

MID-CONTINENT BANKER

The Financial Magazine of the Mississippi Valley & Southwest

DECEMBER, 1970

Bank Modernization Issue



**Decatur, Illinois, Bank Remodels Building Across Street—
Retains Choice Downtown Location**

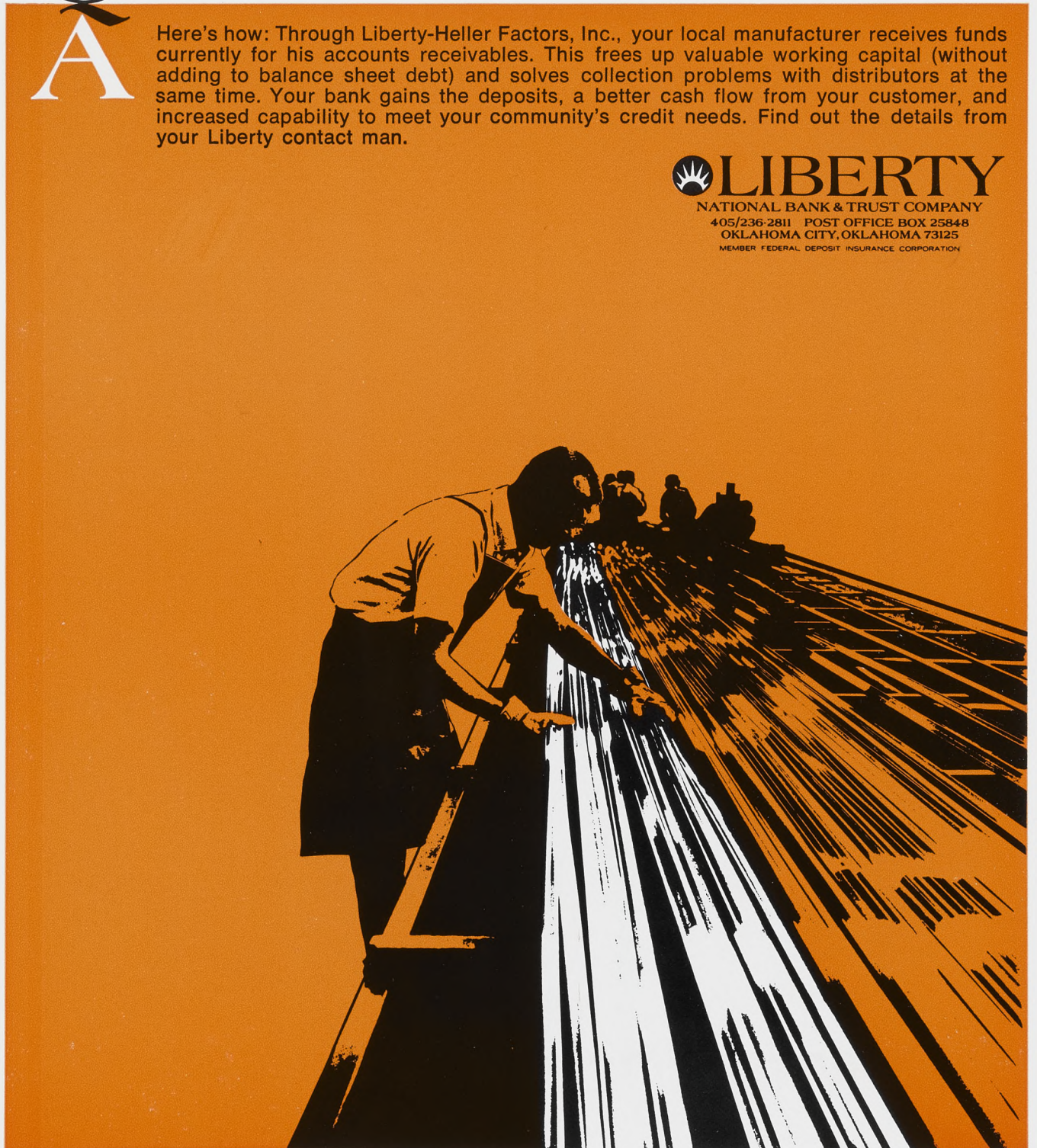
You ask about . . . factoring

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A

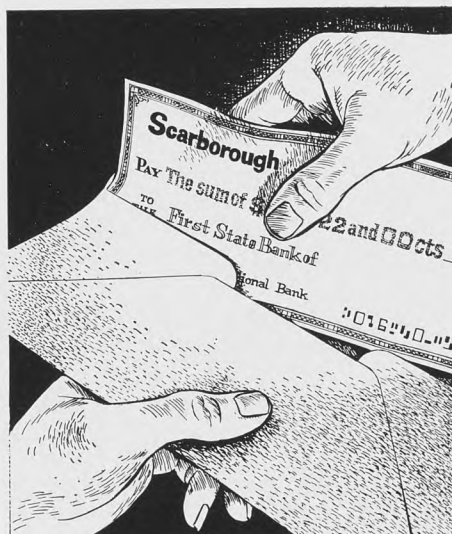
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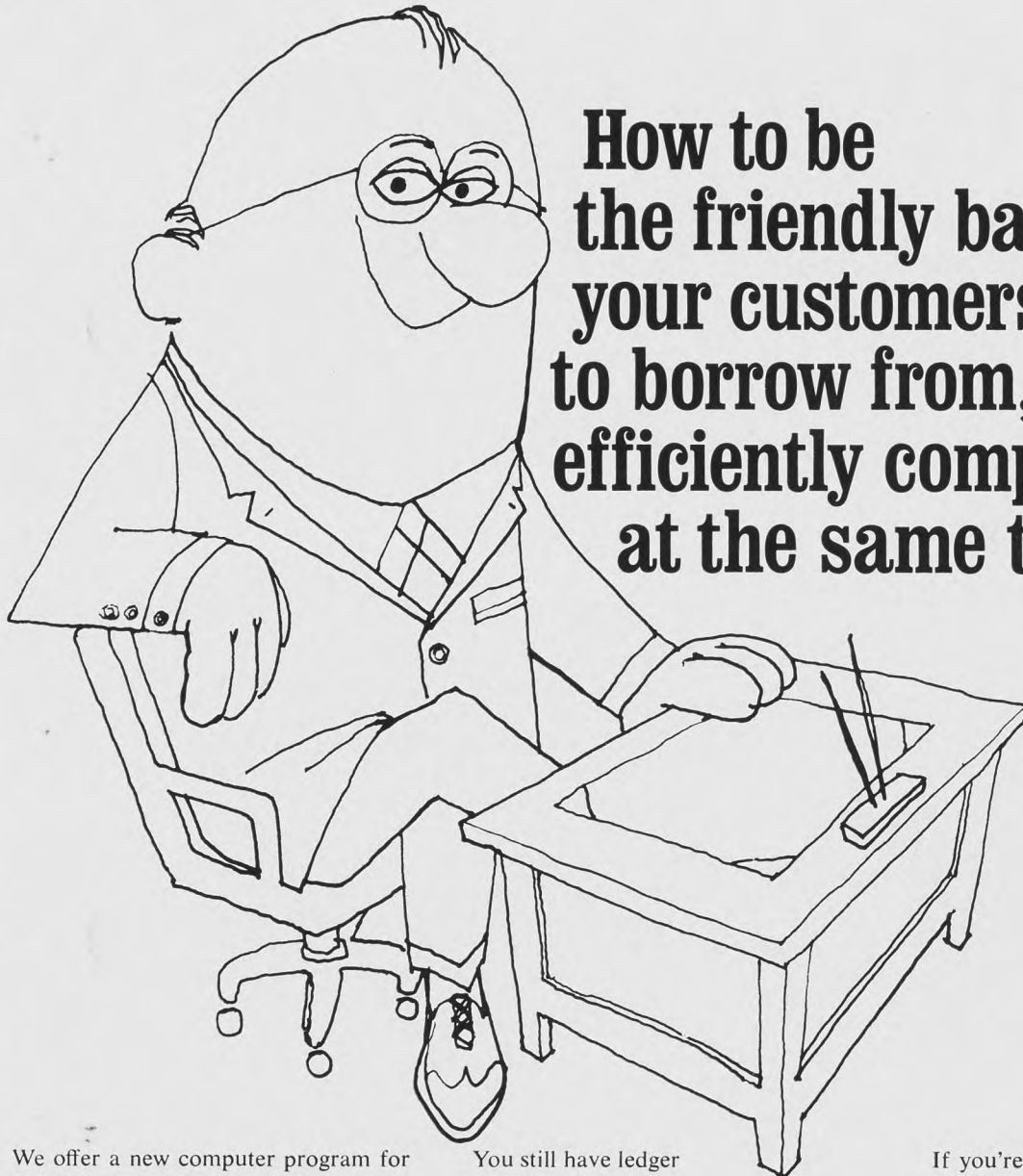
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A. M. Brinkley Retires; Citizens Fidelity Names New Chairman, President

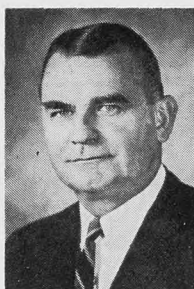
LOUISVILLE—Citizens Fidelity recently announced the retirement of A. M. Brinkley Jr., who has served as chairman and chief executive officer since 1963. Maurice D. S. Johnson was elected to succeed Mr. Brinkley as chairman and chief executive officer and Charles J. Kane was elected president.



BRINKLEY



JOHNSON



KANE

Before joining Citizens Fidelity, Mr. Brinkley was executive vice president and director, Union Planters National, Memphis. He also served as president, First National, Kingsport, Tenn., and as president and chairman, Bank of Maryville, Tenn. Mr. Brinkley, who is a past president of the Tennessee Bankers Association, will continue as a director of Citizens Fidelity.

Mr. Johnson has been president and a director of Citizens Fidelity since 1967. Before joining the bank, he was executive vice president, First National, Kansas City.

Mr. Kane, who joined the bank in 1940, has been executive vice president and a director since 1967. He has worked in the trust department, operations department, as auditor and as head of the credit department.

First National, Dallas, Purchases Block of Downtown Property

DALLAS—First National recently purchased a 70,295-square-foot block of downtown Dallas property. The tract is immediately west of the site occupied by First National's 52-story bank and office building.

Bank officials said future development of the block probably will be in conjunction with the parking lot tract immediately east of The Dallas *Times Herald* building. However, no specific plans were announced.

MID-CONTINENT BANKER for December, 1970

MID-CONTINENT BANKER

The Financial Magazine of the Mississippi Valley & Southwest

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December, 1970

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THE BANKING SCENE



By Dr. Lewis E. Davids
Hill Professor of Bank Management
University of Missouri

What Is a Definition of Banking?

THERE WAS a time, only a generation ago, when most bankers and the public would have been able to arrive at a mutually acceptable definition of what basically was banking. There would be mentioned that loans, deposits and checks for the most comprised the field.

That type of definition is hardly acceptable today.

There are many informed people who would have difficulty in arriving at a consensus on the subject today.

A tremendous lot is at stake as to the proper perimeters of actions that may circumscribe this full financial service field.

At one extreme, there are those who would join with Representative Wright Patman, venerable chairman of the House Banking and Currency Committee, in what has wryly been called the "laundry-list" approach. Under such an approach, Congress would hand down a list of activities in which banks could engage. Any activities not on the list would be ultravires insofar as bankers were concerned.

At the other extreme, there are those who, through the link of the one-bank holding company, would permit and, in fact, encourage their banks to enter any legal field. Somewhere between these two extremes is the stand of the majority of bankers.

When one sees how quickly things are changing in our society, it is clear that a "laundry-list" approach would indeed stifle initiative and the social good.

A few rather new developments by banks indicate just how innovative banking is today and is even more likely to be in the decade ahead. These new developments illustrate just how stifling Representative Patman's "laundry-list" approach would be if accepted by our legislators. It is much too early to judge whether society will find all

new innovations worthy of a permanent place in our economy. It could well be that they will not be as successful as their proponents suggest—or as foreboding as their antagonists pessimistically forecast. The point is simply that society will decide whether the services offered by banks meet their needs and wants. If they do, society has new and better service. If they don't meet the test of the market place and society or needs, they will simply fade away.

Here is one service a small but growing number of banks are offering, a financial club membership through a bank for young adults. In this case, a young adult is probably over 21 but under 35 years of age. He probably earns from \$7,000 to \$15,000 a year.

Three Characteristics

The club the bank establishes, promotes and advertises as a service of the bank typically has three characteristics. For a rather modest monthly fee of from \$2-\$5 per month, the club member is entitled to a large number of financial and social goodies. These include such things as a "free" personal checking account, a "prime" rate of interest on personal installment loans, a discount on the first year's rental of a safe deposit box and financial counseling from the bank.

At this point there is absolutely no question that these are legitimate and long-standing banking services. However, the club provides an option for its members to buy a term life insurance policy for a surprisingly low monthly charge. Few would contend that this is not a financial service that historically has been tied to protection of consumer loans. But one can judge that some insurance agents and companies will contend banks should not provide this service to club members.

The club also provides for discounted travel and related tour services

which some but not all banks have done for almost a century. Although most banks today do not operate travel agencies, numerous banks have done so for generations.

Next we find that related to the travel option the "Young Financial Club" provides its club members with discounts to night clubs, theaters, sports events, sponsored parties and lessons in financial management, including the stock market.

It is the latter group that conservative bankers feel exposes the banks to criticism of expanding their operations beyond what is "banking." However, the more contemporary marketing-oriented bankers believe that these "goodies" are a natural part of the financial package, and without them the success of their "club" marketing approach would be less than sanguine.

In the late 1920s, many larger commercial banks had close and affiliated ties with investment banking and brokerage firms. Through these affiliates they were able to provide bank customers with entree to investment company funds. The crash of 1929-33, with legislation such as the SEC-Clayton Act, separated banks from the role they had with investment bankers but many bank customers continued to need an economical outlet for their savings. True, the more affluent customers of banks did deal with investment brokerage firms. Yet many of the good but less financially affluent banks' customers, i.e., those who could typically only purchase less than 100 shares of stock in many communities of the nation, needed a convenient outlet for small but cumulatively important savings. A small number of banks have in an unpublicized way made common trust funds and investment in open and investment funds available to their own customers. Many more bankers would have liked to do so but felt that they

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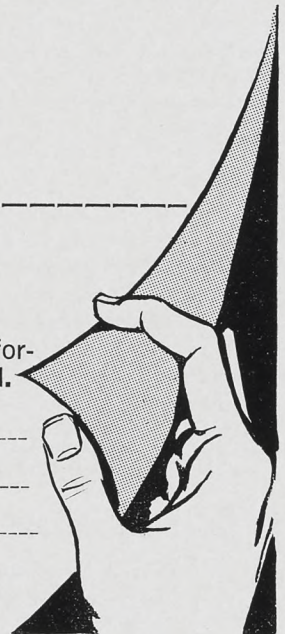
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The BANK BOARD Letter

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would have regulatory criticism if they did so.

Today it appears that this service will be available through nationally chartered banks and some state-chartered ones as well.

A narrowly defined "laundry-list" of bank services would have precluded this service from being made available.

It is interesting to try and reconcile what appears to be a dichotomy.

On one hand, there seems to be a determined effort by legislators to circumscribe and limit the services banks may provide their customers.

On the other hand, recent polls of the public indicate that substantial proportions want banks to broaden their services. Even more significant is the interpretation of responses by type of respondent. Almost without exception, the better educated, the higher economic and social status in the leadership of his community he holds, the more likely a person is to opt for broadening bank services. Thus, some interesting questions are raised as to how legislators have formed their attitude to restricting banking's sphere of operations. Are they not well educated, informed or representative of leadership? Does it mean they are pandering to what they may believe is the "common man's" populism?

The actual reasons why legislators vary widely may be that they are caught up in the legislative syndrome. Which simply is that if one is elected to legislate, the natural tendency is toward restriction and only rarely toward providing greater freedom of action. It is also interesting that a significant number of legislators who, as a general stance, would restrict the services banks may render their customers are inconsistently pressuring banks to make financial accommodations for social as distinguished from purely economic considerations. Here they join the previously mentioned "community leaders," who also espouse socially oriented programs by banks.

This coalition of legislators and community leaders is still mostly in the attitudinal as distinguished from the action-oriented stages.

It may well be that social-action financial programs in the years ahead will provide some of the most challenging areas for marketing bank services.

Those favoring social-action programs include a large segment of the population under 35 years of age. The social-orientation mandate has already been accepted by large banks in Chicago, New York, Atlanta and San Francisco, to mention only a few outstanding examples.

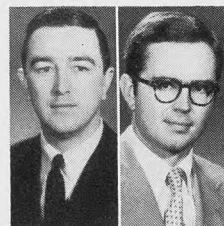
From city to city, the "social-service" programs of banks vary considerably.

In New York banks are running schools in ghetto areas and paying students to attend. In Georgia banks finance programs to beautify blighted areas. Chicago banks have new business officers actually asking minority groups to find qualified people who would like and need "need financing."

The historical experience of the Federal Reserve Board has been that quantitative monetary controls that result in the free market forces determining loans and investment have proved much more successful than qualitative monetary controls that attempt to direct bank activities into "social" as distinguished from economic areas. One of the most fascinating areas for bankers to concentrate attention on is how banks will be permitted or coerced into future broadened activities of a social nature. ••

Farr and Morris Promoted At First of Atlanta

ATLANTA—First National recently elected William Farr III and George B. Morris vice presidents in the banking department.



MORRIS

FARR

Promoted to assistant vice presidents in the banking department were William S. Bruce, Frank C. Haralson Jr., Joseph T. Overton and Carey B. Wickland.

James A. Morris was named an assistant vice president and C. M. Lewis, second vice president in the administration department. William J. Welborn Jr. was elected senior trust officer, trust department.

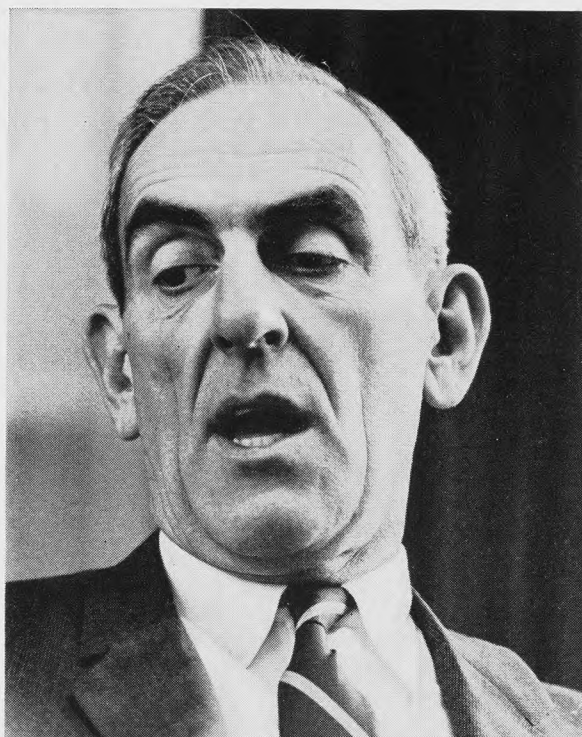
Long-Term CD Rates Down

Within a week after leading the nation's banks in reducing the prime rate to 7½%, New York's Chase Manhattan Bank last month lowered its rate on 180- to 360-day maturity CDs. Chase's rate on such CDs now is one-eighth of a point less than the rate on its 90- to 179-day CDs.

According to analysts, this was the first time in years that a major bank has quoted a lower rate on longer-term CD maturities than the rate offered on shorter-term issues. These analysts speculated that such an inverted rate curve, when adopted broadly on money market instruments, often indicates further general rate declines.

Chase's new scale included 5½% on 30-59-day CDs; 6% on 60-89 days; 6% on 90-179 days and 6% on 180-360 days. Its previously quoted scale ranged from 5% to 6%.

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Mobile Homes, Public Relations, UCCC Discussed at MBA Finance Conference

MORE THAN 300 Missouri bankers gathered at the Plaza Inn in Kansas City last month to discuss various aspects of installment lending at the Missouri Bankers Association's 15th annual consumer finance conference.

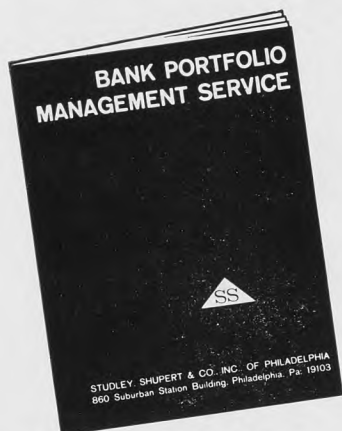
The program included a panel on mobile homes; special interest sessions on advertising and marketing, "nuts and bolts" and agriculture; size group meetings; a talk on the Uniform Consumer Credit Code and other talks. The conference was chaired by William L. Winkler, vice president, First National, Cape Girardeau, and chairman of the MBA committee on consumer finance.

Keynote speaker was Missouri Lieutenant Governor William S. Morris, who called on bankers to get to know their legislators and to support Governor Warren E. Hearnes' legislative program to raise funds for education. MBA President James F. Martin Jr., executive vice president, Bank of Lee's Summit, greeted the conferees.

"Let's Get Back to Fundamentals" was discussed by Val Bertelsen, vice president, First National, Cincinnati, O. He discussed the causes and results of criticism of banks and concluded by calling on bankers to re-examine their business practices to assure that they are serving the best interests of the people. He also asked bankers to seek every opportunity to sell management on the fact that consumer credit is an important part of the bank operation that can help sell the public on the value of a bank to its community.

A panel on mobile homes featured three St. Louis men, including George A. Speer, president, Northwestern Bank; Eugene T. Bach, assistant vice president, First National; and Richard A. Sopp Jr., regional director of development, Mortgage Guaranty Insurance Corp.

Bankers participating in the special interest sessions included Barbara Pendleton, vice president, Grand Avenue Bank, Kansas City; Harold E. Henson



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TOP: Mobile home panelists included Richard A. Sopp Jr. (l.), Mortgage Guaranty Insurance Corp., St. Louis; George A. Speer (2nd from r.), Northwestern Bank, St. Louis; and Eugene T. Bach (r.), First National, St. Louis. William L. Winkler (2nd from l.) of First National, Cape Girardeau, was conference chairman. BOTTOM: Agriculture special interest session was conducted by Harold C. Price (seated at table), Exchange National, Columbia; and Charles Belshe (standing), First National, Gallatin.

MID-CONTINENT BANKER for December, 1970

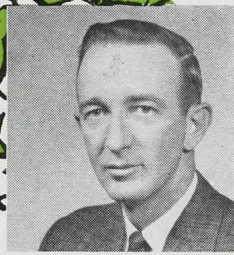
*There is no time
quite like Christmas for
remembering the friendships
we cherish, and there are
no wishes like the
old tried and true ones...
Merry Christmas
and a
Happy New Year!*



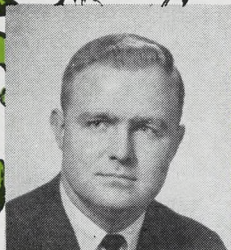
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Vice President



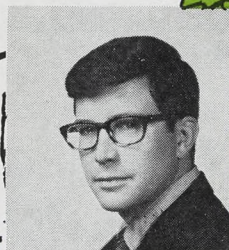
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Jr., president, Security National, Joplin; George Harris, executive vice president, Farmers & Merchants, Huntsville; John A. Venditto, vice president, Union National, Springfield; Charles Belshe, vice president, First National, Gallatin; and Harold C. Price, vice president, Exchange National, Columbia.

Size group meetings for banks with installment loans outstanding of less than \$1 million, from \$1 to \$7.5 million and over \$7.5 million were conducted by Richard G. Davis, vice president, Jackson Exchange Bank; Joe Ford Jr., executive vice president, Cot-

ton Exchange Bank, Kennett; Ron J. Maas, assistant vice president, Linwood State, Kansas City; William A. Stephens, executive vice president, Plaza Bank of Commerce, Kansas City; Robert E. Killen, vice president, American National, St. Joseph; and William G. Travis, vice president, First National, St. Louis.

"The Growing Tide of 'Consumerism'—or, What's in the Extra 'C' in UCCC?" was the title of a talk given by Frank W. Koger, Kansas City attorney. Mr. Koger said that he thought bankers could live with the Uniform Consumer Credit Code if it is adopted

in Missouri. He called on bankers to make their views known to state legislators in order to get the version of the code that is best suited to bankers passed. Mr. Koger called the code the best of the alternatives available among current plans to protect the consumer.

The conference's last speaker was Horace Dunagan Jr., president, First State, Caruthersville, whose topic was "Whatever Happened to Public Relations?" Mr. Dunagan chided bank marketing people for their "sell, sell, sell" tactics that often tended to harm a bank's public relations. He cautioned consumer credit people to realize that they're not a special breed of bankers, but just plain bankers, and should consider themselves as such.

Door prize drawings concluded the conference. Winner of a clock radio was R. W. Partney, assistant vice president, Bank of St. Ann. Vincent Parman, chairman, Bank of Gallatin, won a tape recorder. A portable TV was won by William Johnson, assistant cashier, First National, Joplin. ••

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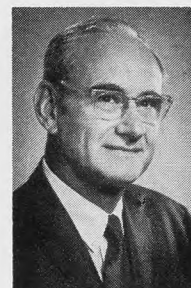


GITTINGS

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

Harry Wuerth Retires From Commerce Bank

KANSAS CITY—Harry Wuerth, vice chairman, Commerce Bank, has retired after 40 years with the bank. He has joined the staff of the bank's parent company, Commerce Bancshares, as consultant on loan and credit matters.



WUERTH

Mr. Wuerth joined Commerce Bank in 1930 as a comptometer operator and was advanced to credit department manager in 1933. He was named an officer in 1938 and for the past several years has been head of the bank's loan and investment activities.

First National, Tulsa, Adopts Portrait BankAmericards

TULSA—First National has adopted a new BankAmericard with the holder's picture on the bank. With the new cards, holders are not liable should a card be lost or stolen.

Special Polaroid portrait identification photo centers have been set up in 30 business locations throughout the city. BankAmericard holders are asked to stop by any of the centers and have a free color portrait taken. The photo is then attached to the new BankAmericard.

meet the entire installment loan department



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Harland computerized installment loan coupons help you process loans with the minimum of clerical handling and cost. The system provides you with computations and information not practical before, and with the speed and accuracy of a computer.

Computerized installment loan coupons will save your bank time and money regardless of your size, or the equipment you currently use. Get complete details on

this exciting new service. Contact your Harland representative today.

DATE DUE FEB-70	PAY NO. 1	CODE 01	ACCT NO. 43745	NAME THOMAS B. ANDERSON	NO. OF PAGES 24	PAYMT NO. 1
DATE FEB-70	CK. NO. OR MO. NO.	CURRENT YEAR CHARGES SEE DEC	REMI: GROSS PAYMENT AFTER DATE SHOWN FEB-17-70	PAY THIS AMOUNT 51.45	NET PAYMENT IN THE AMOUNT OF FEB-07-70	49.03
UNPAID BALANCE DATE THIS PAYMENT 1,109.72	MAIL OR BRING THIS PAYMENT TO YOUR BANK NAME				UNPAID BALANCE DATE THIS PAYMENT 1,158.72	IMPORTANT THIS COUPON MUST ACCOMPANY THE EXACT AMOUNT OF PAYMENT BEFORE IT CAN BE GIVEN
TELLER	MICR LINE ①000004②00③97④⑤DB⑥004374⑦⑧00⑨1⑩					

- CURRENT YEAR'S CHARGES prints on each December stub for borrowers use.
- GROSS AND NET PAYMENTS with actual dates due increases late charge collections and decreases delinquencies.
- BORROWER'S name appears on each coupon.
- MICR LINE printed to bank's specifications complete flexibility with computer accuracy.
- SCHEDULED BALANCES before and after payment helpful to tellers and borrowers.



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MID-CONTINENT BANKER for December, 1970

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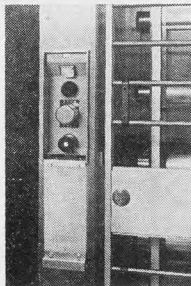


CINCINNATI

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CORPORATE NEWS ROUNDUP

- **Security Safe Deposit Box Corp.** A snorkel breathing device is being produced for installation in vault doors by Security Safe Deposit Box Corp., Santa Ana, Calif.



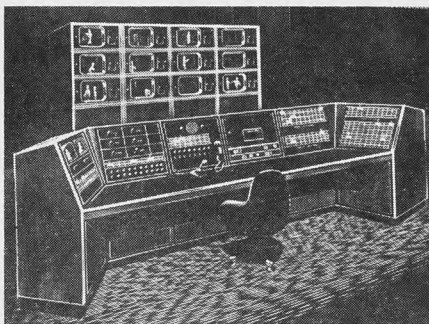
Powered by a small electric motor, the snorkel brings air into the vault should an employee become accidentally trapped or should he be forced inside the vault by holdup men. Installed in the vault jamb, the emergency ventilator does not take vault wall space.

When activated, the snorkel can also produce an alarm. A light inside the vault illuminates the area and food and small tools may be passed through the passageway which is normally sealed to prevent assault by a burglar.

The snorkel is available on both Security's Saturn and Satellite series of vault doors. For information, contact the Marketing Director, 3764 Boardman-Canfield Road, Canfield, O. 44406.

- **Diebold, Inc.** A new security system for large commercial and financial institutions called the DGM-320 (Data-Gathering-Monitoring) security system recently was introduced by Diebold, Inc., headquartered in Canton, O., at the Bank Administration Institute security conference in Chicago.

The DGM-320 provides a high-speed, accurate method of gathering alarm data and visual, audible and printed status reports. It has a scanning



Diebold, Inc., recently introduced the DGM-320 security system, which features closed-circuit television, motion detector and video tape recording.

News of Firms Serving Banks

capability that checks every connected point in the system.

Indicator lights display the status of each point monitored and a hard copy printer prints a message with the time and date of any status change. The DGM-320 can be used to monitor bank vault openings and closings, holdup alarms, zone security and fire detection.

- **Bank Building Corp.** Bank Building Corp., headquartered in St. Louis, recently announced the establishment of a new subsidiary, BBC Real Estate Services Corp. The subsidiary will offer complete real estate development services with initial concentration on high-rise office buildings for financial institutions.



ENGEL

MARSA

WRIGHT

H. Berny Engel has been appointed vice president and general manager of the subsidiary and will have responsibility for all operational aspects. Malcolm Marsa is director of real estate development and Richard Wright is manager of construction.

- **Delta Corp. of America.** John D. Kaps recently was appointed office manager, South Bend, Ind., regional office of Delta Corp. of America, headquartered in Miami, Fla. Mr. Kaps will be responsible for credit investigation and office administration. Previously, he was with Associates Corp. of America.

- **James Talcott, Inc.** Vincent P. Arminio recently was elected senior vice president and credit administrator of James Talcott Factors, division of James Talcott, Inc. He will be responsible for the administration of factoring credit extended to both factored clients and the customers of such clients.

In other action, Richard C. Bosch was named senior account executive in the factoring division, administering client accounts. Previously, Mr. Bosch had been credit manager.



Sord grant us open arms to take
in our brothers, open minds
to accept all others, open hearts
to receive thy love. Amen

WORTHEN BANK & TRUST COMPANY

LITTLE ROCK



If there were some kind of cut-and-dried formula to help a bank assess its performance,

then serving correspondents would be something a computer could handle. You'd only have to crank in the figures and crank out the answer.

But a bank can't be accurately evaluated without some idea of its *potential*.

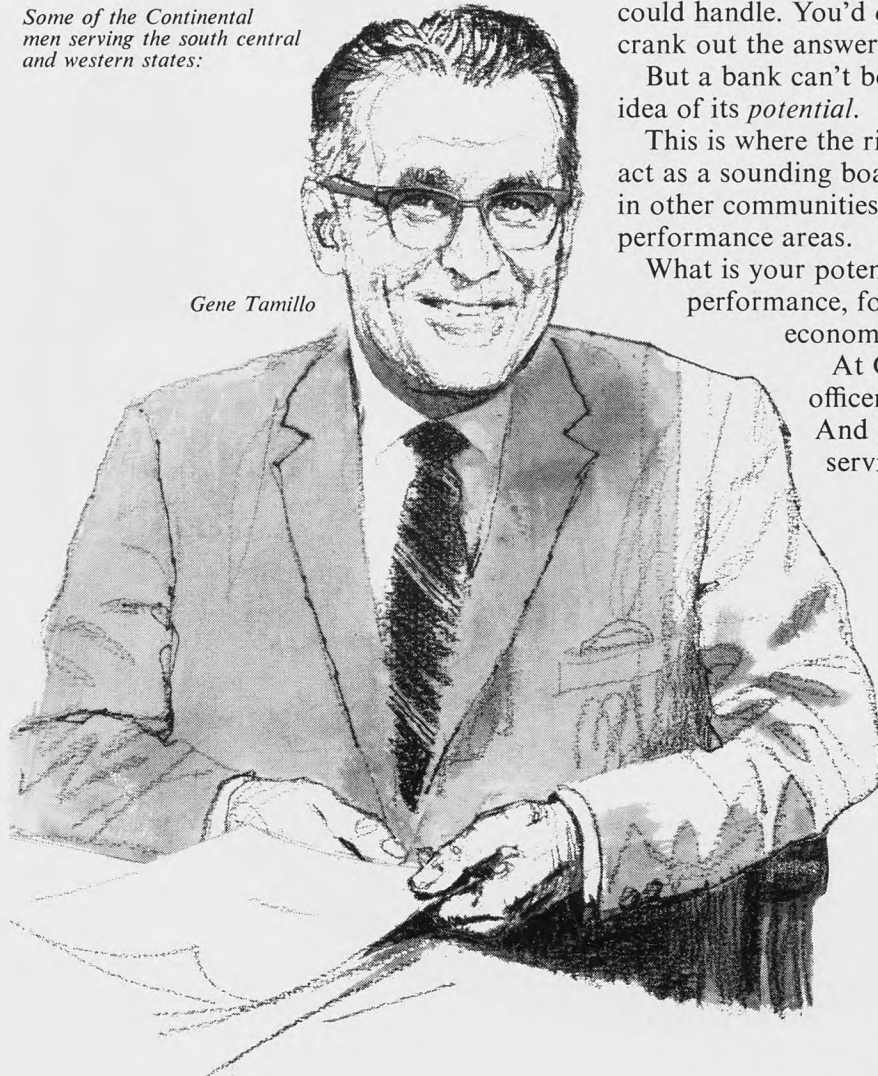
This is where the right kind of correspondent service can act as a sounding board for ideas . . . tell you what banks in other communities are doing . . . discuss different performance areas.

