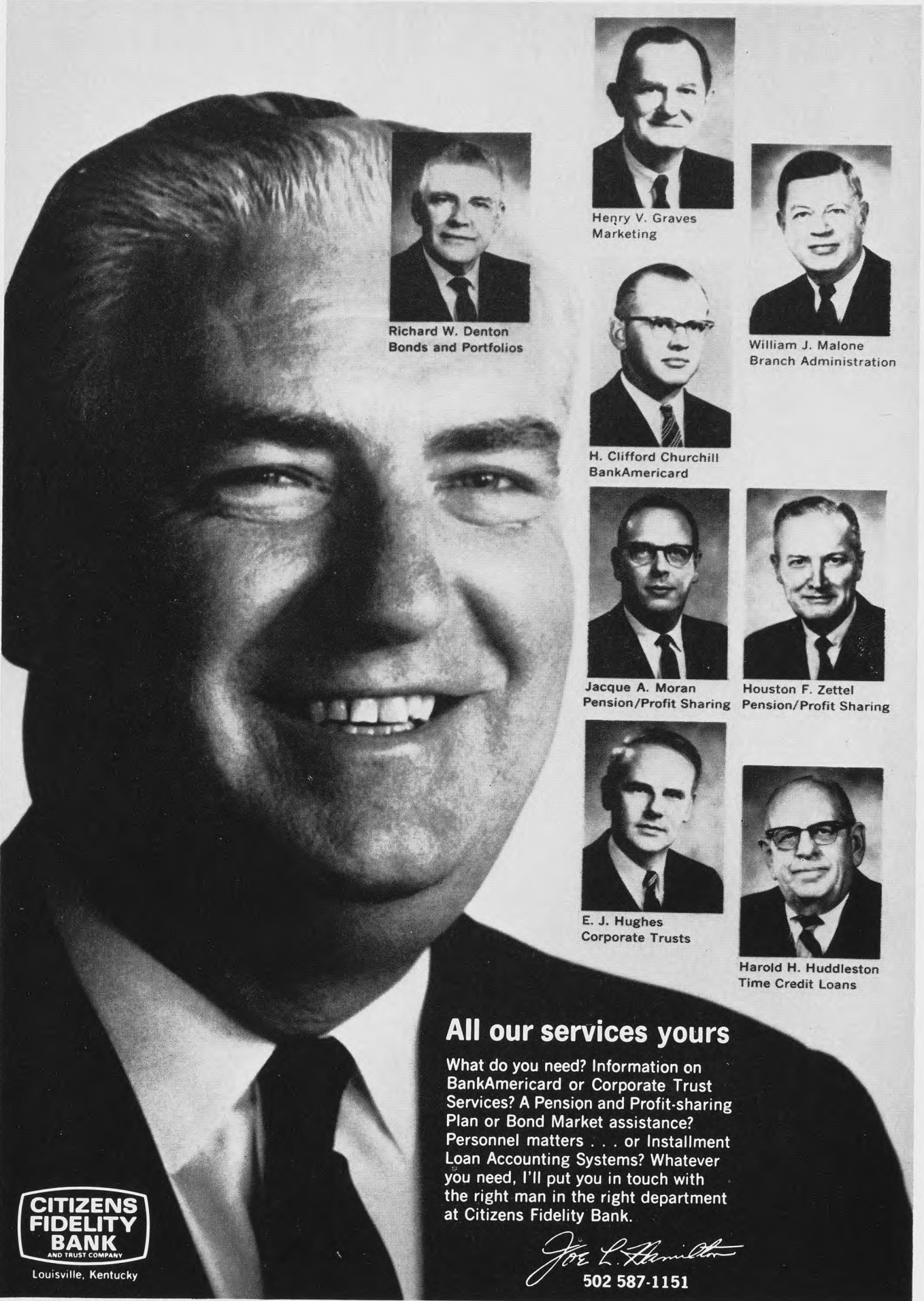
### Kentucky Deaths

MILTON B. COKE, 59, vice president, Breckinridge Bank, Cloverport. Mr. Coke also was a former employee of Farmers Bank, Hardinsburg.

JUDGE CLAUDE SHROUT, 74, formerly president of Salt Lick Deposit Bank. He also had been a Bath County judge 21 years.

MID-CONTINENT BANKER for May 15, 1970





Richard W. Denton  
Bonds and Portfolios



Henry V. Graves  
Marketing



William J. Malone  
Branch Administration



H. Clifford Churchill  
BankAmericard



Jacque A. Moran  
Pension/Profit Sharing



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Harold H. Huddleston  
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*Joe L. Hamilton*  
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Louisville, Kentucky

Member Federal Reserve System, Federal Deposit Insurance Corporation

MID-CONTINENT BANKER for May 15, 1970

# MEMPHIS BANK & TRUST

*Cordially Invites You To Our  
Morning Party  
At Tennessee Bankers Convention  
10 a.m., Monday, May 18th  
High Atop The Rivermont In The  
Pilot House East*





**President**



**MOSS**

Chase Moss, TBA pres., is exec. v.p., Third Nat'l, Nashville. He joined his bank in 1937 and has served TBA as legislative committee member.

**Council Ch.**



**ADAMS**

Exec. Council Ch. William C. Adams is pres., Bank of Maryville. He has been associated with banks in Nashville, Attalla, Ala., and Sweetwater.

**Exec. VP**



**GILLIAM**

Robert M. Gilliam is TBA exec. v.p. and treas. He is a past pres. of the Southern Conference of Banking Association Executives.

**Vice President**



**WILLIAMS**

H. Jarvis Williams, exec. v.p. and cash., First Nat'l, Savannah, is TBA v.p. for West Tenn. He was ch. of Group Eight twice and is a former mayor of Savannah.

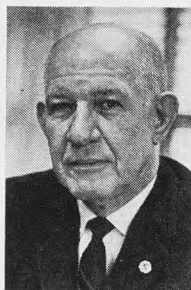
**Vice President**



**SMITH**

Robert C. Smith, pres., Union Bank, Pulaski, is TBA v.p. for Middle Tenn. He joined his bank in 1946; has served as president since 1965.

**Vice President**



**HUGHES**

C. W. Hughes is pres., Valley Fidelity Bank, Knoxville, and is TBA v.p. for East Tenn. A former investment banker, he joined his present bank in 1964.

# Tennessee Convention

**Memphis, May 17-20**

**Headquarters—HOLIDAY INN—RIVERMONT**

## PROGRAM

### FIRST SESSION, 9:30 a.m., May 19

**Call to Order—CHASE MOSS**, president, Tennessee Bankers Association, and executive vice president, Third National Bank, Nashville.

**Announcements—CHASE MOSS.**

**President's Report—CHASE MOSS.**

**Address—EDWARD L. PALMER**, chairman, executive committee, First National City Bank, New York City.

**Address—DR. ANDREW HOLT**, president, University of Tennessee, Knoxville.

**Committee Reports.**

**Election of Officers.**

### SECOND SESSION, 9:30 a.m., May 20

**Call to Order—CHASE MOSS.**

**ABA Report and Election—WILLIAM M. JOHNSON**, Tennessee ABA vice president, and president, First National Bank, Sparta.

**Report of Junior Bankers Section—BILLY M. WHEELER**, executive vice president, Selmer Bank & Trust Co., and immediate past president, Junior Bankers Section.

**Report of the Executive Council—W. C. ADAMS**, chairman, TBA executive council, and president, Bank of Maryville.

**Address—JOHN W. HOLTON**, senior deputy manager and federal legislative counsel, American Bankers Association, Washington, D. C.

**Report of Resolutions Committee.**

**Adjournment.**



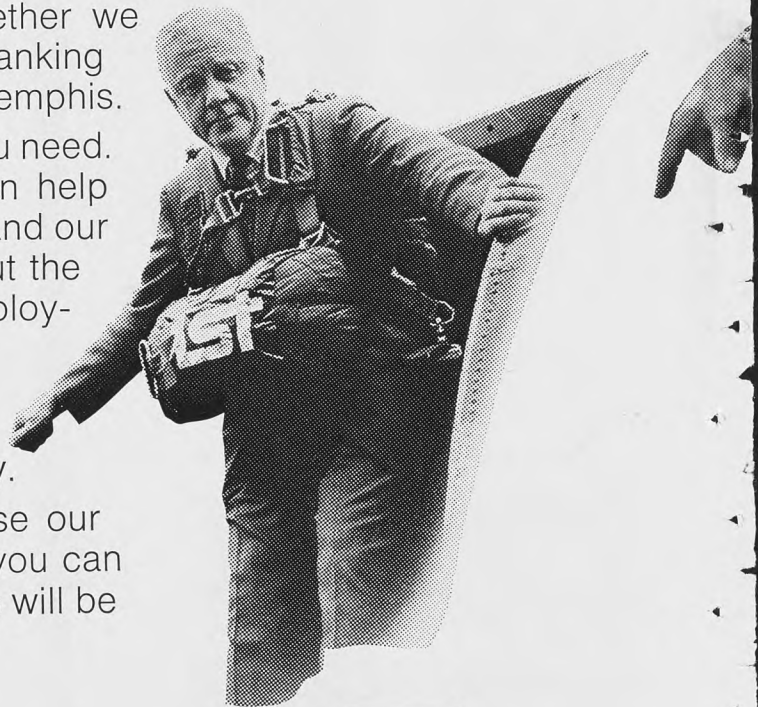
# Geronimo

That's one way of telling you we've got an entire task force ready to jump to your service whenever you need us.

We're not strangers. You probably know one or more of us already. Together we make up the Correspondent Banking team at First National Bank of Memphis.

We've got all the tools you need. For instance, our computer can help with DDA or installment loans. And our Trust Division can help work out the most involved details for an employee pension plan. All told our services and people fill nearly two solid pages of the Memphis telephone directory.

It's doubtful that we'll use our parachutes to call on you. But you can be sure that one or more of us will be dropping in on you soon.



**FIRST NATIONAL BANK OF MEMPHIS**  
where the focus is on you

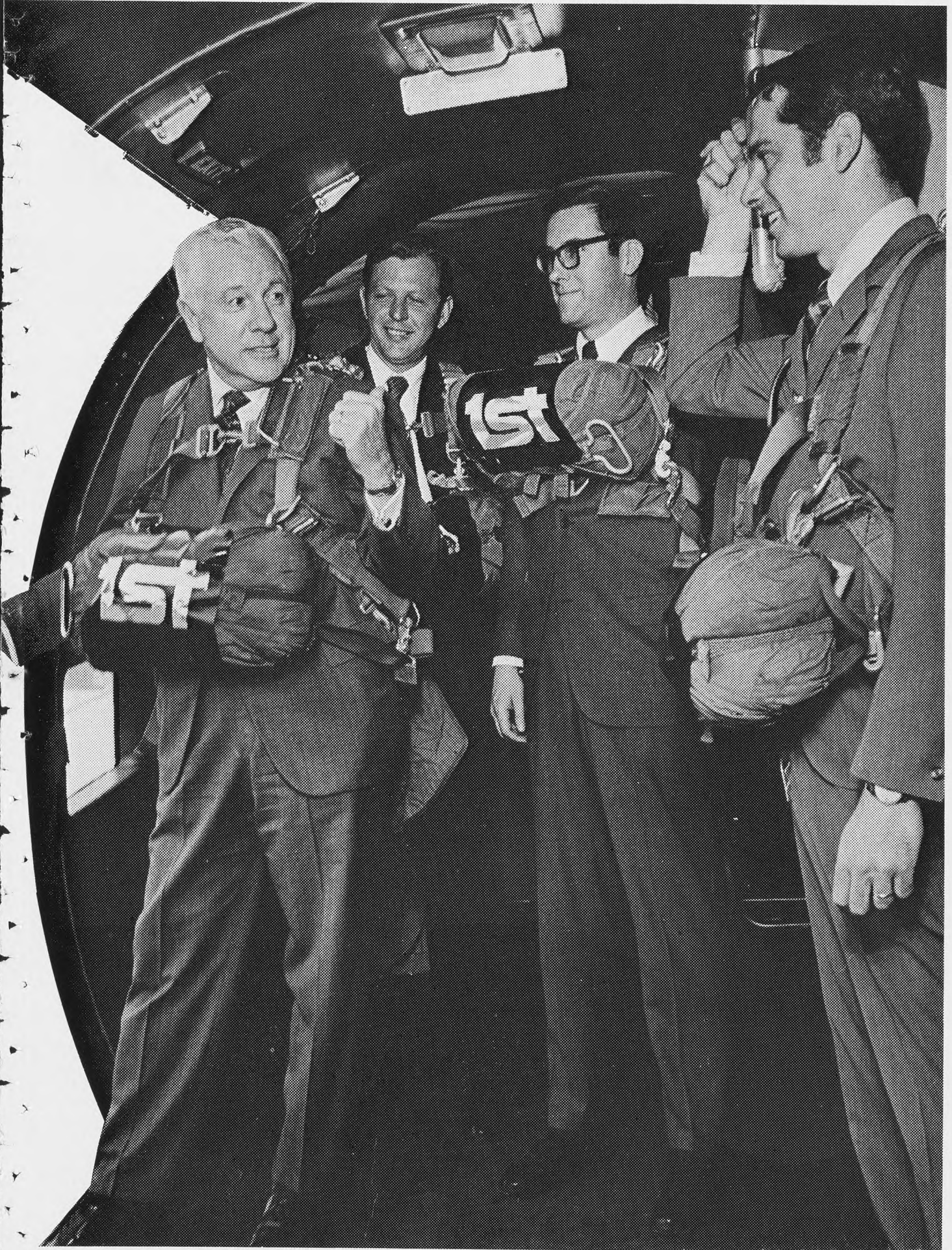


We'll see you at your convention.

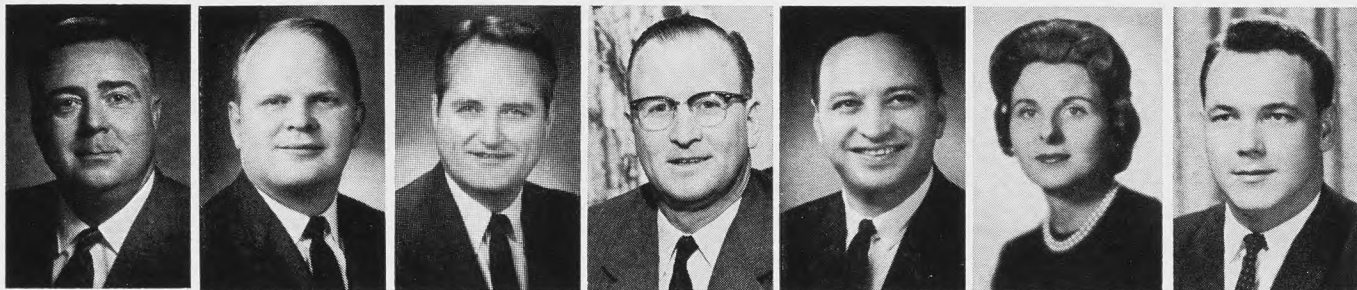
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

**MID-CONTINENT BANKER** for May 15, 1970









TRIPLETT

CHILDS

HOBSON

RIVES

DAVIS

McPHILLIPS

OZIER

## Earl Triplet Is General Chairman of 80th Annual TBA Convention

MEMPHIS—Earl H. Triplet, chairman and president, Memphis Bank, is general chairman for this year's TBA convention. Serving with Mr. Triplet as committee chairmen are Joe B. Rives Jr., vice president, Union Planters National, entertainment; Miss Gloria McPhillips, Union Planters National, ladies; Clifford Y. Davis Jr., vice president, First National, publicity; Charles M. Ozier Jr., vice president, National Bank of Commerce, reception; Lynn Hobson, assistant vice president, Memphis Bank, transportation; and Dick Childs, assistant vice president, First National, registration. All are from Memphis.

Mr. Triplet joined Memphis Bank about 10 years ago and has served as president since 1965. He has served TBA as vice president for West Tennessee and as chairman of the Tennessee state bank division.

Mr. Rives is a vice president in the

correspondent banking department of Union Planters National, and has been in banking since 1933. His first bank association was with Rossville Savings.

Miss McPhillips has been in the business development department of Union Planters National for seven years. She served as chairman of the ladies committee for the 1967 TBA convention as well as for the 1968 ABA executive savings seminar.

Mr. Davis, vice president at First National, joined the bank in 1961 as a management trainee. He presently is manager of the sales development department which is engaged in all facets of sales training and management development.

Mr. Ozier is head of the correspondent bank division at National Bank of Commerce. He is a graduate of the School of Banking of the South.

Mr. Hobson, assistant vice president at Memphis Bank, joined the institu-

tion in 1947 after returning from duty in World War II. He was recalled to active duty during the Korean conflict, after which he returned to the bank. He is currently supervisor of the correspondent bank department.

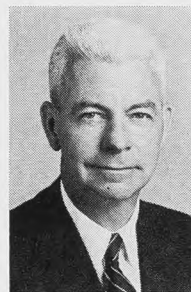
Mr. Childs joined First National in 1959 and became an officer in 1964. He has served as head of the automated customer services department and now is Tennessee representative for the correspondent bank department.

### Registration Desk Hours

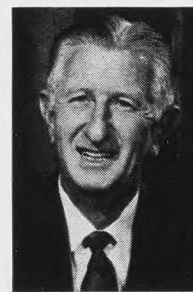
MEMPHIS—The TBA convention registration desk, located in the lobby of the Holiday Inn—Rivermont, will be open as follows:

Sunday—5 p.m. to 7:30 p.m.  
Monday—9 a.m. to 5 p.m.  
Tuesday—8 a.m. to 5 p.m.  
Wednesday—8:30 a.m. to adjournment.

### Convention Speakers



PALMER



HOLT

Edward L. Palmer and Dr. Andrew D. Holt will speak to Tennessee conventioners this month. Mr. Palmer is exec. v.p. and heads the corporate banking group of the First National City Corp. and its principal subsidiary, the First National City Bank, New York City. On July 1, he will become ch. of the executive committee of the bank and of the corporation. Mr. Palmer joined Citibank's national division as v.p. in 1959 and was named head of the corporate banking group when it was formed in 1968. Dr. Holt, pres., University of Tennessee, Knoxville, since 1959, is v. ch., Education Commission of the States, recently established by governors and legislators throughout the country. He is past president of the National Education Association and of the Southern Association of Colleges and Schools. A native of Milan, Tenn., he was educated at Emory and Columbia universities.

# MERCHANTS BANK

CLEVELAND, TENNESSEE

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\$26,538,400

### CAPITAL

\$2,739,169

GEO. W. THOROGOOD, Chairman

GEORGE R. TAYLOR, President

N. DOYLE CLARK, Vice Pres.

GEO. W. THOROGOOD, JR., Vice Pres.

W. L. CRUMP, JR., Vice Pres.

GEO. E. MARTIN, Cashier

MRS. VERDIA LONGWITH, Asst. Cash.

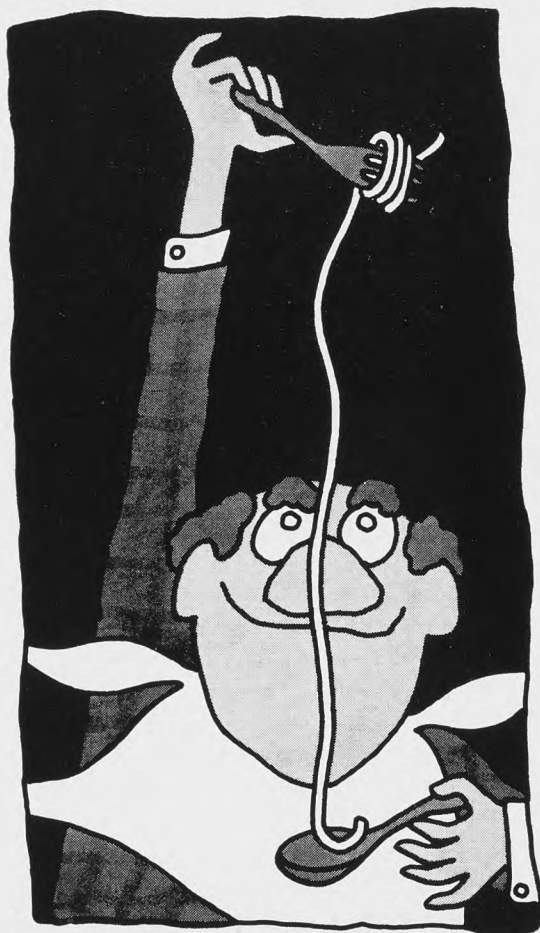
MRS. ALICE M. MOORE, Asst. Cash.

MISS BETTY MORROW, Asst. Cash.

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## He decided to ask us about systems and operations eating spaghetti.

So as soon as our correspondent finished lunch, he went back to his bank and called Chattanooga 615—265-3581.

He told us he liked the way we were handling credit queries, transfer of funds, currency and coin shipments, check clearing and such and

could we do a complete systems and operational study for his bank.

If there's anything we appreciate more than a flattering statement, it's a flattering question.

If you want to call in a question, the answer is yes we will. On the double.

**Hamilton of Chattanooga**  
makes good things happen

## TBA Executive Councilmen To Retire at Convention

MEMPHIS—W. C. Adams, Jack Bulliner and Fred Maggart, members of the Tennessee Bankers Association's executive council since 1967, will complete their terms during this year's convention at the time new members are elected.

Mr. Adams, this year's executive council chairman, is president, Bank of Maryville. His first banking association was with Madison Bank. He later joined the correspondent bank department of First American National, Nashville. His other bank associations



BULLINER



MAGGART

include Merchants & Farmers, Attalla, Ala., and Sweetwater Valley Bank. His photo appears on the first page of this section.

Mr. Bulliner is president at First State, Henderson, which he joined in 1948. He is a past president of the Junior Bankers Section.

Mr. Maggart began his banking career in 1936 as cashier of Alexandria Bank. He then joined Lebanon Bank & Trust as cashier, a post he held until 1952 when the bank was reorganized into Lebanon Bank. He became president of the bank in 1955, and continues in that post.

■ **FIRST AMERICAN BANK**, Memphis, will hold a meeting of stockholders May 12 to seek approval of a 10-for-1 stock split. If approved, the action will increase total number of shares to 1,000,000. The bank also has announced plans to open its first branch, to be located in east Memphis. Construction was scheduled to begin last month.

■ **WILLIAM F. GREENWOOD**, vice chairman, First American National, has been elected 1970-71 chairman of the steering committee for "Nashville Plus." The "Nashville Plus" program, which began in 1968, strives to promote controlled economic and cultural growth in Nashville and the surrounding trade area.

■ **UNION PLANTERS**, Memphis, has elected Earl D. McConnell director of education and training. Mr. McConnell's responsibilities will include the creation and administration of supervisory and manpower training and executive development. Previously, he had been with Bendix Corp., Detroit.

## HIGH TIME FOR THE HUMAN TOUCH?

You have a beautiful bank. But it's become dehumanized, perhaps, in the growth process. Many banks have found a Gittings gallery of colour portraits of officers and directors to be the perfect public relations touch: to play up people, to make familiar faces of your higher ups. Call Fred Winchell collect (A/C 713 529-5901) or write 3327 D'Amico, Houston. Gittings comes to you — for photography and to arrange every detail.



## GITTINGS

Neiman-Marcus, Dallas and Fort Worth / Lamar Hotel,  
Houston / Biltmore Fashion Park, Phoenix /  
Phipps Plaza in Atlanta.

See the Gittings exhibit at the Tennessee Convention, May 17-20

## Moss Elected Exec. VP at 3rd National, Nashville

NASHVILLE—Third National has promoted Chase Moss from senior vice president to executive vice president and William L. Killebrew from vice president to senior vice president, correspondent banking division. Mr. Moss is president of the Tennessee Bankers Association (see page 77).



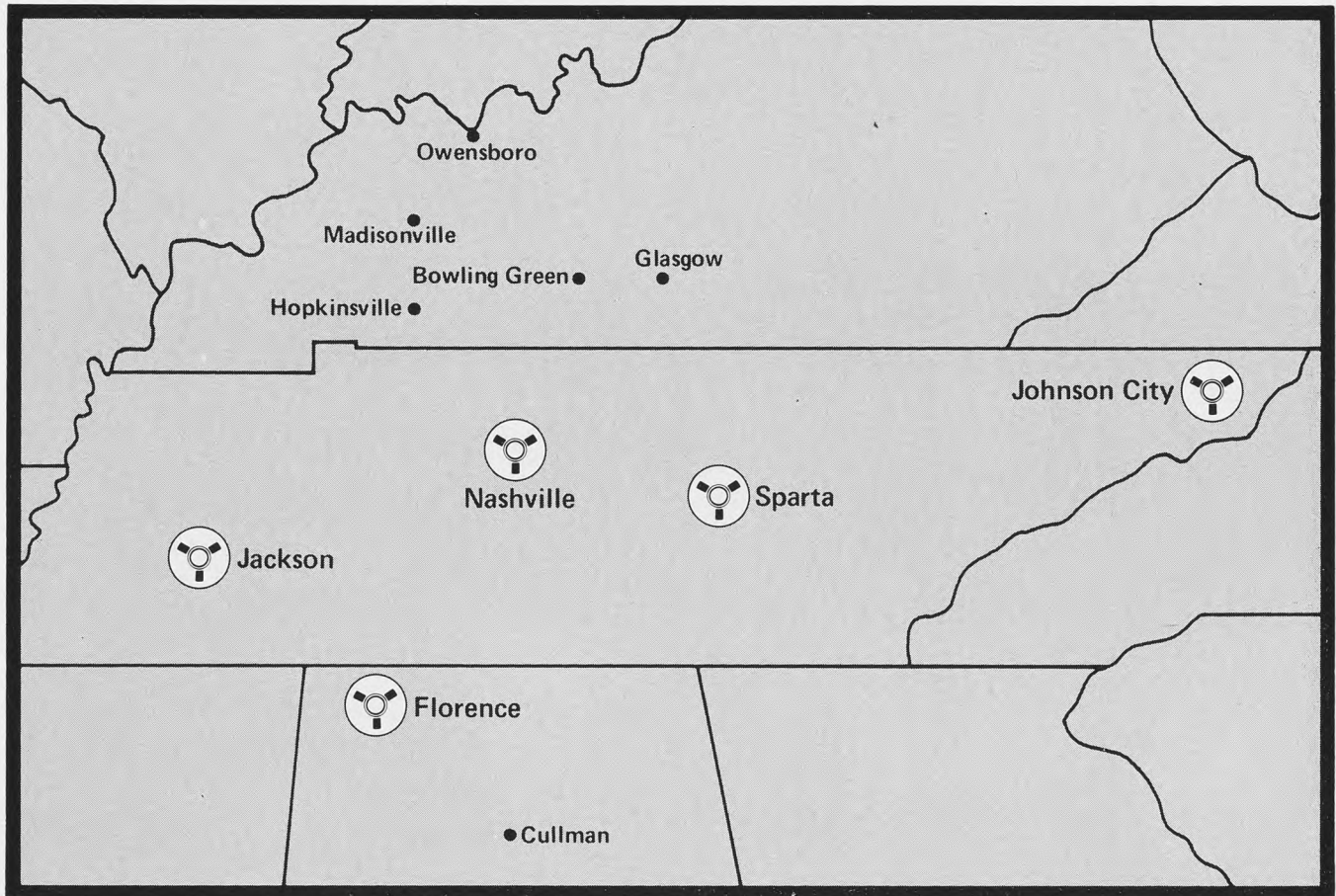
KILLEBREW

An employee of Third National since 1937, Mr. Moss was named assistant cashier in 1947, assistant vice president in 1951, vice president in 1956 and senior vice president in 1965.

Mr. Killebrew attended Vanderbilt University and was graduated from the School of Banking of the South at Louisiana State University.

MID-CONTINENT BANKER for May 15, 1970





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2. Installment Loan Accounting
3. Complete Savings Plans Accounting  
(including Certificates of Deposit)
4. Complete Bond Analysis, Appraisal, and Accrual
5. Payroll Accounting
6. Other services you and your customer might need

We welcome your inquiries about our computer services. Contact your Third National correspondent representative at (615) 747-0231.

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to give personalized,  
in-depth service  
to your  
correspondent needs  
in South Alabama.

\* Reserved for you.

Others shown are  
William C. Doty and  
J. Edwin Rehm, vice presidents,  
and James M. Hirs,  
assistant vice president,  
of the American National.

**American**  
**National**  
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# Alabama Convention

Mobile, May 20-22

Headquarters—MOBILE MUNICIPAL AUDITORIUM

## PROGRAM

### FIRST SESSION, 9:30 a.m., May 21

**Call to Order**—C. LOGAN TAYLOR, Alabama Bankers Association president, and chairman and president, First State Bank of Oxford.

**Invocation.**

**Appointment of Committees.**

**Presentation of Head Table.**

**Address of President**—C. LOGAN TAYLOR.

**Address**—"A Better Understanding"—ASHTON J. ALBERT, member of board, advertising advisory group, Foundation for Full Service Banks, and vice president, Trust Company of Georgia, Atlanta.

**Summary of Committee Reports**—GEORGE A. LeMAISTRE, first vice president, Alabama Bankers Association, and president, City National Bank of Tuscaloosa.

**Meeting of American Bankers Association Members**—L. Y. DEAN III, vice president for Alabama, and president, Eufaula Bank & Trust Co.

**Report of State Legislation Committee.**

**Address**—"The Death of Privacy"—DR. JERRY ROSENBERG, author, industrial psychologist, management consultant.

**Adjournment.**

### SECOND SESSION, 9:30 a.m., May 22

**Call to Order**—C. LOGAN TAYLOR.

**Presentation of Head Table.**

**Report of Executive Vice President**—HOWARD J. MORRIS JR.

**Address**—"How to Lobby and/or How to Get Into Politics and Win"—SOMERS H. WHITE, Arizona state senator, Phoenix.

**Report of Junior Bankers Section.**

**Report of Trust Division.**

**Summary of Committee Reports**—MRS. MARY GEORGE WAITE, second vice president, Alabama Bankers Association, and chairman and president, Farmers & Merchants Bank, Centre.

**Address**—"A Look at the War in Vietnam"—JONATHAN R. BURTON, brigadier general, deputy director for logistics, Office of Joint Chiefs of Staff, Washington, D. C.

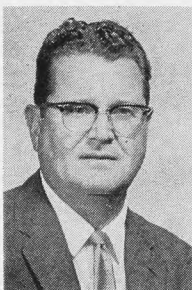
**Report of Resolutions Committee.**

**Unfinished Business.**

**New Business.**

**Adjournment.**

President



TAYLOR

Vice President



LeMAISTRE

2nd Vice Pres.



WAITE

Ala.BA Pres. C. Logan Taylor is ch. and pres., First State, Oxford. He has been active in the adult education field for bankers participating in Ala.BA programs.

George A. LeMaistre is pres., City Nat'l, Tuscaloosa, and assn. v.p. He was a practicing attorney prior to 1960, when he joined City Nat'l as president.

Mrs. Mary George Waite, ch. and pres., Farmers & Merchants, Centre, is 2nd v.p. She is the first woman ever to be elected an officer of a state banking assn.

Want this  
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throughout Alabama?



Call Area Code 205  
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**Frank A. Plummer**

Chairman and President



THE  
**FIRST NATIONAL BANK**  
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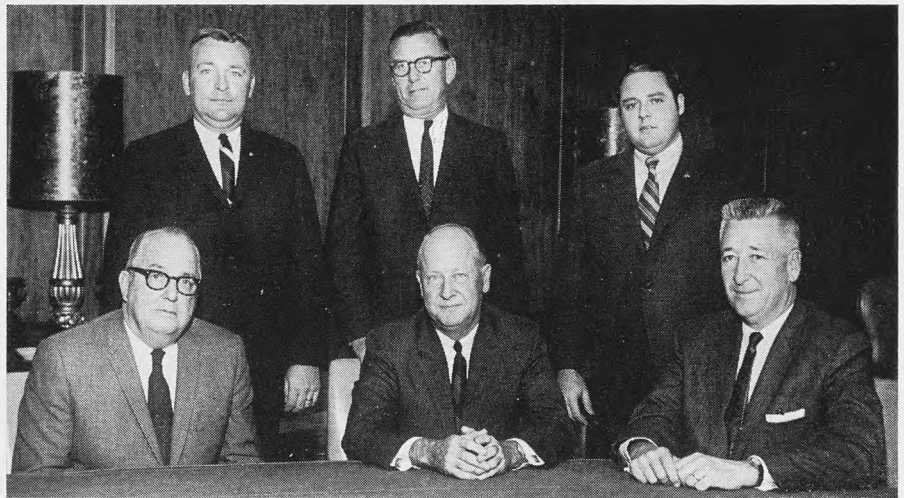
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### Ala.BA Convention Planners Meet



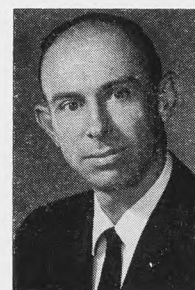
Committee chairmen and representatives of Mobile banks are shown above at a convention planning meeting. They include, seated, from l.: Ernest F. Ladd Jr., pres., Merchants Nat'l; James C. Andress, v.p., First Nat'l, conv. v.-ch.; Dwain G. Luce, exec. v.p., First Nat'l, conv. ch. Standing (from l.) are Richard M. Pennington Jr., a.v.p., Commercial Guaranty, transportation; A. H. Tenhundfeld, v.p., American National; J. Tyler Turner, a.c., First National, publicity. Chairmen pictured below include Henry F. Schaub, v.p., Merchants Nat'l, arrangements and entertainment; J. Edwin Rehm, v.p., American Nat'l, hotels; Robert S. McNeely, a.c., Merchants Nat'l, golf; and Mrs. Richard Murray III, wife of Mr. Murray, v.p., First Nat'l, ladies entertainment.



SCHAUB



REHM



McNEELY



MURRAY

#### J. C. Lett Elected New Pres. at First State, Oxford

OXFORD—Joseph C. Lett has been promoted from executive vice president to president of First State Bank. Mr. Lett had been executive vice president since 1967. C. Logan Taylor, formerly president and chairman, will remain as chairman.

Mr. Lett recently arranged for full computerization of the bank's record-keeping.

In other action, the bank has begun to make plans for an enlargement of its Main Office.

■ FIRST NATIONAL, Decatur, has appointed Allen Hamilton, insurance and real estate agent, and William E. Sexton, operator of dry cleaning establishments, to its board.

■ JACK BRYANT has joined First National, Scottsboro, as assistant cashier. Mr. Bryant has been in banking for nine years.

■ STATE NATIONAL of Alabama,

Decatur, has elected John M. Reynolds assistant vice president and promoted William B. Hightower Jr. to assistant cashier in the Master Charge division.

■ FIRST NATIONAL, Birmingham, has appointed five men to its branch advisory boards, including E. Bryce Robinson Jr., William C. Horton, Roy F. Bragg, Robert W. Block and Carl Adams Jr.

■ DUDLEY ROSS has been named sales manager of the new Master Charge department at Peoples Bank, Montgomery.

■ BIRMINGHAM TRUST National has named Archie B. Hand vice president. He joined the bank as an assistant vice president and manager, data processing department, last July. Newton Sharp, assistant cashier, has been advanced to assistant vice president. Named assistant cashiers were: Henry Rodman Martin Jr. and William C. Patterson, both in the BankAmericard Center.





# the pre-computer computer.

It used to be that bank accounting was a simple matter of pencil lead and a little elbow grease.

Then came more customers. Wider services. Daily savings interest. Required accrual accounting. And, fortunately, the electronic age. Today a large bank like First National can handle all its complicated accounting procedures very simply and quickly, by computer.