What is your potential for new business? For financial performance, for portfolio management, or achieving economies on internal operations?

At Continental Bank, our correspondent officers can help you *evaluate* your potential. And then offer a wide range of expert services to help you *reach* it.

Some of the Continental men serving the south central and western states:

Gene Tamillo



Gaines Godfrey



Continental Illinois National Bank and Trust Company of Chicago, 231 South LaSalle Street, Chicago, Illinois 60690. Member F.D.I.C.

MID-CONTINENT BANKER

NEWS ROUNDUP

News From Around the Nation

PEOPLE

• JOHN S. LAWSON has moved up from senior vice president in charge of investments and money management to president and a director of Marine Midland Bank—New York (formerly Marine Midland Grace Trust Co.). CROCKER NEVIN, chairman since 1968 and president since 1966, retains the posts of chairman and chief executive officer. CHARLES F. MANSFIELD, executive vice president in charge of loan and credit administration since 1968, has been made chairman of the executive committee and a director. He replaced JAMES G. BALDWIN, who retired.

• CHARLES A. WINDING has been named president of Marine Midland Banks, Inc., New York, in addition to his posts of chairman and chief executive officer. As president, he succeeded GEORGE R. WILLIAMS, who resigned for personal reasons. Mr. Williams also resigned as a director.

• RICHARD M. ROSENBERG and DANIEL S. LIVINGSTON have been named senior vice presidents of Wells Fargo Bank, San Francisco. Mr. Rosenberg has charge of the marketing and advertising division and Mr. Livingston the personnel division. Both were vice presidents.

• NORMAN R. REHM, JO ABBOTT and J. DONALD ORTH have retired from their respective banks. Mr. Rehm was executive vice president of the corporate planning group and a member of the managing committee at Security Pacific National, Los Angeles. Mr. Abbott was senior vice president at Valley National, Phoenix, and a nationally recognized authority in consumer credit and installment loan financing. Mr. Orth was executive vice president of Manufacturers Bank, Detroit.

• DONALD M. CARLSON, president, Elmhurst (Ill.) National, heads a seven-man committee that will serve as an advisory link between the Independent Bankers Association of America and the Presidential Commission on Financial Structure and Regulation.

Checking Accounts for S&Ls?

Representative Wright Patman (D., Tex.) last month announced he plans to introduce a bill in 1971 that would allow S&Ls to offer checking accounts. His plan envisions full checking services like those now offered by commercial banks, and, according to an aide, would far exceed the power recently granted S&Ls to make pre-arranged payments of certain bills from savings accounts.

In a speech before the U. S. Savings & Loan League in San Francisco, the Texas lawmaker, chairman of the House Banking Committee, outlined a "fair-deal" legislative package he is preparing. It would allow S&Ls broader powers to make consumer loans, to share in major Treasury deposits, to borrow newly created funds from the Fed at the same discount rate paid by commercial banks and to have local government deposits insured fully instead of only up to \$20,000 per account.

A Suit Over Brokered Deposits

The problem of brokered funds may be eliminated depending on the outcome of a court case brought last month by two small Kentucky banks. The banks allegedly almost failed last year when more than \$1.4 million in loans had to be charged off.

The banks—Corbin Deposit and Bank of Williamsburg—are seeking to treat individual deposits placed through money brokers as funds subject to being set off against uncollectable loans. If the banks obtain court approval for the set-off, it could mean the end of the problems banks have had with loans tied to brokered deposits, a practice that's said to have been directly or indirectly responsible for about a dozen bank failures since 1964.

The two Kentucky banks have named more than 200 individual defendants, including three money brokers and 12 individuals and corporations listed as borrowers. The other defendants are holders of CDs issued at the request of the money brokers supplying funds to the banks.

Warning on Preferred Loan Rates

The Justice Department last month warned all national banks not to use correspondent bank balances to obtain loans at preferential rates of interest. The department's memo clearly included loans to purchasers of bank stock at preferred rates of interest, which would have important ramifications for persons trying to buy substantial or controlling interest in banks.

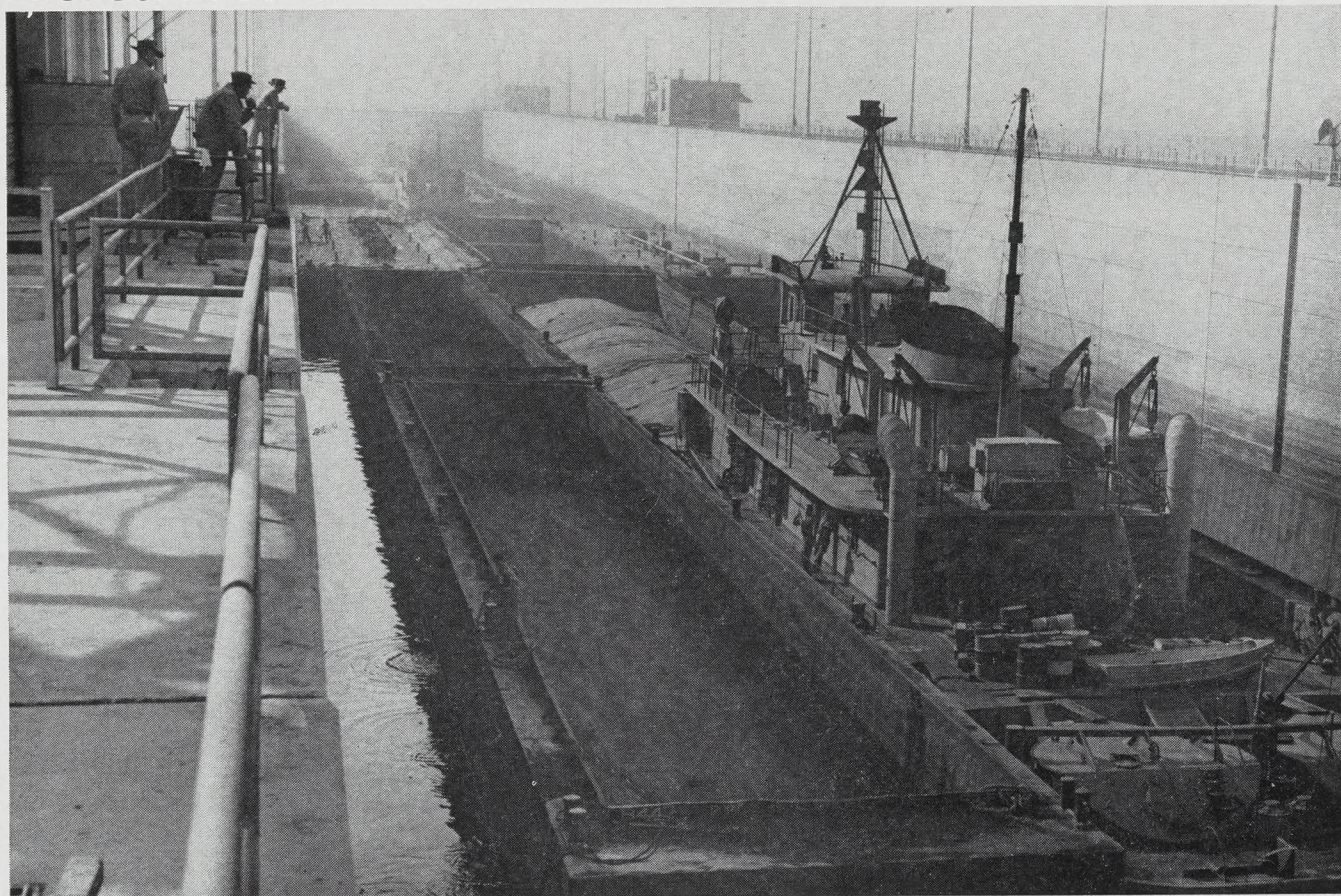
Justice said there are no cases at this time in which this practice is construed "as a misapplication under the criminal statutes." However, the memo said, investigation into this area disclosed that the practice is fairly widespread.

Equality Questions in Examinations

The Treasury Department has asked the Comptroller of the Currency to include two questions relating to equal-employment opportunity in examinations of national banks. The department also is urging bankers to make a joint effort to produce an industry-wide test-validation program that could be submitted to the authorities for approval.

Information on equal-employment opportunity would be fed back to the Treasury, but no report would be required unless the information obtained by the examiners is negative. That is, further action could be taken in Washington in cases where banks had neither compliance reports nor written affirmative-action guidelines.

First services for the seventies!



WHO WANTS TO KNOW THE TARIFF TO TAIWAN?

Your customer might.

By the end of 1971, goods from the Magic Empire will be streaming into world markets via Tulsa's Port of Catoosa and the Arkansas Inland Waterway.

The economic impact will be greatest in those communities where local banks know how to use the waterway to spur industrial development.

Banks that correspond with The First of Tulsa will have this knowledge — automatically — thanks to our comprehensive Business Development and International departments.

Plan now to tap our Waterway Services for:

- Issuance of import letters of credit
- Negotiation and collection of drafts under export letters of credit
- Arranging telegraphic transfers and airmail transfers to firms or persons abroad
- Handling bills of exchange, bills of lading and warehousing receipts
- Buying and selling of foreign exchange

- Help in securing credit information on foreign buyers
- Site selection assistance for sub-assembly plants on the waterway

And if you have a customer who needs information on shipping charges or schedules, give us a call. We'll be happy to prepare a report at no cost.

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Dick Wagner



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**A FULL
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MID-CONTINENT BANKER for December, 1970

Credit Cards

Illinois Bank Introduces T&E Card With Authentic Bavarian Festival

WHEATON, ILL.—When Wheaton National began offering a new service, the American Express gold credit card, the bank introduced it in an unusual way—with an “Oktoberfest” on October 28. The latter is an annual Bavarian festival that celebrates the harvest time and the beginning of fall.

The idea came from Ketelsen, Giegerich & Echols (KG&E), travel industry consultants in Chicago. While this firm’s function is to establish banking institutions in the travel-agency business, KG&E offered without charge the services of its promotional department out of friendship—and possibly with an “ulterior motive,” Carl R. Giegerich, a KG&E partner, said laughingly. The firm’s broad contacts with international carriers and agents were essential in putting the Wheaton program together. Lufthansa Airlines and Wheaton Travel, Inc., a customer of Wheaton National, were key organizations in handling the “Oktoberfest” details.

The idea behind the promotion was to get those attending so enthusiastic about taking a trip that they would decide to visit Germany or some other country or someplace in the U. S.—and they would go on Wheaton National’s American Express gold credit card. Boxes containing applications for this card were placed strategically around the bank lobby. The bank’s objective was to promote the card as a travel and entertainment card, and the theme of the “Oktoberfest” was



Young lady from Wheaton Travel, Inc., and appropriately dressed in Bavarian costume, serves German food to young visitor at Wheaton National’s “Oktoberfest.”



Duane Zimmerman (with fingers in ears), pres., Wheaton National, seems to be indicating that German band behind him is coming through loud and clear at his bank’s “Oktoberfest.” With him are Richard Benware (in dark suit), pres., Wheaton Travel, Inc.; Miss Astrid Kern, stewardess for Lufthansa German Airlines; and George Haas (r.), sales representative for Lufthansa.

“Let Your American Express Gold Credit Card Take You to Germany (or Some Other Country).”

Despite the fact that the night scheduled for the “Oktoberfest” turned out to be cold and rainy, more than 500 persons turned out. Bank officials greeted visitors in the German language to set the scene for the evening’s festivities.

Wheaton National’s “Oktoberfest” was complete with a real German band and authentic German food—bratwurst, red cabbage, sauerkraut, black rye bread, apfelstrudel, apfelsaft (cider) and coffee. In addition, a Lufthansa Airlines 747 movie on Germany was shown continuously, and two Lufthansa stewardesses and a regional sales manager were on hand to answer questions about Germany. A foreign car dealer in Chicago provided a Mercedes-Benz and a Wheaton Volkswagen dealer a VW omnibus for display. Besides German exhibits, the bank lobby was decorated with posters and flags from Switzerland, France, Italy, Japan, England, Hawaii and Mexico. Two money displays were set up—“Currency of Modern Nations,” courtesy of Continental Bank, Chicago; and “Currency Around the World,” on loan from Northern Trust, Chicago.

The program brought a lot of good publicity in area newspapers.

Publicity started early in October with the mailing of 1,073 invitations,



Authentic German band provides music for “Oktoberfest” at Wheaton National.

and German language students at two local schools were contacted. In addition, banners inviting the public were hung in the bank’s driveway and on its parking lot. An open invitation to the public appeared in ads in several newspapers. Cooperation was obtained from the German Tourist Office in Chicago, Lufthansa and the auto firms. Arrangements were made with the Ramada Inn at Wheaton to serve the German food.

First of Louisville Participates In European Credit Card Seminar

LOUISVILLE—First National was the only United States bank that presented material to the first European seminar on the adoption of revolving bank credit card systems. The seminar was held recently in Paris.

More than 25 representatives from banks in Belgium, Denmark, England, France, Italy, Portugal, Spain, Switzerland, Turkey and Yugoslavia participated in this first of several sessions organized to accommodate increasing European interest in revolving charge card systems.

License Plates Charged at Bank



Citizens Fidelity, Louisville, recently announced that Jefferson County motorists can order their 1971 Kentucky auto license plates at the bank and charge them on BankAmericard. This early ordering system is intended to reduce the long lines at the Louisville Court House auto license bureau. Shaking hands on the agreement are: James P. Hallahan (l.), county court clerk, Jefferson County, and Maurice D. S. Johnson, pres., Citizens Fidelity.

MID-CONTINENT BANKER for December, 1970

Commercial Lending

Fair Credit Reporting Bill Covers Banks, According to RMA Conference Speaker

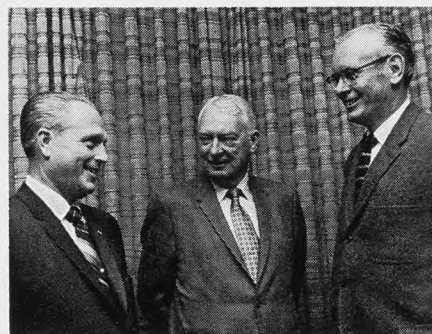
THE FAIR Credit Reporting Bill was given a thorough airing at the 56th annual Robert Morris Associates fall conference in Boston last month. The general consensus seemed to be that although banks are apparently excluded from within the purview of the act, the very nature of their commercial lending operations will classify them as "consumer reporting agencies," which are specifically mentioned in the legislation as being included in the act.

"There is no question in my mind that the commercial lending institutions are clearly termed 'consumer reporting agencies' and any exemption that may be found is limited at least," said Charles P. Driscoll, senior vice president, Middlesex Bank, Everett, Mass. He advised delegates to the conference to see that someone in

each bank is "thoroughly versed in the rights of debtor and creditor under the law."

Edward Herbert, senior vice president, First National, Montgomery, Ala., presented an analysis of the bill. He explained the reasons why Senator William Proxmire (D., Wis.) introduced the bill and how he managed to get it through the Senate. Mr. Herbert also followed the bill through the House, describing the efforts made to exclude commercial credit information from the purview of the bill as well as excluding banks entirely.

He told of differences of opinion on the part of the ABA and RMA, stating that the ABA is of the opinion that banks are effectively excluded from the bill, while RMA thinks the Federal Trade Commission will rule that banks are included, particularly if they do



New officers of RMA for 1970-71 are (l. to r.): 1st v.p., Dow Ostlund, exec. v.p., Valley Nat'l, Phoenix; pres., Howard W. Rathbun, pres., 1st Nat'l, San Jose, Calif.; and 2nd v.p., John J. Fawley, pres., United Virginia Bank/First & Citizens Nat'l, Alexandria.

those things that could classify them as consumer credit reporting agencies.

Delegates were advised to make vigorous defense of their interests known to their congressmen in an attempt to defeat the legislation.

Mr. Herbert explained that the bill was the product of today's consumer-oriented political climate. He said that Senator Proxmire had stated as his objective in introducing the bill the correction of certain abuses that have occurred within the industry and to insure that the industry is responsive to consumers as well as creditors.

The legislation is designed to coun-

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CENTROPORT USA has been launched in New Orleans as a \$395 million masterplan to vastly increase capacity for cargo handling. For a brochure highlighting the program, write ICB, the bank that's lending a hand.



ICB's own growth is closely tied to our city's. In five years we've become a five office bank, topping the \$100,000,000 mark. Whatever's "growing" on down south, as the bank that's part of it, let us help keep you posted.

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Carrollton Office
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West Bank Office
2140 Gen. De Gaulle Dr.

Plaza Tower Office
1001 Howard Ave.

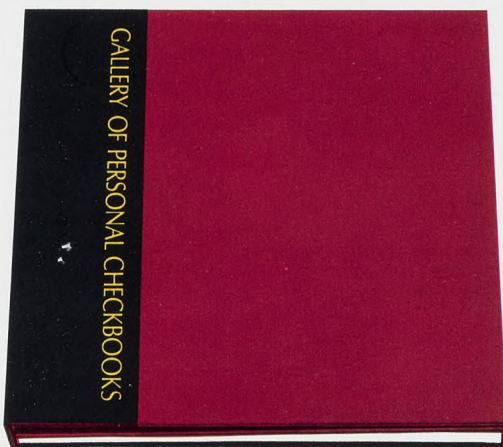
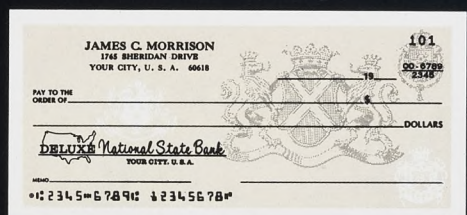
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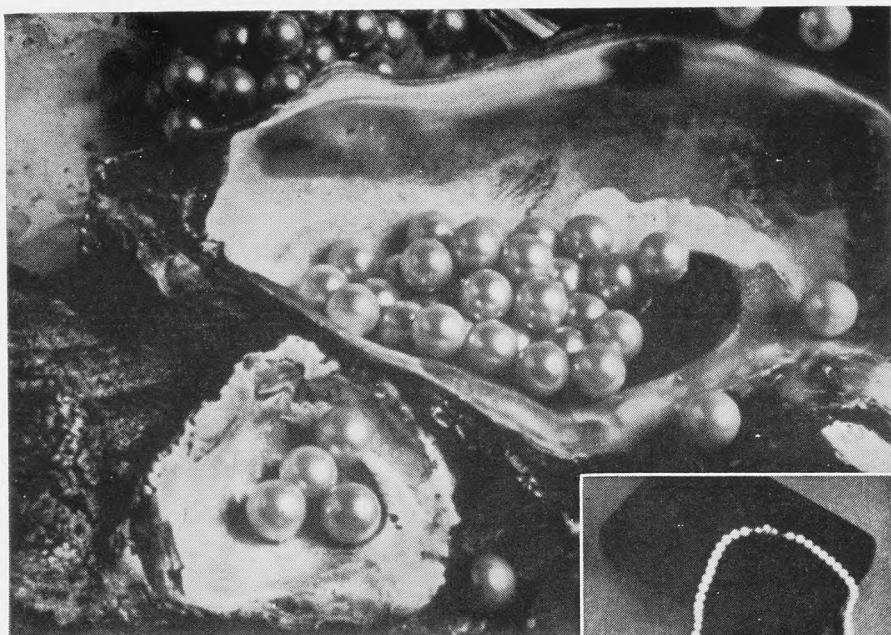
teract inaccurate or misleading information, biased information, malicious gossip and hearsay, computer errors and incomplete information.

Nearly 800 commercial bank loan and credit officers and wives attended the four-day conference that saw the installation of Howard W. Rathbun, president, First National of San Jose, Calif., as RMA president, succeeding Thomas F. Duffy, vice president, Northern Trust, Chicago. Dow Ostlund,

senior vice president, Valley National of Arizona, Phoenix, and John J. Fawley, president, United Virginia/First & Citizens National, Alexandria, were installed as first and second vice presidents, respectively.

Among the new directors installed was Chester G. Zimmerman, vice president, American National, Chicago. Ervin L. Heyde, vice president, Boatmen's National, St. Louis, was among the retiring directors.

THE GREAT PEARL OFFER



New, Self-Liquidating Savings Continuity Program

Pearls. Symbol of luxury and romance. Treasured heirlooms. Possessing a mystic beauty that lends its special magic to the lucky woman who wears this lovely gift of the sea.

And now, these rare, lustrous beauties will develop *new deposits* for your bank!

Here's how: When a new account is opened (minimum of \$25), or when a similar amount is added to existing accounts, your customers receive FREE a beautiful single-pearl, gold-chain necklace. Then, everytime your customers add \$25 or more to their savings accounts, they are eligible to purchase seven perfectly matched pearls for only \$4.50.

Most of your customers will want to collect for a 77-pearl necklace! Thus, they will make at least 11 deposits and will spend \$49.50 for the pearls. Add some cost for stringing, and they will have a necklace worth \$125 to \$150, by appraisal.

We'd like to tell you more about this exciting program that *already is bringing new deposits to other banks*. For further information and statistics on several bank "success stories," drop us a note or call collect. No obligation!

Wyatt, Dunagan & Williams, Inc.
1901 Avenue of the Stars • Los Angeles, Calif. 90067

Mid-Continent-area bankers participating on the program included John P. Wright, president, American National, Chattanooga; Robert M. Baumgartner, vice president, Bank of the Southwest, Houston; and Bruce J. Pierce, executive vice president, Bank of New Mexico, Albuquerque. ••

First Oklahoma Bancorp. Merges With American-First Title Co.

OKLAHOMA CITY—Stockholders of First Oklahoma Bancorp., Inc., recently voted for a merger with American-First Title & Trust Co. The merger had already been approved by shareholders of American-First.

Under the terms of the merger agreement, stockholders of American-First will receive 1½ shares of Bancorp. stock for each share of title company stock they own. They have the option of exchanging their stock for either common or preferred stock in the holding company.

Officials of First Oklahoma Bancorp. said no personnel changes will result from the merger.

In addition to First National Bank, First Oklahoma Bancorp. owns First Life Assurance Co., First Oklahoma Investment Corp., First Forms Co., First National Leasing, Inc., Rainbow Travel Service and Southwest Property Management.

Beverly Bancorp. to Move Headquarters Offices

CHICAGO—Beverly Bancorporation, Inc., recently announced that it will purchase from Concordia Federal Savings & Loan Association its present quarters when the association moves to new quarters in the Evergreen Plaza Tower Building later in the year.

The headquarters and staff functions of Beverly Bancorporation will be moved from Beverly Bank to the ground floor and lower level of the Concordia building around the first of the year. All banking services will remain in their present location.

Bank Building Corp. Adopts Logo



Bank Building Corp., St. Louis, recently adopted a new logotype. The symmetrical arrows of the logotype form a block shape which represents a strong foundation upon which the corporation can build. While the new corporate symbol gives a feeling of security, it denotes a directed movement toward new horizons.

Christmas
greetings and best
wishes for the
New Year
from

Frank R. Bloom
W. L. Delancey Robert L. Johnson
Harry A. Spore Tom Fowler
Malita Ford Ann Kate Smith
Wm. Morgan John Turner
Dick Childs William E. Lee
Don YOUNG-BLOOD
Lepha Caring John P. Dublin
Ken Southern

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BANK DIVISION



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OF MEMPHIS

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Here's what we can do:

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- Transfer Your Funds to Other Banks.
- Provide Channels for "Fed Funds".
- Complete Off-Premise Computer Services.
- Provide Complete Trust Services and the Administration of Wills, Estates, and Corporate Investments.
- Streamline Your Operational Procedures and Banking Systems.
- Provide International Services.

We believe in ourselves and our ability to perform with high ratings of success for your best interests. We want you to believe in us. We believe in you.

First National Bank of Kansas City

Builders Present Convincing Arguments Against Delays in Bank Modernization

By **JIM FABIAN**
Associate Editor

DELAY NOW, pay more later! That's the prognosis of the people who construct bank buildings.

And it's really no surprise to anyone, especially bankers, to conclude that the price of everything has been, is, and will continue to be on the rise.

And, thus, by like reasoning, it should be no surprise to anyone, especially bankers, that the bank beginning its remodeling or construction program now is going to benefit from the fact that the project cost will be less now than it will be at any time in the foreseeable future.

Three principal questions are often faced by banks in need of new or remodeled quarters: (1) Why interrupt daily business (and profits) by building or remodeling? (2) Business is bad, why not wait and see? (3) In the face of a recession, should a bank embark on a building or remodeling program?

But what happens if decision-makers decide to wait and see how the general economy goes? They lose money, because the cost of a building program will rise, despite recession, when the prices of today have become the higher prices of tomorrow.

Builders theorize that bankers who do not wait, but rather take the counsel of confidence and have faith in their economic future can build new banks for less money and cash in on opportunities as well.

Since 1930, construction costs have increased as follows:

1930-1940—19%
1940-1950—111%
1950-1960—62%
1960-1965—18%
1965-1975—40% (est.)

According to the above figures, construction costs have increased from 2 to 6% annually. A building that cost \$400,000 in 1950 would cost about \$780,000 today. A project costing \$400,000 in 1960 would cost an extra \$100,000 today. A delay of five years could add from \$80,000 to \$120,000 to a project estimated to cost \$400,000 today.

What single factor accounts for these cost increases? Labor. Such costs have risen 50% in the last 10 years, according to leaders in the bank construction industry. Although price indexes of finished construction rose by 2.2% per year, on the average, between 1960 and 1965, during that same period both average hourly earnings and union wage rates were rising at an annual rate of 3.6%.

Total construction costs increased 62% from 1950 to 1960, but average gross hourly earnings in the contract-construction trade increased 66%.

Average hourly earnings of \$1.86 in 1950 jumped to \$3.08 in 1960. Rates today are \$4.25 or higher. With the settlement of the General Motors strike and the prospect of a major steel strike in 1971, the average hourly wage is likely to jump considerably in the next year.

But labor isn't the only factor that ups the cost of construction. Material and machinery prices have posted a 16% increase in the last 10 years. The index of construction costs for new plant and equipment stood at 56 in 1946. In 1964 it stood at 112.

Banks that have constructed new and efficient buildings report that the gleaming new quarters have attracted new business as well as earned the support of the community. All of the increased business connected with new quarters cannot be attributed directly to the building, since banks usually embark on ambitious business development programs in connection with grand openings. Yet, there would have been no grand opening without a new or remodeled building to show off.

Any project that enables a bank to offer better service should result in better growth. And a new or remodeled building would be such a project, builders say.

Banks have reported an average of 3% growth to MID-CONTINENT BANKER, over and above their normal growth figures, following remodeling or new construction. And this growth rate often has continued for several years following the modernization projects.

Bank builders point out that there is a world of opportunity ahead for banking as the economy grows.

Bank Building Corp. of America, St. Louis, has gathered figures from various sources that project the growth picture of 1980. Estimates of the 1980 population of the U. S. stand at 245.3 million, compared with 180.7 million in 1960. Increases in all age brackets but one (45-54) are predicted.

The median income in 1980 is set at \$9,800, compared with \$5,700 for 1960. Almost a quarter of the population will be earning \$15,000 and over in 1980, with another quarter topping \$10,000.

Business expenditures are expected

to reach 85 billions of dollars by 1980, compared to \$35 billion in 1960; and the GNP is expected to total \$1,223 billion by 1980, compared to \$670 billion in 1965.

Modernization pays off in other areas, too. It helps reduce employee turnover, it often enables a bank to achieve new highs in efficiency and it serves as a focal point in the community with attendant benefits.

Bank construction firms are offering a wide variety of building plans and ideas to bankers contemplating modernization. They stress that never in the history of the bank construction industry has there been a wider choice of options and prices available for modernization projects.

But there's little doubt that the most convincing argument for a bank embarking on a modernization project now is that a new bank that doesn't get off the drawing boards costs more each year, while the one that is constructed not only does not increase in cost, but it tends to cause the bank to grow and prosper. • •

Peoples Bank Features Sit-Down Tellers' Desks



Peoples Bank, Indianola, Miss., recently opened its new Highway 82 Branch with a new feature—sit-down tellers' desks. The desks, manufactured by Leopold, are a first in the Mid-South area and add to the relaxed atmosphere of the bank. The interior of the bank is in blue and gold and Japanese hand-screened scenic wall paper covers the north wall. Crewel embroidered draperies are at the windows.

Survey Queries Builders on Bank Modernization

IN AN ATTEMPT to assemble a clear picture of the situation facing banks planning modernization projects, MID-CONTINENT BANKER surveyed a number of the nation's leading bank construction experts.

These experts were queried on estimates of cost increases for the future, what specific costs will increase the most, what arguments are most convincing to get bankers to act on modernization plans, how builders can save or at least hold down the lid on rising prices and how banks can profit from modernization.

Predictions on over-all construction cost increases for the next 12 months ranged from 5% to 25%. The average increase prediction was about 8%. That's a pretty hefty increase for a one-year period.

Labor was the number one selection as to what component of modernization would increase the most in the next 12 months. A 10-15% increase in labor costs was predicted.

Other items predicted to inflate during the next year included land, plumbing, electrical, heating and air conditioning and services.

Specific reasons for not delaying modernization projects presented by builders to bank customers included higher costs of construction, greater op-

erating efficiencies, growth and customer appeal with a modernized building, better morale on the part of employees and the fact that banks are expected to be community leaders (often a bank modernization project will trigger other modernization projects in a community).

Builders were asked to estimate the cost of past projects at today's prices and at prices expected 12 months from today. One builder claimed that a bank completed early this year at \$300,000 would cost \$25,000 more at year-end and a total of \$375,000 12 months from now. Another builder cited a bank that cost \$9.3 million in 1964, stating that it would cost \$12.9 million this year and \$14.1 million in 1971. A project costing \$102,000 in 1967 would cost \$110,000 this year and \$119,000 next year.

A builder who completed a bank for \$80,500 in 1967 estimates that the same building would cost \$95,500 this year and \$105,000 next year. Another builder, who finished a \$155,500 project in 1965, said the same project would cost \$200,000 this year and estimated a \$10,000 increase for next year.

When asked to itemize ways used to curb rising costs, most builders agreed that new construction methods that permit prefabrication saved both

cost and time. Another builder stressed savings by means of a thorough analysis of plans and job specifications to assure proper bidding. He cited an example of a bank originally priced at \$217,000 that was re-bid at \$135,000, simply by deleting a small amount of floor space from the plan.

Builders said that the only way to lower building costs is to eliminate frills and substitute less costly materials when possible.

When asked to comment on the value to a bank of a modernization project, most builders replied that increased business was the number one value, followed by the prestige of being a leader in the community, increased employee morale and improved operating efficiency. Estimates of increased business due to modernization ranged from 15-20% annually. • •

Color Brightens Drive-In Signs

Drive-in signs with bright "open" and "closed" messages in brilliant green and orange speed traffic at auto-bank windows, according to the manufacturer, Young Electric Signs, Inc., Atlanta. The colors that correspond to those of other electric traffic signals trigger automatic response, it is said. The 12-by-24-inch signs have three-inch letters and cost \$285.



Contemporary design for pre-planned bank (left) and traditional design (below) are two choices available from Bank Building Corp. Two colonial designs are also offered. Choice of brick and type of roofing material are selected to contribute functionally as well as esthetically to the finished building.

By **JIM FABIAN**
Associate Editor

Pre-Planned Building Program: One Answer to Rising Costs

DESPITE the spiraling costs of construction and modernization (see preceding article), bargains still exist in bank building, according to David D. Cullen, director of special applications at Bank Building Corporation of America, St. Louis.

Bank Building's method of holding down the lid on rising prices takes the form of a system of pre-planning for bank construction. Pre-planning was devised, according to Mr. Cullen, to enable Bank Building to meet a need in the small to medium size bank field, and to provide the banking profession with a quality product at a minimum cost. Bank Building considers the pre-planning concept to be a new product line supplementing its nationwide custom bank planning projects.

Said to be the first application of pre-planning to the bank construction industry, Bank Building's newly established system has been formulated to enable banks contemplating new facilities to take advantage of proven, yet adaptable, plans that result in a modern, functional bank building, suitable as either a modest sized main office or branch facility.

What does pre-planning include? According to Mr. Cullen, it offers everything that goes into larger, custom-designed projects—except the customizing aspect. However, there is no lack of individuality. A customer has four exterior styles from which to choose, each with various options as far as material and color scheme are concerned. In addition, the customer has a choice of 50 variations to interior floor plans, pre-planned to meet

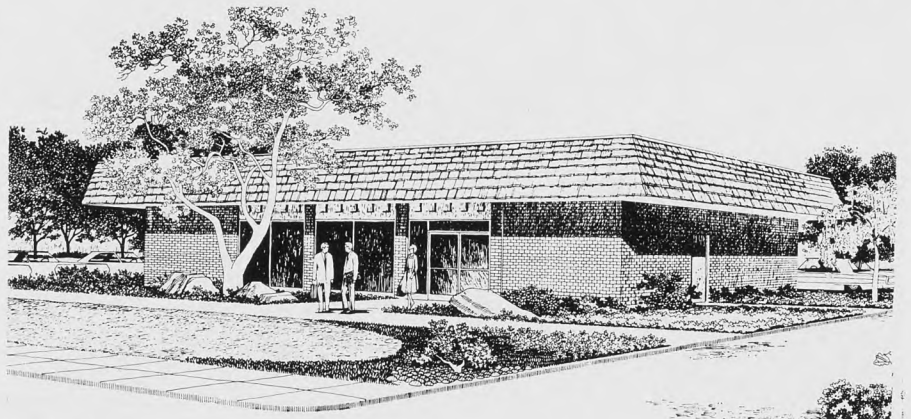
the need of almost any small or medium sized institution.

By means of a unique "visualizer," Bank Building's specialists can "construct" a floor plan to meet the needs of a customer right before his eyes. The "visualizer" consists of a series of components of building plans that can be arranged to the customer's liking. Each component group encompasses approximately one-third of a banking floor arrangement. Various combinations of components are discussed until the ideal plan emerges. The combinations of components enable the client to approve the best plan for his need; he then can select a building to best house the plan.

After the building design is completed, the client is shown a variety of selections of interior finish items—carpeting, tile, wall coverings, furniture finishes, etc.—everything from art to ashtrays. Each group of selections is color-coordinated to insure the com-

plete integration of the entire building. Security equipment can be selected from any of a group currently available to the market.

How does pre-planning cut costs? The customer can save in several ways, according to Mr. Cullen. First, he avoids the separate cost of architectural services, since pre-planning has provided the design services. All plans have been prepared by Bank Building architects drawing upon their 57 years of experience in this field. Second, the customer benefits from the reduced costs of construction materials and interior furnishings. Bank Building, through national buying, is able to purchase these items in quantity, passing the resulting savings on to its clients. Third, the technique of pre-planning permits the completion of a facility in the short period of 16 weeks. This might vary with local conditions and the time of year when a start is made. This shortened comple-



MID-CONTINENT BANKER for December, 1970

tion time results in a savings of labor and can further result in considerable savings for customers in rent or investment costs.

Mr. Cullen claims pre-planned bank designs have other side benefits which also tend to reflect savings to the bank. Among these is the fact that the efficiency of the plans may require fewer personnel to effectively staff the bank. These plans have been tested and found to be unusually applicable. A considerable amount of executive time is saved in making construction decisions, since pre-planning single responsibility control eliminates most of the conferences connected with custom programs.

Every square foot of pre-planned buildings is designed to pay its way, says Mr. Cullen. And, under the single responsibility approach, construction costs can be guaranteed, so that total costs are known in advance.

Bank Building's method is to furnish each client with a total fixed-cost

schedule to enable the customer to know what the total expense of a project will be. The local variable of this pricing method is site work, since such work is dependent upon the requirements of each location. Once under construction, the projects are controlled by means of a critical path schedule. This permits the company and the client to make definite plans in advance for such occasions as the grand opening, knowing the date when the project will be completed.

Construction is managed through the use of local accredited contractors or, in some cases, supplemented by additional construction crews from the area.

Mr. Cullen states the Bank Building program is more than competitive to a local builder-architect combination. He stresses three advantages of dealing with his firm—competitive prices and almost 60 years of experience in constructing financial buildings, plus single responsibility for the end result.

Bank Tellers Don Career Apparel



National Bank of North America, West Hempstead, N. Y., recently announced that Creative Image, a subsidiary of Herman Marcus, Inc., Dallas, will provide the bank with career apparel garments for all its tellers. The red, white and blue outfits consist of a coordinated business suit, basic sheath dress (which can be worn as a dress or a tunic over pants), jacket, blouse and skirt.

Modular Furniture Takes Only Weekend to Install

"GIVE US your bank on Friday—we'll give you a new one on Monday," is the statement used by Mosler to describe the speed of installation and thoroughness of its modular financial furniture.

The furniture is designed expressly for financial institutions and it's said to be custom finished, interchangeable and simple to install. And its use can result in economies for banks.

There is no custom designing to be

done, since the units are modular. As the items are interchangeable, it is possible to remodel simply by exchanging one finish for another. The units can be arranged in almost any configuration. And there are numerous color schemes that can be arranged.

The short span of time necessary for installation not only makes for little or no inconvenience, it causes no work disruption. There are no unsightly gaps that could result by a por-

tion of the furniture not being finished on schedule. With Mosler financial furniture, everything comes at once and everything is installed at once.

Mosler counter systems come associated with undercounter equipment. They are designed for convenience and efficiency for tellers and customers. Options for risers, partitions and grillework are available to suit the preferences and policies of the bank.

Speed of installation can permit a new facility to be opened in the shortest possible time, say Mosler officials. There is no wait for custom cabinet-makers to do their work and there is no complex installation involved.

The modular nature of the equipment permits easy additions or remodeling to meet the demands of a larger or diversified operation. Interchangeable panels permit harmonizing of the equipment to a new decor. All units are impervious to heat, marring, chipping and abrasion.

Raceways and passage holes are provided for camera surveillance equipment, alarms, telephones, etc. Each module can be added to any other module without drilling or cutting.

Seven wood grain finishes are standard, but any material may be specified that is one-eighth inch thick or less, including facsimile marble. • •

Mosler modular furnishings at Barbour County Bank, Philippi, W. Va.



Bankers Sing Praises Of Metal Buildings

IF A banker said he was going to construct a bank with a metal building system five years ago, he probably would have been laughed right out of his banking association. But not today. The contemporary winds of change have caught up with bank construction.

In fact, bankers who have built metal building facilities find that their appointment schedules for touring other bankers through their new facilities is growing.

The reason is simple. Bankers have discovered that today's modern metal building systems can answer their housing needs for attractiveness, fast construction, quick expansion, economical cost, faster return on investment and, in some cases, portability.

In the past few years, metal building system manufacturers have developed building systems with flat-roof profiles that appeal to a banker's aesthetic needs. Butler Manufacturing's Landmark building system and other building systems maintain the built-in economies industrialists have capitalized on for their plants for so many years—more cubic space in a set exterior size, clear spans that allow flexible interior wall arrangement, fast eco-

Imposing facade of Bank of Lancaster, Mo., illustrates individual styling obtainable with metal buildings.



nomical construction and low building maintenance.

According to Butler, a building system combines numerous interrelated components designed and manufactured for efficient assembly in a variety of custom building plans. Precision mass-production and the reduction of expensive on-site labor results in improved building performance at less cost.

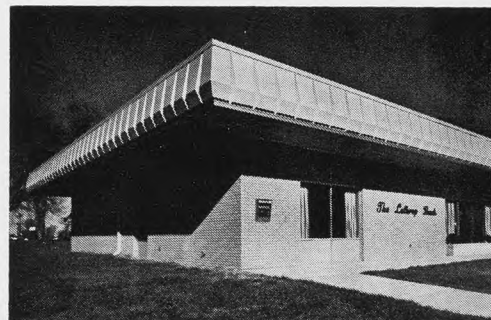
Metal building manufacturers no longer offer just a group of standard buildings and expect a banker to choose one into which he can fit his bank. Instead, they provide a variety of compatible structural framing systems, cover systems—wall and roof—and accessories from which appropriate selections can be blended to produce a bank building that meets bankers' specific needs.

The key structural difference between conventional and metal buildings is that the latter do not need load-bearing walls to hold up the roof. Structural steel framing, much like that seen on a skyscraper, supports the roof of a metal building system. And because interior and exterior walls do not bear a load, walls become space partitions, commonly called curtain walls. These walls are flexible, making the building's space flexible.

To find out specifically why bankers are turning to metal building systems, inquiries were made of bankers from Salinas, Calif., to Bristol, Tenn., who have recently used the systems approach.

In Salinas, Edward Evans, president of Valley National, which has seven branches and assets of \$28 million, says he utilized a metal building system for his latest branch because it offered easy and economical expandability, low maintenance and was less expensive than other types of construction and temporary structures.

"In Salinas, we compete against branches of the world's largest banks,"



Lathrop (Mo.) Bank features overhangs covered with convex fascia. Light colored brick exterior offers sharp contrast to wood-paneled interior.



Mr. Evans says. "Each could out-build us branch-for-branch any day of the week if we had to build monumental type branches. But by using a metal building system, I can match their branch expansion. I figure I can put up three attractive metal buildings for the same price they put up one traditionally-constructed facility. And I can have my branch banks up and operating quicker, which gives me a competitive edge in a new banking area."

Mr. Evans built his latest branch with a Butler Widespan building system. The 1,536-square-foot facility has a metal roof and the walls are a combination of glass and factory-painted-and-insulated metal wall panels. The double-faced metal wall system serves as both the exterior and interior wall surfaces. A simulated walnut vinyl is used on the interior wall panels to give the bank a warm and inviting feeling.

One of the unique aspects of the Salinas branch is that, except for the slab foundation, it can be moved, in one piece, to a new branch location. According to Mr. Evans, steel beams will be welded to the building's structural frames and then the whole building will be placed on a trailer. The move will be made when the bank completes a shopping center it is going to build on the present bank site and incorporates its existing banking operation in the shopping center building.

Across the country in Piney Flats, Tenn., Tri-City Bank of Bristol recently completed its first metal building system.

tem. The bank built a 20 by 35-foot branch facility with a seven-and-a-half-foot overhang around the perimeter. The facility utilizes Butler's Space Grid building system.

Space Grid represents one of the most flexible systems of space use and climate control ever incorporated into a building system, according to its manufacturer. Interior arrangements can be changed any time that space needs change. The entire mechanical component system—lighting, heating, cooling, electricity, plumbing—can be housed between the roof and ceiling structurals. Rigid, but easily changeable curtain walls, can be hung from the ceiling to form rooms.

"The system's attractive appearance and flexibility was the main reason we selected it for our branch," says James L. Simmons, president of Tri-City Bank. "With the system, we were able to go into a new banking area with a small bank and then, as business increased, expand it fast and economically."

Within one year after completion the branch was doubled in size. The expansion was carried on without disturbing business. This was achieved

by putting in the vault, foundation, adding new Space Grid structurals, erecting two new walls and then demounting what was the old back wall and moving it to the new back wall location. This saved material costs, and the resulting branch looks as if it had been built all at one time.

Mr. Simmons likes the Space Grid system so much he used it on a major expansion for his re-located Bristol West State Street Branch. The Space Grid building was attached to an existing two-story facility the bank had purchased and remodeled.

The expansion included the construction of 13,000 square feet of Space Grid roof in a triangular shape to cover four drive-through banking lanes, walkways, lobby, loan offices, vault area and customer service department.

"The 80-foot-long modern Space Grid building, coupled with the existing building, sweeps down the block and gives the impression that our bank is larger than it really is," Mr. Simmons says.

According to Mr. Simmons, the new bank building has been instrumental in increasing business. "Before we had

the new branch bank," he says, "our average asset growth was \$1.5 million per year, with total average asset growth of \$18 million. However, this year we have already increased total assets to \$21 million.

In Lancaster, Tex., Bank of Lancaster used a Space Grid building system for a new 6,000-square-foot bank that has captured the imaginations of many bankers as well as customers.

According to Vernon Scott, president, the system was used because it was less expensive than conventional construction and it provided a facility with minimum interior columns so a warm and open feeling could be generated in the new bank.

One banker who saw the new facility was so impressed with it he built a similar one. "When I toured the bank," says Donald Gibbs, president of the Bank of Maybank (formerly Security State of Maybank, Tex.), "I liked its functional, modern appearance. It provides a tremendous community image, and it's reasonable to build. So I decided to build one like it."

Instead of utilizing a brick exterior
(Continued on page 46)

Porta-Branch, Mini-Bank New to Diebold Line

NEEED A BRANCH facility fast? In about 90 days? Perhaps your answer is Diebold's Porta-Branch or Mini-Bank, two lines recently added to the Diebold list of bank equipment.

Porta-Branch produces a permanent, factory-built building in an average of only 90 days. The building is complete, including vault, all wiring, light-

ing, plumbing, lobby equipment, employee facilities, air conditioning and provision for alarm and telephone system.

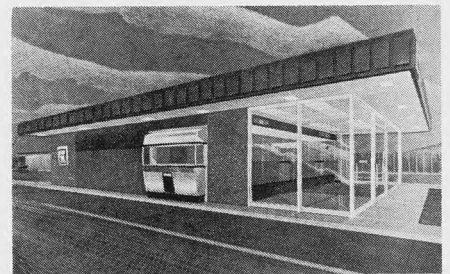
Manufactured in modular sections, the buildings can be relocated, should the need arise, with recovery of up to 80% of the total investment. Should the situation call for an expansion, the building can be enlarged by sliding the modular units apart and adding a new section to the center.

A variety of building designs is available so that exterior appearance can be changed from one building to another to meet various architectural and esthetic requirements. Standard floor plan and interior decor options are also offered.

Diebold says that Porta-Branch buildings meet or exceed all permanent building codes. Local architects are retained to insure compliance with local codes. A firm contract price is also offered.

The Mini-Bank is a total turn-key full-service facility that is permanent, yet relocatable. Mini-Bank provides a

TOP—Porta-Branch modular units are shipped to building site by truck. MIDDLE—Units are assembled at site. BOTTOM—Finished building looks like it's been there all the time!

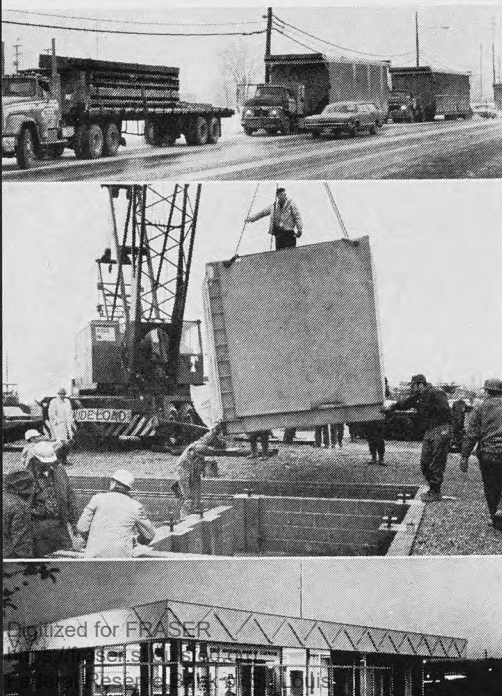


Sketch of Mini-Bank, complete turn-key permanent, yet portable, facility.

choice of operating arrangements, including options for drive-in and walk-up banking, conventional and remote banking, plus standard options for security, including bandit barriers and provision for alarm and surveillance requirements. Standard options for teller counter and desk arrangements are offered, as well.

Unlike a trailer, the Mini-Bank looks like a permanent building. It is factory constructed of conventional building materials, yet can be relocated should there be a need.

Both Porta-Branch and Mini-Bank offer bankers buildings for special needs that combine speed of erection with economy. • •



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LEFT: Modern facade of Bank of Heflin awaits throng of 10,000 people who will crowd premises for two-day open house. RIGHT:



Bank personnel, including executives, lay red carpet in preparation for open house crowds.

Energetic Open House Celebration Brings Unprecedented Response

BANK of Heflin, growing from less than \$4 million in total resources in 1964 to a present figure in excess of \$14 million, justifiably uses the slogan, "fastest growing state bank in north-east Alabama." This bank, which is "large enough to serve you, yet small enough to know you," means just that.

And the mammoth open house and dedication held early this year to show the bank's new quarters was no exception! With unprecedented response, the celebration began with a special opening ceremony to roll out the red carpet. All officers, employees, directors and guests gathered at the main entrance at 9 a.m., to take part in dedicating the new structure.

Through planning and preparation with the entire bank staff and cooperation from customers, local merchants, school personnel, guest entertainers, celebrities and news media, the joint effort was the biggest event of its kind ever seen in the area. Approximately 10,000 people came, viewing the color coordinated interior with its furnishings and enjoying the entertainment, refreshments and prize-packed drawings. For two spectacular days, photographers were on hand to record in pictures the excitement and reactions for multitudes. All who worked tirelessly (more than 12 hours each day) to make it the biggest production in the bank's history were gratified to see the response and know that each was achieving a measure of success for Bank of Heflin.

Not only from the local community

**By ROBERT R. POPE
President
Bank of Heflin, Ala.**

of approximately 3,000, but from all over the state, friends and prospective customers came. Other banks, business and industrial firms and individuals sent floral offerings and good wishes.

Volunteer assistance was invaluable in preparing for the event. Local carpenters, plumbers and electricians came with their tools and sometimes customers joined in, running errands or helping in other ways. Home economics students—over 60 of them—eagerly worked both days in shifts, without remuneration, serving refreshments, registering guests or acting as guides.

Friday and Saturday, doors opened at 9 a.m. and closed at 8 p.m. Radio personalities entertained with jokes, singing and conversation, and from the local TV station celebrities came to MC the hourly drawings. An organist

played varied requests and even accompanied spontaneous group singing at times.

Upon entering, visitors registered for hourly and grand prizes. Hourly winners received silver trays, blankets, electric servers, glassware, cutlery and bathroom scales. Grand prizes included a day's interest on \$1 million, a portable TV set, a stereo phonograph and a clock radio. In addition, thousands of novelties were distributed.

Throughout the bank, customers were given questionnaire cards and suggestion leaflets, many of which were completed and returned. A special desk in the vault area was used to rent new safety deposit boxes. Chairs near the entertainment/refreshment center encouraged many to linger, listening to the music and other entertainment or just talking with friends.

Promotions included new accounts and safe deposit box sales; a china continuity program; and the fabulous "Magic Gift Vault." Gifts of merchan-

For two days of open house, bank was packed with visitors.





Prior to the installation of LUNDIA FULLSPACE, bank personnel had to remove a heavy, cumbersome box to gain access to the desired item of information. Photo taken during installation of FULLSPACE system showing original storage system using open steel shelves and boxes.

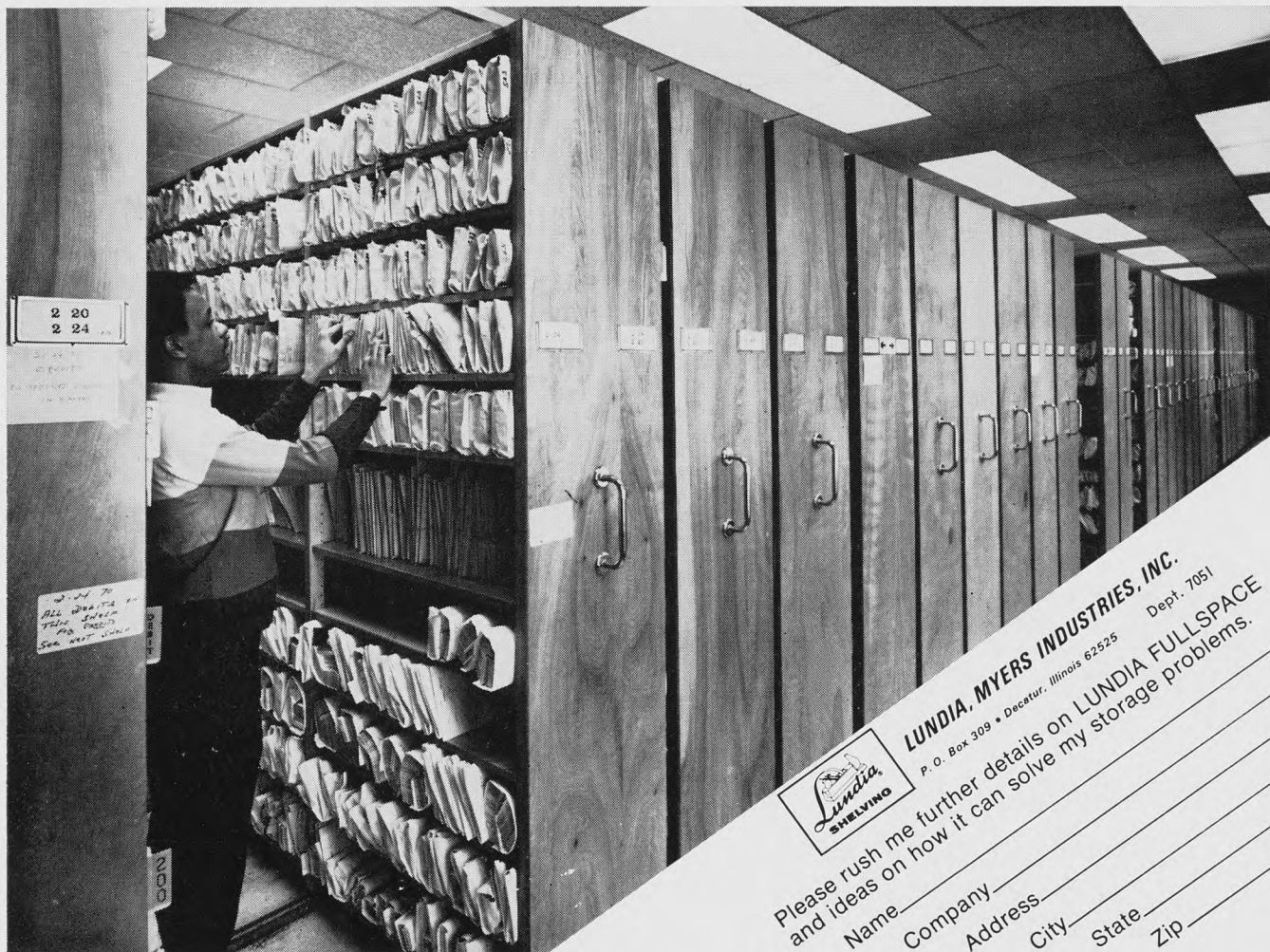


LOGICAL STORAGE SYSTEMS FOR SEEMINGLY ILLOGICAL SPACE PROBLEMS

Domestic Adjustment Department, Chase Manhattan Bank, where up to 400 accesses per day are made to the LUNDIA FULLSPACE file system holding records of over 500 million checks.

How did one of the world's largest banks cut information retrieval time by 50% and gain other benefits in the process?

One of the largest commercial banks in the U.S. handles, among other things, over two million checks a day. Today it has records of over 500 million checks in what may be the world's largest rolling library—LUNDIA FULLSPACE movable storage units. The FULLSPACE system comprising 30 bays each having five movable shelf units and one stationary end unit, was installed four years ago to replace an inefficient steel shelf system. Besides a 50% savings in time to check information retrieval with FULLSPACE, the bank gained 2700 sq. ft. more floor space for storage than was available with its old shelving. Previously, information was retrieved by removing a cumbersome box, propping it on a knee or setting it on the floor so the lid could be opened to remove the envelope containing the information, and the reverse process when the box was returned to the shelf. The versatility of FULLSPACE now makes it possible to store the envelopes loosely where access to them is quick and easy.



LUNDIA, MYERS INDUSTRIES, INC. Dept. 7051
 P. O. Box 309 • Decatur, Illinois 62525

Please rush me further details on LUNDIA FULLSPACE and ideas on how it can solve my storage problems.

Name _____
 Company _____
 Address _____
 City _____ State _____ Zip _____

dise were given for new savings accounts, and free personalized checks were ordered for those opening new checking accounts.

New services initiated with the dedication included free notary service, free duplicating service, interest on Christmas club accounts and the continuation of no-charge checking accounts, postpaid bank-by-mail, a tax form center and hospitality center.

Through the "Magic Vault" over 500 gifts were given. Cards mailed to bank patrons and distributed through local schools were brought in and tried in the simulated "magic" door. A certain number were trigger cards that would cause a loud buzz to indicate a winner. The happy winners selected their choice of gifts from a large display of merchandise.

Immeasurable assistance came from equipment representatives who demonstrated intriguing computers and other automated wonders. Other exhibits were the Alabama Bankers Association coin and currency displays; a counterfeit display; the Federal Reserve's unusual exhibit of notes; colorful mineral displays; and a fascinating array of gold mining memorabilia and gold samples. A closed circuit TV camera and screen in the lobby prompted visitors to come and see themselves on TV, as young and old were entertained and delighted.

Comfortable seating was appreciated by the guests after they toured the new community/conference room, kitchenette, library and museum areas. The large community room features a new piano, a handcrafted grandfather clock, a refinished document cabinet from the original bank building and large display cases filled with authen-

tic Indian artifacts, coins and minerals. It is open for public gatherings by reservation.

Some unique assistance was experienced: like the customer who donated his air compressor to inflate the hundreds of balloons; the local butcher who painted the giant street banner; the home economics teacher who instructed her students in serving and receiving guests; and the radio station manager who contributed stacks of "pop" records to be given to the young people attending.

When the last guest had departed on Saturday night and the lobby was strangely quiet, employees sighed with relief and rubbed aching feet. Empty cups, cookie crumbs, ashtrays and paper scraps were cleared away, and limp corsages removed. Flowers were slightly wilted, the freshness and initial excitement were gone—but somehow, everyone knew: A record had been set. A goal achieved. A dream realized! • •

Souvenir Newspaper Caps Open House

What's a good way to make a lasting impression on your bank's open house guests? By publishing an "instant" souvenir newspaper! That's what Worthen Bank, Little Rock, did last spring, when it opened its new building—inviting numerous visitors for a series of events.

One such celebration was held for out-of-state visitors. As the guests roamed the building and attended related functions, a photographer was busy snapping pictures. These photos were, in turn, quickly developed and rushed to Worthen's printer.

The bank had prepared a four-page tabloid newspaper to commemorate the new building, called "Worthen World News." This newspaper was pre-printed, with a story describing and illustrating the new building appearing on pages one and four. Pages two and three were blank—but could be imprinted with the photos in almost no time at all. The date and nature of the event were also imprinted on page one at the last minute.

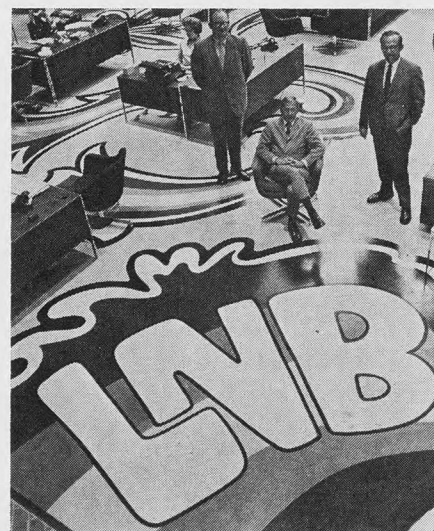
By the time guests were ready to leave the celebration at the bank, copies of the "instant" newspaper were on hand to be distributed as souvenirs of the day. Many of the guests found their photos published in the newspaper. They took their copies with them and no doubt showed them to their associates and friends when they arrived back home.

Not a bad way of impressing guests and securing valuable publicity for the bank!

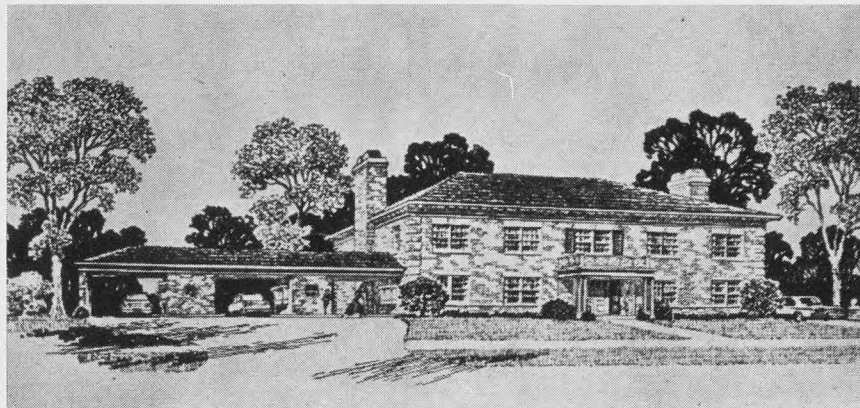
Mechanized Statement Process

An automatic statement processing system has been introduced by Pitney-Bowes, Inc., Stamford, Conn. System components fold statements, count checks, stuff nested statements and checks into envelopes and meter-stamp the envelopes. The system is said to save time and labor while avoiding missent or missing checks. Monthly lease averages \$136.50.

Louisiana Nat'l Goes Psychedelic



A broken pipeline, a waterlogged carpet and a little originality is the story of this psychedelic floor at Louisiana National, Baton Rouge. Rumored to be the first of its kind in the real estate loan department of a bank, the floor was designed by Chet Boze of the Hebert, Keely, Root Agency and painted by Johnny Bell, all of Baton Rouge. Posing atop the main swirl are department officers: (from l.) Jimmie Davis, a.v.p.; Gene Brown, v.p. and mgr.; and Dick Erblank, a.v.p.



A proposed Mid-west bank building

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Large Crowds, Modest Incentives 'Musts' for Profitable 'Opening'

WHEN A financial institution opens a new branch or remodels an existing facility, an excellent opportunity is at hand to obtain new accounts at low cost, helping to make the investment in facilities pay off at an earlier date.

Two things are needed for a successful program: (1) People in the community must be brought to the new office, and (2) visitors must be converted into customers.

It can be a matter of indifference to most people whether they open a new account at the new office or dispose of their money elsewhere. These people need a nudge in the form of a small incentive, such as a choice of gifts, for opening their account. Experience shows that once these people start doing business with an institution, most of them stay with the institution for years.

For over six years, Diversified Financial Services has made a specialty of helping financial institutions get more new business from their grand opening promotions when new or remodeled offices are opened. Experience with more than 500 openings has shown that the number of new accounts any institution can expect to open is almost always proportional to the number of people who can be attracted to the opening. For this reason, a large volume of traffic is essential.

We have experimented with numerous strategies for drawing community folks to openings. We have used contests in which the visitor had to guess the amount of money in a glass house, with the closest guess winning a free trip to Puerto Rico. We have tested grand prize drawings, where all visitors put their names and addresses on cards and dropped them into a box for a grand drawing. We have utilized the treasure chest technique where keys are mailed to residents who are asked to bring the keys into the bank to determine whether any will open the chest and make the bearer a winner.

From this experience, we have learned the following:

- The most effective way to bring the community to a grand opening is

By **MELVILLE H. SMITH**
President
Diversified Financial Service
Chadds Ford, Pa.



to mail an invitation that must be brought to the office for the purpose of winning a gift.

- Traffic is usually doubled when there can be a lot of winners of small gifts, rather than two or three winners of large prizes, as in a drawing.

We have also experimented to determine how many winners are needed to make a program most effective. We have run grand openings where small-gift winners were at 2% of the total, on up to 20% of the total.

Our conclusions are: (1) Low percentages of winners (2%) of small gifts dim enthusiasm and dampen excitement, and, if low enough, can cause grumbling and dissatisfaction; (2) too high a percentage of winners (20%) makes the program more costly than can be justified by the amount of new business generated; (3) when 8% of the card bearers are winners, the ratio is just right—plenty of action and excitement, plus maximum opportunity to convert visitors to customers, is provided.

To utilize the experience we have had with grand openings, we developed the Mystery Teller's Window promotion. This technique is as follows:

- A free-standing Mystery Teller's Window, designed to look like a teller's window, is installed in a two-by-four foot space in the lobby. Cards mailed to residents are brought to the window and inserted in a slot on the top surface of the unit. The card slides down an inclined plane onto a moving belt. The owner of the card can watch it pass behind a window.

Eight per cent (or whatever winning ratio has been established) of these cards are winners, and a winning card comes to a stop directly behind the window, where the bearer can read the invisible message printed on the card (made visible with black light) that reads, "Congratulations—you're a winner!" At the same time he hears he is a winner, as a fanfare of trumpets signals the occasion. Everyone in the office hears that there is a winner, and the fun goes on.

- A small, portable Mystery Teller's Window has been designed to fit directly into a teller's window. The technique is the same as for the larger unit, except the cards are inserted into a slot in front of the machine.

With both machines, non-winning cards pass through without affecting the mechanism, but winning cards activate electronic circuits causing lights to flash, trumpets to blare and the invisible message to be illuminated.