And so can your bank. At probably less cost than the man-hours required to do it the old way. Because First National's computer equipment was designed with the capacity, speed, and flexibility to take care of your needs as well as our own.

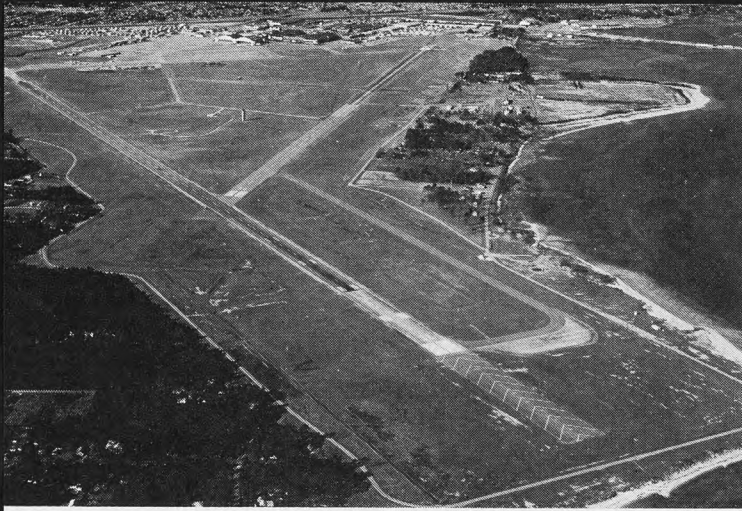
Let us tell you how First National computer services can help you reduce operating costs, eliminate time-consuming manual computations, and simplify your whole banking operation. Call, wire or write The First National Bank of Birmingham, P.O. Box 2534, Birmingham, Alabama 35202; phone 205-328-5120.

Some people, of course, will insist that pencil-and-paper accounting was good enough in the old days and still should be.

The way we figure it—what if the horse and buggy had been good enough for Henry Ford?

**The First National Bank**  
of Birmingham





LEFT: Sprawling Brookley Airport and Industrial Complex is shown just after transfer of property from U. S. government to city of Mobile. University of South Alabama properties for conferences and instruction are on bay front, and Coast Guard operation is in background. RIGHT: Massive manufacturing facilities of former Brookley Air Force Base now form one of the outstanding industrial parks in Southeast. Shown above is area occupied by some 22 firms, among which are International Paper, Teledyne Continental Motors, Lear Siegler, Inc., and Northern Electric Co. Coast Guard facilities are in background.

## Mobile Keeps Its Economy Growing Despite Loss of Air Force Facility

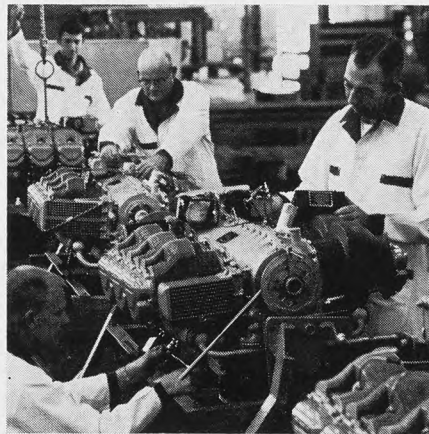
*—City buys government property and turns it  
into airport and industrial complex*

WHEN THE GOVERNMENT announces plans to establish a military facility near a city, the latter's civic leaders and businessmen rejoice. They foresee a greater number of civilian jobs for their present residents, additional people moving into their area, and thus a bigger tax base, and more money being spent in their city. However, what happens when plans are announced to close a facility? How can a city cope with the loss of thousands of civilian jobs? What can be done with the large area of land on which the facility was located so that it produces revenue for the city?

Mobile, Alabama's oldest city, was faced with such a problem about five years ago, when the announcement came that nearby Brookley Air Force Base was to be phased out by 1969. How did the city respond? What did it do? The answers to these questions illustrate how Mobile actually benefited by Brookley's closing.

Prior to 1964, Mobile's industrial development was one of modest growth, occasionally interrupted by severe setbacks. The city's economy historically has been based on the fact that it is a port city at the mouth of an internal river and rail system. Government em-

ployees, including federal, state and local, made up the largest single employment block in both 1960 and 1964. Government employment stood at 26.7 thousand in 1960, climbed in both 1961 and 1962 despite falling total employment, then slipped back in 1963-64 because of the Brookley layoffs. The air base employed more than 13,000 persons when the phase-



Teledyne Continental Motors is one of the major employers and original civilian industry at Brookley Air Force Base properties. Firm manufactures wide range of aircraft and other vehicular engines. Shown here is one of company's aircraft engine production lines.

out announcement came in November, 1964. By 1968, that number had dropped to 2,500 and then down to none when the base was officially closed last July.

In May, 1964, six months before the phase-out of Brookley was announced, a project called Task Force 200 was started to regenerate the industrial development program of the Mobile area Chamber of Commerce. This program was designed to marshal the talents of more persons than any previous industrial effort. The goal was to attract \$200 million in industrial capital investment by 1969. One of its projects has been the conversion of Brookley Air Force Base from a military installation to an airport and industrial complex. The Task Force goal was surpassed and renewed in 1969, with a \$300-million goal by 1974.

After it was announced that Brookley was to be closed, Task Force 200, working with other groups and individuals, began looking for the best way to use the Brookley installation. The following objectives guided the search:

1. To lessen the economic impact and create civilian employment opportunities as rapidly as possible.



2. To retain the transportation capability of the air base, particularly the air transportation.

3. To retain flexibility to enable the ultimate development of the Brookley civilian facility to whatever could be determined to be its highest and best use.

4. To develop educational and research capability.

Using these objectives, the groups came up with what they called the Community Land-Use Plan, with the Brookley installation to be divided as follows: as an airport, an industrial area, Coast Guard installation, a recreational area and the site for expansion of the University of South Alabama.

Through the efforts of the city and the C. of C., working jointly with the Department of Defense, a procedure was established to allow civilian firms to move into the Brookley property as the Air Force vacated it. This provided job opportunities during the phase-out period. With the final move by the Air Force in July, 1969, most of the existing facilities had been leased on long-term bases to manufacturers.

During the last half of 1969, most of the activity at Brookley involved the conversion of facilities from military use into production use for the new companies. There were 1,700 workers there last August. By year-end, there were about 2,800 workers. Projections on the various firms within the complex show that by 1975 there will be approximately 7,300 persons working in the industrial area.

Additional economic benefit will come as the University of South Alabama builds up its Conference Center; the Coast Guard completes its move into the Arlington Pier area, and aviation facilities build up on the ramp and air strip.

According to Mobile representatives, the income from Brookley leases at the present time covers the debt service.

Actual transfer of ownership of both the airfield and industrial area to the city of Mobile and a second campus area to the University of South Alabama was made last June 30. In a short and simple City Hall ceremony, Brookley Air Force Base became the Brookley Airport and Industrial Complex. The transfer took place immediately after the city commissioners voted to buy a 371-acre industrial site at Brookley for \$9.8 million. (The property is estimated to be worth well in excess of \$100 million.)

The city accepted checks from four Mobile banks—Commercial Guaranty, Merchants, First National and American—for \$3.8 million in a short-term

loan to make the down payment. The loans were to be paid back later in the year when the city sold approximately \$10 million in city capital-improvement warrants. The \$3.8 million was given to a General Services Administration representative, who, in turn, presented the commissioners with a deed to the industrial area. GSA also executed a 10-year mortgage on the property for the \$6-million balance of the city's purchase price.

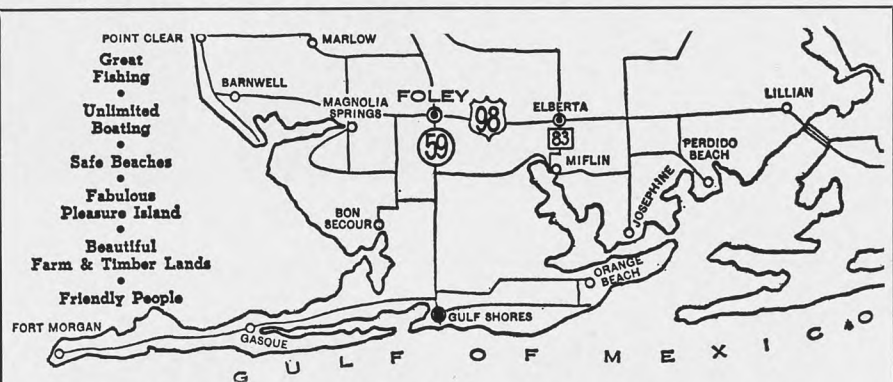
Mobile paid the Defense Department \$1 for title to the 1,309-acre airfield portion of Brookley. GSA gave the city a deed for several hundred thousand dollars worth of Air Force equipment such as vehicles and furniture. Not included were the air tower and fire-fighting equipment that the government took away and which Mobile has replaced.

Since the start of Task Force 200 and the Brookley closing was announced, there has been a definite shift in the Mobile area's economic make-up. In 1962, almost 23% of total

employment in the area was in government and less than 15% in manufacturing. Today, 14% is in government and almost 21% in manufacturing. Civic leaders like to point out that this shift has brought economic benefits—loss of dependence on one employer, higher wages and higher per capita income.

The major job loss at Brookley of 13,495 has been more than offset by the location of new industries. At the start of 1970, the area had slightly more total employment than was recorded for the start of 1964. In May, 1964, when Task Force 200 was formed, total employment in all wage and salary industries was 103,100. By the end of 1969, this figure had gone up to 106,200. The 3,100 difference, plus the Brookley loss of 13,495, means the development of 16,595 new jobs in wage and salary industries in the period. ••

■ HUGO ESNEUL JR., chairman, Bank of Atmore, has retired from active management, but will remain chairman.



### HOLIDAY INN WITH CONVENTION FACILITIES

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## SOUTH BALDWIN BANK

ELBERTA

GULF SHORES

FOLEY

BALDWIN COUNTY, ALABAMA

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# Variety of Speakers Slated to Appear on Ala.BA General Session Agenda

MOBILE—A number of interesting speakers will appear at the Alabama Bankers Association's 77th annual convention to be held May 20-22 at the Mobile Municipal Auditorium.

Speaking at the first general session will be Ashton J. Albert, member of the board of the advertising advisory group of the Foundation for Full Service Banks, and vice president, Trust Co. of Georgia, Atlanta.

Also on the first session program is Dr. Jerry Rosenberg, author, industrial psychologist and management consultant from Riverdale, N. Y.

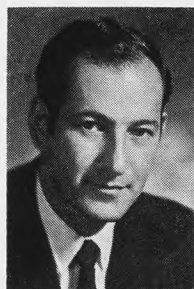
Second-session speakers include Arizona State Senator Somers H. White and Brigadier General Jonathan R. Burton, deputy director for logistics, office of the Joint Chiefs of Staff, Washington, D. C.



ALBERT

Bank of Knowledge participants include J. P. Willis Jr., president, First National, Guntersville, moderator; and Robert E. Steiner III, attorney; Charles S. Snell, president, Citizens National, Shawmut; Ashton J. Albert, vice president, Trust Co. of Georgia, Atlanta; Leonard E. Duffey, vice president, First National of Birmingham, Bessemer; Gentry Martin, vice president, Union Bank, Montgomery; and Robert H. Morast, National Bank of Alabama, Decatur, panelists.

Mr. Rosenberg is president of J. M. Rosenberg Associates, Inc., a management and training consulting firm. He



ROSENBERG



WHITE



BURTON



WILLIS

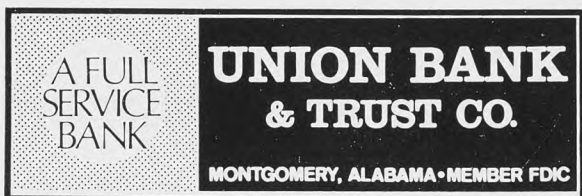
is a former Cornell and Columbia University assistant professor, teaching courses in computers, automation, applied psychology, human relations and organizational behavior. He has authored numerous professional articles and written five books, the most recent being "The Death of Privacy: Do Government and Industrial Computers Threaten Our Personal Freedom?" which is also the title of his convention address.

Mr. Albert began his banking career in Mobile with American National, moving to Trust Co. of Georgia 13 years ago. He is currently senior member of the advertising advisory committee of the Foundation for Full Service Banks and is one of the originators of the new public relations program being sponsored by the Foundation and the ABA. Mr. Albert will include the Foundation's "Effective

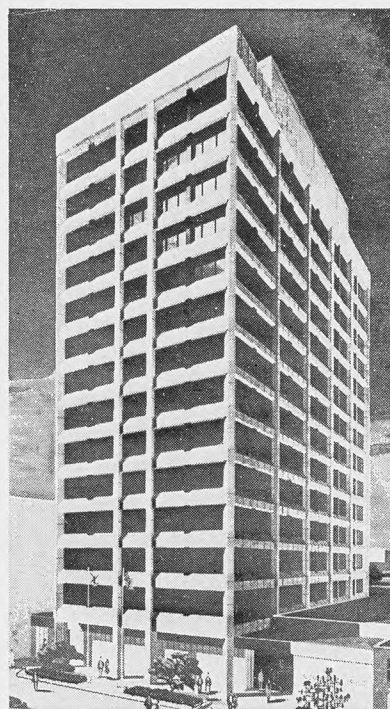
## Union builds for the '70s and for the decades ahead

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MID-CONTINENT BANKER for May 15, 1970





STEINER



SNELL

Sales Techniques" in his talk, which is entitled "A Better Understanding." Mr. Albert will also appear on the Bank of Knowledge program.

Senator White is president of Somers H. White Co., Phoenix, management consulting firm. His business career started with Chase Manhattan Bank in New York City. He is founder of North West Bank in Seattle and once held the title of youngest bank president in America. He has also been associated with Pioneer Bank of Arizona, Phoenix.

Brigadier General Burton is a veteran of World War II, the Korean conflict and the Vietnam war. He has been with the military since 1942 and has been decorated seven times. He has served as the director of the U. S. equestrian team and participated in the Olympics. His current assignment is that of deputy director for logistics for the Office of the Joint Chiefs of Staff.

John P. Willis Jr. joined First National, Guntersville, in 1950, becoming president of the institution in 1966. He has served as group chairman for the Junior Bankers Section as well as for the Ala.BA. He is past president of the Guntersville Jaycees, Civitan Club and Chamber of Commerce.

R. E. Steiner is a member of Steiner, Crum & Baker law firm in Montgomery. He served as president of the Montgomery Bar Association in 1963, and first vice president and president of the Alabama State Bar in 1966-67. He serves as general counsel and director for First National, Montgomery.

Mr. Snell is a graduate of Auburn University and served in the Alabama public school system for 11 years before joining Citizens National, Shawmut. He has served two terms as a member of the Alabama house of representatives.

■ FIRST NATIONAL, Tuscaloosa, has promoted Philip L. Killingsworth from assistant cashier to assistant vice president. Mr. Killingsworth is manager, BankAmericard center. Olan Snow, an employee since 1959, and Bradford Wyatt, who has been with

the bank since 1962, were elected assistant cashiers. Samuel E. Hamner, who began his employment with First National in 1962, was advanced to assistant auditor.

■ BANK OF HURTSBORO has named James E. Albright a director. He is a certified public accountant with the firm of MacNeely and Henry.

■ STATE NATIONAL, Decatur, has named four directors: William C. Merrill, Dr. M. Dale Smith, Ralph Collins and B. E. McPherson. Mr. Merrill is

president, Merrill Co., Inc., and Mr. Smith is a physician. Mr. Collins owns an auto agency. Mr. McPherson is senior vice president at a life insurance company.

■ FIRST WESTERN, Bessemer, has named J. Gaston Edmonson vice president. Mr. Edmonson, who has been in banking since 1952, has been with three Alabama banks and has helped organize a Tennessee bank.

■ STATE NATIONAL, Fort Payne, has elected Hoyt D. Wilson a director. He is mayor of Fort Payne.



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Then you can get out your calendar and decide when you want your time off.

**Birmingham Trust National Bank**



Opening night of America's Junior Miss Pageant in Mobile features Parade of States. Finals are telecast from coast to coast.



## Junior Miss Pageant —Mobile's "Crowning" Achievement

In 12 years, it has grown from small event attracting 18 contestants to competition that attracts girls from all 50 states

**T**HIRTEEN YEARS AGO, 11 Mobile, Ala., businesses, including the American National, First National, and Merchants National banks, joined hands in underwriting a nonprofit civic organization that has come to be known nationally as the America's Junior Miss Pageant, Inc.

Today, America's Junior Miss Pageant still depends greatly on the leadership of Mobile bankers and other local businessmen to direct the year-round program and actively execute many of the details involved in conducting the national finals held each spring in Mobile.

Many Mobile bankers are actively involved in pageant activities. J. Tyler Turner Jr., assistant vice president in First National's marketing department, is the 1970 pageant chairman; Earl P. Andrews Jr., a vice president in the marketing department of Merchants National, and Joseph H. Baker Jr., vice president and senior trust officer of First National, are in charge of the judges' committee. Messrs. Turner, Anderson and Baker also serve on the pageant's board of directors. Lewis L. Wilder, assistant vice president, Merchants National, is in charge of the Auditorium Complex, which houses the pageant while Thomas J. Torbert,

branch manager, and Emil Graf III, marketing officer, both of First National, serve as co-chairmen hosting the 50 state representatives and families who come to Mobile each year for the finals. Philip Forrest Jr., advertising director of Merchants National, is in charge of helping coordinate press operations for the local and national news media representatives who cover the annual event.

In March, 1958, 18 states sent their "ideal high school senior girl" to Mobile. Miss Phyllis Whitenack, Bluefield, W. Va., was chosen the first "America's Junior Miss" on the stage of a local theater. About two-thirds of the money originally underwritten went for scholarships, and the audience barely outnumbered the girls and the production committee.

By 1961, girls representing all 50 states were on their way to Mobile for the fourth America's Junior Miss Pageant—a distillation from some 3,000 original entries and several hundred local and state pageants. The presentation was now being made in a local National Guard armory packed to the rafters, and the pageant had crystallized the demand for a civic auditorium long needed in the port city. This same complex will be the site for the



While in Mobile, Junior Miss candidates cool their feet as they wade in Gulf of Mexico.



The Old South lives again as lovely young ladies in antebellum dresses and large picture hats meet Junior Miss candidates at Mobile airport.



BAKER



TURNER



GRAF



WILDER



TORBERT



ANDREWS



FORREST

1970 Alabama Bankers Association convention to be held in Mobile May 20-22.

By 1965, the auditorium was ready for the pageant, and the pageant was ready for network television. Participation was now estimated at more than 40,000 girls and 750 local and state

pageants. Over 7,000 persons were in the new auditorium and watched NBC-TV colorcast the finals coast-to-coast, a far cry from the first 18 Junior Misses who were presented to many rows of empty seats.

Looking back, the growth seems fantastic—and it has been. But crises and disappointments have marked the way.

From the beginning, one policy was a guiding principle: "The girls themselves were to be the first consideration . . . all decisions were to be guided by the answer to the question, What is best for them? We will treat them all as if they are our own."

In this way evolved some policies unique among pageants. Any girl who is awarded a scholarship must not have her education sequence interrupted. (Unlike other pageants, a Junior Miss does not have to wait a year to use her scholarship. Whatever appearances she may make are during vacations, holidays or on weekends.)

In 1958, the total amount of scholarships awarded was \$10,000. Beginning with the 1966 pageant, each new America's Junior Miss received that amount as her top award in Mobile. Total awards on all levels exceeded a quarter of a million dollars at the close of the last pageant year.

Several years ago, accruing deficits brought about a financial crisis for the nonprofit pageant corporation. The problem was eased considerably when a debenture issue was offered to the people of Mobile. Within 30 days, the complete \$125,000 offered had been subscribed with the assistance of Mobile banks and other businesses.

The Junior Miss Program is unique in a number of ways. Bathing suits are not used; measurements are unknown (except for clothes sizes) and "talent" is but a minor percentage of the judging. Beauty is not the factor, but it is remarkable how often it is in evidence.

Much of the judging—a full 50%—is based on the evaluation of each girl's service to others and her efforts and success in her own personal development physically, academically and morally.

While in Mobile, she and a roommate are guests in selected homes where—for the week—they are "one of the family." Many lasting friendships

between girls and "their families" have been formed.

The future of the Junior Miss Program?

Mobilians are perennial optimists, and if enthusiasm can insure success, the program is secure.

But even a realistic appraisal by sponsors and their agencies seems to agree with the optimists. The wholesomeness of the program and its basically sound principles make it the catalyst that brings many groups together in the common interest of the encouragement of American youth. All expect it to be the undisputed leader in three to five years.

Each spring, many of the almost 20,000 pageant workers in all 50 states travel to Mobile for the finals along with the Junior Misses' family and friends.

Many others follow the progress of their Junior Misses through reports on hometown radio and television and in their newspapers and eagerly anticipate the NBC telecast of the finals.

But whether in Mobile or at home, all who played even a small part anywhere along the way in the program, which recognizes positive accomplishments of the nation's youth, may be justly proud, not only of the part they played, but of the Junior Misses themselves.

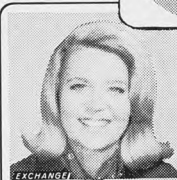
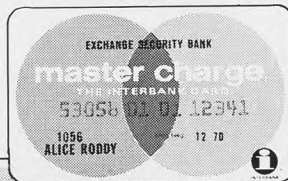
For it is the Junior Misses, and those they will influence, who will largely determine the shape of the America that is to come.

The 1970 pageant, which started in Mobile May 4, concluded with the finals again being telecast on the NBC network, 8-9 p.m. CDT, May 13. •••



Before flying to Mobile for national finals of Junior Miss pageant, 50 Junior Misses are entertained in Washington, D. C., at White House tea given by Mrs. Richard M. Nixon.

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# Plenty of Entertainment Is Scheduled For Ala.BA Convention Delegate Fun

MOBILE—There will be no dearth of entertainment at the Ala.BA convention here May 20-22. All delegates will have ample relaxing activities to fill their free hours.

Early bird golf starts things off at 10 a.m. on Wednesday, May 20, at the Lakewood Country Club, Point Clear. That evening, the fun will begin at 6:30 p.m. at the Municipal Auditorium where cocktails and buffet will be on tap in a "Stroll Through Monroe Park" setting. Dress will be



Rosie O'Grady's Warehouse Band will entertain convention goers at a casual buffet Thursday, May 21. Band comes from Pensacola, Fla.

casual and entertainment will be provided by Rosie O'Grady's Warehouse Band until 12:30 a.m.

The Ala.BA Trust Division will sponsor a breakfast at 8 a.m., Thursday, May 21, in room 205 of the Admiral Semmes Hotel. Two luncheons will be held, one for the ladies at noon at the Mobile Country Club, including a fashion show by the Holiday Shop; and the other at 12:30 p.m., honoring past presidents, in the International Trade Club.

Cocktails are scheduled for 6:30 p.m., again at the Municipal Auditorium, followed by dinner at 7:30, a Mardi Gras parade at 8:30 and a tableau by the Crewe de Bienville at 9. Dancing will hold sway until 1 a.m., with music supplied by Roy Choice's Orchestra.

The convention's annual School of Banking of the South breakfast is scheduled for 8 a.m. on Friday, May 22, in room 205 of the Admiral Semmes Hotel. Final convention activity will be a luncheon and election of officers at 1 p.m. in the ballroom of the Admiral Semmes Hotel.

■ JAMES G. POWELL has joined the trust services department of First National, Mobile. Mr. Powell, a forest economist, was formerly on the staff of the University of Missouri School of Forestry, Columbia, Mo.

■ MARION A. THURMAN, vice chairman, First National, Sylacauga, has completed 50 years with the bank. Mr. Thurman was named president in 1949 and vice chairman in 1965.

■ SAND MOUNTAIN BANK, Boaz, is constructing a two-story building, which will house the new branch at Douglas. The new building will have three inside teller stations and one drive-in window.

■ PEOPLES TRUST, Goodwater, is planning to construct a branch in Kellyton. John Danziger has been named branch manager.

■ SHOALS NATIONAL, Florence, is constructing a new facility, named North Florence Branch, on the corner of Wood Avenue and Cleveland Street.

## Alabama Death

CLYDE DANIEL, 61, vice president, First State, Tuscaloosa.

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NATCHEZ: City Bank & Trust Company/  
NEW HEBRON: New Hebron Bank

MID-CONTINENT BANKER for May 15, 1970



# Mississippi Convention

**Biloxi, May 18-20**

**Headquarters—BUENA VISTA HOTEL**

## PROGRAM

### FIRST SESSION, 9:15 a.m., May 18

Call to Order and Invocation.

**Executive Committee Report**—SIDNEY D. DAVIS, committee chairman, and president, Peoples Bank, Mendenhall.

**Resolutions**—CLARENCE B. DAVIS, committee chairman, and president, Southern National Bank, Hattiesburg.

**Financial Report**—CRAWFORD S. McGIVAREN, Mississippi Bankers Association treasurer, and president, Bank of Clarksdale.

**Chair of Banking Report**—DR. J. VAN FENSTERMAKER, head of chair, University of Mississippi.

**Junior Bankers Section Report**—L. Y. FOOTE JR., president, Junior Bankers Section, and senior vice president, First Mississippi National Bank, Hattiesburg.

**Address**—HORACE STEELE, state bank comptroller, Jackson.

### SECOND SESSION, 9:30 a.m., May 19

Call to Order.

**President's Address**—CLARENCE E. MORGAN JR., president, Mississippi Bankers Association, and director, Peoples Bank, Durant.

**Report on School of Banking of the South**—CHARLES J. CASSIDY, associate director, and chairman, First State Bank & Trust Co., Bogalusa, La.

**Address**—DARRYL R. FRANCIS, president, Federal Reserve Bank of St. Louis.

**American Bankers Association Meeting**—H. PAT HEIDELBERG JR., American Bankers Association vice president for Mississippi, and president, Pascagoula-Moss Point Bank, Pascagoula.

**Necrology Committee Report**—D. D. PATTY, chairman, and executive vice president, Merchants & Farmers Bank, Columbus.

**Address**—CLIFFORD C. SOMMER, American Bankers Association vice president, and president, Security Bank & Trust Co., Owatonna, Minn.

Election of Officers.

**MID-CONTINENT BANKER for May 15, 1970**

### President



MORGAN

Clarence E. Morgan Jr. is MBA pres. He recently sold his interest in the Merchants & Farmers Bank, Kosciusko, but is a director, Peoples Bank, Durant, and has other banking interests.

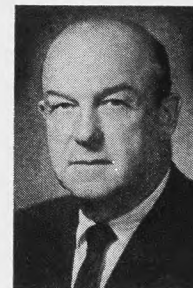
### Vice President



DAVIS

Sidney D. Davis, MBA v.p., is pres., Peoples Bank, Mendenhall, which he joined in 1932. He is a former association treas. and chaired the bank management conference in 1965.

### Treasurer



McGIVAREN

C. S. McGivaren, MBA treas., is pres., Bank of Clarksdale. He is a past v.p. of Group Three. Before entering banking, Mr. McGivaren was a high school principal and asst. school supt.

# Full Entertainment Calendar Awaits MBA Conventioneers

BILOXI—A full program of entertainment will complement the business sessions of the MBA convention here May 18-20.

A luncheon for members of the MBA executive committee and past presidents will be held in the Sun Room at the Buena Vista Hotel starting at noon on Monday, May 18. A meeting of the executive committee will follow the luncheon.

Golf will be on tap Monday and Tuesday afternoons at Edgewater Golf Course for those registered for the convention. Delegates are asked to select the day of their choice. W. Earl Jones Jr., president, First National, Ocean Springs, is chairman. Prizes will be awarded.

Tours are scheduled for Monday and Tuesday afternoons, including a harbor tour on the "Sailfish," a boat trip to Ship Island on the "Pan American," a tour on the "Shrimp Train," and visits to House of Treasure and

Beauvoir, the home of Jefferson Davis.

An open house will begin at 7 p.m. in the Gold Room/Fountain Terrace, followed by dinner and dancing at Morgan's "Hurray for the USA" party in the Hurricane Room at 8 p.m.

Tuesday's schedule includes an 8 a.m. breakfast for graduates of the School of Banking of the South in the South Gold Room. Host will be Joiner M. Haltom Jr., vice president, Pascagoula-Moss Point Bank, Pascagoula.

Entertainment for the ladies will begin at 11:30 a.m. in the Gold Room with a social hour and luncheon. Cards will follow on the Fountain Terrace with prizes for every table.

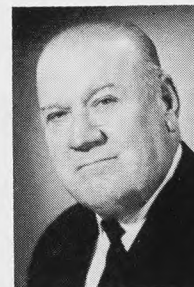
The annual banquet will take place in the Hurricane Room at 7:30 p.m. Included at the banquet will be the introduction and installation of officers, announcement of golf tournament winners and entertainment by Dink Freeman, comedian.

vice president in 1963.

Mr. Collins (no picture available) joined his bank in 1937 as a bookkeeper, became a director in 1955, managed the Decatur Office from 1953-62, became executive vice president and cashier in 1962 and president in 1968.

## Strain Travels Mississippi For Investment Firm

R. Charles Strain, a familiar figure in Mississippi when he traveled that state for New Orleans' National Bank of Commerce, is back in the Magnolia State as a registered representative of Howard, Weil, Labouisse, Friedrichs & Co., New Orleans. Mr. Strain will be visiting with Mississippi bankers at the MBA convention May 18-20 in Biloxi. At Howard, Weil, he is in the bond department.



STRAIN

Mr. Strain, a native of Booneville, Miss., and educated in Mississippi, has been in banking and investment banking for 48 years. He recently retired as vice president in the correspondent bank division of NBC, New Orleans, which he joined in 1953. Previously, he had been with Scharff & Jones, New Orleans, 1936-47, and Arnold & Crane, also in New Orleans, 1947-53. He was manager of the Jackson, Miss., offices of both firms.

■ J. O. LENOIR, chairman of Mechanics Bank, McComb, was recently named boss of the year by the Dixie Chapter, National Secretaries Association.

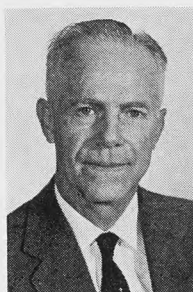
■ FIRST NATIONAL, Picayune, has completed its remodeling project and dedicated the structure. The project doubled the size of the facility and cost more than \$50,000.

## Three Executive Councilmen to Retire This Year

Three bankers will leave the Mississippi Bankers Association's executive committee this year—C. F. Robbins, president, Bank of Edwards; Donald E. Sutter, executive vice president, Hancock Bank, Gulfport; and V. O. Collins, president, Peoples Bank, Union.

Mr. Robbins joined the Bank of Edwards in 1949, was elected a director in 1951, vice president in 1956, executive vice president in 1957 and president in 1958.

Mr. Sutter has been with Hancock



SUTTER



ROBBINS

Bank since 1927, was elected assistant cashier in 1935, vice president in 1947, vice president and cashier in 1953, a director in 1961 and executive



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MID-CONTINENT BANKER for May 15, 1970



## Steele, Francis, Sommer to Speak at Convention

Horace Steele, Mississippi comptroller of banks, Darryl R. Francis, president, Federal Reserve, St. Louis, and ABA Vice President Clifford C. Sommer will be the main speakers at the MBA convention this year.

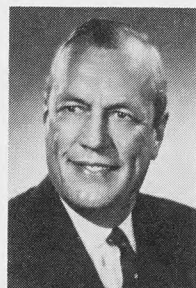


FRANCIS

Mr. Steele was an officer at Jackson's Deposit Guaranty National before being appointed to his present post.



STEELE



SOMMER

Mr. Francis became president of the St. Louis Fed in 1966 after having served as first vice president since 1959. He joined the bank in 1944, left in 1949 to enter commercial banking (with National Bank of Commerce, Memphis, and Boatmen's National, St. Louis) and returned to the Fed in 1954 as manager of the Memphis Branch of the St. Louis Federal Reserve Bank.

Mr. Sommer is president, Security Bank, Owatonna, Minn., which he joined in 1955. He came from Midland National, Minneapolis, where he was vice president. He is a member of the Minnesota Senate.

REGISTRATION for the Mississippi Bankers Association convention will begin at 1 p.m. in the lobby of the Buena Vista Hotel on Sunday, May 17, and continue until 5 p.m. Registration will begin on Monday, May 18, at 8 a.m. and on Tuesday, May 19, at 9 a.m., continuing throughout both days.

■ **BANK OF ANGUILLA** has promoted Paul Anderson to vice president and Mit Stewart to cashier. Mr. Anderson was formerly cashier and Mr. Stewart was formerly assistant cashier.

■ **PHIL W. DAVIS JR.**, vice president at Merchants & Farmers Bank, Meridian, has been named treasurer of the 1970 Lauderdale County Cancer Crusade.

■ **BANK OF FRANKLIN**, Meadville, has received FDIC approval to establish branches at Bude and Roxie.

■ **COAHOMA NATIONAL's** Jones-town Branch is being remodeled at a cost of \$15,000. The bank is operating from a trailer until the project is complete.

■ **BANK OF CLARKSDALE** has named Robert R. Birdsong and Robert Barnard senior vice presidents.

■ **GULF NATIONAL**, Gulfport, has promoted Paul M. White Jr. from assistant vice president and trust officer to vice president and trust officer; elevated William E. Barrett Jr. from assistant cashier to cashier; promoted Robert L. Seitzinger Jr. from assistant cashier to assistant vice president; and named Wayne Page assistant cashier.

■ **PAUL W. McMULLAN**, president of First Mississippi National, Hattiesburg, has been elected to the Kappa Alpha court of honor by the Gamma Zeta Chapter at the University of Southern Mississippi.

## First National, Lexington, Moves to Temporary Site

LEXINGTON—First National has moved into temporary quarters to enable construction workers to demolish its former structure in preparation for building a new office on the site.

The vault, safety deposit boxes and night depository remain at the former location. Customers wishing to use these facilities will be escorted to the former location by a bank employee. A watchman has been hired to guard the vault area at night.

The new building is expected to be completed by year end.

■ **MERCHANTS & FARMERS**, Meridian, has named Jimmy D. Knight, assistant cashier, as manager of the new South Branch. Mr. Knight had been assistant cashier at First National, Jackson, before joining the Meridian bank several months ago.

■ **W. H. "BILL" PARTRIDGE** has joined the installment loan department at First National, Meridian. Mr. Partridge was formerly manager of the local office of Universal CIT.

■ **MERCHANTS & FARMERS**, Holly Springs, recently opened its new drive-in branch.



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## An Aftermath of Hurricane Camille—

# Governor's Emergency Council Converts Disaster Into Unique Approach to Regional Development

**H**URRICANE CAMILLE has been described as "... the greatest recorded storm ever to hit a heavily populated area of the Western Hemisphere. . . ." "... one of the worst Gulf killers of all time. . . ."

Camille began her brief but violent existence as a small rainstorm off the west coast of Africa in the early days of August, 1969, and died during the morning hours of August 22 somewhere in the Atlantic Ocean, hundreds of miles east of Newfoundland.

In the less than three weeks of her historic life, she brought death and destruction to western Cuba and the Isle of Pines; the coastal areas of Mississippi and Louisiana; upstate counties of Mississippi; and, through flash floods and mud slides, to the mountainous regions of Virginia and West Virginia.

The Mississippi Gulf Coast, which took the full, undiminished fury of Camille on the night of August 17, is no stranger to tropical storms.

But as the first streaks of morning light revealed the destruction left in her wake, it was evident that Camille was a storm of unprecedented fury.