The biggest advantage of the Mystery Teller Window promotion is that action occurs during the entire promotion, whereas with drawings, nothing happens until the last night, and when the drawing is made most of the guests are long gone. The Mystery Teller promotion allows each winner to depart with a gift and it also affords the opportunity to convert the loser (and the winner) to a customer by pointing out that even though he didn't win a gift with the Mystery Teller, he can have the gift of his choice by opening an account or adding to his existing account.

What kind of traffic can an institution expect? We have had promotions

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where traffic ranged from 5% of the mailings to 200% of the mailings. Ordinarily, we would budget for traffic of about 35-40%. Here are some examples of recent promotions:

- Pittsburgh National has used the Mystery Teller Window at least 16 times, and it reports that traffic has averaged between 30-50% of its mailings. For the first opening we mailed 19,000 cards and had 6,000 people go through the branch within a two-hour period. The next branch opening produced traffic of 4,500 from a 14,000 mailing, and the third one produced traffic of 3,500 from a 12,000 mailing.

- For First National, Sioux Falls, S. D., we made a mailing of 19,000 for a three-day opening. More than 15,000 went through the building.

- For Fulton National, Lancaster, Pa., we simply advertised the opening in the newspaper and invited the public to come in and try its luck at the Mystery Teller Window after picking up cards in the lobby. The bank anticipated traffic of 3,000, but in two days more than 12,000 toured the premises.

- In Louisville, we inserted a Mystery gift card into the Sunday paper, and during a four-day promotion attracted over 10,000 people to see a new bank building. During the four-week promotion, 2,100 new accounts were opened and 4,900 customers added funds to existing accounts.

- In West Chester, Pa., we mailed 19,000 invitations for a grand opening. During the first two days, 7,800 visitors came. They opened 695 accounts those first two days, and another 305 were opened during the next two weeks. (Normally, an institution will increase the number of new accounts by about 50% if it extends the gift offer beyond the grand opening period.)

Can the institution expect to retain its new accounts? No institution has ever complained to us of high mortality or excessive closeouts. We have specifically asked about mortality and have figures on the subject.

- In Pottstown, Pa., we sent out 24,000 invitations for a grand opening. On the first day, Friday, 7,000 people arrived and on Saturday another 3,500 came, for a total of 10,500. Results showed 1,088 new accounts involving a half million dollars opened during those two days. In the month following, another half million came in, either via new accounts or as add-ons. After seven months, only 42 of the 1,088 new accounts had been lost.

- A Trenton, N. J., S&L gained 1,400 new accounts involving \$350,000 at its grand opening, taking an additional \$350,000 in add-ons. At the end of the year, only 175 of the 1,400 new accounts had been lost.

- When Delaware Savings opened a new office in Wilmington, 954 new accounts were attained, involving \$189,000. Six months later, 95 of the accounts had been lost, but the original \$189,000 had grown to \$320,000. At the end of 12 months, the bank had lost another 75 of the original 954 accounts, but the money on deposit had grown to \$450,000. Delaware Savings required only \$25 to qualify for a gift when opening a new account, but the average amount per account was more than \$200.

- Central Savings, Baltimore, opened a branch and in 11 working days acquired 3,888 new accounts. At the end of the first year, 30% of these had been lost—an abnormally high figure—but during that time the new branch had already outrun the bank's other long-established branches, so management did not object to the high turnover.

- Cement National, Northampton, Pa., required a minimum deposit of \$25 to qualify for a gift. More than 700 new accounts were opened for a total of \$113,896 (an average of \$162 per account).

Here's what happened during the next two years:

	No. of Accts.	Percentage Retention	Deposits Represented	Average Acct.
During Opening	703	100%	\$113,896	\$162.00
6 months later	633	90%	216,118	341.00
12 months later	591	84%	298,288	505.00
18 months later	548	78%	326,211	595.00
24 months later	513	73%	388,573	757.00

Under some circumstances, we recommend that new accounts require a \$25 minimum, although a \$50 minimum is more frequently used today and does not seem to cut the action appreciably. However, when the minimum is set at \$100 or higher, the number of new accounts opened during a promotion declines rapidly.

Why use premiums to promote a new branch or remodeled office? A financial institution will open four or five times more new accounts if it of-

fers an incentive to prospective customers.

- A bank in Allentown, Pa., opened a branch and distributed 4,500 invitations door-to-door. The bank used substantial advertising space in newspapers to announce the opening. Over 7,000 people attended Friday evening and Saturday. Although the bank was open for business, no incentive was offered to prospective customers. However, 125 new accounts were opened and management was pleased. Nevertheless, 125 new accounts was far below the potential that could have been realized had the bank offered an incentive to new customers. The bank should have opened between 700 and 1,000 accounts.

The bank's largest competitor opened a similar office two weeks later in a nearby community, attracting a similar crowd of 7,000 to 8,000. However, this bank offered a gift for new accounts and opened almost 800 such accounts.

- A bank in Trenton, N. J., held a grand opening for its new main office. Twelve thousand invitations were mailed and by 9 a.m. a double line of

visitors surrounded the building, waiting to enter. We had been unsuccessful in convincing management it should offer gifts for new accounts. The grand opening was on a Thursday, and it was merely an open house. Business was conducted across the street at the old office and official transfer of operations was made over the weekend.

We estimated that 8,000 people went through the new building. The bank hoped they would return to do business the following week, but they did not.

An S&L in the same community moved into the bank's old office after it became vacant and used the Mystery Teller Window promotion to draw traffic, offering a choice of gifts for opening new accounts with \$25 or more. Over 900 new accounts were attracted in three weeks.

It's not enough just to get a lot of people to come to the new office. The institution that wants maximum results must (1) be open for business and be prepared to handle crowds and new-account business speedily and properly, and (2) offer the visitor an incentive to become a customer. • •

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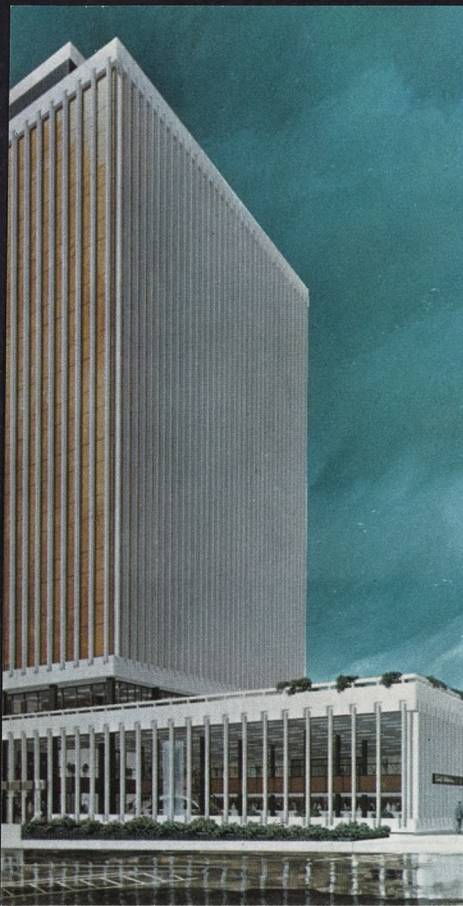
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First National Bank, Camden, Ark.

A Small Bank— In a Big Way



Facade of new Brownsville Bank building gleams at night.

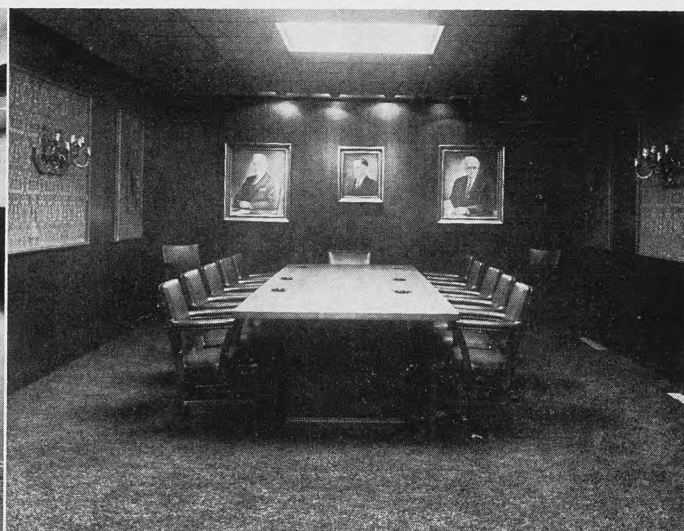
THE HANDSOME new Brownsville (Tenn.) Bank building represents another important benchmark in the often talked about revolution among small banks throughout the country. Observing the facility from the outside in, one is somehow inclined to paraphrase the television commercial that combines eight juices into one which looks, but doesn't taste, like tomato juice. Brownsville Bank is in the small bank category, but it surely doesn't look like one.

In November, 1969, the bank celebrated 100 years of uninterrupted service to Brownsville and Haywood County in West Tennessee. The institution remained open even during the panics of the late 1800s and the depression of 1929. In commemoration of the centennial, the new building was opened for business. Without question, it is a monument to the progressive spirit emerging among small banks. It is a spirit that says the age of the "country" bank is passing. Of course, that age will be remembered as a stepping stone to the era of large and small banks, with services that can best be described as "a far cry" from what they used to be.

The exterior of the building is faced with green Italian marble and the columns are steel, coated with concrete and white epoxy, with crushed white marble imbedded in the epoxy. Tile at the main and west entrances is thermostatically controlled to turn on at 35 degrees in order to melt any ice or snow that may accumulate. The building was designed by the firm of Hart, Freeland & Roberts, Architects/Engineers, of Nashville. • •

Below, left, lobby features recirculating fountain covered with crushed white marble and surrounded by live greenery. Custom-designed chairs are of antique gold and bittersweet. Avocado draperies are 14 feet in length. Woodwork is hand-finished Honduras mahogany.

Below, right, board room features red shag carpeting and framed velvet flock wall coverings of red, overhung with sconces and candles. Handmade conference table is surrounded by black Gunlock chairs.





By **PRESTON A. FORD Jr.**
Assistant Vice President
Marketing Sales
First National Bank, Memphis

Organizational Development Needs Remodeling, Too!

Ask most bankers today how they feel about modernization and you'll probably get an answer dealing with buildings, furniture, or equipment. This is true because for years banks have undergone an external face-lifting—a clean-up, paint-up, fix-up campaign to overcome the public's impression of a cold and closed organization that is non-committal to change. The exterior changes have helped and have had an effect on growth, but too often change within the organization—or internal face-lifting—has been overlooked. Too often banks have tried to appear on the outside what they weren't inwardly and, in effect, have become role players—trying to project an image that wasn't really consistent with their management philosophy.

In effect, the banking industry is still building its Edsels, as far as organization development is concerned. Organization development isn't just a chart showing the organization's structure and reporting levels—it deals primarily with motivational theory, interaction between its employees and customers, styles of management and systematic development aimed at increasing its overall effectiveness in order that it may reach short-range objectives and long-range goals. It elevates the concern for the involvement of its people to the same level as its concern for growth in deposits and earnings.

To put it simply, it deals with the guts of an organization. It develops decision making capabilities of management and builds a climate of problem solving rather than one of politics and "buck passing." It provides a sound management approach based on knowledge and human behavior, rather than by the "seat of the pants." It aids in de-

veloping high standards of excellence and achievement in performance objectives and fosters a total commitment of management and employees to common goals as well as the over-all success of the organization.

Growth naturally causes changes within an organization and if not monitored and updated, the system of management can turn into a 10-ton marshmallow, stifling creativity and development of human resources that are so important in the organization's future growth. This is especially true when competition is becoming keener, public and social demands toward banks are greater and constant change requires the development of creative ideas and approaches to new services in order to attract new business and retain the old.

Today's real job in modern management is the management of change, and our future growth can be measured in how we view change—as a challenge or a threat. We're in a constant state of change, both within and without our organizations, and there is a constant need for adequate decisions to help cope with changes that will affect the future of our banks.

Change may be brought about in three ways, basically—by revolution, evolution, or through organized or systematic development. Revolution isn't practical because it's a forceful change brought about by power or authority and always results in rejection or lack of cooperation. Evolutionary change is slow and is characterized by solving problems as they arise, but normally only those problems that are most apparent and pressing. This type of change is highly indicative of most banks today. Organization or systematic development involves planning, estab-

lishing a model of what should be, relying on fact, logic and theory. Management's creative ability is the only limit to how much change is possible in this type of development. It brings about enthusiasm rather than resistance to change. The goals of organization development are to increase individual effectiveness through development of inter-personal and management skills; increase team effectiveness through an understanding of group efforts; and to increase organizational effectiveness through development of high management standards and skills.

Today's modern management really doesn't involve the direction of things, but the development of people. And people are the most important asset in any organization. The problem with management of many banks is that they say people are important, but they really don't believe it. Rather than spending more time in developing the potential human resources and future organization, they stay buried in balance sheets, earnings statements and sales quotas. This isn't to say measurement is not important. It's vital to know where you are in order to effectively plan where you want to be. The question is . . . which comes first—the results to be measured or the people that accomplish the results?

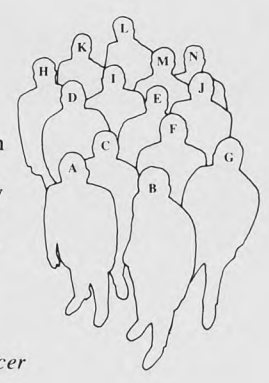
I would like to give an instance of organizational development theory that was successful in our bank. It deals with some of the concepts discussed in this article and involved our credit life insurance program.

Through the years our staff has been given a cash incentive for each credit life premium sold on installment loans. This year we experimented with this program and completely eliminated the

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MID-CONTINENT BANKER for December, 1970

cash incentive—but asked our branch managers to set their own goals on what their credit life sales would be. The previous year's records showed that 53% of our loans were insured, based on goals set for them. The goals our branch managers set for themselves reflected they would insure 68% of all loans. Not only did they reach the self-set goals, but they exceeded them, insuring 78% and increasing the dollar amount of premiums by 55%. Some individuals exceeded their goals by 100%. We feel this was a result of realistic input, realistic feedback and realistic measurement.

In his book, *The Human Organization*, Rensis Likert refers to a plan for human asset accounting that places a value on the production capacity of a firm's human organization and on the value of its customers' good will. This asset can vary appreciably depending on the behavior of management and personnel as well as quality of products or services offered.

The point is that maybe we should recognize that our future growth is dependent upon more things than an outward appearance of progressiveness. Maybe we should concentrate on developing those resources within, for it's these resources that will determine where we'll be 10 years from now.

Maybe the banking industry has been too smug in its management philosophy, too non-committal to change inside the organization. Smugness can be a trap because it blinds you to opportunities. You can be the biggest thing in freight cars, but before you know it, someone will invariably invent a truck! • •

Metal Buildings

(Continued from page 32)

wall like Bank of Lancaster did, Mr. Gibbs used tilt-up concrete slabs. The flexibility of being able to use various wall materials to achieve design effects is one of the advantages of metal building systems.

Native stone and metal panels offer attractive wall material combinations for metal building systems. This is what the Citizens Bank of Pikeville, Ky., used on its new Elkhorn Branch.

The 35 by 45-foot Space Grid bank with a vault was completely built and furnished for \$125,000 in 80 days after ground was broken, according to the builder, Lyle Construction Co. of Kingsport, Tenn.

The fast construction was achieved by utilizing the design/build construction method. This is a procedure where the builder takes complete charge and responsibility for building and outfitting the bank or other facility.

The trend by bankers to capitalize on today's metal building systems is taking place all across the country. In Lathrop, Mo., George Leadford, president of Lathrop Bank, elected to use a metal building system "because I could get an attractive and larger bank for a sizeable sum less than with other types of construction."

In Drumwright, Okla., W. J. Fuller, Citizens Bank's executive vice president, decided upon a metal building system "because it adapted more readily to the type of building we wanted."

Although bankers in the past have been somewhat reluctant to accept metal building systems, now that they have discovered the benefits the buildings offer, they are using the systems capabilities to their fullest to solve bank facility needs. • •

Chime Signal Alerts Drive-In Teller

Smaller banks particularly will be interested in Drive-Tendore, a device that signals the approach of a customer to the drive-in window by activating a chime inside the bank. Thus the drive-in teller is free to perform other duties, but at the same time knows immediately when her attendance is needed at the window. The customer can hear the chime and knows service is on the way. The device is similar to that used in automobile service stations. The manufacturer is Signal-U Manufacturing Co., Canfield, O. Price: \$30.

Auto Guide Lists 800 Cars

Dealer costs and suggested retail selling prices of more than 800 different automobile models are listed in "New Car Cost Guide," a loose-leaf compendium of price information on all the varied models and accessories available from today's automobile dealers. New car loan officers will find the guide of outstanding value, comments the publisher, Automobile Invoice Service, Chicago, Ill. Price: \$35 for one copy with reductions for quantity purchases.

Currency Counter Speeds Audit

A currency counting machine that is said to reduce the time used in such an operation by 60% when compared with hand-counting, is marketed by Scan-Am Co., McHenry, Ill. The machine counts currency, loose or strapped, new, old or mixed.

The manufacturer comments that machine-counting of currency allows more frequent audits, gives tighter cash control, speeds customer movement and may free at least one person per unit. Errors are also reduced, it is said. Price: \$2,495.

Bulk Coin Storage Compartment

Security for overnight storage of bulk coin is provided by a compartment designed by Parent Metal Products, Inc., Philadelphia, Pa. A typical model contains two drawers with key locks and one large compartment with a combination lock. The equipment is said to provide secure storage of large quantities of coin at the teller station, thereby making it unnecessary for the teller to leave the cage.



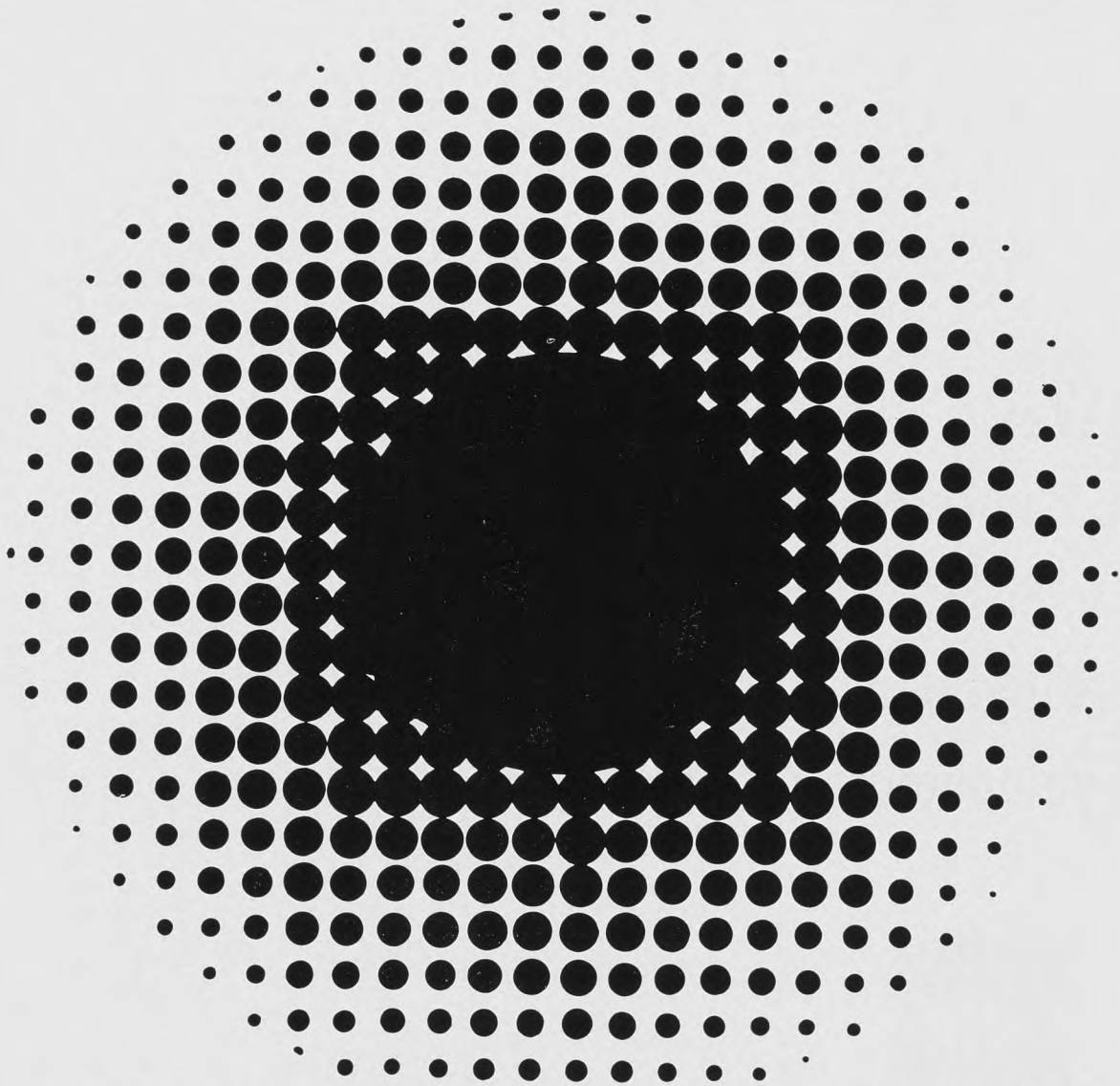
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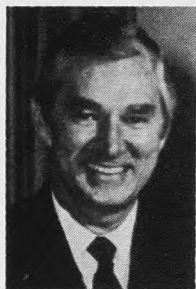
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A Way To Eliminate The Pitfalls In Building Development



By **DAVID H. MURDOCK**

**President
David H. Murdock
Development Co.
Los Angeles**

MORE THAN 25% of the nation's financial institutions are giving consideration to the development of a single-purpose building, a major high-rise structure, or the modernization or expansion of present quarters, according to a recent survey.

No matter what type of development is planned, such a project can be a costly, one-time learning experience of decision making in uncharted waters. Although architects play key roles in project development, few are skilled in the complexities that extend beyond the scope of their work. Bank officers are often divorced from the performance of profitable banking functions by the demands occasioned by building projects—demands requiring experience or knowledge that fall outside the normal talents of bankers. The result is often a series of costly errors.

In general, banks do not have the sense of urgency necessary to bring about the development of new quarters. This is true despite the fact that construction costs have increased at a compounded rate of 10% annually in the last two years.

With the current softening in long-term money markets and some major financial institutions actively seeking good loans, no better time exists for the development of new banking facilities.

Inflation has been such that any reasonable decline in interest rates would be more than offset by escalating construction costs, a fact that makes it even more incumbent upon bank management to transmute its development plans into accelerated action. Early action not only enables a bank to effect savings in development costs, but the earlier occupancy that would result can gain the savings of more efficient utilization of space and personnel.

Lack of development knowledge is a major drawback to a bank's action program. This drawback is prevalent because many banks have never gone through the experience of developing a major facility. This drawback accounts for many postponements, because the major risks involved can overwhelm management lacking expertise in this field.

Therefore, instead of making a firm commitment to a development program and embarking upon it in a fashion similar to that which is done when making a loan, many banks resort to a committee system in regard to a development program. Such a delegation of responsibility circumvents the proper procedure of placing responsibility with top management.

In planning a project, decisions must

be made regarding the necessary size of the project for both initial and future occupancy. This should be related to the bank's deposit growth as well as to the potential growth of the community served by the bank. A suitable building location must be selected that relates to both present and envisioned growth patterns.

If a multi-tenancy structure is required to evidence the bank's image in the community and allow for expansion throughout many years of growth, the bank faces the vicissitudes of an uncertain rental market—the need for the building and the size of the building.

The experienced professional developer can make an immediate judgment as to the maximum economic feasibility of a building, relying on current data gathered quickly by his own staff. Such a procedure allows reasonable risk in leasing to avoid the fiasco of a half-vacant project that would be a poor advertisement for the bank.

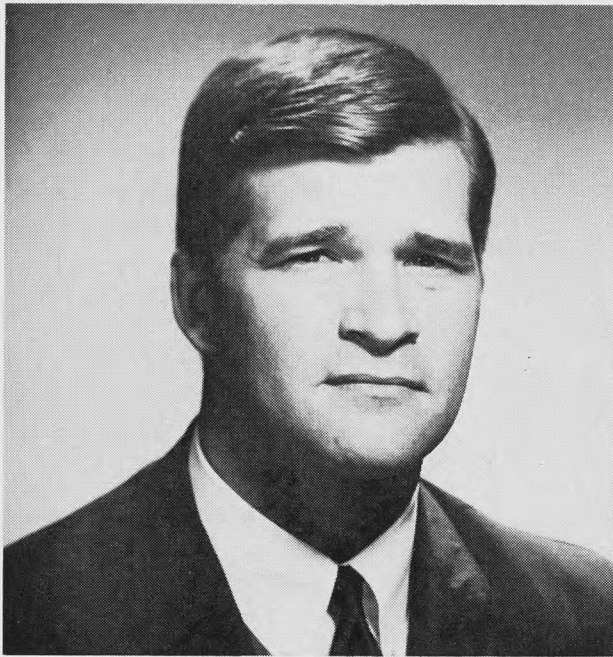
Bank management is often deficient as to know-how in the areas of architectural design, orientation, bank layout and space utilization. Unable to visualize the end result without plans or low-cost preliminaries developed from clear-cut instructions to the architect (without unnecessary re-working due to inability to communicate ideas), many banks have invested thousands of dollars in designs and plans that must be scrapped after errors have been discovered. In such cases, much of the development cost is wasted.

The costs of invested capital or ground rental, taxes, etc., can be a sizable part of development costs. Extreme caution is needed in negotiating or acquiring ground leases with the intent of financing improvements through a leasehold mortgage. This is because slight modifications to meet the technical legal requirements of a leasehold mortgage can result in renegotiation and increased ground rental.

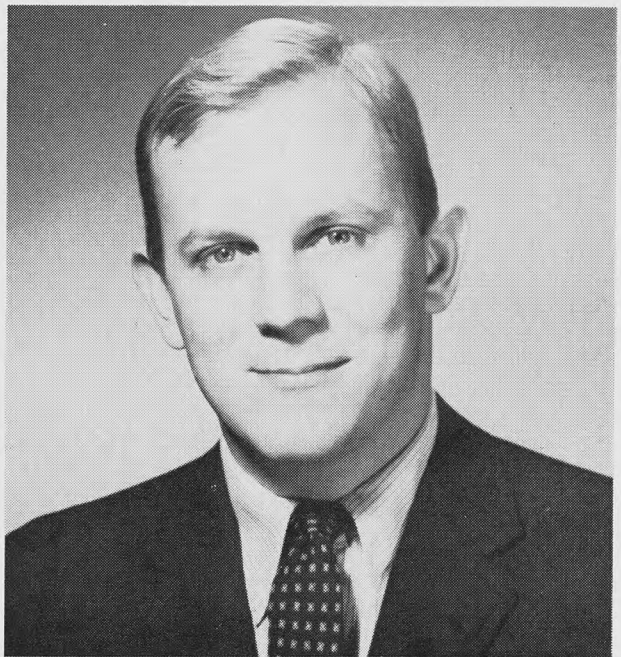
Once the need has been established, bank management must decide whether to own or lease the project. Also to be decided is a rental rate over a long term, with options for expansion and renewal. The decision to own must be predicated on the bank's capital structure, the amount of real estate owned, the drag on earnings by depreciation on a large multi-tenancy building and, if financed by debt or additional equity capital, the effect on future borrowing capacity and dilution.

Physical layout and appointments must be designed to meet precise, functional needs. They should be flexible enough to allow future changes

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Assistant Cashier



P. D. HOUSTON, III
Assistant Cashier

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MID-CONTINENT BANKER for December, 1970

at reasonable cost. This can best be achieved with a knowledge of interdepartmental activities, work flow, predicted growth of bank activities, anticipated change in systems and procedures and a realistic allowance for improbables.

Functional layouts are an important factor in providing rapid customer service, savings in personnel costs and factors that contribute to high employee morale, resulting in lower turnover and the ability to attract a qualified staff.

Decisions must be made regarding the location of drive-in facilities and the purchase of new furnishings and equipment. Total coordination between bank personnel and outside suppliers is necessary for satisfactory decisions in this area.

A major problem that faces every bank is how to hold the lid down on costs so as to avoid invariable increases that occur because of lack of expertise in controlling costs. One way to eliminate runaway costs, especially when dealing with less than the best price and quality, is to deal with architects, designers, engineers, general contractors, etc., who can perform on schedule. Inexperienced and inadequate planning can result in cost overruns.

Bank management should secure competent development assistance in coordinating the total project and assisting management in the areas in which it lacks expertise.

Considering the billions of dollars in real estate developed in the U. S., there is a limited number of responsible professional developers with records of successful performance in this intricate field of varied but interrelated phases. It takes professional skill, acquired through years of meeting complex problems, to get things done without delay.

The rewards for surmounting obstacles encountered during the development phase of a project are developed over an extended period of time. They include increased deposits through greater community impact, higher employee morale, more efficient operations and the benefits that accrue from the progressive image a new building can provide. These rewards more than compensate for the temporary problems encountered during the development period. • •

Bank Interior Design Service

A bank interior planning and design service that is directed toward improving movement and reducing error in various banking operations is offered without charge by Southern Fabricators, Inc., Louisville.

Accurate Planning Strategy Required In Development of New Buildings

By **NORMAN S. HOLMES**
Assistant Vice President
First Wisconsin National, Milwaukee

MOST BANKS tend to drastically understate future needs in developing new buildings because the wrong planning strategy is used. Facilities planning must produce two essential results: reliable projections of the future facilities and space requirements of the organization and an effective means of evaluating the reliability of the projections.

We want information about the type of space needed, how many people are to be accommodated, how much furniture and equipment will be required, functional and spatial relationships and many other factors.

Conventional strategy can be called "bottom-up" planning, in which department managers begin the planning through development of their needs. A more accurate and meaningful strategy would be a "top-down" approach, in which facilities planning begins where the building decision was made—at the top. This assures that management leads in the planning instead of only ratifying a plan developed at subordinate levels.

It is necessary to develop a long-term horizon of at least 10 years that provides some idea of the growth expected over 20% to 25% of the useful life of the building.

Steps in the top-down planning strategy include:

(1) *Environmental forecast.* This involves the formulation of a written forecast of the business environment at least as far into the future as the long-term horizon. The environmental forecast should be structured to progress from the general to the specific.

(2) *Executive consensus.* This is the development of a written consensus on executive management's intentions and expectations concerning the future of the bank.

(3) *Executive forecast.* This involves the integration of the environmental forecast and executive consensus into one body of information which describes the business environment of the future and the responses that management intends to make to the opportunities and challenges presented.

(4) *Corporate consensus.* This is second-echelon development of specific plans for achieving the long-range

executive plan. It includes items such as specific rates of change in the volume of each service or product, new products or services to be introduced and specific new technologies and methodologies.

(5) *Conversion.* The effect of service-line rate changes is converted into estimated changes in the volume of work flowing through each department. These changes in volume are then converted into estimates of the man-hour effect on each department.

(6) *Facilities planning.* Detailed facilities planning for the people and equipment to be required in the future is involved here.

(7) *Space planning.* In this area, actual space allocations and determinations are made, upon which building size can be determined. • •

Next Teller System Assures Prompt Customer Service

"Next teller" system directs all waiting customers into a single line. Thus the customer who came in first is always assured of prompt service from the next available teller. Impatience that results when a customer waits behind another customer making an involved transaction is avoided.


The system uses signs, ropes suspended from posts and traffic flow markings on the floor to direct customers into line. When a customer reaches the head of the line, he waits a short distance from the teller cages; then moves to the first available teller. The customer never has anyone waiting behind him. Thus, privacy is assured.

The system is manufactured by Lawrence Metal Products, Inc., Lynbrook, N. Y.

Equality for State Banks

State-chartered banks in Illinois have been given the same legal powers as national banks as the result of the November 3rd election.

Illinois voters overwhelmingly approved an amendment to the Illinois Banking Act granting state-chartered banks the same legal powers as national banks without making it necessary to amend the act each time legislation is passed on the federal level. A second part of the amendment permits state banks to form one-bank holding companies the same way as national banks.



We're dreaming
of a peaceful Christmas
for all mankind in
brotherhood under God.
Wouldn't it be great
if dreams came true?
First National Bank
in Little Rock

New Million-Plus Bank Building Opened By Second National, Jackson, Tenn.

JACKSON, TENN.—Second National opened for business in new quarters at the corner of Church and Main streets last month, following a week of grand opening festivities.

Included in the opening celebration were a dinner for bankers from across Tennessee; a reception and tour for directors, stockholders and employees; and an open house for the general public. More than 8,000 peo-

ple attended the open house and took part in tours led by specially outfitted tour guides (see photo).

The building, valued in excess of \$1 million, contains four floors comprising 24,000 square feet. The exterior is of pre-cast concrete, with black granite panels, gray brick with specially mixed gray mortar and aluminum panels that reflect various light patterns according to weather conditions.



Second National personnel were specially outfitted as tour guides during grand opening week.



Exterior of Second National building features pre-cast concrete, brick and panels of granite and aluminum.

Going on computer?

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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.

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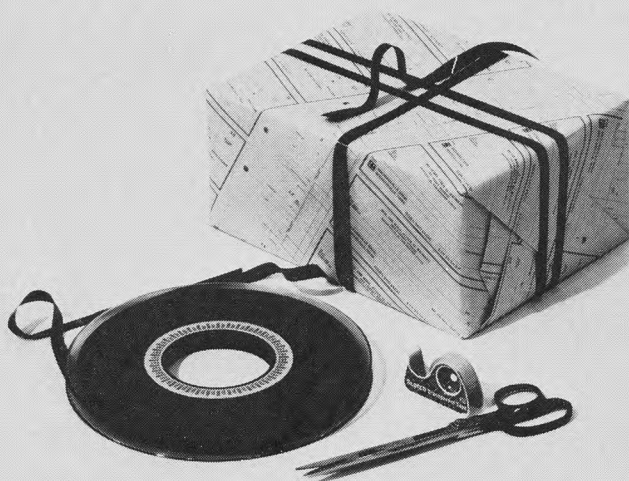
We'll also provide the sales aids to promote a sound merchandising effort.

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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The ground floor lobby features red and gray carpeting, chandeliers set in a domed ceiling, walnut paneling and English mahogany furnishings. A lower level contains an employee meeting room, equipped with bulletin boards, movie screen and dining area, that seats 100. Also on this level is the vault.

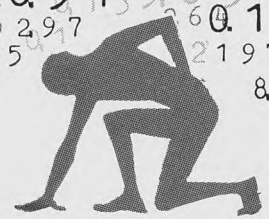
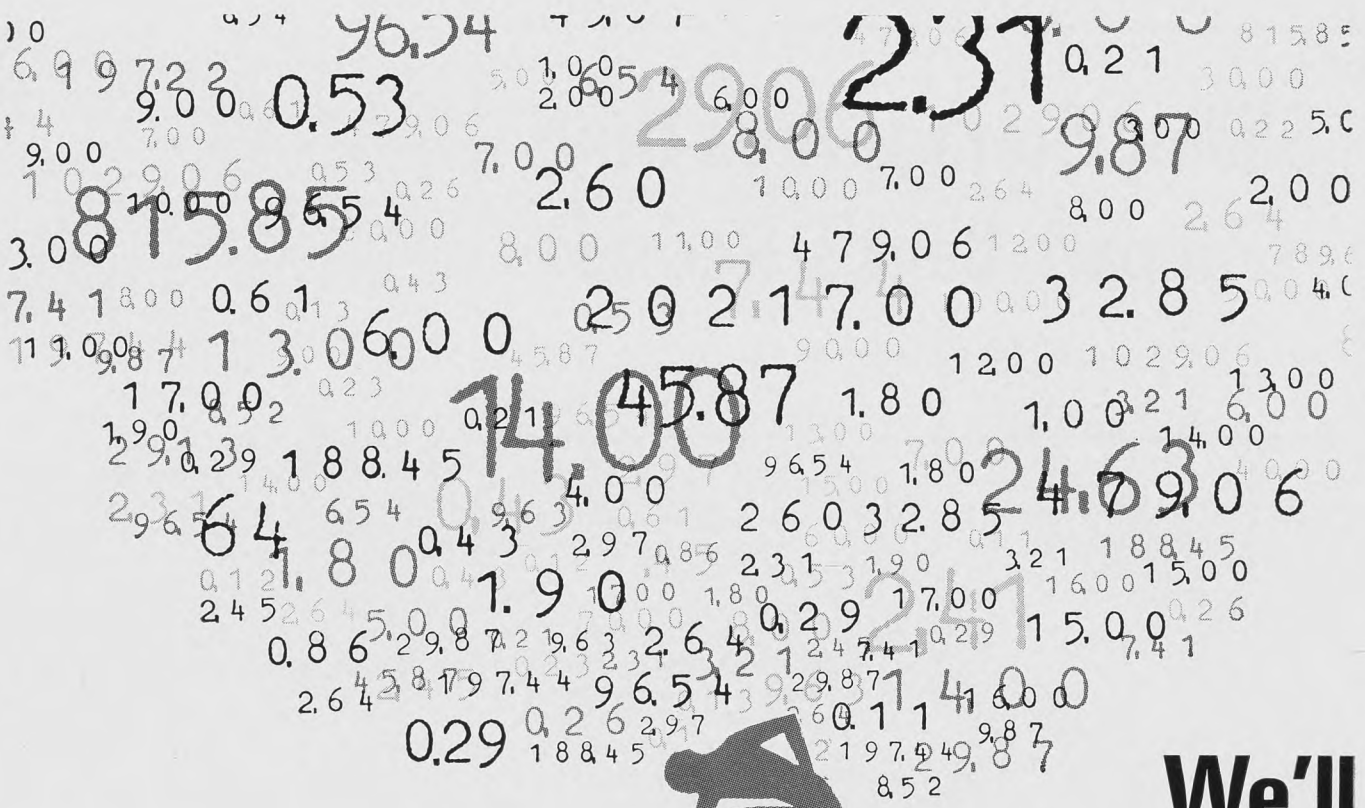
Located on the second floor are the personal loan department, insurance agency offices, the trust department, directors' room, executive office and kitchen area. The accounting department, cashier's office, proof department, mail room and lounge are located on the third floor.

Three drive-in teller windows are located adjacent to the bank, as is a parking lot.

A limited edition of a "Scenic America" mural highlights lobby decor. Panels making up the mural are reproductions of block prints that were originally printed in France in 1834. A similar mural is in the White House in Washington.

Second National was organized in 1886, and, prior to its move to the new building, had maintained offices at its former location for 84 years.

■ WHITNEY NATIONAL, New Orleans, recently made two promotions in the foreign department. Jose A. Mata, assistant manager, was elected an assistant vice president and Sandro F. Mulino was named assistant manager of the department.



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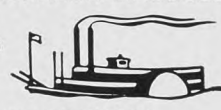
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Sliding Storage Area Units Compact Bank's Records

By JIM FABIAN, Associate Editor

SPACE IS worth money. And the less space a bank needs to store its vital records, the more money it can save, because storage space that is relinquished can be utilized in more profitable areas. So goes the reasoning of Thomas J. Zaleta and Robert Sanders, comptroller and assistant cashier, respectively, at Chicago's Union National.

Picture the situation: a fast-growing bank located in a busy business area finds itself piling up records in every nook and cranny it can find behind counters and throughout basement areas. The recent addition of computer service for customers has added to the volume of storage items, as the bank is responsible for keeping records for the various clients that use the computer service.

Rows of filing cabinets and seemingly endless shelves, plus dozens of cardboard cartons, are used for storage in numerous rooms. There is little possibility of organized retrieval in such a crowded situation.

Something must be done, as valuable records prove to be too bulky for proper vault storage, making them vulnerable to destruction by fire or other means.

Enter salesman Bob Rae from Lundia, Myers Industries of Decatur, Ill. Mr. Rae recommends a Fullspace compact storage system for Union National, citing examples of how other firms have solved storage problems with Fullspace aisle-less shelving.

Messrs. Zaleta and Sanders arrange to have units installed in Union National's basement vault. The bank's records are stored in the system in an orderly manner. Upon completion of the filing chore, the bank realizes that storage from many different areas has been compacted into just one vault—with ample space remaining!

"With Fullspace, the area needed for vital record storage has been cut by more than two-thirds," says Mr. Zaleta. "Access is convenient and the storage

area is neat. Numerous areas formerly used for storage are available for other uses."

Just what is Fullspace, and how does it help solve storage problems?

Lundia, Myers' Fullspace units consist of a given number of wooden shelf units, mounted on rails. Each unit, which stands up to seven feet in height and contains a given number of shelves measuring 12 by 36 inches, is capable of holding up to 1,800 pounds of files. The units can be ordered in various lengths. End units are stationary.

By virtue of being mounted on rails, the units can be pushed together to make a mass of shelf space when access is not needed. Space for but one aisle need be provided. Access to any unit is obtained by sliding adjacent units to one side to provide an access aisle. Access is limited to one area at a time, thus the need for only one aisle. The space taken by the conventional method of an aisle for every two units is eliminated. Each shelf unit is guided along the rails by a large handle and is easily moved by almost any bank employee—including a woman. The end panel of each unit bears an identification tag to determine what that unit's

shelf area contains.

Since Fullspace units are made almost entirely of wood, they can be installed to fit any space, says Mr. Rea. There are no drawers in the units, so there is nothing to pull out, eliminating possible toppling of files. All units are securely fastened to the rails. Individual shelves rest on metal supports that can be raised or lowered to any level within a unit. Shelves can be equipped with pendants that slide sideways to prop floppy files.

Units can be installed on any type floor, with rails made level for easy sliding of units. Uneven cement floors pose no problem for installers of the rails.

Fullspace units can be ordered in unfinished or finished form, to harmonize with the decor of the area in which they are to be installed. They have been put to use in bank libraries, computer rooms, offices and supply rooms.

Costwise, according to Mr. Zaleta, the units have resulted in a 50% reduction in storage costs (compared to metal shelving and filing cabinets) and at the same time have provided up to three times the storage space in any given area. The units permit the bank the luxury of storing client computer records in paper form, eliminating the necessity to search microfilm records for reference material.

Mr. Zaleta says the use of Fullspace has eliminated the necessity of Union National renting additional storage space in adjacent buildings, something that would have been necessary if Fullspace units had not been available.

According to Mr. Rea, Fullspace units can provide benefits to banks contemplating new structures. Space normally provided for storage can be greatly reduced and used to better advantage in connection with other bank operations. A large storage area is not usually making money for a bank, but



Left: Union National Secretary Mrs. Laurie Ambrose indicates ease of moving Fullspace storage units, mounted on rails. Right: Mrs. Ambrose at work in aisle she "created" by sliding units aside to provide opening.

Brain-sharing: to help your planning perspective.

It's anybody's guess what whips and turns and speedups and slow-downs our economy will face in the next couple of years.

That's why so many bankers are Brain-sharing with the Harris to develop *flexible* plans and policies for their banks. This new bank planning service at the Harris is a three-step process, involving a thorough historical analysis; multiple-assumption projections of deposit and loan levels; and finally, in-depth interpretation and evaluation. Computer speed, of course, enables us to analyze and consider more data, test more alternatives, and project the alternatives with the kind of flexibility you want.

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an enlarged computer center or loan department can add to profits, he says.

Mr. Sanders summed up his opinion of Fullspace by noting that the units provide ready accessibility in a minimum of space, allow for increased efficiency in filing and retrieval and require no maintenance. They also save time on the part of storage area employees, who no longer have to lift heavy boxes and grimace when a tall pile of stacked records collapses into a dusty heap. • •

Central Bancorp. to Form Mortgage Banking Firm

CINCINNATI—Central Bancorp., Inc., recently announced the formation of Centralbanc Mortgage Co. as a wholly owned subsidiary.

Central Bancorp., a registered bank holding company, controls Central Trust, Cincinnati, and Citizens National, Marietta, O. The mortgage banking company will be an extension of the present operations of the mortgage loan department of Central Trust. The holding company also plans to acquire First Trust, Zanesville, O.

ABA to Offer Cassette Service To Keep Bankers Informed

WASHINGTON, D. C.—American Bankers Association recently announced that it will launch an audio cassette service early next year to help bankers keep abreast of trends in the industry.

The cassette service will enable bankers to "attend"—electronically—the most important of the specialized conferences and workshops held each year. It also will provide expert analyses of new trends in business, government and education.

For \$72 a year, a subscriber will receive a 60-minute cassette each month. The first cassette will be issued in early January.

NASSB to Change Name Jan. 1

National Association of Supervisors of State Banks recently announced that it will change its name to Conference of State Bank Supervisors. The change will be effective January 1. C. W. Culley, Missouri commissioner of finance, is currently president of the association.

■ NATIONAL BANK OF COMMERCE, New Orleans, recently elected Sal C. Quartararo an assistant cashier. Mr. Quartararo has been in the portfolio management department since he joined the bank in 1969 as assistant manager.

Travelers Cheque Sweepstakes



Actor Fred MacMurray, star of CBS's "My Three Sons," draws the winning entries in Bank of America Travelers Cheques' "Go Anywhere—Do Anything from A to Z Sweepstakes," in Hollywood. With him is Ernest J. Young, v.p., Bank of America Travelers Cheques. Winner of the grand prize was Mrs. Helen Fosen, note teller, Puget Sound National, Tacoma, Wash. She won a trip for two anywhere in the world.

Louisiana National Wins Design Award

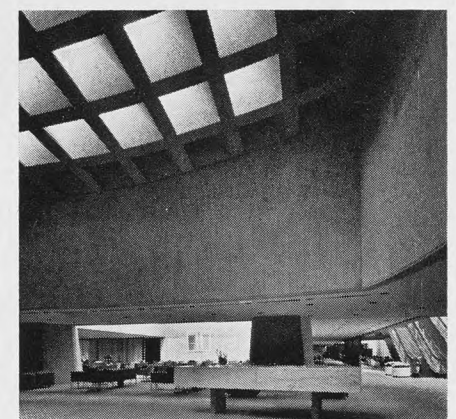
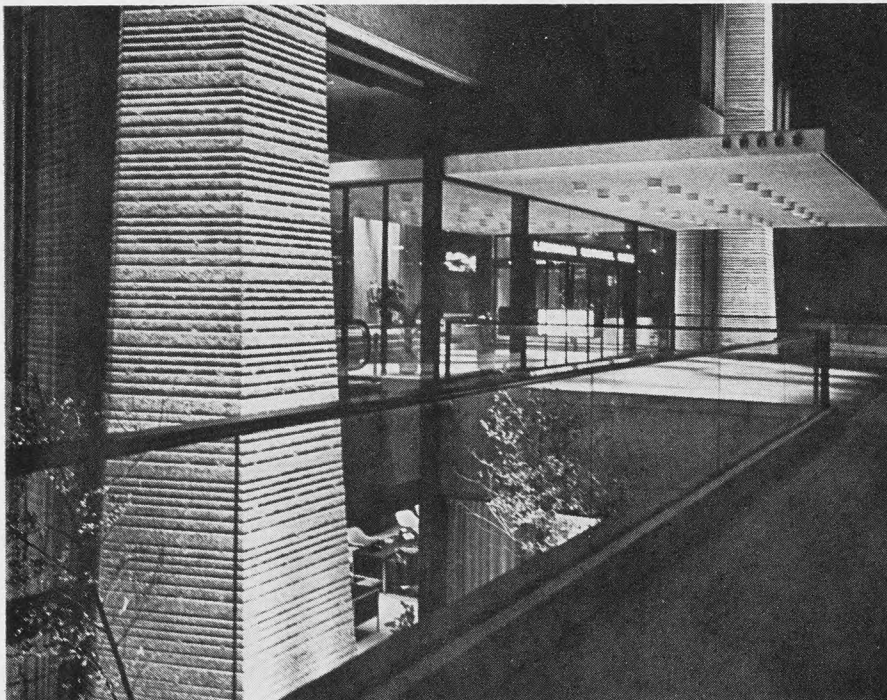
BATON ROUGE—Louisiana National's bank and office building recently won the top honor award for architectural design in a five-state competition of the American Institute of Architects.

The bank was selected for first honors at a three-day meeting in Biloxi, Miss., of the AIA's Gulf region, composed of Louisiana, Mississippi, Alabama, Tennessee and Arkansas.

Curtis & Davis Architects, New Or-

leans, were responsible for the exterior and structural design of the building, the interior design and landscaping. A lively complex of moats, bridges and plazas is featured both in the indoor and outdoor areas of the building. The entire city block on which the building stands was designed with a "town square" concept in mind.

The awards jury praised the bank for placing the main banking floor below ground, making possible a practical use of the site. The bank's structural system, with its large external columns, allows efficient use of the column-free spaces within the building. The bank's decorations and color schemes also were cited by the jury.



Two 50-bubble skylights are features of Louisiana National's bank and office building. This one sweeps across the top of the main customer service area.

A nighttime view of the entrance of Louisiana National shows the landscaping and subterranean design of the award-winning building.



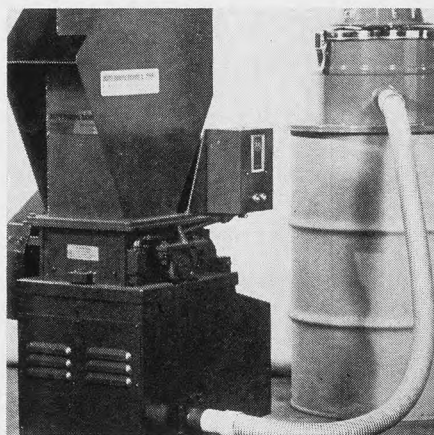
BEST WISHES

**FORT WORTH
NATIONAL**

...that's my **BANK**

Fixture, Equipment and Services News

Device Makes Confetti of Paper



Pictured is a paper disintegrator manufactured by Security Engineered Machinery Co., Millbury, Mass. The machine chews confidential papers into confetti that may be disposed of as ordinary waste. Thus, it is no longer necessary to add to air pollution by burning documents such as redeemed bonds. Price: \$2,595.

In-Bank Encoder Speeds Checks to Customer

Use of a ThriftiMatic Encoder on the premises enables a bank to deliver imprinted checks within a matter of hours and thus increases customer goodwill.

ThriftiMatic Co., a division of Diebold, Inc., manufactures the device in Elizabeth, N. J. It prints from low Linotype slugs or Monotype secured in special name tubes. The type, once set, may be stored for use when the next order is received. Numbering wheels for magnetic encoding are factory installed. The two operations—personalizing in the upper left corner and encoding in the lower right—are performed at the same time. Impression rate is 140 per minute.

The manufacturer says that personnel of average ability can be trained quickly to operate the equipment. Cost: \$2,455.

Carillon Boosts Public Image

Many banks using carillons to mark the passage of the hours have found that their cheerful chimes boost a bank's public image. Tape-Athon Corp., Inglewood, Calif., markets chimes and carillons and offers a large library of taped recordings varying from religious to patriotic music. Modern carillons play these recordings electronically.

Keyboard Message Center Gives Rapid Bulletin Changes

Addition of a computer controlled keyboard has made possible rapid changes in standard electric bulletin boards displaying either alternating or traveling messages, announces American Sign & Indicator Corp., Spokane, Wash.

The keyboard is a standard tape punch (teletype ASR33TU) that provides verifying and editing capability. Each message of 10 can travel up to 64 characters. Because of instantaneous display and recall from memory it makes possible the display of a series of community announcements or advertising messages.

A similar device is manufactured by Salescaster Displays Corp., Linden, N. J. This company's Repeater Model 21 has a program of 20 messages tapes. Additional message tapes may be ob-



AS&I Keyboard

tained from this source so the bank may have an appropriate message available at all times.

Eye-in-the-Sky Camera

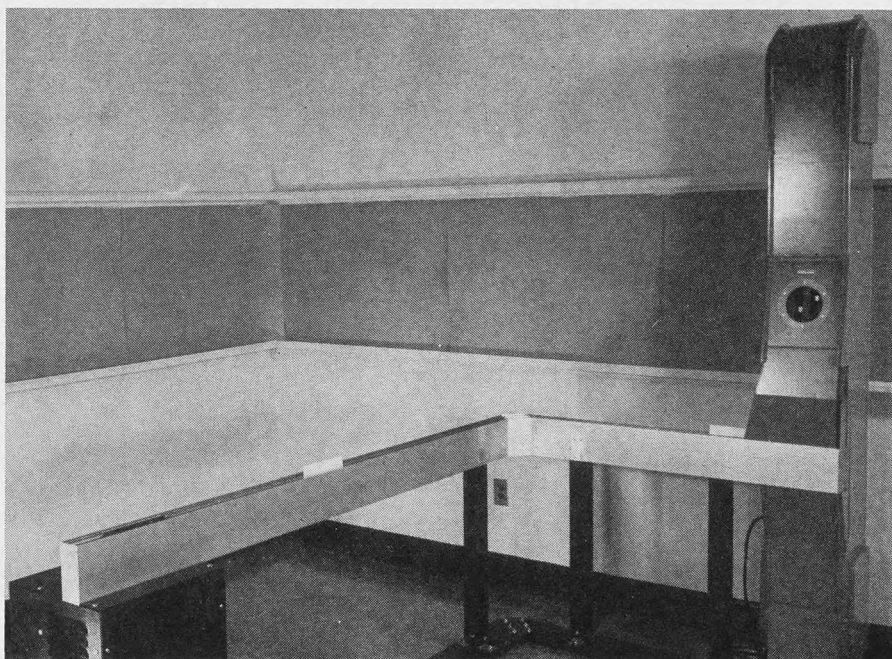
A multiple-lens camera housing what is literally an eye-in-the-sky because it enables the camera to "see" everything within a maximum of 2,000 square feet is manufactured by Photo-Scan International, West Los Angeles, Calif.

Termed "the most powerful holdup deterrent on the market," the Photo-Scan camera is said to lower insurance costs. Because it has five lenses directed in five directions it covers an area substantially larger than the standard camera with its single lens. Pictures are taken every eight seconds and may be viewed on closed-circuit T.V.

Security and Training Consultants Offer Customer Relations Aid

A consulting service offering counsel in security matters and programs for training employees in customer relations states that it saves money for banks in security problems and makes money for banks by improving custom-

Conveyor Moves Documents Between Floors



Acme Visible Records, Inc., Crozet, Va., has added to its Power Chute line a conveyor that moves documents between floors. This is an extension of the company's horizontal conveyors. The device may be designed to carry documents in both directions horizontally and also both up and down. Picture shows how horizontal and vertical conveyors may be combined.

Banks are like people . . . they should help each other . . . that's the philosophy of the American National Correspondent Banking Department.

Combined talent and ingenuity of three men on one job . . . that's concentrated expertise . . . that's banking.

American National Correspondent Bankers want to help you with your banking needs.

**AMERICAN NATIONAL BANK
AND TRUST COMPANY**

CHATTANOOGA, TENNESSEE

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

THREE MUSKETEERS IN BANKING

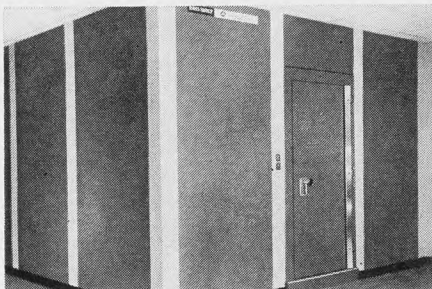


MID-CONTINENT BANKER for December, 1970

er relations.

Execudec, Inc., Wausau, Wis., says it can save money through elimination of unnecessary security equipment purchases while it trains employees in security measures. The company also offers a training program that includes instruction in identifying customers, calling them by name and winning their friendship. Its program is said to reduce errors and provide faster service.

Vault Guards Film Against Damage



Data media vault protects valuable magnetic tape and microfilm against damage or destruction in fire, riot or flood. The walk-in vault assures safety of stored records and is manufactured to custom size by Data-American Equipment Co., Chicago.

Customer Acts as Teller With Push-Button Device

A push-button device that makes it possible for the customer to act as his own teller on a 24-hour-a-day, seven-day-a-week basis has been introduced by Docutel Corp., Dallas.

When activated by specially designed credit or courtesy cards, the Docutel total teller permits the customer to perform any one of 11 operations by pushing a button labeled with the appropriate operation. Operations possible are cash withdrawal by credit card or from checking or savings account, deposits to checking or savings account, money transfer from checking to savings, credit card to checking or savings to checking, or payment on loans due the bank by deduction from checking or savings account or by cash or check.

Docutel makes it possible for the bank to be "open" for these 11 transactions at all times and also makes it possible for the customer to avoid standing in line. Cost: \$27,450.



Exception Encoder Cuts Costs, Speeds Customer Service

Banks can cut costs, says the Burroughs Corp., Rochester, N. Y., by having

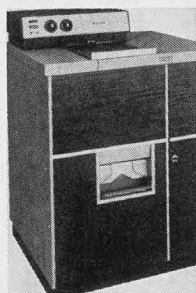


the company's Exception Item Encoder available at each location where an unencoded item could be accepted or created.

The alternate solutions, it points out, such as encoding in proof, preparing substitute documents for computer input, or encoding at a central location, all cost the bank substantially more, per document, than encoding at point of entry.

The Exception Item Encoder can be used to prepare new account kits or emergency supplies of checks or deposit tickets for customers on the spot. This fast service increases customer goodwill. Also placing encoding responsibility for exception items with the tellers encourages them to educate depositors to use the pre-encoded items that the bank supplies for improved, faster customer service. Price: \$795.

New Copier Saves Time



New Statesman copier developed by the Ditto Division of Bell & Howell Co., Chicago, is said to reduce copying time by 25%. The machine's flip-up cover leaves both hands free to keep work moving. It

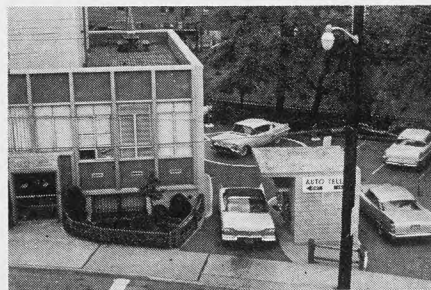
makes one to 25 copies at a setting; then resets to one copy automatically. Push-button adjusts for letter or legal size and roll-feed paper mechanism makes 1,125 letter size copies from a single roll. Price: \$4,400.

Floor Cleaner Shaves Labor

Mini-Matic floor cleaner lays down cleaning solution, scrubs the floor, squeezes the floor dry and vacuums up the dirty solution. The entire job is accomplished through the use of electrically-propelled revolving brushes.

Clarke Floor Machine Co., Muskegon, Mich., the manufacturer, says Mini-Matic, with one man to operate it, will do work requiring two men using mop and pail and thus releases one man to do other work. Price: \$699 to \$1,895, depending on model.

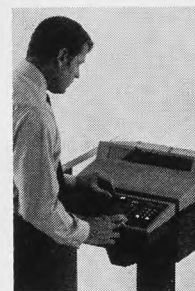
For a Drive-In in Small Space



Turntable manufactured by Macton Corp., Danbury, Conn., makes it possible for banks to have a drive-in facility even when space is limited. In the installation pictured motorists drive to the right of the auto teller window, transact business and continue onto the turntable (center rear). The turntable rotates the car and the motorist exits to the left of the teller window. The device is controlled by electric signals and activated by electric eyes which operate only when an automobile is in the correct position. Price: \$8,000 to \$12,000.

Modular Design Coupled to Computer Technology

Honeywell, Inc., Minneapolis, has developed an automation system based on entirely new principles that combines computer technologies with modular design techniques.

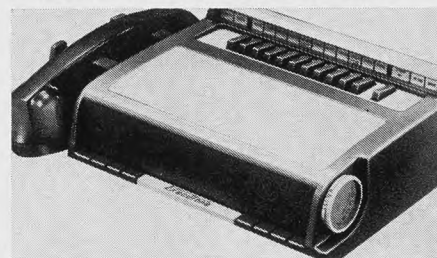


Using these principles, Honeywell states it has designed a system that features full upward compat-

ibility, digital two-wire computer-type signalling and sensing and transmitting accuracies higher than anything hitherto available.

A feature of the system is its flexibility. As the building complex grows, a wide range of operating modules—such as loggers, programmers and even computers—can be added at any time. For example, adding an "electronic memory" is as simple as plugging in a set of printed-circuit cards. As a result the system can keep pace with expanding needs.

Here's Instant Communication



Instant communication with 11 stations within a bank is offered by this master station for intercom system. Two-way voice communication provides rapid exchange of information within the bank. Manufacturer: Executone, Inc., Long Island City, N. Y.



YOUR CORRESPONDENT BANKERS
AT THE FIRST
WISH YOU PEACE AND JOY THIS CHRISTMAS



TOP ROW, LEFT TO RIGHT: Bill Dwyer, Art Stake, Les Bjork, Tom King, Hugh Albers, Keith St. Pierre, Tom Harmon, Jack Hallberg, Charley Ongena, Jerry Towns, Bob Gridley, Jerry Doherty.
MIDDLE ROW, LEFT TO RIGHT: Nevin Bowser, Andy Nielo, Ray Dieball, Bud Cross, Jr., Bill Bennett, Bill Vojta, Les Mandelbaum, Fred Bowes II, Garth Dunn, Jr., Jim Edwards, Gil Liss, Al Glover.
BOTTOM ROW, LEFT TO RIGHT: Ben Hauenstein, Jud McManigal, Dennis Duffy, Sandy Scott, Rita Pepper, Jackie Everson, Francine Glass, Char Markiano, Dorothy Hines, Robin Barker, Freda Wells, Barbara Selover.

The First National Bank of Chicago



MID-CONTINENT BANKER for December, 1970

New Vault Reinforcing Resists Fire, Explosion, Earthquake

"A concrete structure properly reinforced with Steelcrete will most effectively resist the efforts of man or the elements against attack by fire or explosion or even earthquake." So reads the brochure of Wheeling Corrugating Co., Wheeling, W. Va., and illustrations in the mailing piece offer support to the statement by showing tests used by the manufacturer.

Steelcrete consists of an inter-related network of sheets of heavy expanded metal and plain round reinforcing rods embedded and interlaced through virtually the full thickness of concrete work. A companion product, Grid-Crete, intended for bank vault construction, is designed to meet the newly revised Insurance Rating Board classifications for ratings 5R, 6R, and 9R.

Simplafind Offers Large Capacity Retrieval of Card-Size Records

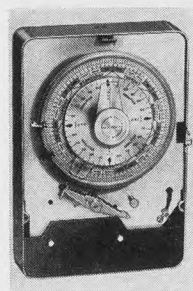


Simplafind provides automated retrieval of checks and card-size records through a filing system that offers maximum capacity. Wheeldex, Inc., Peekskill, N. Y., the manufacturer, reports that the device is

widely used to save time and labor in searching check files, CIF files, and the like, thus providing faster service with fewer errors. Price: \$3,000 to \$5,000.

Manual Camera Setting Is Out When Time Switch Is In

Manual setting of surveillance cameras, automatic timed security locks, closed circuit T.V. and similar devices is eliminated by a seven-day program time switch perfected by Paragon Electric Co., Two Rivers, Wis.



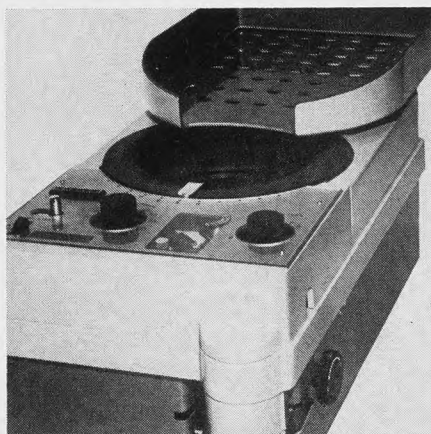
By using two dials—one graduated into the hours of night, morning, afternoon and evening

and the days of the week, the other in hours by five-minute increments—the device makes it possible to determine the exact time at which any electrically controlled equipment is turned on. As many as seven on/off operations per day are possible with a minimum on time of 90 minutes.

The precision instrument ends any deviation from preset programmed

schedules. Employees may forget to turn a device on or off, but the time switch does not forget. Cost: \$78.45.

Packages Coins Quietly



Machine pictured helps solve coin counting and packaging problems for smaller banks and branch offices. The high-speed, portable device operates with no more noise than a typewriter. Sattley Co., Detroit, Mich., the manufacturer, says it is capable of counting 2,000 coins a minute with a minimum of jamming caused by serrated coins.

Money Machine Makes Money —for the Bank

Money machine, a cash dispenser distributed by Money Machine, Inc., Westminster, Calif., has proved that it can make money—for the bank. When activated by a special card, the machine dispenses currency in \$100 packages. The \$100 is deducted from the card-holder's account. If his balance is not sufficient, a \$100 loan is credited to his checking account. A charge is made for the card and interest is charged on any loan. One bank using the machine has found that it generates business that brings in interest totalling \$4,000 annually for every 1,000 cards outstanding.

The machine is securely installed outside the bank so that it operates 24 hours a day, 365 days a year. Thus, customers may make withdrawals at any time of the day or night. Obviously it is used most frequently after banking hours, but occasional transactions take place when the bank is open and crowded.

Cost: \$15,000 when purchased or it may be leased for \$361 a month.

Bullet-Resist Glass Can Save Life

Laminated bullet-resistant glass, when used in drive-ins, teller cages or armored trucks, can cut down on robberies and perhaps save an employee from injury or even death. Safetee Glass Co., Philadelphia, Pa., reports that installation of its product improves employee peace of mind.

Sliding Door Guards Conditioned In-Computer Facilities

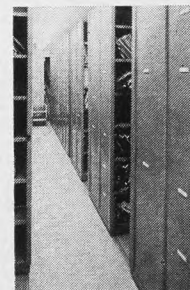


Hydra-Slide automatic sliding doors protect the air-conditioned and humidity conditions in computer rooms by avoiding the fanning effect of a swinging door and remaining open only for the minimum of time.