As people became reconciled to the insensibility of the affair, the question arose: "Will the traditional approach to recovery from a natural disaster be enough to cope with the aftermath of Camille? Will it be enough merely to replace that which was there before . . . one building on a lot, one at a time, in a proliferation of small projects?"

The answer rang out as an emphatic "NO!"—in the form of Executive Or-

der No. 49, issued by Governor John Bell Williams on September 6.

"Whereas, it is the purpose of this order and the policy of the state that all present plans and future programs involving the revitalization of a stricken area of our state be coordinated with comparable functions of the federal government, including its various departments, with agencies of our state government and with all private agencies in order that the most effective, efficient and productive participation may

be (achieved) by the state of Mississippi. . . ."

Thus came into being the Governor's Emergency Council, an innovative approach to intergovernmental relations and to development on a regional scale.

What is new is that the Governor's Emergency Council is not merely an advisory group. The council has the authority to initiate studies and, upon their completion, to evaluate the alternative courses of action and establish priorities that will govern the application of state and federal resources

---

The Governor's Emergency Council, described in the accompanying article, was established as a result of Hurricane Camille by Mississippi Governor John Bell Williams in Executive Order No. 49. Composed of 16 persons, selected on a nonpartisan basis, the council has been charged with the following duties:

1. To make an immediate determination of all factors that relate to the long-range development of the affected area and to correlate such factors to the economy of the entire state.
  2. To explore in detail and in depth all available avenues of assistance, both public and private, and to bring into focus the aims, aspirations and needs of the people of the area.
  3. To make specific recommendations of the most efficient and effective roles that should be played by local and state governments in cooperation with the federal government and private interests, to the end that the total resources of all might be mobilized swiftly and decisively to accomplish this objective.
  4. To recommend a comprehensive plan for the accomplishment of the maximum long-range development of the area's recreational, cultural and economic life.
-





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in the development of the devastated region's full potential.

In a written opinion, Mississippi's attorney general interpreted the unusual authority of the council: "In effect, the council is a part of the governor's office staff, and the fact that the members are not employed nor compensated in any way does not diminish its delegated executive powers."

**Nixon Directive.** The effectiveness of the council's authority was strengthened significantly by an action of the President of the United States.

President Nixon flew to the Gulf Coast on September 8, 1969, addressed a large crowd of citizens and conferred with Mississippi officials. Within days following this visit, the President responded to the request of Governor Williams by issuing a directive requiring all federal agencies to coordinate their recovery work in Mississippi through the Governor's Emergency Council. Mr. Nixon also designated a member of the White House staff to act as liaison between the council and the federal establishment.

**Traditional Barriers.** Camille showed no respect for man-made boundaries. In the survival fight immediately following the hurricane, its victims also ignored city limits and county lines. There was a deeply felt unity in common needs, uncommon courage and mutual helpfulness. The flag of the United States, raised above the ruins of homes and businesses, became the symbol of hope.

It was not long, though, before the traditional place identification of individuals and organized groups, and the resulting competition among political subdivisions, was rekindled. The mere existence of an externally created re-

gional authority provided a convenient focus for these traditional sentiments.

The first test of acceptance of the council's delegated authority came in the matter of obtaining a uniform building code for the devastated region. Adoption of a code did not seem impossible, but obtaining uniform enforcement by an "external" authority was another matter.

When Biloxi's veteran Mayor Dan Guice, spokesman for the opposition, led his city council to become the first Gulf Coast municipality to adopt the council-recommended code, it became clear that this unique approach to dealing with unparalleled disaster was over the acceptance "hump."

For the first time municipal, county, state and national levels of government were joined in a firm, single line of action.

**Added Precaution.** Naming of the council took into account the expected "home-rule" tendency, and the basic document that led to the creation of the entity contained a built-in safeguard against narrow local views of needs and potentials. In part, the document reads:

"The membership of the (Council) and its employed staff must be completely non-factional and non-sectional in composition. The appearance of domination by office-holders from within the region is particularly to be avoided."

Governor Williams followed this suggestion to the letter. Of the 16 council members, only six are residents of the six-county "region" referred to in the conceptual memorandum. All are successful businessmen and none hold elective office.

Composition of the council has been carefully planned to include represen-

tation of the Negro community, senior citizens and women.

The banking community is ably represented by Leo W. Seal Jr. of Bay St. Louis, president of the Hancock Bank; R. M. Hearin, chairman, First National, Jackson; Russ M. Johnson, chairman, Deposit Guaranty National, Jackson; and A. F. Dantzler, director and vice chairman, Pascagoula-Moss Point Bank, Pascagoula.

**Double Role.** Conceived as an authority for longer-range, region-wide developmental planning and action, the council soon found thrust upon it a major role in "disaster relief."

While still in the clutches of a role for which its involvement was not contemplated, the council contracted with Meta Systems, Inc., for a comprehensive analysis of the development needs and potentials of Mississippi's hurricane-hit region.

The firm, based in Cambridge, Mass., was selected because of its extensive experience in applying "systems approach" to regional development and to provide an objective "outside" determination of the logical limits of the region's vast potentials, relations of these to existing and future trends in the nation and the world and suggestions as to which lines of developmental effort should receive priority.

The "systems approach" is an outgrowth of the complex demands created during World War II and refined during the 1950s. America's space program, capped by the successful moon landings, is the most widely publicized example of the effectiveness of systems analysis, design and management.

At this writing, the report from Meta Systems, Inc., is expected within a matter of days, and it is anticipated that much of the council's program of action for long-range redevelopment



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will be based on recommendations from the consulting firm.

**Significant Study.** Thus, the developmental potentials of the region are being measured and defined, and alternative strategies for maximum realization of these potentials over the long term are being weighed.

Detailed action proposals within the selected strategies will involve municipalities, counties, multi-county development districts, the state government, various agencies of the federal government and private-sector entities.

Implementation of action proposals will be coordinated by the Governor's Emergency Council. The power to implement plans, not merely suggest plans, on a region-wide scale is what separates the council from the innumerable "advisory" bodies that have gone before. It is as a regional authority with implementation powers that the Mississippi council may become a model for more effective regional development through improved intergovernmental relations and coordination.

Commenting on the viewpoint of the council, Chairman E. L. Brunini, a Jackson attorney, said, "The whole country is seeking new approaches. If Mississippians dare to utilize the most advanced techniques and devices, and if we have the intelligence to assemble the best talent available and bring that talent to bear on the development of this region, then we will be offering our fellow Americans an example of great practical value."

It is anticipated that the Meta Systems report will contain recommendations for the solution of a broad range of regional resource problems. There is also the desire on the part of the council to apply the "systems approach" to opportunities in economic development, resource utilization and technological innovation, and to problem-solving in many fields, among which are pollution abatement, health care and urban systems.

**On the Move.** On April 11, 1970, a little more than a week after the appointment of Robert Britton to the position of executive director of the New Gulfport headquarters operation, a total of \$528,186 in state-appropriated grants for five Gulf Coast communities was approved for use as matching funds for interim-assistance programs now underway in these damaged communities. The grants are matched on a 3-to-1 basis by the federal government, thus making a total of more than \$2,000,000 available.

The grants were announced by the Mississippi Commission of Budget and Accounting as the result of recommen-

dations by the Governor's Emergency Council.

In its report to the commission, the council further stated that, after extensive study of accumulated data concerning the complex problems of the various communities, initial estimates of financial need for communities in the western area of the Gulf Coast, made shortly after the storm, would not be sufficient.

It was the conclusion of the council, as reported to the commission, that a cushion of approximately \$1 million should be allocated at a later date, primarily for the benefit of the western-area communities. This recommendation is in addition to the \$5.5 million previously voted by the State Legislature.

**Forward to the Future.** Without a doubt, there has never been a storm of Camille's magnitude.

The Governor's Emergency Council was Mississippi's way of attempting to convert the disaster into an opportunity for a unique approach to regional development.

Many things have been accomplished since the council came into being. Many more remain to be resolved if the area is to realize its full potential.

With this endeavor, as with all others of this type, historians will be the ultimate judges of its success. • •



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Loans and Discounts .....	\$43,189,247.87
United States Bonds and Securities .....	17,075,319.36
Federal Funds Sold .....	1,100,000.00
Other Bonds and Securities .....	21,339,472.58
Banking Houses, Furniture and Fixtures .....	1,958,447.27
Other Real Estate .....	48,445.31
Other Assets .....	885,531.06
Cash and Sight Exchange .....	<u>10,901,812.52</u>
Total Assets .....	\$96,498,275.97

LIABILITIES	
Capital Stock .....	\$ 1,106,875.00
Capital Notes .....	480,000.00
Surplus .....	4,015,000.00
Undivided Profits .....	69,349.82
Reserve and Contingencies .....	1,108,711.36
Reserve for Interest, Taxes, etc. . .	876,950.96
Federal Funds Purchased .....	650,000.00
Deposits .....	<u>88,191,388.83</u>
Total Liabilities .....	\$96,498,275.97

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TOP: This was what Buena Vista Hotel entrance facing Gulf looked like morning after Hurricane Camille's Sunday night assault.

BOTTOM: Hotel entrance was hurriedly cleaned up and became usable few days after storm.



## *Hurricane Camille Was Devastating But Biloxi Is Ready for Bankers*

By **BILL DENNIS**

**Buena Vista News Bureau  
Biloxi, Miss.**

**M**ID-MORNING Sunday, August 17, 1969, found the registration desk at the Buena Vista Hotel in Biloxi a veritable beehive of activity as many guests hastened their check-out in an effort to put maximum distance between themselves and onrushing Hurricane Camille.

The killer storm now carried winds in excess of 160 miles per hour with increase in intensity expected as it approached landfall late that day. As it ranted implacably in the Gulf of Mexico, weather experts kept a constant eye on its movement, and some observers said it might veer toward the Florida coast.

A Catholic nun, in charge of a high school tour group that had spent Saturday night at the Buena Vista, stood patiently awaiting her turn at the desk. Her calm peacefulness contrasted sharply with the tense expectancy that characterized the nervous scurrying of others in the lobby.

Her youthful charges, scattering more than she would have liked but still respectfully obedient, were having a ball as they raced from one giant plate glass window to another, reporting loudly and minutely on whatever they saw:

"The wind is picking up now! The rain's coming down real slanted! Looks like the sun's trying to come out! What does a hurricane look like, anyway?"

The sister checked her group out, requested that Sunday night reservations be made for them in a city 200 miles to the north and inquired for

the least-congested route out of Biloxi.

By noon the coastians realized that Camille was not going to make the predicted swing toward Florida. The storm, whose eye was to pass inland near Pass Christian and which was fated to be described later as the most violent and destructive ever recorded on the North American continent, was hurtling inexorably at Mississippi's southernmost tip.

Coast radio stations and WLOX-TV, located in the Buena Vista arcade, were now blaring repeated, insistent warning to evacuate low-lying areas. Many residents now began a safety trek northward. Most of the long-time dwellers in this semitropical vacation paradise believed simply that Camille would be "just another storm" and would soon take her place among the several others stoutly weathered during the past quarter-century.

Throughout that intermittently sunny mid-morning and early afternoon, grocery stores were besieged by bread and tidbit buyers. Hardware and dime stores, normally closed on Sunday, opened to sell lanterns, candles, flashlight batteries and other storm necessities.

As the day wore on, highways became jammed with people going to where and with whom they chose to

spend the ensuing utility-less 36 hours. Homes and businesses that on Saturday had not considered Camille a threat now began hastily to board up windows.

Ray Butterfield, general manager of WLOX-TV, who was later to receive a Presidential citation for his heroic devotion to duty and his viewers, kept spelling out the destructive force of winds from 190 to 200 miles per hour.

No music and few commercials came now from coast radio and television. Evacuation was imperative. Predicted tide level now was 20 feet. The stark fact that highest tides of the past had been about 12 feet forced many late-stayers to evacuate. Many others insisted on "sticking it out" in their homes. Many of the latter found themselves later that night in wet attics or clinging desperately to roof tops.

Of this group, 125 were dead by Monday morning. Two weeks later, only 107 such bodies had been identified, and 72 coast residents were still listed as missing.

Jimmie Love, known to bankers throughout Mississippi and the South as the genial general manager of the Buena Vista Hotel-Motel complex and also principal stockholder in WLOX-TV, said Mr. Butterfield was credited by President Nixon with saving un-

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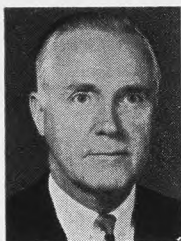
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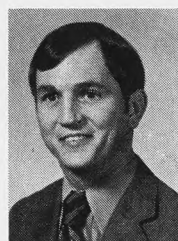
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told lives because he kept repeating urgent evacuation instructions over the television station even after Camille's rising waters began to engulf the ground-level studios in the hotel's arcade.

By mid-afternoon Sunday, most of the guests who planned to leave had checked out, and families of hotel employees began to check in. Before dusk, as the storm's wet, howling fury began to dwarf the dimly visible yellow lights along the waterfront, the hotel was filled to capacity, and still refugees swarmed to safety in the lobby. Mrs. Alberta Dowdle, executive housekeeper, said more than 500 persons spent Sunday night in the hotel, many of them on mattresses and blankets in the hallways.

As the hours passed, the wind increased in intensity and the Gulf of Mexico became more and more restless. Finally, as happens during hurricanes of merit, power lines went down and lights went out all along the coast, leaving those in the hotel with illumination only from flashlights and lanterns.

### Over the Floorboards

Mrs. Dowdle stood at the east window of her hotel room on the ground floor, peering into roaring wet blackness illuminated now and then by sheets of lightning. The water was rising now, rapidly. Already it was flowing over the floorboards of her former cottage home 25 feet from her hotel window. Timbers from wrecked beachfront structures had jammed the ground-floor exit at the hotel's east side.

She played her flashlight's beam across the flooding doorway of the cottage she had occupied for several years, feeling a great sense of dejection.

Suddenly, above the shriek of the wind, Mrs. Dowdle heard a faint but persistent shout from somewhere in the blackness outside. There came a rattling tap at her window.

"Lady, open your window," the voice cried. "Open your window and help us in!"

### A Drenched Figure

Flashes of lightning enabled the housekeeper to see below her window the dim, drenched figure of a man, wet hair plastered to his forehead, standing more than waist-deep in sea water and debris, blinding rain making his frantic eyes and face a blur.

Then she was able to make out another figure beside him—two more: A woman, soaked and bedraggled, who was trying to keep a sodden blanket about a small baby.



"... the Buena Vista represented the only place where tired, hungry disaster workers could get a square meal."

Forgetting her own safety and ignoring what the wind might do to her room, Mrs. Dowdle fought for several minutes to raise the window. Finally with a jarring bounce barely heard above the storm, the sash went up and she leaned far out to grasp the slippery hand of the husband. On firm footing once inside the room, he had little difficulty in drawing in the baby and then his wife.

Dubious honor of suffering the first window breakage of the storm went to Rick Butler, Buena Vista manager, who early in the afternoon had installed his family on the fourth floor near the east wing's waterfront exposure.

When Camille's 200-mile winds were reaching their peak, Mrs. Butler and Rick, with their six-year-old son and three-year-old daughter, were in their room wondering how much longer the blow would last. Suddenly there was a thunderous roar as the large plate glass window caved in, water-laden wind sweeping fragments of glass in every direction.

Although the Butlers miraculously escaped injury, they found themselves temporarily imprisoned in the same room with Camille. Pressure was so great it held the bedroom's hallway door closed for what seemed an eternity to the frantic family.

Miss Juanita Baltar, the hotel's convention manager, with her sister had moved into a ground-floor room in the east wing Sunday afternoon. At the height of the blow, Miss Baltar stood at her window watching rising water buffet automobiles and heavy timbers about in the hotel's front lawn area. Visibility was extremely poor, but frequent flashes of lightning enabled her

to see much of the havoc being wrought.

Just as she became conscious of a sense of thankfulness for her relative safety inside the dry, comfortable room, she glanced a second time at the veranda floor just outside her window. Lapping waves were sending smaller bits of debris and foam rushing along the floor. The water was rising. Realizing with a flash of intuition that wind pressure would trap her and her sister inside the room if the window should break, she quietly but quickly engineered a retreat to a safer area.

#### Haven of Safety

Despite extensive losses of ground-floor rooms and public facilities in the motel, as well as total gutting of the hotel's arcade area with its million-dollar radio-television complex, the Buena Vista served not only as a safety haven during the storm, but also retained one of the few vestiges of normal business operation on the coast after Camille passed.

For several days after the blow, the Buena Vista represented the only place where tired, hungry disaster workers could get a square meal. Because of the fear of water contamination, city officials closed other eating establishments for days.

The Buena Vista was exempt from this edict because its own artesian water supply was not affected by the storm. Not only did this deep well abundantly supply the hotel, but for days it offered the only safe drinking water to survivors throughout the entire city.

Although the coast in general still shows myriad scars from Camille's

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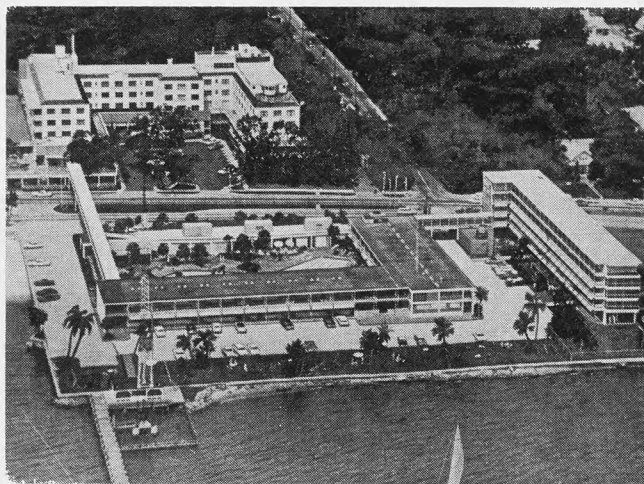
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LEFT: Camille was no lady because what lady would leave debris like this lying around home of her host? RIGHT: When members of Missis-



sippi Bankers Association arrive in Biloxi for their convention this month, they will find Buena Vista Hotel-Motel complex looking like this.

damage, bankers attending the Mississippi Bankers Association convention at the Buena Vista in May will have to look close for signs of the storm in the hotel-motel complex.