Activated electrically through a treadle system, the door enables a clerk carrying loaded computer card trays to pass through without setting down the tray.

The device is manufactured by Ronan & Kunzl, Inc., Marshall, Mich.

More Files in Less Space



Using dollies that roll along floor mounted tracks, Dolin Metal Products, Inc., Brooklyn, N. Y., has succeeded in "telescoping" ordinary filing cabinets or storage bins so that aisle access space is held at a minimum. Using

existing cabinets, the dollies make it possible to roll the units close together. When access is necessary, the cabinets can easily be rolled apart to form an access aisle. The system is said to provide faster service through high-density storage.

Mobile Vault for Facilities

A mobile vault especially adapted for temporary use in facilities has been developed by Security Safe Deposit Box Corp., Canfield, O. The vault contains both safe deposit boxes and teller lockers. It may be converted for use as a permanent installation.

Switch From Vintage to Contemp

Planning a face lifting? Well, you can switch your building from vintage to contemporary through use of a refacing system developed by Clifford R. Fields & Associates, Mount Vernon, Ill. Modernistic designs are produced through use of aluminum grilles with a gold anodize finish. A catalog illustrated in color is available.



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what friends
are for.**



THE FIRST NATIONAL BANK OF ATLANTA

MID-CONTINENT BANKER for December, 1970

Pint-Sized Relocatable Facility Stresses Adaptability

By JIM FABIAN
Associate Editor

CAN A banker find happiness with a 12x19-foot building?

Yes, say E. F. Bavis & Associates, Cincinnati, as they offer what they call a relocatable or permanent pint-sized structure that is capable of near-full-service operation.

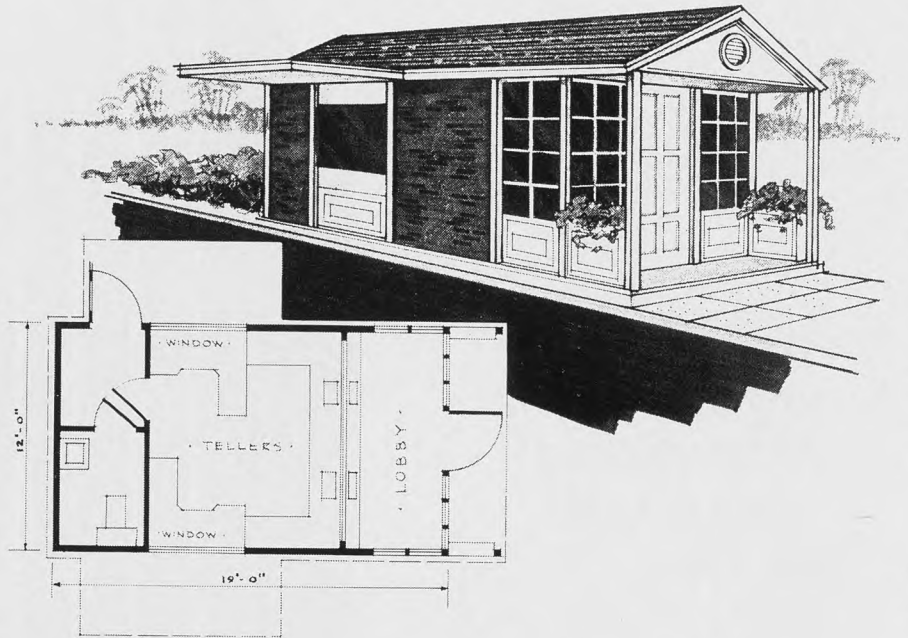
What's the theory behind this little bank? According to the manufacturer, many of the advances made recently in banking preclude the need for an expensive (and large) banking structure.

Take credit cards, for example. They have eliminated the small-loan operation to a great extent. How about computer centers? They have trimmed clerical work to the bone. No need to provide a large area in the bank for this type of work. And don't forget the cash dispensing machines. They enable banks to provide limited services 24 hours a day. And, since they can be placed *outside* the bank, there need be no space provided *inside* for them.

So what's left? Walk-in traffic? Drive-up windows have made a great dent in that!

Admittedly, this reasoning may be somewhat in advance of its time, but, nevertheless, pint-sized turnkey facilities are finding a niche in the banking picture.

They have been found to be handy as temporary locations for banks that are remodeling or rebuilding. They are useful in siphoning off traffic from a crowded main bank through use as a



remote or drive-in facility. They are being utilized as shopping center remote or branch facilities.

The manufacturer cites the efficiencies of a pint-sized bank as follows: Their use as drive-up stations enables a bank to plan for less parking area, speeds up transactions and permits more transactions per teller.

Yet the units do provide for walk-in business (see floor plan), with two inside teller stations and a walk-in lobby.

All teller stations are protected by bullet resistant glass and each unit is

designed to comply with the provisions of the Bank Protection Act of 1968.

The manufacturer states that these units are especially valuable—public relations-wise—when used as drive-up facilities. Tellers can be stationed in the units, eliminating the need for a TV viewing system, and a pneumatic tube system connected with the main bank makes the facilities much less vulnerable to holdup.

Would you believe the bank of the future will measure 12x19 feet? No? Then perhaps you would accept a remote or branch facility of the present that measures 12x19 feet! • •

Unusual Board Room Has Semi-Circle Table



The new Main Office of Guaranty Bank, Lafayette, La., has this unusual board room. Contemporary-design chairs are arranged in a semi-circle around the board table. The board room is located across from the main lobby, adjacent to the officers' platform, executive offices and conference rooms.

What Is a Turnkey Bank?

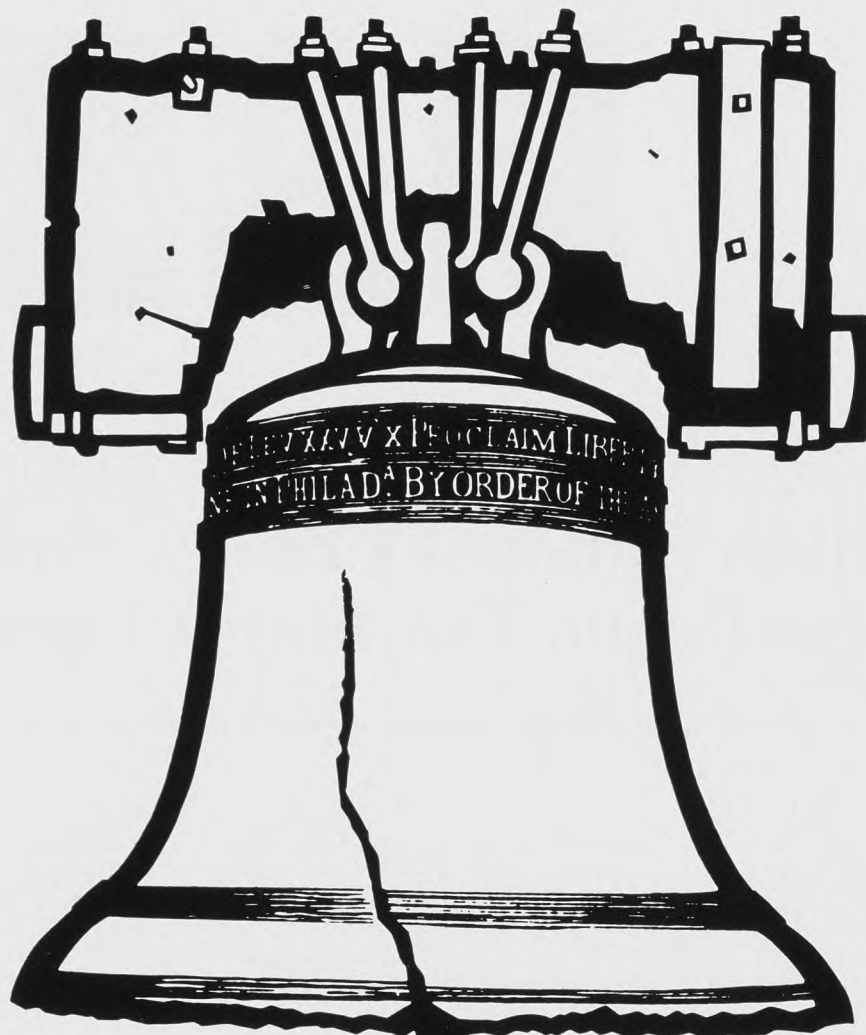
Several articles in this issue refer to "turnkey" banks.

By definition, a turnkey bank is one that is complete to the smallest detail when the contractor turns the keys over to the manager of the facility.

The building isn't just a shell, it's furnished and fully equipped. About all that's missing is records, office forms, personnel—and money!

Stands for Bank Brochures

Literature stands that prompt the bank customer to pick up that brochure on auto loans or safe deposit boxes are marketed by Vomar Products, Inc., Burbank, Calif. The compartmented stands are manufactured in a variety of models ranging from those intended to rest on desks to large self-supporting stands that include bulletin boards.



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MID-CONTINENT BANKER for December, 1970

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ON THE COVER . . .

Artist's conception of Millikin National's new quarters, located across street from old location. Bank remodeled sound existing office building to suit its needs.



R. G. LIVASY
Pres.



BEN BULLOCK
Sr. V.P.



L. H. JACOB
Sr. V.P. & Tr. Off.



W. F. HILL
V.P. & Cash.

IN DECATUR, ILL.

Millikin National Crosses Street; Retains Prime Downtown Location

By HAROLD R. COLBERT, President, Commerce Publishing Co.

WHAT HAPPENS when a bank wants to stay at the same intersection in the downtown business district, has outgrown its present quarters and doesn't want to go through the agony of a temporary location while rebuilding in its present location?

Well, if it is the Millikin National Bank of Decatur, Ill., it simply picks up and moves itself across the street to a structurally sound existing building that has been completely remodeled to the bank's specifications.

Millikin, currently at the corner of the 100 block of North Water Street in Decatur, a location it has occupied since 1880, next month will be located directly across the street south in what has been known as the Standard Office Building. The building has been completely redone and its address given a new name—One Millikin Court. A courtyard in the center of the building at the third floor level includes a reflecting pool, trees, plantings, benches and evening lighting. The building completely surrounds the court, the walls rising 70 feet above the courtyard.

When Millikin first located in the 100 block of North Water Street, the bank was known as James Millikin, Banker. In 1896 the old building was demolished and the present bank building erected. In 1897 J. Millikin & Co. Bank became Millikin National Bank of Decatur. In the intervening years, the bank's quarters in the 100 block of North Water Street have been expanded and remodeled a number of times. From time to time ad-

ditional lobby space was added; executive quarters for bank officers were provided on floors above the lobby; the bank quarters were extended to the rear and drive-in banking facilities were provided. These additions and improvements were provided to coincide with the growth of the bank's activities and assets. But with the bank

reaching assets of almost \$100 million, it seemed imprudent any longer to try to expand present quarters to accommodate growing needs.

Therefore, the bank was faced with a problem of obtaining temporary quarters while it demolished its present quarters and rebuilt, or moving elsewhere. Wanting to stay at the cross section of Water and Main Streets where the Millikin has been a landmark for so many decades, Millikin officials settled on revamping a structurally sound building just across the street south from the bank's present location. The building, which housed a retail establishment on the first floor and offices above is six stories high. Gutting the interior of the lower floors of the building, Millikin was able to provide in essence brand-new banking facilities while still encased in an existing building.

The remodeling project, which cost approximately \$2 million, was started in the spring of 1969. Architects on the project were Frazier, Raftery, Orr & Fairbanks, with local supervision by Spangler, Beall, Salogga & Bradley. Placement of offices, departments and housing of various banking services were determined on the basis of customer convenience. All day-to-day banking functions in the new quarters will be carried out on the main banking floor. Here will be located lobby tellers, note tellers, new accounts department, commercial, installment and real estate loan departments.

Safe deposit facilities are provided on the lower level of the building

OFFICIAL PROCLAMATION

City of Decatur, Ill.

Whereas: The Millikin National Bank of Decatur, founded one hundred and ten years ago by James Millikin, has had a history as a financial cornerstone in Decatur, and provided helpful credit and banking service; and,

Whereas: James Millikin founded Millikin University to fulfill an educational need in our community and created a perpetual trust to be used for charitable and educational purposes; and,

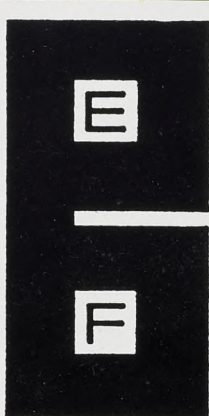
Whereas: James Millikin continues to live today through the bank and particularly now with the move to new and larger quarters, the University and continuing gifts from his estate to the community;

Now, therefore, I, James H. Rupp, mayor, hereby proclaim January 15, 1971, as *James Millikin Day* in Decatur.

/s/ James H. Rupp, Mayor

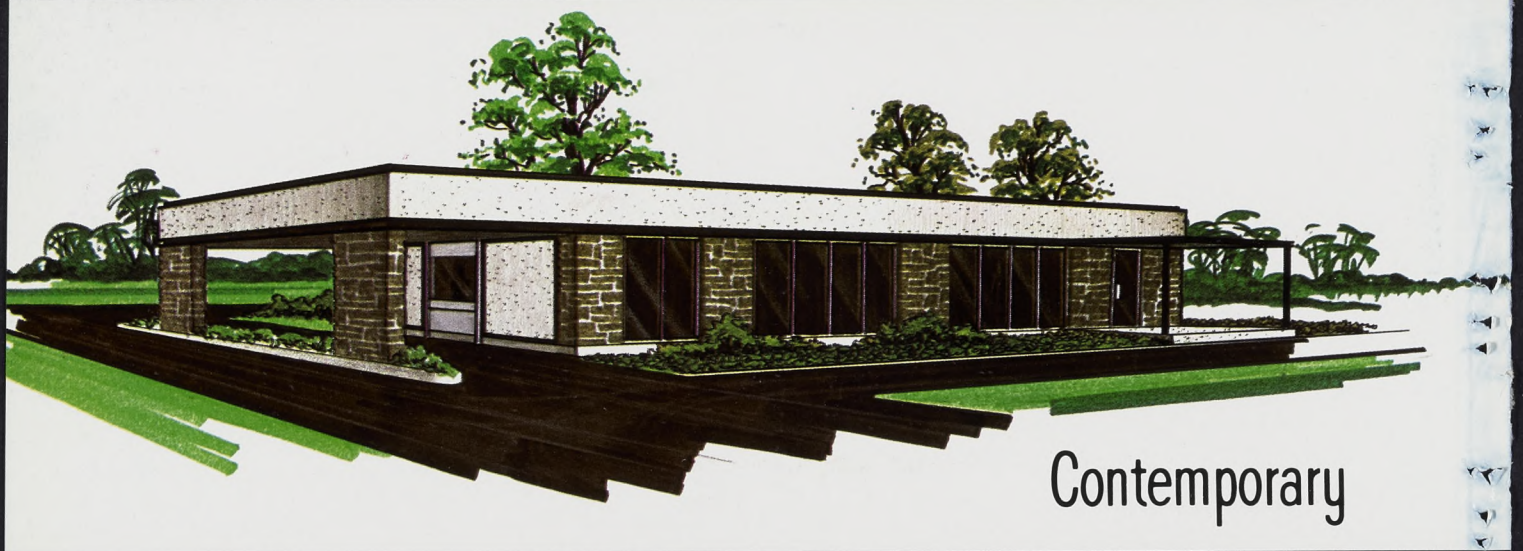
Bank's founder is honored by proclamation by mayor of Decatur.

prestige turn-key FINANCIAL FACILITIES

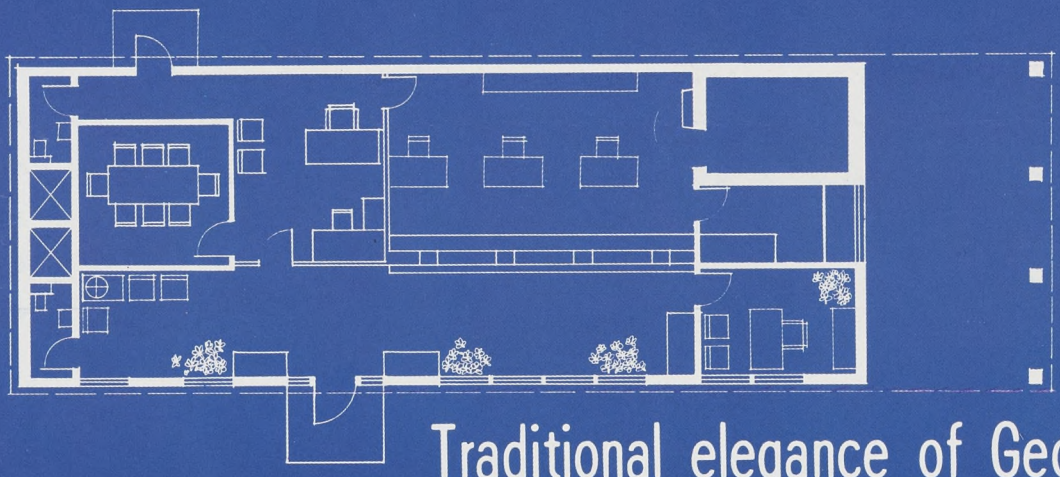


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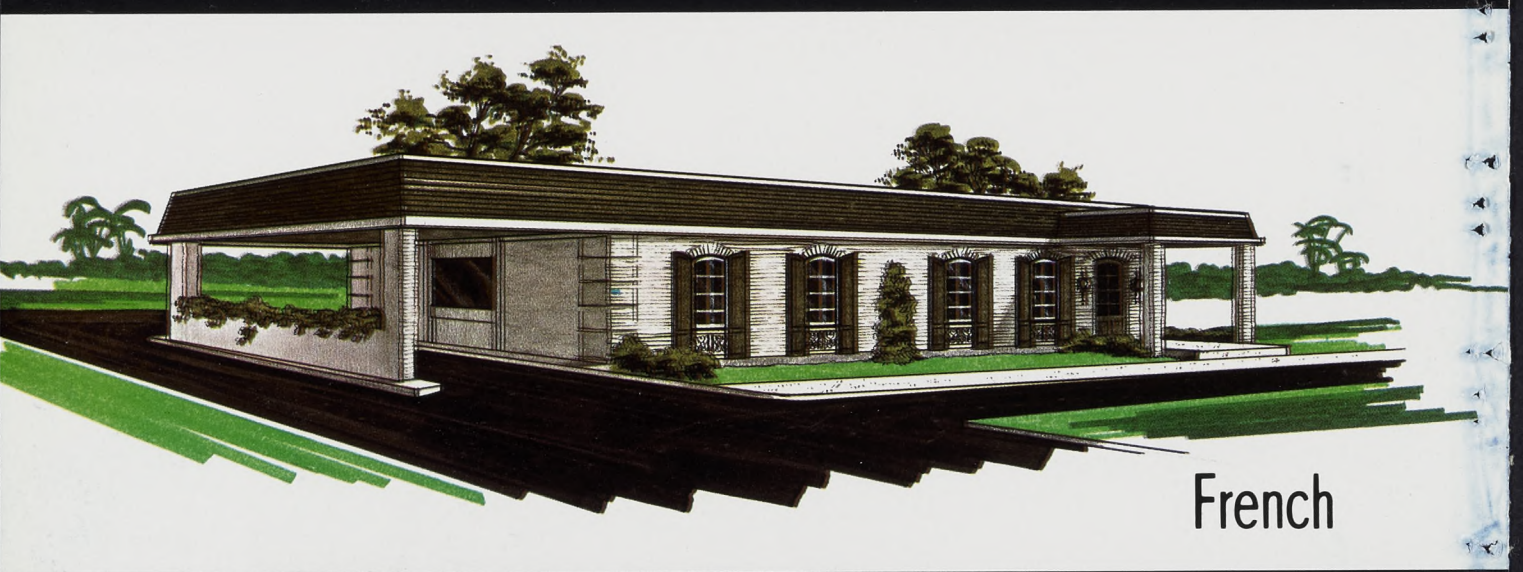
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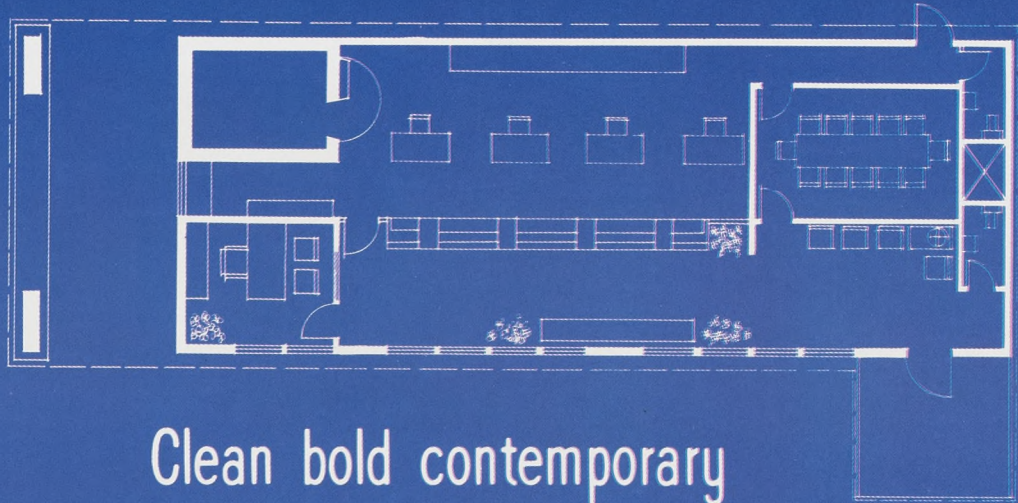
Contemporary



Traditional elegance of Georgian



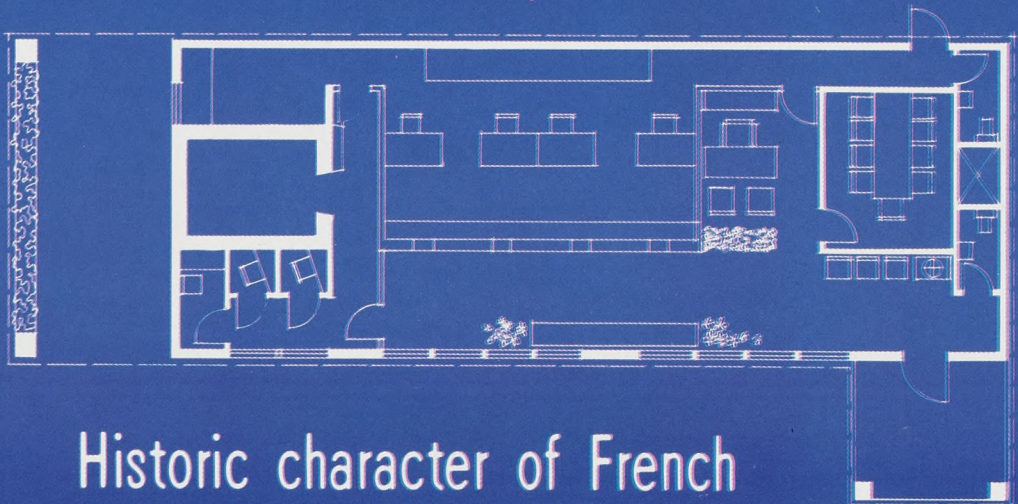
French



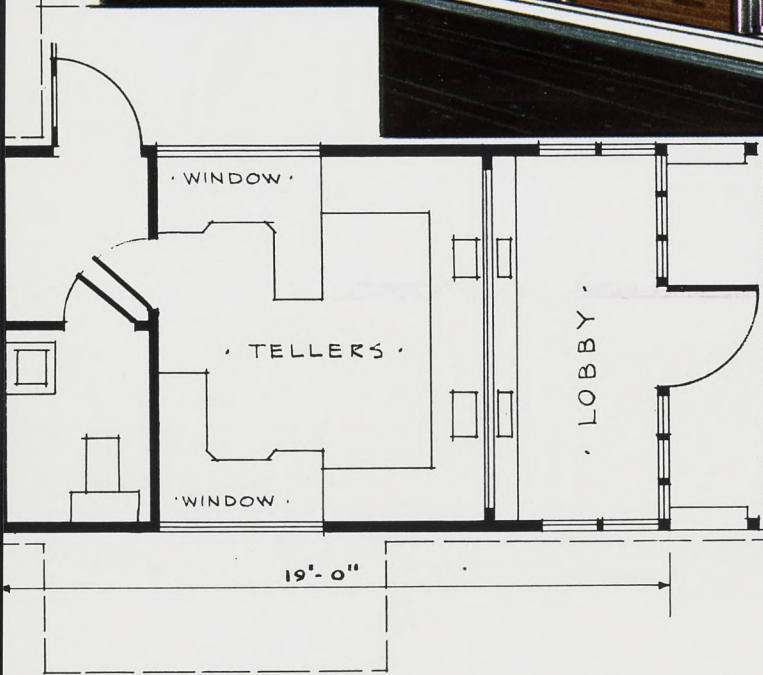
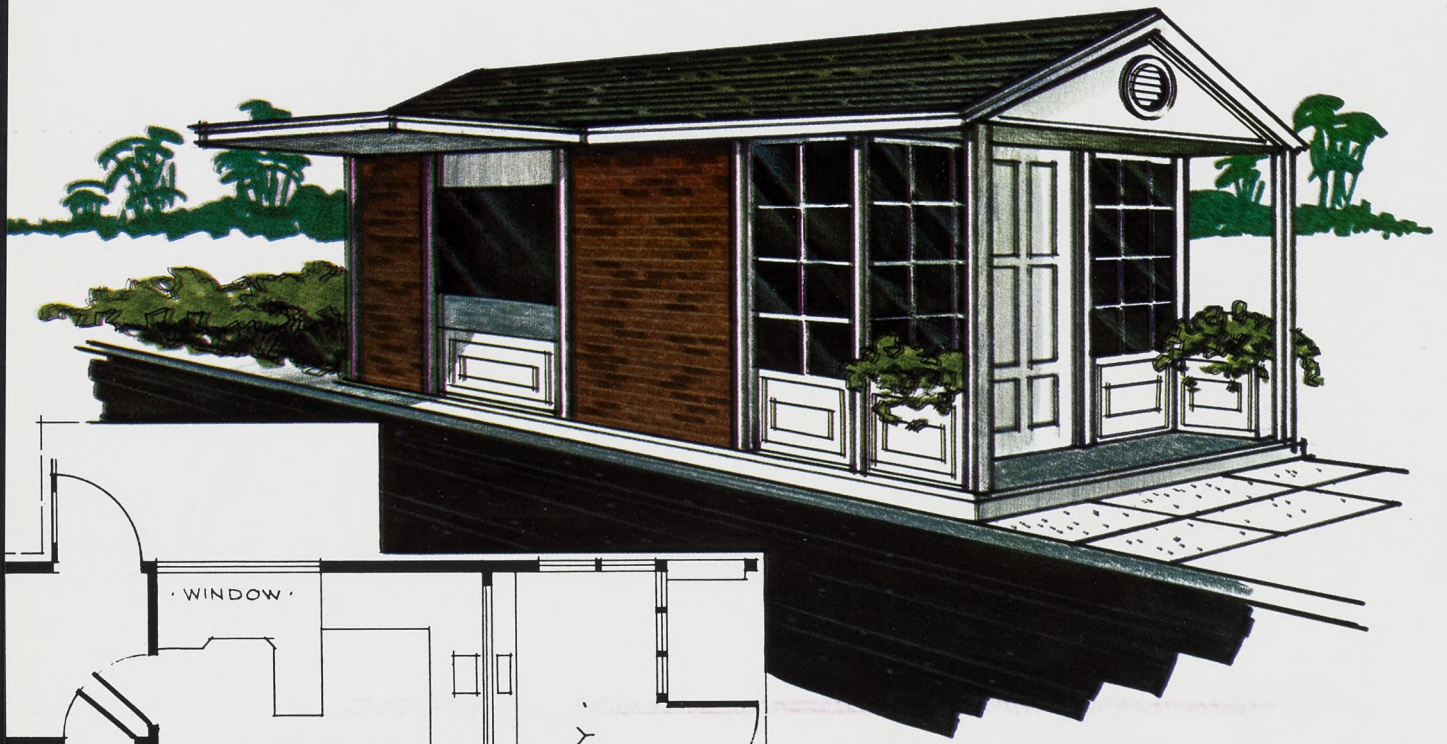
Clean bold contemporary



Colonial



Historic character of French



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with access by elevator or stairs. The trust department is located on the second floor.

Bank administrative functions are quartered on the mezzanine, overlooking the first floor. Here are located the controller, the auditing and personnel departments.

The second floor of the building houses bookkeeping and data processing departments.

On the third floor are located the board room, private offices for executives and the audio-visual room. In all, the bank will occupy approximately 70,000 square feet of space in the six-story building, leaving 40,000 of rental office space and room for the bank's expansion available on the upper three floors of the building.

The State Street entrance to the bank (across the street from parking lot) features a sheltered area for bank walk-up windows and a night depository and after-hours envelope drop, which also are protected from the weather.

The building will feature a lighted canopy for customer protection extending nine feet over the sidewalk on three sides of the bank building. The facade of the building is of natural cleft, black Pennsylvania slate, with the first- and second-floor windows made of solar gray glass to reduce heat and glare and to harmonize with the slate facade. Window sash is of aluminum on the first and second floors. Building entrances feature wood-grained paneling, terrazzo floors and year around air-conditioning. The entire bank lobby is carpeted wall to wall and features solid walnut furnishings. The decor in the teller area features verde antique marble and walnut paneling.

Thus on its 110th anniversary Millikin Bank moves into an essentially brand new building with none of the bother of having remodeling done

while banking activities are carried on. Yet not a single customer is inconvenienced by the move. Customers simply now will bank on the other side of the street! Throughout its long history, the Millikin has been known as a "bankers' bank." Even while a private bank in the latter part of the 19th century, Millikin was serving as a correspondent of banks in central Illinois. James Millikin, the bank's founder, was also the founder of Millikin University and in 1903 President Theodore Roosevelt came to Decatur to dedicate the university. In 1860, the year of the bank's founding, Decatur also gained some fame. Although it was a town of only 3,839 population (with a population in Macon County of 13,738 at the time), the Illinois State Republican Convention was held in Decatur that year and gave the first endorsement of Abraham Lincoln, the Rail Splitter, for president of the United States.

The bank has been linked throughout its 110 years to philanthropic endeavors in Decatur. A portion of the bank's profits inures to the benefit of James Millikin Estate, which is in trust to be used for charitable and educational purposes for the benefit of the people of Decatur. Some \$4 million has been contributed for such purposes.

In its 110 years, the bank has had only five presidents. James Millikin served from 1860 until his death in 1909. He was succeeded by Orville B. Gorin, who served until 1935. W. R. McCaughey, a former president of the Illinois Bankers Association, joined Millikin as its president in 1935 and served in that capacity until his death in 1952. In January, 1953, Everett E. Joynt advanced to president. Mr. Joynt, now serving as chairman of the board, completed 60 years of service with Millikin on May 15. Ray G. Livasy joined Millikin as executive vice



Everett E. Joynt, who served as Millikin's president from 1953 to 1966, and since then as chairman of the board, completed 60 years of service with the bank on May 15.

president in November, 1965, after serving as president of the Bank of Illinois, Champaign, for three years. In 1966 he succeeded Mr. Joynt as president.

The bank is celebrating the opening of its new quarters with a press party on January 8; a party on January 11 for directors, retired directors, officers, retired officers, trustees, stockholders and their wives. An afternoon reception on January 12 for tenants of both the old and new buildings will be followed by a reception for employees, retired employees and their families. On January 13 there will be a party for architects, suppliers and construction firms' employees. Out-of-town bankers, representatives of national accounts, Millikin correspondent bankers, representatives from Federal Reserve banks and special friends and national media and their wives are being entertained January 14.

Dedication of the building will take place with a ribbon-cutting at 6:15 p.m. Friday, January 15, presided over by Decatur Mayor James H. Rupp, Miss Paula Collins, Millikin University homecoming queen, and Mr. Livasy. Miss Collins will head the group of Millikin coeds who will serve as tour guides during the opening festivities. On Saturday, January 16, the bank will hold an open house for its customers and on Sunday, January 17, a public open house. January 15 has been declared James Millikin Day in Decatur by the mayor. • •

Millikin National directors gather in bank's new board room. From l., clockwise, are R. G. Livasy, bank pres.; H. Bean, v.p., Archer-Daniels-Midland Co.; W. F. Hill, bank v.p. & cash. (not a director, recording minutes of meeting); G. William Madden, pres., A. W. Cash Valve Mfg. Corp. (consulting dir.); Ben Bullock, bank sr. v.p.; L. Earl Duncan, pres., Decatur Pump Co.; R. Wayne Gill, ass't to pres., Millikin University; G. W. Harner, pres., Field & Shorb Co.; Dale W. Minick, pres., Chambers Bering Quinlan Co. (consulting dir.); R. K. Reising, v.p., sales, Wagner Castings Co.; John A. Stoune, pres., W. G. Traver Supply Co. & Subsidiaries; J. C. Hostetler, retired; and E. E. Joynt, bank ch. Missing were W. I. Funk, farmer, and Paul L. Weidenbacher, pres., Weidenbacher Olds.



A Unique Seminar— Teaching Stewardesses To Manage Their Money

By MICHAEL BRAUDE

Vice President
Mercantile Bank
& Trust Co.
Kansas City

I AM a 34-year-old male bank vice president who starts every week by spending 90 minutes with a different group of America's most attractive and poised young women.

Early Monday morning, before I go to the bank, I drive to TWA's beautiful new Breech Hostess Training Academy and teach a personal money management seminar to the group of hostess trainees who will graduate the following day.

The Breech Academy, located in Overland Park, Kan., a Kansas City suburb, rivals any college campus for both up-to-date educational facilities and sheer campus beauty. Our class meets in the striking, modern auditorium of the main building, and the girls obtain a type of knowledge that is unique in hostess training programs of major airlines.

This personal money management seminar, which began two years ago, was developed because of a conviction on the part of TWA's management that their hostesses should embark on flying careers equipped to manage their personal finances in a manner that not only will enhance the satisfactions they derive from their jobs, but also in a way that will maximize their standard of living.

I begin by pointing out to the girls that psychiatrists tell us that the inability to manage personal finances is a leading cause of mental illness today. Judges report that controversy over personal money management is at the root of a large percentage of divorces. Employment managers of major companies indicate that personal financial entanglements are significant factors in many terminations of employment. A richer life and a more rewarding and satisfying career will be results of sound money management patterns. In the real world, "happiness" is probably not the taste of a certain kind of cigarette or a particular

brand of watch for graduation, but an important segment of happiness is being able to live successfully on one's income.

I stress the fact that the subject of money management comes sharply into focus whenever anyone undergoes a major change in living pattern. This is precisely the situation for these young women, who will be living in a new environment, working on a new job, getting accustomed to a new pay check. The hidden expenses of such a change are detailed and the caution is: "Be conservative where money is concerned." Where one's standard of living is concerned, the hostesses are urged to come up gradually, rather than rising too fast and having to come down. The old axiom, "It is better to have loved and lost than to have never loved at all," does not apply to one's scale of living.

The myth of a standard budget that will apply to all is exploded by pointing out that it would be a drab world if everyone spent money in precisely the same proportion. People's likes, needs and tastes differ. The fact is that outgo simply cannot exceed income and the savings or investment portion must come out *before* a month's spending, not *after*.

Elaborate financial record-keeping is minimized. The girls are simply urged to maintain a well-kept and monthly reconciled checkbook and to carefully file canceled checks. Tax-deductible expenses are explained.

We then explore the process of selecting a bank. Here the girls are impressed with the fact that the key is

MICHAEL BRAUDE has written a book, "Managing Your Money," which provides money-saving answers to such problems as the right and wrong way to buy stock, how mutual funds can trap the unwary, how a person's credit rating is determined, what are the "three Rs" of borrowing money, the steps to follow in buying a house and how life insurance should be purchased. The 145-page book is published by Management Center of Cambridge in Burlington, Mass.



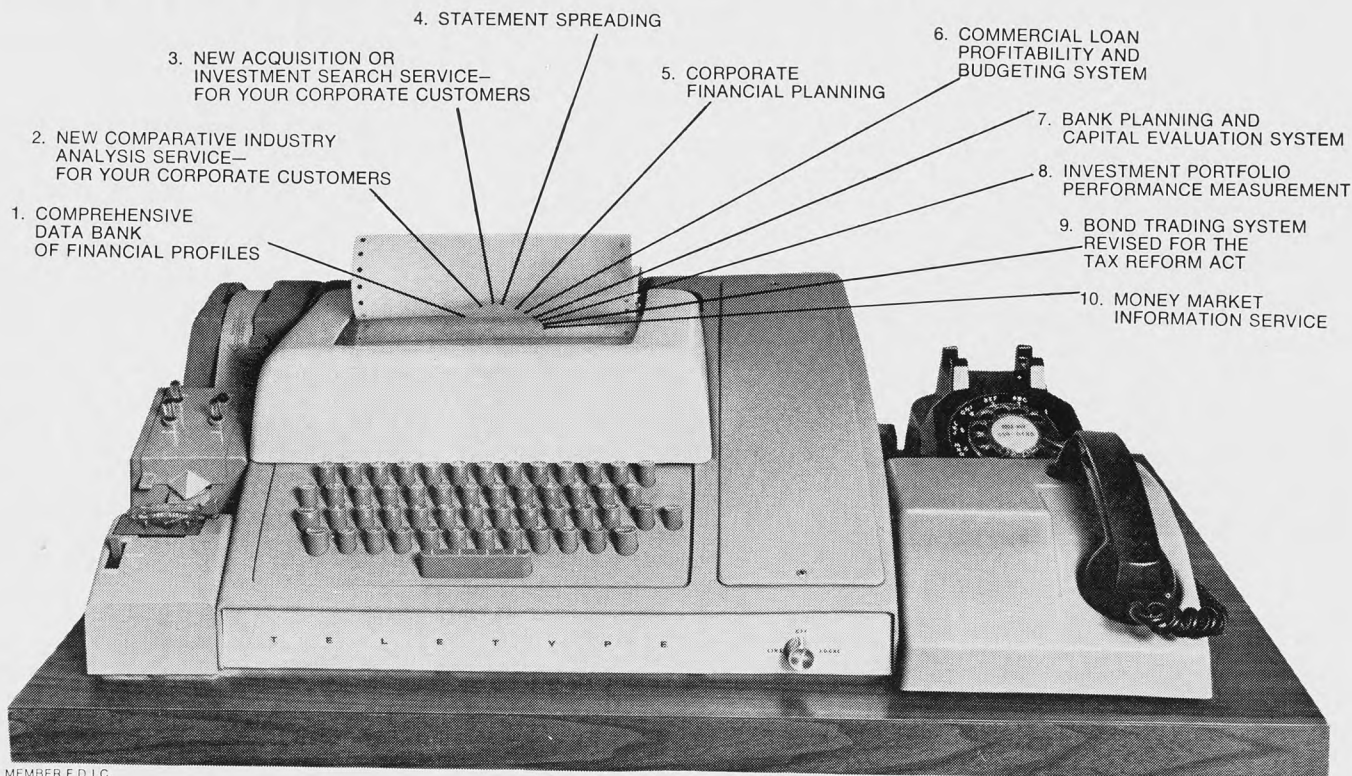
Michael Braude counsels Miss Donna Flathers, one of the young women studying to be TWA stewardesses. Mr. Braude spends 90 minutes a week teaching a personal money management seminar to hostess trainees. He describes seminar in accompanying article.

the banker, not the bank. Here a hostess usually asks: "If all I am ever going to do at a bank is deposit my pay check, and then write checks, what difference does it make if I know a banker or if I don't?" That is a reasonable question and the answer is: "If that is all you will ever be asking a bank to do for you, there is no reason for you to know a banker. However, in most people's lives, and yours probably will not be an exception, there comes a time when knowing a banker can be very important. For example, sometime during the next few years, you may want to buy a car and you won't have quite the down payment the bank normally requires. Or an emergency or opportunity will arise that will necessitate your over-drawing your checking account for several days and you won't want the bank to return any of your checks unpaid. The time to get acquainted with a banker is not when you want an exception made on the bank's lending policies and not when you want the bank to pay over on your account."

Next, we go through the various services of a bank and of other financial institutions, such as savings and loan associations, credit unions and finance companies. The emphasis is on the customer's viewpoint.

A considerable amount of time is spent on how to borrow money and here I urge the girls to shop for a loan for a big-ticket item. I always point out that "it is absolutely amazing how many consumers will haggle literally for hours with an automobile dealer trying to get the dealer to knock another \$25 off the car's price or trying to get the dealer to 'throw in' some relatively inexpensive accessory such

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Innovators in Correspondent Banking



MID-CONTINENT BANKER for December, 1970

as windshield washers, and then once a deal is made—agree to any loan arrangement the dealer suggests. You must remember that the car or appliance or furniture dealer usually receives bonuses and commissions from the lending sources through which he places loans. Hence, it is not always the buyer's interest in obtaining the best possible loan that is paramount in a dealer's thinking."

The significance of good credit ratings is stressed. Here I mention that, "Whether or not you will be successful in obtaining a charge account or in being approved for a bank credit card is basically determined by the credit rating you have acquired—when perhaps you did not even know you were acquiring one. A good credit rating is an extremely valuable asset that pays rich dividends throughout your life, and a bad one is like a securely locked, painful chain around your neck. All cities of any size have credit bureaus. These are clearing houses that help merchants and financial institutions make decisions on granting credit. These credit bureaus have records on every resident. These records contain employment history, loan-repayment practices, bank relationships and charge account data on all people in the area. Credit bureaus also file data on student honors received, scholastic and extra-curricular awards won, and even such things as bad driving tickets. Thus, you begin to build your good or bad credit rating at an early age."

The stock market and mutual funds are approached with this lead-in: "At this stage in your life you may ask: 'Why should I learn about the stock market?' The answer is that while you may not be ready to invest, this is precisely the time when you should be learning all you can about investments, so that you will have the knowledge at the time you have the money."

We go into life, health and property insurance and spend considerable time on leases and what to watch out for in signing them. The importance of "transfer clauses" and of getting any defects in the apartment at the time of renting written into the lease.

We end with a serious warning about salesmen. I point out: "You have devoted a great deal of time and energy to the process of developing skill and poise in handling complex job responsibilities. For your own financial sake, it is important to devote some thought and attention to developing poise in dealing with the many salesmen who will try to convince you to buy their products and services in the months ahead. If you overlook this, you will doubtlessly find your personal finances in a disastrous state. These salesmen

are unquestionably skilled at their profession. They have charts, graphs, slides, movies and audio visuals. They bribe landlords for lists of new tenants. They dance around like the lead character in 'The Music Man' and they make their message appealing.

"Chances are strong that some evening a salesman will appear at your door saying, 'Do you want to be the most scintillating conversationalist who ever went on a date? When you get married, do you want to have the brightest kids on the block? Just sign here for dollars a month, and you will receive a set of priceless classics.'

"What he doesn't say is that those same books are in every library and that you can also buy them in paperback form. He does not tell you that you will be obligating yourself for a fixed commitment for many months, one that may be very difficult to meet in the future.

"We all have limited incomes and a vast array of goods and services competing for the expenditure of those incomes. To a large degree, our success as personal money managers depends on our ability to carefully weigh the alternatives inherent in every sales message against all of the other possible ways of spending our limited income."

The seminar is concluded with questions and answers, and a "Stranger in Paradise" heads back to a week's reality of saying "no" to loan requests and handling disgruntled customers. But throughout the week, I am reinforced by the fact that next Monday Paradise will return and another group of eager, bright and beautiful women will be waiting for me in the Breech Academy Auditorium.

I think the hostesses and the company benefit from this segment of hostess training—I know that the instructor does. • •

A Sense of Humor!!

Bank tax experts will be amazed—or delighted—to learn that the Internal Revenue Service has given a slight evidence of a sense of humor.

Last month the IRS office in Chicago obtained a new telephone number for its information service. The last four digits are 1040.

Commented an IRS spokesman: "Inasmuch as this is the number of the most frequently used IRS form, we thought it would be easy to remember."

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35th NATIONAL MOBILE HOME SHOW

KENTUCKY EXPOSITION CENTER
Louisville, Kentucky

JANUARY 14

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- ★ See pictures and models of award-winning mobile home communities. Pick up helpful literature about every phase of the subject. Ask questions at our "Land Development" exhibit.
- ★ Walk through spacious, livable new models, America's only low-cost housing, offered furnished and equipped by the nation's leading manufacturers of mobile homes.
- ★ See 'double-wide row'—an exhibit of homes offering over 1200 sq. ft. each.

☆☆☆

FINANCE FORUM

Thursday, January 14

Sessions on the financing of mobile home developments. Top FHA officials will participate. The Forum fee is \$25, payable in advance (to save standing in line) OR payable on registration.

- ★ No admission charge to the Show on January 14 — all day — for you as a Finance Forum participant.
- ★ Send the coupon below, with your letterhead or card, to pre-register NOW. Your badge as a special guest of the Association, will be waiting for you on arrival.

Mobile Homes Mfrs. Assn. Dept. MCB-12
6650 N. Northwest Highway, Chicago, IL 60631

Gentlemen: Please have my Special Guest badge ready, as a free pass to your Show. I expect to attend the Finance Forum, January 14.

NAME _____
TITLE _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

Right now mobile homes are Big in National Housing

MODERN MOBILE HOME DEVELOPMENTS ARE MAKING MONEY FOR INVESTORS AND LENDERS

Profit of 25% and more on equity is being realized — after debt service

Reliable figures, available to you, show substantial net profit before depreciation and taxes but after debt service at current interest rates — the favorable safety factor or 'cushion' that every prudent lender looks for when granting a mortgage.

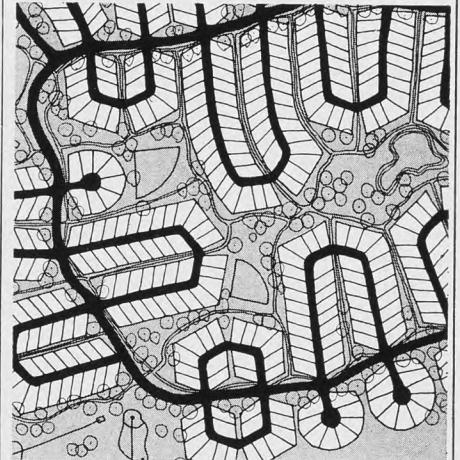
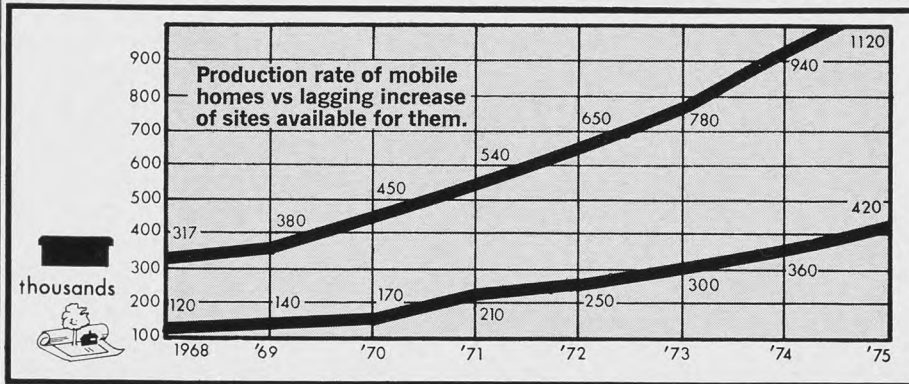
tennas, recreation areas and underground utilities — are a far cry from the unsightly 'trailer camps' set up in the 1940's. *No comparison.*

QUALITY LIVING

Today's well-engineered residential mobile home developments are *assets* to their communities. They provide comfortable living at economical cost for millions of families. And the well-operated developments are making money.

is available on the homes, including FHA and Savings & Loan Assn.

- Today's mobile homes are spacious, beautiful and livable; are sold decorated, handsomely furnished and equipped with appliances—for living.
- Many of the manufacturers have been in business 15, 20, 25 years or longer; responsible firms, building constantly-improved products.



HOW BIG?

More than 412,000 built in 1969. *Mobile homes, right now, account for:*

- 67% of new homes under \$25,000;
- 79% of new homes selling for less than \$20,000;
- 94% of all new one-family homes selling for less than \$15,000.

MORE 'TRAILER CAMPS?'

BY NO MEANS! Today's well-landscaped mobile home developments — with curbed streets, community TV an-

WILL THIS TREND CONTINUE?

Seems inevitable. And everyone concerned with housing owes it to himself to replace any out-dated opinions with up-dated facts.

CONSIDER THESE BASICS:

- Factory methods produce more house for the money — and the 'spread' between manufactured and site-built is widening.
- Retail prices range from under \$5,000 to over \$15,000. Long-term financing

DEPENDABLE GUIDANCE

is now available covering all phases of mobile home developments, from feasibility study through planning, architectural and engineering steps to efficient—and profitable—operation.

M.H.M.A. can help you find facts/figures for decision-making. As a first step, send the coupon. Or, you may contact Richard Mitchell, Director, Land Development Division, M.H.M.A., 6650 N. Northwest Highway, Chicago, IL. 60631.

(A) Free selected literature

(B) Site-planning Kit \$7.00

(C) Book, "Formula for Financing Mobile Home Developments" — N. G. Asbury \$13.00

MOBILE HOMES MANUFACTURERS ASSOCIATION

Dept. MCB

6650 Northwest Highway, Chicago, IL 60631

- ____ (A)
 ____ (B)
 ____ (C)

Gentlemen:

Please send me the material checked at left; remittance to cover items (B) and/or (C) is enclosed, making it unnecessary to open an account for this one-time transaction.

Name _____

Firm _____

Address _____

City _____ State _____ Zip _____

Do Registered Bank Holding Companies Face Expansion or Restrictive Laws?

By ROSEMARY McKELVEY
Managing Editor

REGISTERED bank holding companies have begun to divide bankers into strong pro and con camps in much the same way branching has done over the years. Laws on such companies are silent in many of the 13 states covered by MID-CONTINENT BANKER, but many bankers are not. Proponents and opponents can come up with statistics and examples to substantiate their opinions as to why registered bank holding companies are or are not good for their areas.

Within the past six months, two Mid-Continent states—Alabama and Arkansas—were the scenes of spirited and jam-packed hearings on proposed registered bank holding companies. The one in Arkansas—First Arkansas Bankstock Corp.—was approved by the Fed and has since acquired a second bank (pending Fed approval). The hearing in Alabama was held in September on a proposal by three banks—one each in Birmingham, Montgomery and Huntsville—to form a company, and no decision has yet been announced. In addition, two other Alabama banks—State National of Alabama in Decatur and Central Bank, Birmingham—last month announced plans to seek approval of a registered bank holding company. Their action followed rejection in October by the U. S. Fifth Circuit Court of Appeals in New Orleans of a proposed merger of the two banks.

Registered bank holding companies also are in the news in Indiana and Missouri, where legislation on the subject could be introduced in 1971. Indiana now bans registered bank holding companies, but there is no such restriction in Missouri. The latter state now has 13 companies in operation or awaiting approval.

Other states in MCB's territory pro-

hibiting registered bank holding companies are Illinois, Kansas and Mississippi. However, a long-range planning commission of the Kansas Bankers Association is thoroughly studying various banking structures, including multi-bank holding companies and branching. A chairman of one of the commission's committees made a lengthy report on this subject at the recent series of KBA group meetings (see page 92).

Louisiana and Oklahoma allow one-bank holding companies, but not registered bank holding companies.

Specifically, here are developments on registered bank holding companies in several Mid-Continent-area states:

Alabama: The Federal Reserve Board is considering a request by First National, Montgomery, Exchange Security Bank, Birmingham, and First National, Huntsville, to form what would be the state's first registered bank holding company. It would be known as First Alabama Bancshares, Inc. A complete account of the September hearing on the application was published in the November issue of MID-CONTINENT BANKER.

State National of Alabama in Decatur and Central Bank in Birmingham have proposed a registered bank holding company to be called Central & State National Corp. of Alabama. This move came after a two-year battle to merge the two banks. The merger was contested in court by eight competing banks and a single State National stockholder. A federal court ruled that it was not legally possible for a national bank in Alabama to merge into a state bank. The ruling was appealed,

but the lower court decision was upheld by the Fifth Circuit Court of Appeals in late October. The merger issue will be taken to the U. S. Supreme Court, said Central Bank President Harry B. Brock, but he added that if the holding company proposal is approved, the Supreme Court appeal will be dropped.

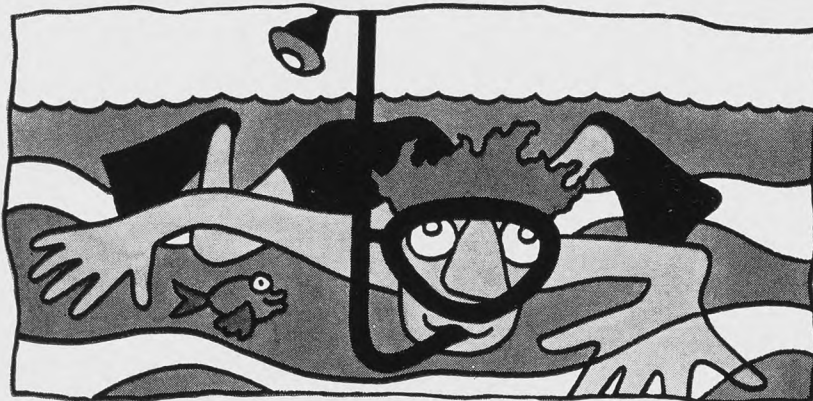
This holding company, if approved, would be a \$400-million corporation with headquarters in Birmingham.

Arkansas: This state's first registered bank holding company received Fed approval in September following a June hearing that drew about 250 bankers to Little Rock from all over the state.

In its petition, Worthen Bank, Little Rock, proposed that its one-bank holding company, First Arkansas Bankstock Corp. (FABCO), be converted to a registered bank holding company and that—in addition to Worthen Bank—the firm acquire Arkansas First National, Hot Springs, as an affiliate. This was done immediately after FABCO was approved as a multi-bank holding company. Then, last month, a second bank—Stephens Security Bank—signed an association agreement with the firm. The agreement is subject to approval by the Fed and is contingent on FABCO's acquiring a minimum of 80% of the stock of Stephens Security.

In addition to the three banks, other affiliates of FABCO are World-Wide Travel Service, Inc., Metro Properties and First Arkansas Leasing Corp., all of Little Rock.

Indiana: A bill to remove the ban on registered bank holding companies could be introduced in the 1971 Indiana legislature. However, the general opinion in the Hoosier State is that the Indiana Bankers Association will not back such legislation. Its legislative



Happy holidays, correspondents & friends.

Hamilton of Chattanooga
makes good things happen

committee, in a meeting November 12, voted 25-15 to reject a recommendation of a seven-man subcommittee urging repeal of a 1957 state law forbidding formation of multi-bank holding companies. Without the IBA's backing, the bill probably would have a doubtful future, according to sources in Indiana.

Indiana members of the Independent Bankers Association of America called the IBA's action a victory for unit banking. On November 11, the day before the legislative committee meeting, a member of the Independent Bankers, Philip Wilkie, president, Rushville National, called a press con-

ference in which he assailed any efforts to allow registered bank holding companies in Indiana. Mr. Wilkie, son of the late Wendell Wilkie, Presidential candidate in 1940, said that a few giant banks, "probably the larger ones from Indianapolis," would gain an economic stranglehold over the whole state and undue political power should the legislature authorize multi-bank holding companies. Mr. Wilkie also appeared at the legislative meeting the following day and made a presentation against the proposal. As part of his fight against holding companies, the Rushville banker said he would seek the aid of organized labor, small town

merchants, farm groups and newspaper editors if the Indiana Bankers Association endorses doing away with the holding company ban.

The legislative program approved by the IBA's legislative committee last month was to go before the council of administration for final approval on December 9, just as this issue of MCB was reaching subscribers, and so it couldn't be determined whether the IBA will or will not back holding company legislation.

Missouri: The Independent Bankers Association is active in Missouri, too, in the fight against multi-bank holding companies. The Missouri section of the IBAA plans to sponsor a bill in the 1971 legislature freezing future expansion of these firms. A. F. Berger, who heads the Missouri Independent Bankers, has not announced details of the bill, which probably will contain a grandfather clause requiring partial divestiture of banks already acquired by holding companies.

According to Mr. Berger (pres., Citizens Bank, Owensville), Missouri Independents hope to enlist the aid of the Missouri Bankers Association in their efforts to curb further growth of holding companies in Missouri. However, he admitted he wasn't sure that the MBA would give his group any help.

Missouri's largest registered bank holding company, as far as number of affiliated banks is concerned, is Commerce Bancshares, Inc., of Kansas City. Its 17th bank—State Bank of Poplar Bluff—just recently signed an affiliation contract. Other multi-bank holding companies there have from three to six affiliates.

Thus, it seems that, whereas one-bank-holding-company legislation will dominate the national scene in banking in 1971, multi-bank holding companies probably will cause the most controversy in state banking circles.

Teller Movement Triggers Device to Lock, Unlock Cash Drawer

Teller movement to and from the work station triggers a device developed by LeFebure Corp., Cedar Rapids, Ia., which electronically locks and unlocks the cash drawer. Called Cash-Lok, the device is said to protect the teller from mysterious disappearance of money from the cash drawer.

It is described as fool-proof because the teller, when forced to leave the cage to complete a transaction, does not have to lock the drawer or unlock it upon return. If the drawer is left open, Cash-Lok automatically closes it and, of course, locks it when the teller leaves the cage. Price: \$300.

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American National believes the Midland Empire's agricultural future is practically unlimited. Their agricultural specialists, Ronald Loudon and Vernon Whisler, have a thorough knowledge of farm and agribusiness opportunities in this region. If your bank needs some help, they'll gladly put their agriknowhow and experience to work for you. They're doing it now for a lot of Midland Empire banks.

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Ronald R. Loudon, Vice Pres.
Vernon Whisler, Vice Pres.

Correspondent Department

Everett L. Crume, Vice Pres.
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American National Bank

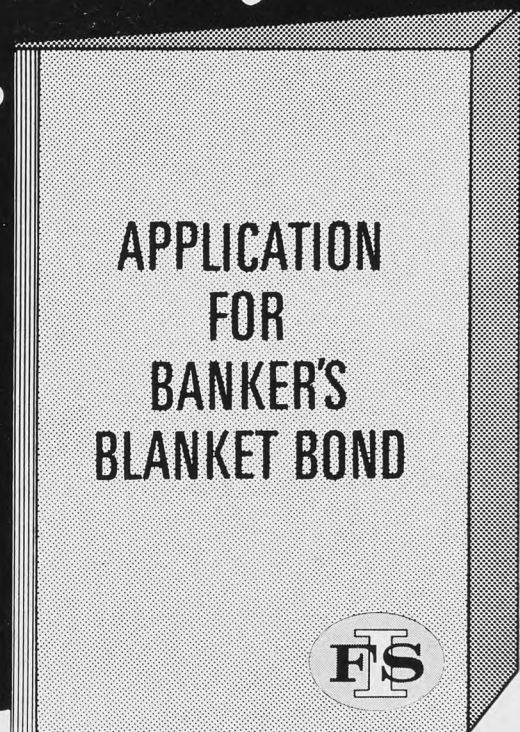


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When insuring millions, it's worth an extra hour or two to make out a thorough application. The more we know, the better we can write your coverage. There are no shortcuts to conscientious underwriting of major risks,

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MID-CONTINENT BANKER for December, 1970

Want to Help Finance U.S. Olympic Athletes? Voluntary Personalized Check Charge Can Do It

Now banks can help finance the athletes the United States will send to the sixth Pan-American games in Cali, Colombia, next year and to the 11th Olympic winter games in Sapporo, Japan, and the 20th Olympiad in Munich, Germany, in 1972. And the cost to the banks would be nominal.

The project is the brain child of Richard E. Hewitt, vice president, National Check Co., Los Angeles, who presented it to the U. S. Olympic Committee and obtained approval.

Essentially, the idea is an extension of the checks printed in fanciful designs which have become popular recently. In this case, a special Olympics check would be offered in red, white and blue bearing the stylized five interlocking circles insigne of the U. S.

Olympic team and the legend, "We care—we have supported the 1972 U. S. Olympic team."

Bank customers would buy such checks in blocks of 200 and each check would bear the customer's name and address and, of course, the bank's name, address and magnetic figures code. To obtain the special Olympics check, the customer would pay an extra dollar. This dollar would be collected by the check imprinter and forwarded to the Olympic Committee.

The only cost to the bank would be for statement stuffers that would explain the plan to bank customers and for easel displays to be used in the bank. The former have been priced at \$5.95 per thousand and the latter at prices ranging from \$1 to 70 cents

Bank Donates to Olympics

Bank of America Travelers Cheques recently made an initial donation of \$100,000 to the U. S. Olympic Committee. Starting next April and continuing for a period of 18 months, the bank also will donate a percentage of the commission it receives from the domestic sales of travelers cheques.

These donations will help meet the Olympic Committee's financial needs as it selects, trains and coaches the athletes for the 1972 games in Munich, Germany, and Sapporo, Japan.

each, depending on the quantity ordered.

Mr. Hewitt expects this program of cooperation among banks, check imprinters and bank customers to raise close to \$1,000,000 toward the expenses of the three athletic teams whose expenses for the 1971 and 1972 games are expected to top \$10,000,000.

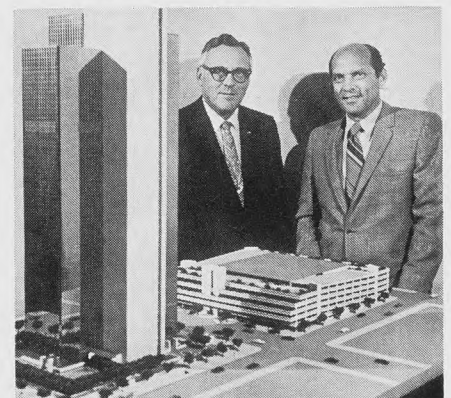
The project is under the direction of the Program Coordinator, Olympic Check Program, P.O. Bin 28, Arroyo Annex, Pasadena, Calif. 91109.

Griffith In Correspondent Dept. Of National American Bank

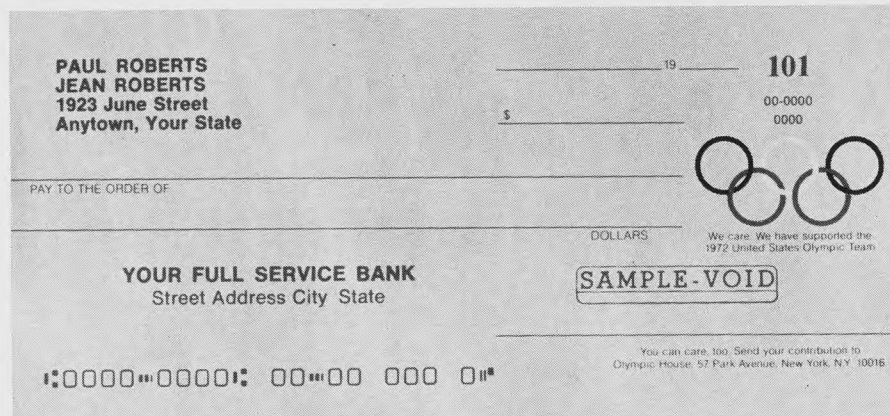
NEW ORLEANS—Carroll R. Griffith, assistant vice president, National American, has been transferred to the correspondent banking division.

Mr. Griffith, who joined the bank in 1962, was named assistant cashier in 1964 and head of the time sales division in 1965. He was elected assistant vice president in 1966. Before joining the bank, Mr. Griffith was with a national credit organization for 10 years.

Valley National Plans Building



Earl L. Bimson (r.), pres., Valley National Bank of Arizona, Phoenix, previews a model of the bank's new 35-story building with James E. Patrick, vice ch. The building is part of a proposed regional financial center which will include an eight-level, 1,800-car parking structure. Encompassing two city blocks in Phoenix, the proposed center is scheduled for completion in mid-1973.



Individualized U. S. Olympics team check offers banks an inexpensive means of aiding the finances of the athletes who will be sent to the Pan-American and Olympic games in 1971 and 1972. The personalized checks can be obtained by bank customers for an added charge of \$1 which would be forwarded to the U. S. Olympic fund-raising committee.

*Come See
How We've
Grown!*

*When you think of West Tennessee
banking . . . think of the folks at*

THE
Second National Bank
OF JACKSON, TENNESSEE

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They know computers can be profitable and practical for you in performing functions for

MID-CONTINENT BANKER for December, 1970

your bank. They also know how to tell how, when, where and if. Use their knowledge to your advantage. **Your men from AFNB help make things happen.**



AFNB

American Fletcher National Bank
Indiana Division
(317) 633-2106

Citibank Offers Data, Loans To College-Bound Students

NEW YORK—First National City Bank recently announced a new service designed to solve the two major problems facing college-bound students and their parents—how to select the right college and how to pay for it.

The bank's college service relies on the facilities of Princeton Educational Consultants, Inc., a private firm that has assembled in a data bank all necessary information on more than 1,300 four-year colleges and universities in the U. S.

To use the service, a student fills out a form at any Citibank branch, listing his academic qualifications and college preferences. Computers match these specifications with all schools in the data bank and make preliminary choices which are then individually re-

viewed by professionals. A report is mailed to the student for a \$15 fee.

To help students meet college expenses, Citibank's college service offers a variety of savings plans and, if needed, a number of loan programs made either to the student or his parents.

Consumer Bankers Name Pres.; Adopt New Trustee System

William A. Allen, senior vice president, Akron (O.) National, recently was elected president of the Consumer Bankers Association at the group's 50th anniversary convention held in Williamsburg, Va.

Mid-Continent bankers appointed to three-year terms on the association's board of governors were: Eugene M. Barto Jr., vice president, First National, Huntsville, Ala.; W. Herbert Cottrell, senior vice president, National

City Bank, Evansville, Ind.; and George H. Epiney, vice president, La Salle National, Chicago.