Restoration of the plush ground-floor motel rooms affected by the

storm will be complete, and work on a large new motel dining room, bar and public rooms will be well under way if not totally completed in time for the convention.

Mr. Love summed up the disaster philosophy of not only the Buena Vis-

ta Hotel-Motel, but also of the entire Mississippi Coast, when he said:

"Our plan is not simply to restore that which was lost in Camille. We're going to build back bigger and better and stronger than ever before!" • •

## Convention Calendar

### MID-CONTINENT AREA

- Alabama, May 20-22, Mobile, Municipal Auditorium
- Illinois, May 17-19, Peoria, Hotel Pere Marquette
- Indiana, June 10-11, French Lick, French Lick-Sheraton Hotel
- Kansas, May 20-22, Wichita, Radisson Hotel
- Kentucky, Sept. 13-15, Louisville, Brown Hotel
- Mississippi, May 18-20, Biloxi, Buena Vista Hotel
- New Mexico, May 28-30, Santa Fe, La Fonda Hotel
- Tennessee, May 17-20, Memphis, Holiday Inn Rivermont

### NATIONAL

- ABA Agricultural Credit Conference, Nov. 15-17, Atlanta, Marriott Motor Hotel
- ABA Convention, Oct. 10-14, Miami Beach
- ABA Mid-Continent Trust Conference, Nov. 19-20, Chicago, Drake Hotel
- ABA Personnel Conference, Nov. 8-11, Atlanta, Regency Hyatt House
- AIB Convention, June 1-3, Milwaukee, Sheraton Schroeder Hotel
- American Safe Deposit Assn. Convention,

- June 17-20, Richmond, Va., Hotel John Marshall
- BAI Convention, Nov. 1-4, Washington, D. C.
- Bank PRMA Convention, Sept. 20-24, Las Vegas, International Hotel
- Nat'l Conference on Bank Security, July 20-22, Chicago, Palmer House

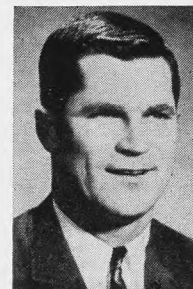
### SCHOOLS

- Commercial Lending School, Nov. 9-20, Norman, University of Oklahoma
- National Trust School, Aug. 17-28, Evanston, Ill., Northwestern University
- School of Bank Marketing, June 14-27, Evanston, Ill., Northwestern University
- School of Banking of the South, May 31-

- June 13, Baton Rouge, Louisiana State University
- School of Consumer Banking, Aug. 9-21, Charlottesville, Va., University of Virginia
- Southwestern Graduate School of Banking, July 26-Aug. 7, Dallas, Southern Methodist University
- Stonier Graduate School of Banking, June 7-19, New Brunswick, N. J., Rutgers University

### Hubbard Plans First Convention as MBA Executive Director

BILOXI—This year's MBA convention is the first to be held since John R. Hubbard took over as MBA executive director last January when Leigh Watkins Jr. retired. Mr. Hubbard had been MBA associate director and has been associated with the MBA since 1966. The MBA executive director traditionally handles most of the convention planning.



HUBBARD

A native of Prentiss, Mr. Hubbard is a graduate of Millsaps College and the School of Banking of the South. Before joining the MBA, he was vice president of Citizens National, Meridian. Prior to that he was assistant cashier in the correspondent department at Deposit Guaranty National, Jackson.

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As one of the South's important metropolitan centers, Jackson enjoys a healthy, balanced economy of both commercial and industrial enterprises. It is a governmental, educational, medical and cultural center covering a wide service area. Few cities offer the broad opportunity for a profitable business operation and the accommodations for the good life, too.

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First National Bank is closely involved in every phase of Jackson's business, cultural and civic life. Perhaps you would like to know more about Jackson and the opportunities it offers. First National has the answers.

**BRANCHES:** Commercial National Bank, Greenville and Leland; First National Bank, McComb; The Bank of Greenwood, Greenwood; Amite County Bank, Gloster, Liberty; Tylertown Bank, Tylertown.

# FIRST



# NATIONAL BANK

MEMBER FDIC

JACKSON, MISSISSIPPI

MID-CONTINENT BANKER for May 15, 1970



# Louisiana News

■ ALLEN STATE, Oakdale, has named five new directors. They are: George Dixon, a member of the Oakdale City Council; George Ashy, president of Ashy Motors and Commercial Furniture Co.; Floyd Eldred, a partner in Dixie Dandy; Sam Staples, owner of Scott Cain Ford; and Dr. Arnold Kilpatrick, president of Northwestern State College. T. E. Cranford, who has retired, has been named director emeritus.

■ THE CHACKBAY BRANCH of Citizens Bank, Thibodaux, has been opened with Larry Ordoyne, assistant cashier, as manager. The Chackbay Branch has two teller stations, drive-up window and night depository.

■ CITIZENS NATIONAL, Morgan City, has opened a branch in Bayou Vista.

■ JACK W. PLUMBER, assistant cashier, has been transferred to the Highland Branch of First National, West Monroe. Mr. Plumber also has been named manager of that branch.

■ BOSSIER BANK, Bossier City, has elected V. Dale Gosnell executive vice president. Mr. Gosnell had been a senior banking consultant with a national accounting firm. He also is a former officer of Bank of the Southwest, Houston, where he initiated the bank's management training program.

■ PEOPLES BANK, Minden, has opened a new branch.

■ CONTROLLING STOCK in Bossier Bank, Bossier City, has been purchased by AMI, Inc., and C. M. Waters Jr. of Alexandria. AMI, Inc., is a multimillion-dollar diversified-interest company with offices in Alexandria and Shreveport. Mr. Waters is president and chairman of Fireside Commercial Life Insurance Co. and Fireside Mutual Life Insurance Co. No change in personnel has been made.

## Louisiana Death

ED SHULTZ, 65, president, Springhill Bank. Mr. Shultz also had been Springhill mayor 12 years.

■ ENOCH T. NIX, formerly president of Bossier Bank, Bossier City, has been elected senior vice president and a director of American Bank, Shreveport.

■ COLONIAL BANK, New Orleans, has elected Dr. James H. Allen to the board. He is associate dean and medical director of Tulane Clinic.

■ AMERICAN BANK, Jennings, has opened at 128 Academy Street.

■ FIRST NATIONAL, Lake Charles, has promoted Osey McGee to assistant vice president and manager of the DeQuincy Branch, which is slated to open in the near future. Mr. McGee, previously assistant cashier, had been assistant manager, Northside Branch.

■ ACADIANA BANK, Eunice, has advanced Joseph P. Weeks III from assistant cashier to assistant vice president. He also is supervisor of the bank's BankAmericard program.

■ DELTA BANK, Port Sulphur, has elected three assistant vice presidents. They are: Carroll Fisher, assistant manager, Belle Chasse Office; Darrel Roy, manager, Buras-Triumph Office; and W. R. Longley, previously assistant cashier. Charles J. Adam Jr., assistant cashier, has been promoted to audit officer.

■ G. HARRISON SCOTT has been elected president of the Bank of Louisiana, New Orleans. He had been chairman.

■ E. A. COURTNEY, chairman of Guaranty Bank in Hammond, has been re-elected president of Public Affairs Research Council of Louisiana. He is president of Gas Gathering Corp.

■ WILLIAM TRENTACOSTA has been advanced to assistant cashier at National Bank of Commerce, New Orleans. He is manager, installment credit department.

## Great Western Bank Offering Master Cheque Charge Plan

PHOENIX—Great Western Bank is offering Master Cheque, an extension of Master Charge. By using Master Cheque, cardholders may make purchases and payments anywhere Master Charge is not accepted.

Master Cheque resembles a personal check when written and is charged to the customer's Master Charge account when received by Great Western. Cheques are processed and deposited to the payee's bank, are negotiable and may be made payable to individuals.

## Guaranty of Alexandria

*Your logical Louisiana correspondent*

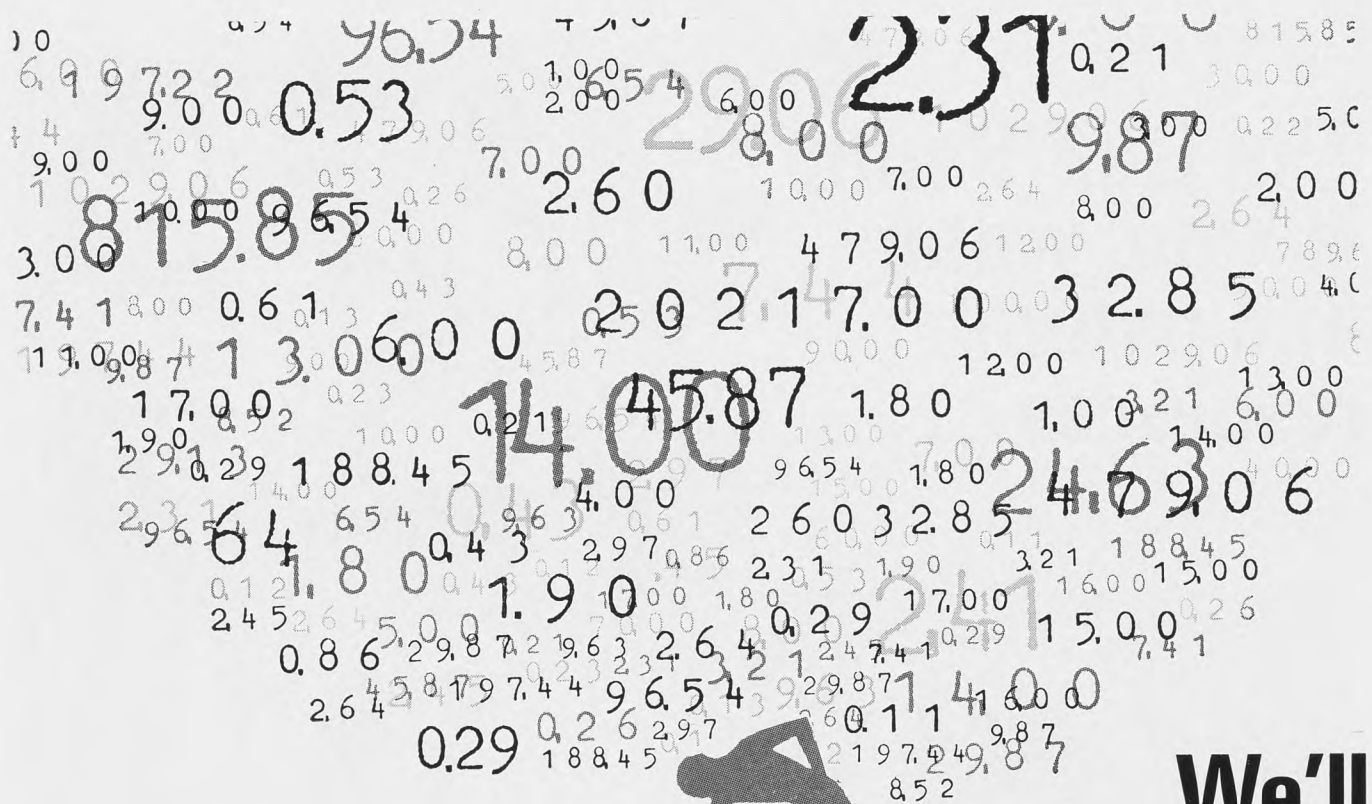
- Direct sendings to over 150 banks in Louisiana alone.
- Located in the geographical center of the state.
- Capacity and strength to fill every correspondent need.
- Knowledge and experience gained in 74 uninterrupted years.



ALEXANDRIA, LOUISIANA







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Boatmen's Data Processing Services now include off-premise savings accounting for correspondent banks. You may find it a smart move for your organization to utilize this service.

Our versatile savings accounting system uses high-speed computers to handle all the details of bookkeeping and reporting on your savings accounts. **A wide range of options** in this system permits us to design any type of package plan you prefer.

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Broadway and Olive  
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Please send me detailed information on your Savings Accounting Service.

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## BOATMEN'S

NATIONAL BANK OF ST. LOUIS

Member Federal Deposit Insurance Corporation



# Arkansas News

## Lambert Named President of 1st State, Crosset

CROSSET—Beverly J. Lambert Jr., formerly vice chairman and a director of the Bank of West Memphis, has been elected president of First State here. Donald W. Stone, who was president of First State, has moved up to chairman.

Mr. Lambert was president of the Bank of West Memphis from 1955 until 1968, when he became vice chairman. He is a former president of the Arkansas Bankers Association.

Mr. Stone, now second vice president of the Ark.BA, is vice president, Simmons First National, Pine Bluff. He is a director of First National, Warren.

■ MRS. HELEN PENNINGTON has been named "outstanding credit woman of the year" for district seven of Credit Women International. Mrs. Pennington, who has been an employee of Worthen Bank in Little Rock more than 10 years, is in charge of extension of credit, women's banking department.



## Year-Round Health

### THE Arlington

HOTEL and BATHS

Mineral bathing is known around the world for its therapeutic effects. And the Arlington is known as one of the world's leading spas. Baths at the Arlington help ease tensions and promote health and vigor. The year round facilities of the Arlington Hotel and Baths also include PGA golf courses, swimming and fishing.

write or call Edgar A. May, Manager,  
(501) 623-7771

## HOT SPRINGS

### National Park

### Arkansas



## Incentive Campaigns

(Continued from page 36)

log of prizes to your employees' homes before the campaign begins, to enlist the support of each employee's entire family. We find that using a catalog featuring a wide variety of quality merchandise is a far better approach than simply offering a group of pre-selected gifts from which to choose. Most incentive companies will provide catalogs even if you elect not to use their other services.


*Sales Training and Retraining for Employees.* Perhaps the most important indirect advantage of an employee-incentive program is the sales training and retraining it provides your people. And, incidentally, without specialized sales training before and during the contest period, your campaign may well fail.

### Coaching Needed

Non-contact personnel need to be coached on bank services and how to sell them. (Special training may bring out "hidden abilities" and potential in many employees.) Even contact people usually need to learn more about bank services.

Sales memos on employee's successes in selling services, *small* group meetings, games and quizzes all help employees learn and spread enthusiasm. A pocket-size sales manual that explains services and gives tips on prospects and how to go after them is a must!

*Overall Benefits of Incentive Campaigns.* In addition to the new business such a contest brings in (70% or more usually remains in the bank for a year or more) and the employee education it provides, a well-run campaign creates a new sense of unity among employees. It gives an added identity to individuals and well-deserved recognition to many. • •



## ARKANSAS MUNICIPAL BONDS

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PARTNERS:  
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# Texas News

## Spies, Wallis Elected AVPs at Mercantile Nat'l of Dallas

DALLAS—Mercantile National has elected two assistant vice presidents: R. Richard Spies Jr., who is manager, Master Charge department; and William C. Wallis Jr., who has been with Mercantile since October as Master Charge operations manager.

An employee of the bank since March, Johnnie L. Littlefield Jr. has been elected assistant cashier and marketing manager, Master Charge. Mr. Littlefield had been with another Dallas bank. Lonnie G. Diggs joined Mercantile May 1 as assistant cashier and trust officer. He had been with a Nebraska bank for eight years.

## Stock Dividend Approved

DALLAS—Republic National shareholders have approved issuance of a 10% stock dividend. They also authorized an additional 1,000,000 shares of common stock that directors may issue from time to time as stock dividends or may sell.



They all look up to you when you are in a new high-rise building, but you're out no more than the cost of a lease (with flexibility to grow). Ask about this new way to go.



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2100 Fourth National Bank Building  
Tulsa, Oklahoma 74119  
918 584-5712

## Nat'l City Bank, Texas Life to Have New, 10-Story Tower

WACO—National City Bank and Texas Life Insurance Co. are constructing a new, 10-story office tower at Ninth and Washington on the new downtown pedestrian mall. The construction project is part of Waco's renewal program in the central business district.

According to officials of the bank and insurance company, the new tower will be the largest and tallest office building erected in Waco since 1910. The lower level will house the bank's



National City Bank and Texas Life Insurance Co. are constructing a new, 10-story office tower in downtown Waco. Shown above is a sketch of the building as it will appear after its completion in 1972.

drive-in facilities; the street level will contain the main banking quarters and a parking area, and the second floor will be utilized for storage and future expansion.

National City and Texas Life will share the third floor, where an employees' lounge, directors' and civic rooms and the bank's IBM computer will be located. Texas Life will occupy the ninth and 10th floors. The remaining five floors, each containing about 8,000 square feet, will be available for leasing. The tower is expected to be completed early in 1972.

■ **MARLIN NATIONAL** has promoted Mrs. Shirley Meadows to assistant cashier. She has been with the bank since 1963.

■ **FIRST NATIONAL**, Garland, has named Rob D. Wilks vice president and trust officer. Promoted from assistant cashiers to assistant vice presidents were Joe M. Smolka and Michael R. Hayslip.

## Texas Death

J. FRANK SANDERS, 75, president, First National, Shamrock, of a heart attack April 12. Mr. Sanders had been in banking 50 years.

## Witcher Gets New Duties at Bank of Southwest

HOUSTON—James E. Witcher, who has served as vice president in charge of the correspondent bank department of Bank of the Southwest since July, 1963, has been released from those duties in order to assume responsibility for three Bank of the Southwest banking facilities.



WITCHER

The facilities, which have become an increasingly important factor in the bank's activities, consist of a drive-in in the main banking home, a new facility in the bank's recently completed Tower Building and a new facility that is being opened in the lobby of the Southwest Plaza, across the street from the new Shell skyscraper.

Bank of the Southwest has announced plans to erect another tower building and the Southwest Plaza lobby will be coordinated with that facility.

Roy E. Caughfield has been promoted to vice president and assigned to direct correspondent bank activities. A story on this and other changes in the department appears elsewhere in this issue.

■ **AMERICAN NATIONAL**, Austin, has elected William R. Streun vice president in charge of planning and operations. Since 1968, Mr. Streun had been a bank consultant in the Houston Office of the accounting firm of Peat, Marwick, Mitchell & Co.

## Mercantile Gets Patriotic Award



The Freedoms Foundation award was presented by Dr. Kenneth D. Wells, left, president of Freedoms Foundation, to R. L. Thornton Jr., second from right, chairman of Mercantile National, Dallas. John B. Mills, second from left, holds a similar award given to Mercantile National in 1968. Allison F. H. Scott, right, is Freedoms Foundation regional vice president. The George Washington medal, which recognizes achievement in encouraging a better understanding of American life, was given to the bank for its advertising theme, "Let's Run It Up . . . Not Down." Among other ways, the theme was promoted last July 3 when 9,500 American flag lapel pins were given to bank visitors.



## New Correspondent Head Named at Bank of SW

HOUSTON—Roy E. Caughfield, who recently was placed in charge of correspondent banking activities, has been promoted from assistant vice president to vice president at Bank of the Southwest. His election follows a major change in correspondent activities, which have become aligned with the commercial loan department.



CAUGHFIELD

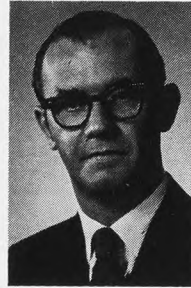
Mr. Caughfield, an employee since 1965, was elected a correspondent representative and assistant cashier in 1967, assistant vice president in January 1969, and was transferred to commercial loans and named a commercial loan officer in February.

As head of correspondent banking, Mr. Caughfield succeeds James E. Witcher, vice president, who has been given other responsibilities. A story on Mr. Witcher's new duties appears elsewhere in this issue.

■ **BILL QUILLEN** has been named assistant cashier at Amarillo National.

## Boyd Succeeds Cleere in Correspondent Post

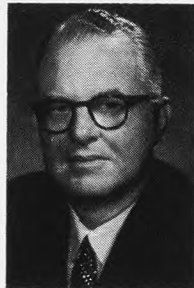
HOUSTON—William R. Boyd IV, vice president, First City National, has been named head of the correspondent banking department to succeed Senior Vice President Albert Cleere. Mr. Cleere has retired, as has another senior vice president, Frank Guthrie.



BOYD

Mr. Boyd joined First City in 1953 and has been in the correspondent banking department since 1956.

Mr. Cleere began his career more than 50 years ago as a messenger for



GUTHRIE



CLEERE

First National, a predecessor of the present bank. He is president, Harrisburg Bank; chairman, First State, Clear Lake City; and chairman and president, La Porte State. He is continuing his work at these banks.

Mr. Guthrie, who was senior loan officer, joined First National in 1930 and went to City National in 1948. He is the only employee of First City to have been employed by both First National and City National before these two banks were merged to form First City National.

### Show Appreciation

First-Wichita National, Wichita Falls, Tex., decided to show its customers that they were appreciated.

The bank placed counter cards throughout the lobby, and they read, "Thank you for making First-Wichita the bank of your lifetime." Employees wore special tags repeating this message, and bouquets of roses added color and beauty to the surroundings.

In addition, special hostesses greeted visitors and gave them candy "kisses" as tokens of the bank's appreciation for their business.

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# New Mexico News

## Banker Helps Town Build Reputation as New Mexico Retirement Center

ROSWELL—There aren't many towns that want to project an image as a "retirement center" but Roswell is an exception. Business and civic leaders are bidding senior citizens—from anywhere in the U. S.—"to retire in Roswell"—and Security National is helping the community accomplish its goal.

The closing of Walker Air Force Base some time ago substantially decreased Roswell's population. In keeping with the town's warm and sunny climate and its relaxed style of living, citizens decided to promote Roswell as a "retirement center." After Security National surveyed the number of elderly persons moving to Roswell, the bank established a department exclusively for them.

Harry W. Birrell, a retired Navy commander and resident of Roswell since 1964, became customer relations representative for Security National. Besides explaining the services of the new department—such as free checking accounts for persons 65 years or older—Mr. Birrell also assists new arrivals in locating churches, doctors and social activities.

In addition, Mr. Birrell points out to new residents or visitors the advantages that the community believes make the town an ideal "retirement center." Roswell boasts reasonably-priced houses and apartments for retirees; an abundance of gardens and tree-bordered avenues leading to modern shopping centers; year-round golf and fishing facilities; three hospitals; and a nursing home.

Social clubs are plentiful, too, among them: "Hi Neighbors," a group of retirees who welcome new residents; bridge, bowling and square dancing teams; the Elks, Eagles, Knights of Pythias and Masons; the Knife and Fork dining club and the Newcomers club, which meets for luncheon and games; Roswell Women's club; and the American Association of Retired Persons.

Cultural opportunities, according to Mr. Birrell, include a museum, planetarium and art center; symphony orchestra and community chorus; little theatre; public library; adult education classes at Eastern New Mexico

University; historical society; and bus trips to nearby points of interest. For adventure, retirees may drive to "Billy-the-Kid Land," Carlsbad Caverns, rodeos and White Sands National Monument.

Although Security National's new department has not attained its first birthday, Mr. Birrell believes that offering special bank services to and assisting senior citizens in any way is steadily boosting the number of new bank customers.

### Milton, Greenhalgh, FitzGerald Promoted to Sr. VPs at BNM

ALBUQUERQUE—Three vice presidents have been promoted to senior vice presidents at Bank of New Mexico. They are: James A. Milton, who has responsibilities in personnel and security matters; William T. Greenhalgh, manager, Sandia Base Branch; and Paul FitzGerald, trust department head.

In other action, J. C. Sewell, assistant vice president, has been advanced to vice president. He has been with the bank since last August. Other promotions include: Audie G. Warford to auditor; Joseph B. Hallisey to assistant comptroller; and Mrs. Sam A. Merritt to assistant corporate secretary. Kenneth W. Bergren and Leslie J. Croughan, vice presidents, have been reassigned as managers at the Main Office and Uptown Office, respectively.

■ ROSWELL STATE has remodeled its main building and has constructed a branch at the Roswell Industrial Air Center. The remodeled main building has a modern design and the branch has a western motif.

■ FIRST NATIONAL, Albuquerque, has elected Neil Manahan vice president. He had been executive vice president at First National in Santa Fe.

■ AMERICAN BANK of Carlsbad has named Charles Findley assistant cashier to head the new installment loan department. Mr. Findley has held posts at Ruidoso State and First National, Amarillo, Tex.

### Three Sr. VPs Appointed at Bank of New Mexico

ALBUQUERQUE—Three senior vice presidents have been elected at Bank of New Mexico. They are: J. W. Craig and Chester A. Loe, metropolitan division, and Michael N. Callahan, who will head the marketing and business development division.

Mr. Craig, who recently joined the bank, formerly had been vice president, commercial loans, at First National, Albuquerque. An employee of Bank of New Mexico since 1968, Mr. Callahan had been with American National of Denver. Mr. Loe has been in banking 20 years and joined Bank of New Mexico in 1958.

### Security Nat'l 'Salutes' Teens

ROSWELL—"Salute to Roswell Teen-agers" is Security National's way of counteracting unfavorable publicity about today's teens. The "salute" appears weekly in the *Daily Record* as a three-column by eight-inch advertisement about an area youngster.

Each weekly "salute" contains a pen-and-ink drawing of the teenager and his accomplishments. The original art work is displayed in Security National's lobby and later given to the student. Teen-agers are selected by school administrators.

### NMBA Elects Officers for Groups 2 and 3

The New Mexico Bankers Association has elected the following officers for 1970.

Group two officers are: chairman, Mrs. Sonia Maulsby, assistant vice president, Farmers & Stockmens, Clayton; and secretary, Gary C. Lawrence, president, Bank of Las Vegas.

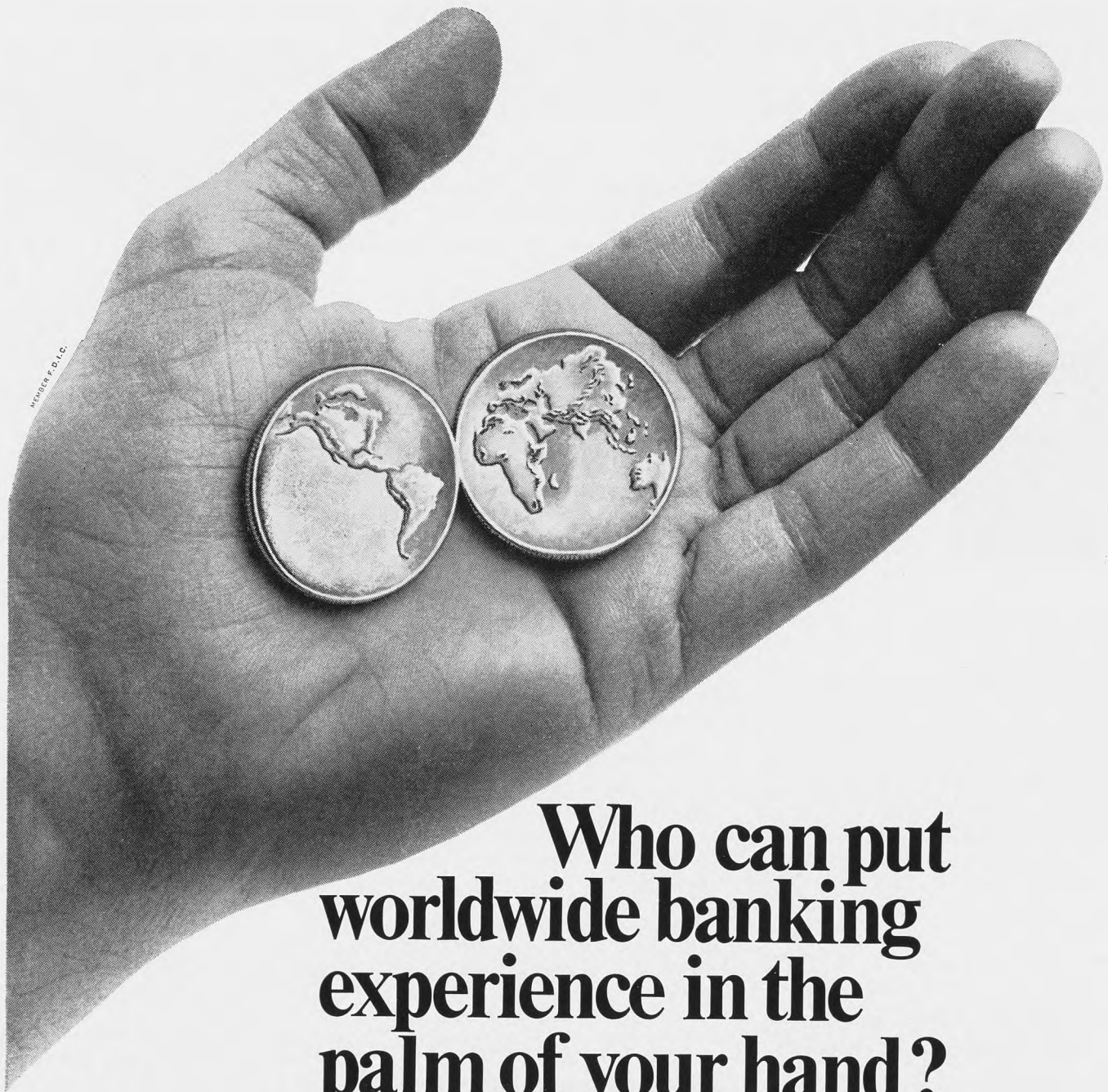
Group three officers are: chairman, Roy A. Richardson, executive vice president, Peoples State, Artesia; and secretary, David Simons, assistant vice president, First National, Artesia.

### Security National Establishes Mortgage Loan Division

ROSWELL—Security National has established a mortgage loan division through purchase of the Spencer Mortgage Co. The mortgage loan company's entire staff will compose the bank's new division.

Spencer Mortgage recently moved to the bank, where several offices were renovated for the bank's new division. Spencer Mortgage, founded in 1962, services approximately \$15 million in FHA and VA insured and guaranteed home loans.





MEMBER F.D.I.C.

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All over the world, your bank and its customers can benefit from the kind of local knowledge and international banking capacities you expect from Citibank.

We've been opening our own full-service branches throughout the Americas, Europe, Africa and Asia, starting as early as 1902. And lately, to widen the scope of our service, we've added affiliations with other major overseas banks. With Banque Internationale pour l'Afrique Occidentale in 15 countries. With National and Grindlays Bank in 15 countries. With Iranians' Bank in Teheran. And we've extended our financial services through two representative offices, and through investment banking and consumer finance affiliates in 14 countries.

So, wherever your interests lie, Citibank is the right bank in the right place to serve you.

**FIRST NATIONAL CITY BANK**

The Leader in Worldwide Banking

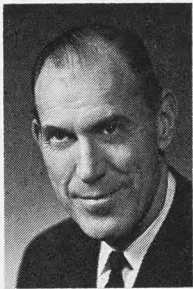


MID-CONTINENT BANKER for May 15, 1970

# Oklahoma News

## Bostock Announces Retirement; Was in Banking 47 Years

TULSA—King Bostock, senior vice president at National Bank of Tulsa, has announced his retirement, ending a 47-year career in banking.



BOSTOCK

Mr. Bostock started as a trainee at Bank of Commerce, Sapulpa, in 1923, after graduating from high school there. He spent a short time with a bank in Miami, Fla., in 1926, but returned to Oklahoma that year to join NBT as a bookkeeper.

In 1945, Mr. Bostock activated the first bank GI loan department in Oklahoma and one of the first in the nation. In 1952 he resigned to become executive vice president of Farmers & Merchants State, Tulsa, assuming that bank's presidency in 1956. He returned to NBT in 1962 as a senior vice president, member of the management committee and head of the correspondent bank department. In 1966 he was named head of the marketing division.

## Fourth of Tulsa Signs Pact With Computer Congenerics

TULSA—Fourth National and Computer Congenerics Corp. have entered into a contract specifying that Computer Congenerics will perform all data processing work for the bank during a five-year period.

Located in Oklahoma City, Computer Congenerics will establish a data processing facility in downtown Tulsa and employ Fourth National's data processing personnel. Laurence G. Russell, head of the bank's data processing, will be manager of the new operation.

Harry F. Schnittger heads the computer corporation. A former senior vice president at Fidelity National, Oklahoma City, Mr. Schnittger has been a member of the automation committee of the ABA for the past three years and was awarded the CBA designation by the BAI last August.

## Fidelity Nat'l Names New VP in Correspondent Division

OKLAHOMA CITY—Fidelity National has elected Olen G. Treadway vice president, correspondent bank division. Prior to joining Fidelity National, he had been vice president, correspondent and municipal bond departments, Liberty National.



TREADWAY

Before entering the banking field, Mr. Treadway had been assistant football coach at Oklahoma State University. He also had been assistant football coach at the University of Iowa, where he received a bachelor of business administration degree and also was an all-conference quarterback.

## 1st National Holds Seminar

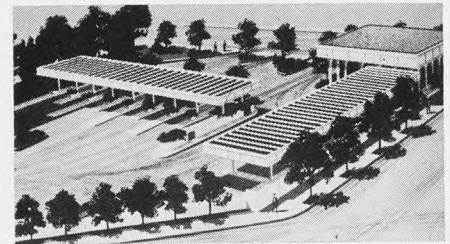
OKLAHOMA CITY—First National held a mortgage loan seminar to teach computer specialists and mortgage loan managers how to update their systems to meet requirements of the Federal National Mortgage Association. Hosts for the seminar, which was attended by guests from eight states, were First Data Management Co. and American Mortgage and Investment Co., subsidiaries of the bank.

## Swearingen Honored at OSU



Dr. Eugene Swearingen, right, president of National Bank of Tulsa, has been inducted into the College of Business Administration Hall of Fame at Oklahoma State University. Admiring the plaque awarded to Dr. Swearingen is William A. Belford, chairman and president, Bank of Canton. Dr. Swearingen is a former business dean and vice president at OSU and past president of the University of Tulsa. He joined NBT in 1968.

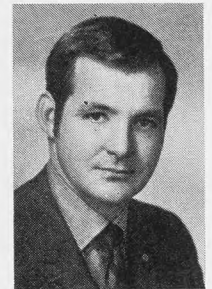
## Liberty Nat'l Plans Motor Bank



A Spanish Mediterranean motif is planned for the new Motor Bank of Liberty National, Oklahoma City. Construction has begun on the facility, which will be located at Broadway and N.W. Third Street. The motor bank will be a replica of the base of the new Liberty Bank Tower, which also is under construction two blocks away. To be erected at a cost of more than \$1 million, the new Motor Bank will have 10 drive-in units, five walk-up stations and is slated for completion next winter.

## Hunter Promoted to VP at Fidelity National

OKLAHOMA CITY—Frederick M. Hunter has been advanced from assistant vice president to vice president, installment loan department, at Fidelity National. An employee of the bank since 1966, Mr. Hunter was made assistant cashier in 1967 and assistant vice president in 1968.



HUNTER

Donald G. Cope-land has been elected assistant cashier in charge of the commercial collateral department. He joined Fidelity in 1962. D. Kent Williams has been named assistant trust officer. Before joining the bank last year, he was with an Oklahoma City law firm six years.

■ REPUBLIC NATIONAL, Tulsa, has promoted Charles Gleason to assistant cashier. He will be in charge of operations, data processing department, and will develop new marketing and expanded computer services for commercial and correspondent banking customers.

■ FIRST NATIONAL, Bartlesville, has elected Hal B. Hopkins assistant cashier and Thomas F. Newell field representative, installment loans. Mr. Hopkins joined the bank as a junior executive trainee in 1968 and Mr. Newell had been with Interstate Securities Co. and Pacific Finance, Bartlesville.

■ LIBERTY NATIONAL, Oklahoma City, has elected Thomas D. Barbour as an advisory director and as a director of Liberty National Corp. Mr. Barbour is president of Allied Materials Corp.



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In either of the following situations, Heller can help your bank accommodate correspondents you might otherwise have to turn down.

**Credit is tight**—and correspondents are requesting substantial loans at a time when you're hard pressed to serve your own customers.

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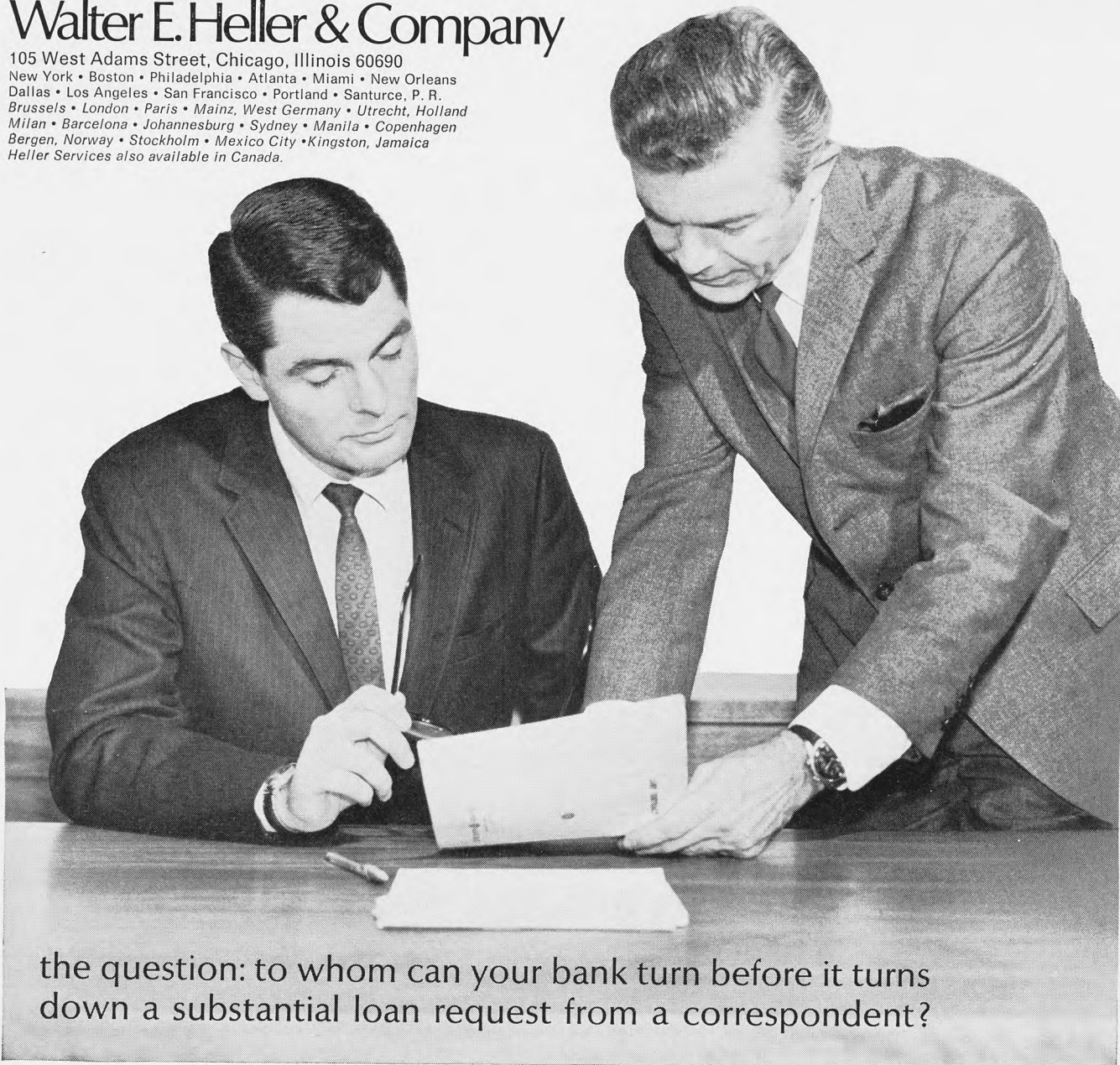
Or, Heller can provide the entire loan, initially, and retain the customer for you until you can comfortably assume the credit (or reassure it).

Either way, you retain a good relationship with your correspondent, and you both keep a customer and his balances. It's all explained in our brochure, "Heller and Banks." Why don't you write for your copy today?

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# Kansas News

## Pivonka Elected President at Southwest National

WICHITA—Wes A. Pivonka has been advanced from senior vice president to president of Southwest National. Mr. Pivonka succeeds John E. Naftzger, who has been elected vice chairman.



NAFTZGER PIVONKA HENTON ESTEP

Other major changes include the promotions of Harold E. Henton from senior vice president to chairman of the executive committee and Noel R. Estep from vice president to executive vice president.

Mr. Pivonka began his career with Southwest National in 1947 and was promoted to assistant vice president in 1955. Mr. Naftzger began working full time at the bank in 1943. His father, M. C. Naftzger, is chairman. Mr. Henton, who has been in banking 42 years, joined Southwest National as assistant vice president in 1946 and was named senior vice president in 1961. After joining the bank full time in 1954, Mr. Estep was promoted to comptroller in 1957; cashier in 1958; and vice president in 1961.

### Kan. State's Bonus Stock Plan

WICHITA—Kansas State has voted to give stockholder status to full-time employees with one or more years of service to the bank. The bank is providing, free of charge, one share of stock for each year of employment. Total shares received by each employee will equal his total number of years with the bank.

## KBA Plans Jamaican Trip

The Kansas Bankers Association will sponsor a tour to Jamaica October 6-10, prior to the ABA convention at Miami Beach. The KBA has chartered an Eastern Airlines jet for the entire trip. The tour is offered on a two-part plan, which is explained in a pamphlet available from First National Travel Agency in Hutchinson.

A non-stop Eastern jet will depart October 6 from Kansas City to Montego Bay; depart Montego Bay to Miami October 10; and Miami to Kansas City October 14. Because of limited space, the KBA requires a \$100 deposit per person, which should be sent to First National Travel Agency, Inc., P. O. Box 633, 12 East Second Avenue, Hutchinson, Kan. 67501.

## Bank Management Clinic Scheduled by KBA

TOPEKA—The Kansas Bankers Association has scheduled its 1970 Bank Management Clinic for June 2-4 at the University of Kansas at Lawrence. Theme of the event is "Planning Your Bank's Future."

Speakers will discuss the future of banking, state legislation, one-bank holding companies, federal legislation, direct return of unpaid items, bond interest rates and portfolio management.

Jack T. Conn, chairman, Fidelity National, Oklahoma City, will speak on "What Is the Business of Banking?" at the June 2 dinner session.

The clinic will feature interest groups, bull sessions and size groups.

■ FIRST NATIONAL, Ottawa, has purchased property upon which the bank plans to construct a new building. Although no construction date has been set, the new building will have a parking area and motor bank facilities.

## Controlling Interest in 1st Nat'l Sold to Business Partners

OLATHE—Controlling interest in First National has been sold to Raymond E. Glasnapp and Robert D. Piper, who were named chairman and vice chairman, respectively.

Messrs. Glasnapp and Piper, business associates for 20 years, have owned business interests in Johnson County and Olathe for 15 years. Mr. Glasnapp is chairman of Bannister Bank, Kansas City, Mo., and Mr. Piper is an advisory director at Santa Fe Trail State, Shawnee-Mission, and operates a dry cleaning chain in the Midwest. The new officers said that after construction is completed on new quarters, the present building will be converted to a walk-up facility.

■ PARSONS COMMERCIAL has named Joseph McLiney assistant cashier. Mr. McLiney had been with McLiney & Co., dealers and underwriters in municipal securities, in Kansas City, Mo.

■ CITIZENS NATIONAL, Anthony, has changed its name to Citizens National Bank and Trust Co.

■ FIRST NATIONAL, Mount Hope, has elected Warner Harris cashier.

■ BANK OF LOUISBURG has begun construction on a new building, which officials hope will be completed this year to coincide with the bank's 90th anniversary. The new facility will have a drive-up window, off-street parking area and night depository.

■ CITIZENS NATIONAL, Emporia, has named Robert Tipton manager, data processing. Mr. Tipton had been systems engineer at First National, St. Joseph, Mo.

■ SALINE VALLEY BANK, Lincoln, has elected Robert Hamilton cashier. Mr. Hamilton, who has taught school in Lincoln six years, will assume his new post at Saline Valley this June.

### Kansas Death

CHARLES HOLMES, 82, retired president of Prescott State. Mr. Holmes had been president from 1930 until last January.



**BOB NILL**  
Asst. Cashier

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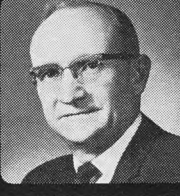
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# Missouri News

## Money Squeeze Termed Major Problem Facing Bankers in Rural Areas

COLUMBIA—With Charles Belshe, vice president, First National, Gallatin, presiding, 175 bankers and farm services businessmen attending the MBA's 14th annual Agri-Business Conference here heard Edward M. Norman, president, First National, Clarksville, Tenn., underline the shortage of funds available for farm loans as the major problem this year for banks serving rural areas. Mr. Norman is chairman of the ABA's agricultural committee.

That increased difficulties lie ahead for farmers was also emphasized by Rex F. Daly, director, economic and statistical analysis division, U. S. Department of Agriculture, who predicted a trend among housewives toward purchases of lower-cost foods and increased prices for implements and other supplies farmers must buy.

"The biggest problem facing us today is a source of funds to support agriculture in the '70s," Mr. Norman stated flatly. Pointing out that larger banks and life insurance companies are withdrawing their money from the agricultural market, he discouraged attempts to form credit banks as a means of obtaining cash. "Another borrower in the market can do little except confuse the issue," he said.

"The real answer lies with the banks



Discussing outlook for farmers at MBA's 14th annual Agri-Business Conference in Columbia was this group. They are (l. to r.) Eldridge Foulke, retail sales manager, Sur-Gro Plant Food Co., Plattsburg; Harold C. Price, vice president, Exchange National, Columbia; C. Woodrow Ballew, president, Blackburn Bank; Harry B. Turpin, president, First State, King City; and Joseph S. Kerr, vice president and agricultural representative, Bank of Kennett.

themselves," he continued. "Let's not forget who made us," he emphasized and pointed out that it was "the little old lady with a passbook in her hand."

"Community banks must remain the financial center if they are going to stay in business," he said. "No marketing is computerized or mechanical. It's human. Agriculture made us and the big banks too. Let's not forget the farmers in their time of need."

"Farm cash receipts are expected to increase this year," Mr. Daly said in quoting Department of Agriculture statistics, "but possibly only about half as much as in 1969. Most of the gain will go to livestock producers, primarily during the first half-year."

"Gross farm income should rise about \$1½ billion as a result, but on the cost side farm-production expenses continue to surge and this year they may rise enough to absorb the increases in gross income. Thus, net farm income will remain close to that of 1969."

Gross farm product climbed to \$27 billion in 1969, Mr. Daly reported, but this accounted for only 3% of Gross National Product compared with 4½% 10 years ago. This decrease in the percentage of GNP reflected slower growth in demand for farm products against demand for nonfarm goods and services, he commented.

Seminars were held on 13 varied subjects at the conference. Among them were "Livestock Futures," which were discussed by Ted Jones, manager-partner, Edward D. Jones & Co., St. Louis investment firm; Glenn Grimes, associate professor, agricultural economics, University of Missouri;

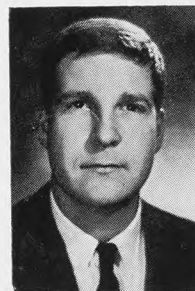
and Harold C. Price, vice president, Exchange National, Columbia.

"Loan Analysis" was considered by Vernon E. Whisler, vice president, American National, St. Joseph, and Elston "Bob" King, president, First National, Plattsburg.

Harry B. Turpin, president, First State, King City, moderated a discussion of "Bank Participation in Rural Development." Panel members were Larry Cohick, Northwest Electric Cooperative, Cameron; Wayne Bond, vice president and agricultural representative, First State, Caruthersville; Sam L. Hunter Jr., president, Bank of New Madrid; and Larry E. Lumpe, executive vice president, State Bank, Poplar Bluff, who is MBA treasurer.

## Huber, Schmidt, Kayser Promoted at First National, St. Louis

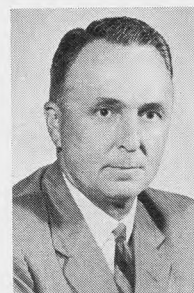
ST. LOUIS—Roger L. Huber and Robert C. Schmidt Jr. have been elected commercial banking officers and Glen M. Kayser a business development officer at First National.



HUBER

Mr. Huber has been a correspondent bank representative since 1969 and travels in Illinois, Indiana and Kentucky. He joined the bank in 1962. Mr. Schmidt, since joining First National in 1967, has been a junior analyst and last year was assigned to national accounts. Mr. Kayser, who began his employment with the bank in 1963, was named a sales representative in 1968 in the EDP department and later promoted to senior EDP sales representative.

## Branton Elected VP and Sec'y at Missouri Bancshares



BRANTON

KANSAS CITY—Missouri Bancshares, Inc., has named William C. Branton vice president and secretary.

Mr. Branton had been in charge of special corporate projects at City National. Before joining the bank's trust department in 1965, he had been an attorney with the firm of Brewer, Myers and Branton. Mr. Branton is a graduate of Davidson College in North Carolina and the University of Mississippi School of Law.

## Rotarians Hear Mo. Treasurer



William E. Robinson, center, state treasurer, recently addressed the Webster Groves Rotary Club. M. Leon Hall, left, president of Webster Groves Trust, presents a certificate of appreciation to Mr. Robinson. At right is Tom Hall, Webster Groves Rotary president.



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## So. Illinois NASSB Group Meets; Hears Dr. Guenther Outline Assn. Activities

BELLEVILLE, ILL.—The National Association of Supervisors of State Banks in Southern Illinois met here April 1 to hear Dr. Harry P. Guenther, NASSB, executive vice president and economist. Approximately 175 attended the dinner meeting.

Dr. Guenther, reporting on the legislative scene and the activities of the association, said, in part:

"We believe very strongly that banking has got to be a flexible, responsive, market-oriented business.

"If banks are going to be more responsive and have more flexibility they also should have flexible supervisory regulations. In order to have that kind of regulation, regulation itself has to be flexible, experimental and market oriented.

"In terms of percentage of time allocated, less time has to be given to traditional kinds of examination for depositor safety and capital adequacy and more time to an evaluation of a bank's performance in a specific market. I don't want to be misunderstood on this point, I'm not saying we're not going to worry any longer about depositor safety or capital adequacy, but there's got to be relatively more attention paid to these other aspects of bank supervision and regulation if we are indeed going to have the kind of flexibility banking needs.

"Two things are being done in this regard. One relates to a program of self-evaluation within state banking departments presently being conducted in 12 states and which will be expanded to include another 12 sometime this summer. The purpose of this activity is three-fold: first, to improve the quality of state bank supervision; second, to identify weaknesses and correct them; and third, to move—through cooperative endeavors with the other regulatory agencies, particularly the FDIC—to a position of reducing the amount of duplication

between state and federal regulatory agencies.

"Second, a committee of the association, chaired by Roland W. Blaha, Illinois commissioner of state banks and trust companies, was formed last December to look at bank regulatory structure and suggest possible changes.

"These things are all related: 1) the need for flexibility, 2) our activities to determine what the proper standards of supervision are so we can have a benchmark for the self-evaluation program to identify deficiencies and correct them and 3) determine where we have ineffective or inefficient regulatory framework so we can remove those aspects of bank regulation that are duplicatory or so we can reallocate various aspects of bank regulation in a more effective manner."

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Visiting at the conclusion of the NASSB meeting were (l. to r.) Dr. Harry P. Guenther; Roland W. Blaha, Illinois commissioner of state banks and trust companies; and C. Wayne Highsmith, NASSB representative in Southern Illinois and pres., Edgemont Bank & Trust Co., East St. Louis.

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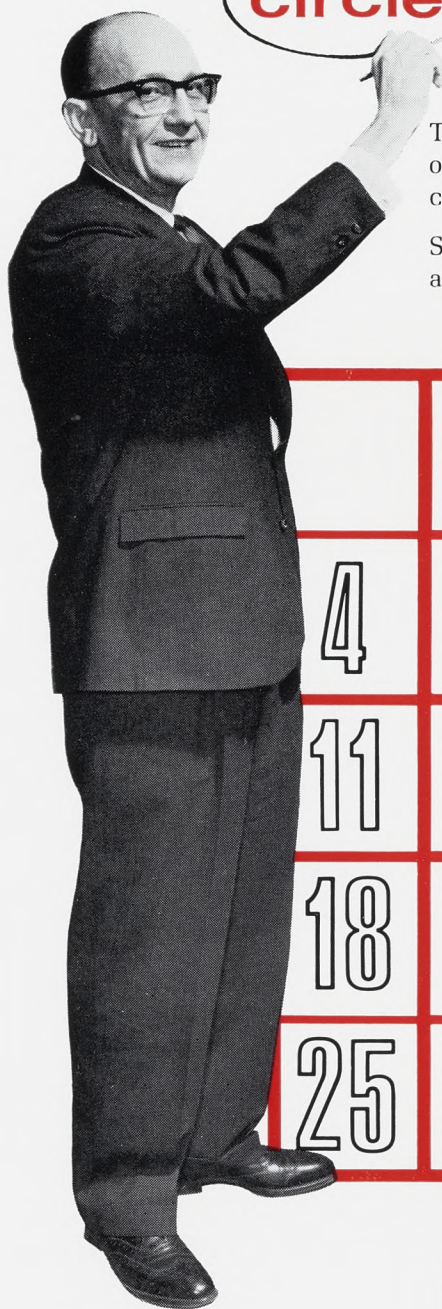
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