The School of Consumer Banking recently voted to establish trusteeships for three-year terms, eliminating the former "permanent" trustee feature. Interim trustees have been named until the three-year rotation system takes effect.

Mid-Continent bankers newly elected to the school's board of trustees were: for three years, George M. Wasem, senior vice president, Commercial National, Peoria, Ill.; for two years, Richard H. Stout, chairman, Bank of Louisville; for one year, Dan Lacy, president, Central National, Oklahoma City. Mr. Lacy also was named to the executive committee of the Consumer Bankers Association; and James A. Roth, loan officer, Harris Trust, Chicago, who will represent the alumni of the school.

Mod Outfits Spark Attitudes of Personnel

"THE ATTITUDE of a bank's personnel reflects to the public an impression of the bank's attitude."

This comment by Tom Oliver Jr., assistant vice president, public relations, First National, Waco, Tex., states succinctly the objective bank executives had in mind when it was decided to dress women staff members in complementary outfits.

"We felt that much was to be gained by strengthening the impression that

our women employees made on the public," Mr. Oliver said. "But we encountered the same problem faced by any employer of a large number of women—desire for diversity of style and type of dress creates complications. So rather than searching for uniformity, we searched for dress that would convey personality and allow some freedom of choice without compromising the over-all effect."

Original impetus for the plan came from tellers and lobby receptionists. When they asked to adopt a uniform, the bank gave them the go-ahead. As the plan unfolded, 80 out of 83 women employees eventually participated in the uniform program, paying one-half the cost of the outfits.

In searching for the sort of uniform the bank wanted, executives looked at the lines of innumerable suppliers and were dissatisfied with the seeming lack of style and quality that their products displayed. Finally, they found a line offered by "Act III" and made the purchase through a local supplier.

The result was not a uniform, but a wardrobe. This was one thing the bank was seeking because executives recognized that purchase of a wardrobe suitable for bank wear on a limited salary was difficult. With the bank paying half the cost this difficulty was eased.

The wardrobe that was finally selected is in sable brown and off-white in a wide herringbone weave with separates in washable polyester fabric. It can be worn year-round. Employees se-

lected their own skirt lengths from mini to midi with most around the knee. Boots and gaucho hats are acceptable and complement the wardrobe style.

Included are tweed pants, tweed straight skirt, almond shell overblouse, brown overblouse with Ascot tie, long-sleeve brown blouse, white long-sleeve blouse with Ascot tie, tweed vest, tweed jacket, and solid brown pleated skirt. The nine garments can be combined in different ways to make 24 varied outfits. Thus First National's "uniform" does not become a bore to wear. At the same time a wear-schedule is distributed which results in all women wearing the same outfit on any one day.

D. T. Hicks Jr., vice president, emphasized that the "uniform" was never presented as mandatory or "the wishes of management." The program was entirely voluntary as is indicated by the fact that a few women abstained.

"But we're pleased as can be with the plan," he continued. "From the standpoint of the customers it is ideal. They will be able to spot an employee immediately. They won't confuse customers as employees. And these are really good-looking garments."

The wardrobe idea popped up at a time when the bank was considering change. Management is presently deep in a program to revise its advertising theme, redecorate facilities and adopt a new advertising logo. The new wardrobe has been displayed in a new series of television spots broadcast by the bank.

Employees model three of 24 combinations possible with the wardrobe of First National, Waco, Tex. Of 80 women 65 ordered the optional pants and most opted for knee-length skirts.



American Bank and Trust Co., Baton Rouge, switches to Career Apparel with Dacron®.



“They give the bank a smart, businesslike look. We’ve had only praise from customers and employees,” says Mrs. Phyne Roubique, Chief Teller.

On May 8, 1970, an old-time customer walked into the lobby of the American Bank and Trust Company of Baton Rouge and stopped in surprise. “You girls all look so doggone pretty,” he said, “that I don’t know which one to whistle at first!”

It was the striking new Career Apparel the women employees were wearing that brought about this compliment. And there have been plenty of admiring

glances ever since for the flag blue jacket dresses in a handsome cord knit of 100% Dacron® polyester.

“When we first started discussing uniforms, some of the girls, particularly the newer ones, were understandably skeptical,” says Mrs. Phyne Roubique, Chief Teller. “But after they saw how stylish the knit dresses were and how well they wore, they were sold on the idea. As one teller put it, they solve the ‘what-will-I-wear-today?’ problem.

“Our knit dresses of ‘Dacron’ look the same after many washings as they did when we put them on for the first time,” Mrs. Roubique adds. “They rinse out easily, dry quickly — and the colors stay sharp and clear. And, even though they’re washed after every two wearings on

the average, they’ve kept their shape beautifully.”

Career Apparel like this will make a big difference in your bank — in appearance, in service, in employee morale. Look into it. Just be sure to get “Dacron”. And you’ll be getting on-the-job clothes proved to be the finest made.

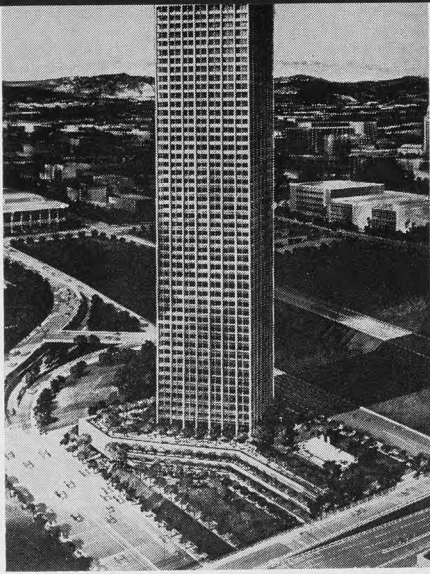
We’re at your service. Write for our Career Apparel booklet and specific information on the garments made with “Dacron”. Write Du Pont Co., 31J6 Centre Road Building, Wilmington, Del. 19898. Or call: (302) 999-3813.



**Better things for better living
...through chemistry**

*Du Pont registered trademark

MID-CONTINENT BANKER for December, 1970



This is artist's sketch of proposed new building for Security Pacific Nat'l, Los Angeles. Structure, to contain 54 stories and cost \$85 million, will be erected on Bunker Hill. Completion is planned for late 1973.

In Los Angeles—

Security Pacific Plans Building As Part of Redevelopment Plan

DRAMATIC EVIDENCE of its belief in the survival of the inner city of Los Angeles was revealed recently when Security Pacific National announced plans for construction of a 54-story, \$85-million building in the Bunker Hill Urban Renewal Project. The structure, to serve as headquarters for the bank's domestic and international banking activities, will be erected on Bunker Hill, overlooking the central city.

Ground-breaking ceremonies for Security Pacific's new building will be held next April, with completion of the project set for late 1973.

To occupy the full city block bounded by Third, Fourth, Hope and Flower streets, the new headquarters will rise from a series of terraced park-like plazas, designed to link the new structure with both upper and lower levels of Bunker Hill.

"Bunker Hill has been called a 'Renaissance' in downtown Los Angeles," said Z. Wayne Griffin, chairman of the Community Redevelopment Agency, "and Security Pacific's decision to be part of this 'Renaissance' marks a symbolic return to the hill, since the bank was founded on a site near its new location in 1871."

Strategically located between the old business section and the expanding Civic Center complex, Bunker Hill claimed the first major skyscraper ever

to be built in downtown Los Angeles. The now-completed Connecticut General Life Insurance Co.'s 42-story Union Bank Square started an unprecedented building boom. New construction during the past 10 years has yielded nearly twice as much office space as was built downtown during the first 60 years of the century.

The building, to be placed on a 45-degree angle to the site, will give its 8,000 working inhabitants unique vistas of the growing Los Angeles sky-

line. The building's angle also will serve a functional purpose as this alignment with the solar system will allow outstanding sun control to be developed. The plazas will feature moving ramps, exterior escalators and broad stairways, and elevated pedestrian walkways will ultimately tie in with other downtown projects. The carriage entrance terminal will be located near Hope Street, and parking for 2,500 cars will be underground. The project also will have 28 passenger elevators, two freight elevators and several local elevators and escalators.

Security Pacific National traces its beginnings to the Farmers & Merchants Bank, which opened April 10, 1871, as the first incorporated bank in the city's history. During the past century, the bank has evolved through a series of mergers and acquisitions to its present position of a bank with resources of more than \$7.4 billion and a staff of 15,500—more employees than Los Angeles had inhabitants in 1871. The city's population 100 years ago was less than 6,500. Security Pacific's Head Office is in Los Angeles and its northern California headquarters in San Francisco. In addition, the bank has 408 domestic banking locations, a full-service London Branch and regional representative offices in Tokyo, Hong Kong and soon, Brussels, Paris and Mexico City. • •



Albert C. Martin (4th from l.), partner of Albert C. Martin & Associates, explains model layout of 132-acre Bunker Hill urban renewal project that will include Security Pacific's new 54-story headquarters in Los Angeles. Bank officers looking at model are: William E. Siegel (l.), v. ch.; Frederick G. Larkin Jr. (2nd from l.), ch. & CEO; Carl E. Hartnack (3rd from l.), pres.; and Oscar T. Lawler (2nd from r.), ch. of executive committee. At right is Fred A. DeNisco, partner in Martin firm, which designed new bank building.

MID-CONTINENT BANKER for December, 1970

Frank Nichols



George Salem



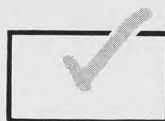
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First of St. Louis' Annual Conference Features David Brinkley, Panelists



David Brinkley, dean of NBC news correspondents, delivered luncheon address on violence and its results at First National conference.



Adolph G. Abmeyer, a.c. at First of St. Louis, is surrounded by bevy of bank personnel who staffed the registration desk.

ATALK by David Brinkley of NBC-TV and panel discussions on subjects ranging from investments to how to build business for banks were highlights of the 24th annual conference of bank correspondents of First National in St. Louis. The move to drop the prime rate to 7½% was begun the day of the conference by New York City's Chase Manhattan Bank, and First National's chairman, Edwin S. Jones, announced at the conference luncheon that his bank was following suit. Shortly after the conference, Chase again led a drop from 7½% to 7%, and First National also went to 7%.

In the bankers' poll, always a popular part of the conference, more than half of the 1,100 conferees forecast a slight further easing of the prime rate to 7% by November, 1971. This view was held by 55% of the bankers present. Twenty-three percent responded that the rate in a year would be 7½%, while about 7% expect a climb back to 8%. The remaining 15% looked for rates of various other levels.

The bankers predicted a moderate upswing in the economy during 1970. However, they were not optimistic

about employment trends. Forty-eight percent predicted that the unemployment rate a year from now would be only slightly lower than the present 5.6%, while 27% predicted the rate would be about the same, and 20% looked for the percentage of jobless to go even higher. Only 5% believed the rate would be much lower—4.5%.

An overwhelming 82% of the conferees forecast a moderate easing of the Administration's economic policy, and 11% predicted major moves to expansionary economic policies. Only 7% expected the present level of restraints to continue.

Most of the bankers predicted modest real growth of the economy, and some improvement in stock prices was expected by a majority of the bankers. More than half the bankers polled foresaw upward movements in the Dow Jones Industrial Average, but 6% predicted a major retreat.

Looking at the November 3 election results, 46% analyzed them as a Democratic gain; 37% called the results a draw, and 17% saw the outcome as a gain for President Nixon.

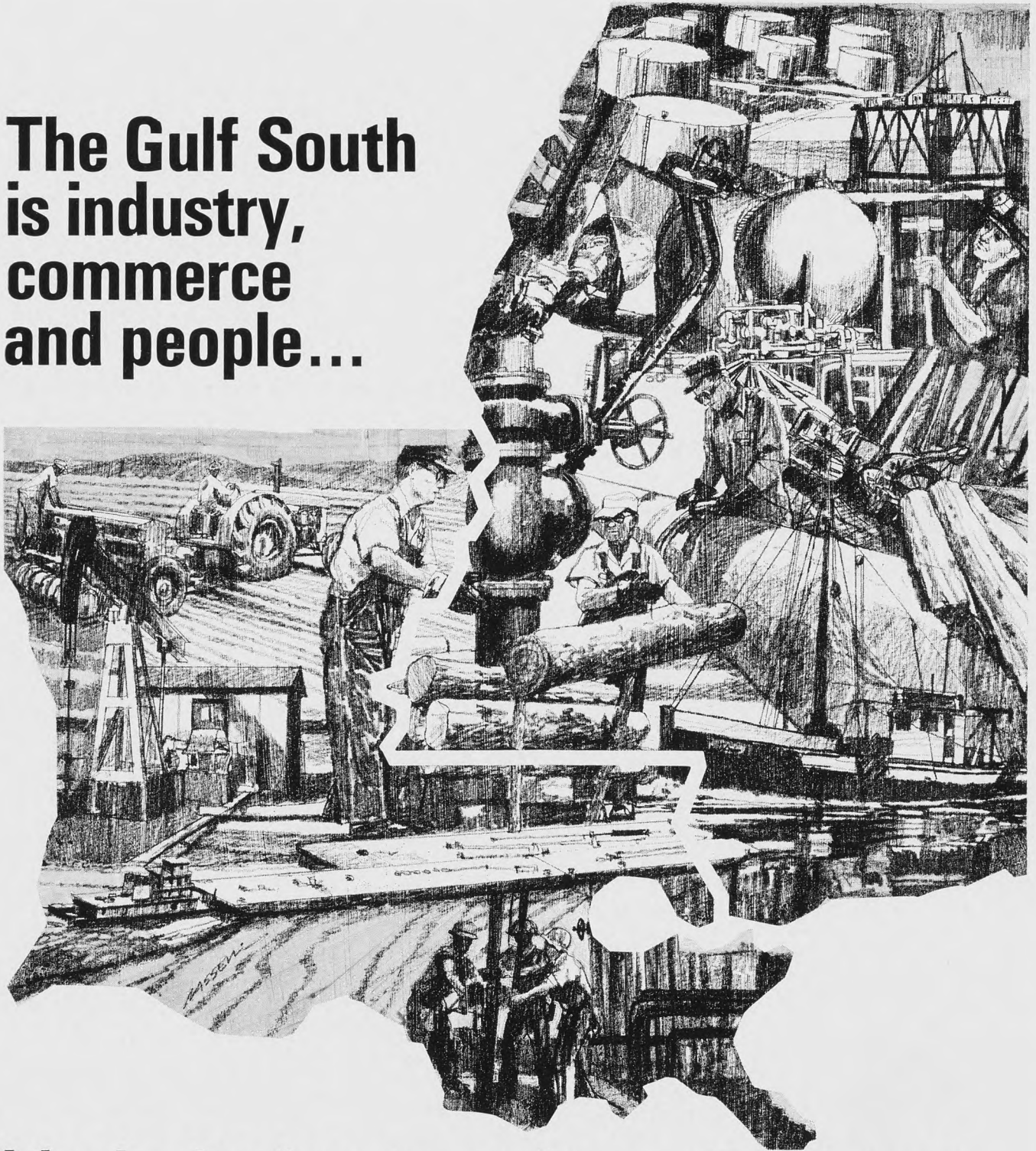
Mr. Brinkley's Comments. Mr. Brinkley's talk was sprinkled with his own brand of humor (his opening remark was, "Welcome to the Wright Patman appreciation luncheon."). He assailed the current trend to violence in this country, but also spoke harshly about conditions that bring about the shooting and bombing. He described violence as "base, selfish and stupid. One of the stupidest ideas is that this country is so sick that the only cure is to kill it."

The TV commentator termed this the same sort of insanity as the army officers in Vietnam who destroyed a village in order to save it. If the fabric



TOP: "New Horizons in Full-Service Banking" workshop was conducted by Edwin S. Jones (r.), ch. and CEO at First of St. Louis. Also on workshop were (from l.) Anton Burkhardt-meier and Emil E. Schuster, bank v.p.s; and Maurice J. Swords, v.p.-adm., First-Union, Inc. **MIDDLE:** "Investments Today" workshop was conducted by investment officers of St. Louis Union Trust. Panelists were (from l.) Hubert E. Anderson, v.p.; Eugene F. Williams Jr., pres. and CEO (also moderator); Benjamin C. Korschot, v.p.; and John V. Davis, a.v.p. **BOTTOM:** "Managing the Bank's Investment Portfolio" panel featured (from l.) Ira H. Green, Russell T. Williams and Frank K. Spinner, v.p.s; and Norman N. Bowsher, a.v.p., all of First of St. Louis staff. Mr. Spinner served as moderator.

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MID-CONTINENT BANKER for December, 1970

of American life is torn apart by violence, Mr. Brinkley predicted that what will appear in its place are martial law, a military dictatorship and a police state.

Turning to the other side of the coin, Mr. Brinkley said all branches of "the establishment"—business, industry, the universities, banking—are guilty of some sins, with the federal government heading the list of contributors to the country's mood of anger and despair.

"In 25 years of working in Washington and watching government at close range," said Mr. Brinkley, "I have concluded that it does not do its job. It does not serve our needs but its own. It does not initiate change, it resists.

It never asks us what we want; it tells us what we're going to get. It is a massive array of bureaucrats taking our money in arrogant and unfair ways and giving us answers to questions nobody asks.

"Think of one thing the federal bureaucracy does efficiently, fairly and effectively."

He did commend the fish and wildlife, forestry and park services and the space agency as arms of government that do perform well, but, he continued, "You'll notice that these agencies deal with fish, forests, flowers and the moon—not the ordinary affairs of people."

Panels. Subjects on the four panels

included discussions of how to promote bank growth and prosperity through serving and promoting the community, reach prospects and customers through community activities, and develop a sound advertising budget. In addition, there were talks on "Two Premium Paths—Fast Take-Off or Long Push," "Banking's Edge in Moving to the Electronic Transfer of Funds," "New and Greater Roles for Computers in Banking During the 1970s" and "Inflation's Impact and the Outlook."

The conference ended in the evening with dinner followed by entertainment provided by the Chicago Gaslight Revue. • •

Paperwork Cut, Service Speeded By Facsimile Transmission

CUSTOMERS are accustomed to getting fast installment loan service at the main offices of banks. There's a staff of specialists and credit investigators ready to process applications and make speedy decisions.

It's possible to file applications at branch banks too, but chances are the processing will take considerably longer. The busy branch manager and his assistant don't have immediate access to the credit files and they have a wide range of other duties to perform.

Efficiency-minded Winters National in Dayton, O., however, recently decided to see if the same kind of fast service offered at the main downtown facility couldn't be extended to outlying branches. Thanks to a burgeoning technology in the communications field known as facsimile transmission, the bank succeeded in its quest. At the

present time, customers at six of the bank's 20 branches can have their applications processed with the same speed as if they walked into the installment loan department downtown.

Bridging the time gap is a low-cost Magnafax 850 facsimile transmission network that enables a branch to forward instant documentation of loan applications to the Main Office in minutes and receive back, in similar exact-copy form, credit data and analysis. There's no need to call in the data over the phone or to write out the analysis and send it by mail. With the ease and simplicity of making a machine copy of a document, the application and reply are transmitted via the Magnafax system over regular telephone lines.

"Customer service is just one aspect of the new communications efficiency," notes Jim L. Hart, vice president, operations. "The bank is also realizing internal time-savings that enable branch managers to extend their services in other areas."

Spur for the initial investigation of facsimile transmission was an increasing paperwork load and the desire of management to relieve individual branches of credit investigation, which is basically a clerical job. Although local managers and their assistants spent valuable time on this processing, they could not offer the fast service achieved by those at the main installment loan department.

"Specialization was the answer," continues Mr. Hart. "We decided to centralize all credit investigation and analysis for six of the branches in the hands of the main-office specialists.

The roadblock to doing this earlier was lack of an economical and practical means of moving the exact documentation back and forth. This we achieved with modern facsimile transmission."

Desk-top Magnafax units are set up on the officer's platforms in the six participating branches. Once an application has been completed, the interviewing officer simply places the original document in the Magnafax unit, calls the recipient and presses the "send" button. Both sender and receiver place their telephone handsets on their telephone couplers and transmission takes place automatically. The 850 model is a transceiver in that it can send or receive copies of documents through a simple coupling to the everyday telephone.

At the installment loan department downtown, the duplicate copy is removed from the machine and the credit investigation work is begun. As soon as the investigation is completed, a report is filled in with the required data and an analysis and Magnafaxed back to the originating branch. The original application, meanwhile, never leaves the branch.

"This procedure relieves the branches of a big paperwork burden at the same time that it speeds customer service," concludes Mr. Hart. "There's no chance for verbal errors, no need to tie up the branch manager with telephone calls, no duplication of paperwork. The branch application is now processed just as if the customer had walked into the downtown office."

The system is flexible and can be installed in seconds. It plugs into any electrical outlet and can be operated by anyone who has ever used an office copying machine.

Now that it is working for installment loan processing, Winters National is also investigating its application to other areas where fast documented communications are important. • •



Facsimile transmission device transmits loan applications or other information from branch to head office for decision-making.

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MID-CONTINENT BANKER for December, 1970

Remove Pressure on Large Cities By Locating Industries, People In Small Cities, Bankers Told

SMALL COMMUNITIES will have to grow in population and economic development and thus take some of the pressure off the big cities, Ralph R. Burchenal, executive vice president, Central Trust, Cincinnati, told those attending his bank's 17th annual correspondent bankers conference October 28. The bank was host to 195 bankers. In addition, 74 bankers' wives attended.

In his talk, "Change—More to Come," Mr. Burchenal asked his listeners to consider what their individual cities will be like in another 10-20 years. Although he disavowed any claim to being a "marcher" or a leader in social causes, he said that he does believe the situation is becoming clear on the continued ability of central cities to absorb more and more of the responsibility for some of the problems that really have come about through a social evolutionary development. Mr. Burchenal acknowledged credit to various sources—articles, speeches and discussions—for his thoughts on "the future of central cities."

He referred specifically to a newspaper article written by a Quaker Oats Co. executive. In essence, the article said that the firm would no longer plan construction of a plant in a central city for two reasons: 1. The officers believe it would not be corporately smart to invest their dollars in some of these areas. 2. More importantly, they believe it simply would be compounding a problem already rather evident if they invest capital assets in an area that cannot service the living necessities of the people presently located there.

According to Mr. Burchenal, what the Quaker Oats executive was saying was that the firm would be interested in locating plants in cities with populations of anywhere from 5,000 to 30,000 that have shown some form of responsibility toward the social needs, care and public requirements of a growing community.

Mr. Burchenal said that because he is a part-time farmer, he obtained some information on President Richard Nixon's "Rural Development Program." In this program, without saying it directly, said Mr. Burchenal, the President indicated that somehow people would have to be encouraged to locate in the smaller communities because the problems connected with their coming into core cities and augmenting public areas to service them are getting out of hand.

Thus, continued Mr. Burchenal, some of the communities that do have basic services and do have the ability to grow and absorb industrial growth as well as provide the public requirements needed are going to have to do so in the future.

The Cincinnati banker admitted that "Maybe it isn't too good from a living-style point of view for if I were in, say, Urbana, O., I might like to live in Urbana the way Urbana is now. However, if I am doing business in Urbana, maybe this says, for my future, it would be good to be a leader in encouraging this move from the cities to the smaller areas."

As ways to encourage growth, Mr. Burchenal said that bankers in large cities may establish a registered bank holding company and try to move into

those communities they believe can grow, and small town bankers may have to become more competitive than ever in the full and logical development of their communities.

Continuing his look into the future, Mr. Burchenal said he believes some sort of major change in banking structure has to occur in the years ahead.

"It just doesn't make sense that a Chicago bank, for instance, could have branches in London and Paris but not in New York or San Francisco," he said, "or that a bank in Indianapolis a branch in Nassau but not in Dillsboro."

"I don't know which route the development by . . . the year 2000 will take the banking industry, but if it isn't state-wide branching or holding company, it surely will be some form of development that will allow the clearest spread of banking resources through the whole development of our nation rather than otherwise."

Once changes in state banking structures are accomplished, he said, perhaps there even will be a further breakdown of state boundaries, but he added that banking doesn't seem headed in that direction now.

Mr. Burchenal then emphasized his belief in the independent home-owned bank as the strength of the banking system in Ohio, adding that that state really was the only area with which he is familiar.

"I am in no way suggesting that I am in favor of a breakdown of state-wide branching laws or anything that would tend to reduce the local banker's effectiveness," said Mr. Burchenal. "I am saying from my poor pulpit that I can see 20 to 30 years down the line the need for this fellow to be as close as possible to capital markets, and the requirements of his business will perhaps indicate a stronger connection than the traditional correspondent bank relationship with his city correspondent."

Holding Companies. In a talk on "Asset Utilization," Oliver W. Birckhead, president of Central Trust, told of some "loan lessons" from 1970, and this part of his talk will be dealt with more thoroughly in the January issue of MID-CONTINENT BANKER. Mr. Birckhead also spoke about Central Bancorporation, the registered bank holding company with which Central Trust is affiliated. He described how the firm had been established about 18 months previously, but had not added a string of subsidiary banks for two reasons: 1. The bank was a year to 18 months later than some of its competitors in getting into the holding-company business, and that represents a lot of time in terms of contacts, negotiation and

Enjoying a chat during Central Trust of Cincinnati's recent correspondent bank conference are (l. to r.): Al Florence, Bank Management Associates, Lexington, Ky.; W. R. Clarke, exec. v.p., Security Bank, Maysville, Ky.; O. W. Birckhead, pres., and R. R. Burchenal, exec. v.p., Central Trust; and Brien E. Risk, pres., First Nat'l, Nicholasville, Ky.



season's greetings

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Spirit of the Holiday
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fruition. 2. Although the firm has had a fair approach to prices it will pay in exchange for stock, it firmly believes excessive prices paid by some holding firms will quickly catch up with the earnings of the parent companies, as will be evidenced by dilution of earnings per share in the parent companies.

Mr. Birkhead then turned to the subject of mortgages and said that Central Trust has been a mortgage banker and an important factor in the tri-state area. During the past decade, he continued, its mortgage-servicing operation has grown more than 320% and in 1969 the bank ranked 29th in the nation in the mortgage-servicing business among all commercial banks.

"In our contacts with bankers in Indiana, Kentucky and Ohio," said Mr. Birkhead, "the largest single need is for mortgage financing, construction loans, placement of end loans and related services. Our posture will continue to improve in this important area, including the generation and placement of FHA-GI loans."

Computing Float. Donald R. Lancaster, vice president, gave a basically technical talk on how the bank computes float to arrive at the collected balance in a demand-deposit account. He said that this is the true loanable funds in an account and the figure the bank must know to determine whether an account produces a profit or a loss.

Float has been the most difficult item to explain to a customer when talking to him about balances, said Mr. Lancaster, and Central Trust formerly used an "educated-guess" formula. Today, with automation, he continued, the bank does an actual deposit analysis on every deposit processed to determine the true float figure. The bank can show a customer the exact mix of

his deposited items, how much is immediate credit, one-day, two-day, said Mr. Lancaster.

Investment Counseling. Thomas C. Diehl, bond investment officer, discussed techniques and strategy employed in a bank's bond portfolio, briefly touching on swapping municipal bonds and maturity structure. Mr. Diehl also gave an outlook for the next few months for bond yields in the municipal, corporate and government sections of the market.

Revenue Act of 1969. Robert T. Dorward, a partner in the Cincinnati Office of Peat, Marwick, Mitchell & Co., spoke on the Revenue Act of 1969. He said that while it affected many areas of corporate taxation, its primary effects on banks will be in the areas of (1) repeal of investment credit; (2) reduction of capital-gains benefits; (3) reduction in allowable addition to reserve for bad debts and (4) assertion of a minimum-preference tax.

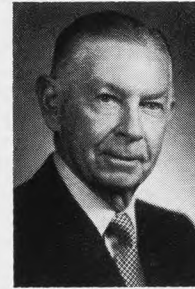
Although Mr. Dorward said the act closed many loopholes, he urged bankers to begin tax planning now by projecting income to year-end, reviewing various income and expense items for deferral or acceleration and considering what business decisions must be made to minimize 1970 income taxes.

A special brunch for women was held, supervised by Miss Estelle Topmoeller, assistant vice president. Door prizes were presented. The conference closed in the evening with a social hour and dinner. • •

■ **GEORGE H. SMITH** has been appointed vice president, advertising and public relations, Exchange Security, Birmingham. Previously, Mr. Smith was director of the public relations department of Samford University.

Harvey P. Everest Retires; Liberty National Announces Senior Officer Appointments

OKLAHOMA CITY—Harvey P. Everest recently announced his retirement as chairman, Liberty National, and Liberty National Corp., effective January 1. Mr. Everest, who joined the bank in 1955 as president, has served as chairman since 1967. He will continue to serve as director emeritus and honorary chairman of both the bank and holding company.



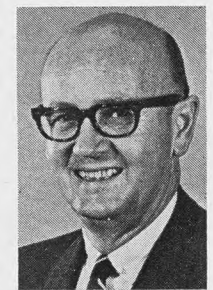
EVEREST



McLEAN



MARSHALL



SNEED

J. W. McLean, president, was elected chairman and will continue to serve as chief executive officer of both companies. Mr. McLean joined Liberty National as president in 1967. Previously, he was senior vice president and director of marketing, Bank of America, San Francisco.

Earl Sneed, presently executive vice president of both companies, will become president, Liberty National Corp., and vice chairman of the bank. He will continue as the bank's senior administrative officer and chairman of the trust committee. Mr. Sneed came to Liberty National in 1965 as assistant to the president.

Gerald R. Marshall was elected president of Liberty National. He is presently executive vice president of the bank and holding company. He will continue to have primary responsibility in the areas of credit, asset allocation and liability management. He joined the bank in 1957 as an executive trainee.

Fall Scene on Check Proves Popular



This scenic check, being offered by First National, Martinsville, Ind., is proving popular with the bank's customers, according to Bill Record, v.p. and farm representative. The check, manufactured by Kentucky Lithographing, Louisville, features a Morgan County fall scene, which was particularly appropriate since the check was introduced in the fall. The check is printed in beautiful autumn colors, and its date, amount and signature lines are "transit legible."

Charles Foret, Assistant Cashier (left), Milton Zeller, Vice President, National American's Travelling Bankers



A VIEW OF THE 70's: The Park Avenue of New Orleans

A *Park Avenue* is what some people are already calling New Orleans' Poydras Street, seen here from atop the International Trade Mart.

Developments planned for the 70's include major new office buildings, shops and restaurants.

Whatever your plans for the 70's, National American's Travelling Bankers, Milton Zeller and Charles Foret, can provide a helpful assist with complete, comprehensive correspondent service.

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MID-CONTINENT BANKER for December, 1970

New Citibank Letter Aids Personal Cash Planning

NEW YORK—First National City Bank (Citibank) last month mailed to customers the first issue of a new monthly news letter, "Consumer Views," which is intended to aid individuals in planning how to make the best use of their income.

The first issue emphasized that having a plan and sticking to it is "The Real Secret of Successful Family Financial Management."

For example, two families have virtually identical incomes. One can afford to take a foreign vacation every year; the other cannot. How is it done?

To make such luxuries possible, the publication offered "Your Personal Plan Worksheet," which enabled the user to decide the things he wanted most in the next 12 months. It then asked if cash was available to buy them or if current expenses permitted

payment for them on time. If neither was possible, it then went on to show how, by using a savings program, such purchases could become possible.

The letter also contained timely tips on income tax deductions.

Bank Celebrates 80th Year; Announces New Promotions

CORPUS CHRISTI—Corpus Christi State National recently marked its 80th anniversary. The day-long celebration in the bank's main lobby featured two cakes weighing a total of almost 400 pounds.

Elected senior vice presidents at the bank were W. H. Kirk and C. M. Robinson. Mr. Kirk, who joined the bank in 1925, has served as vice president and commercial loan officer since 1951. Mr. Robinson joined the bank in 1928 and has been vice president, commercial loan officer and correspondent banker since 1956.

Peter B. Mahaffey Jr. recently joined

the bank as assistant vice president in the commercial loan department. Previously, he was assistant examiner and examiner for the FDIC.

■ J. W. McLEAN, chairman, Liberty National, Oklahoma City, recently was named chairman of the executive panel of the Academy of University Fellows at the University of Oklahoma.

Bender Is Head of Tulsa Board

TULSA—William E. Bender Jr., senior vice president, First National, recently was re-elected as chairman of the City of Tulsa-Rogers County Port Authority Board for the second consecutive year. Mr. Bender was appointed to the board in 1965 and was reappointed to a four-year term in 1969.

Vernon N. Kidd, president, Fourth National, was re-elected as the board's secretary-treasurer.

Security of Kansas City, Kan., Hosts Football Party



LEFT: Greeting guests at Security National's ninth annual football party on November 14 were John Breidenthal (2nd from l.), Security National chairman, and Mrs. Breidenthal (2nd from r.). Flanking the Breidenthals are Burt Lohmuller, chairman, First National, Centralia,



and Mrs. Lohmuller. RIGHT: Foursome enjoying reception before sumptuous buffet included (from l.) Joe J. Bailey and Mrs. Bailey and Delwyn Horn and Mrs. Horn, all from Garnett (Kan.) State Savings. Festivities were held at Glenwood Manor Motel, Overland Park.



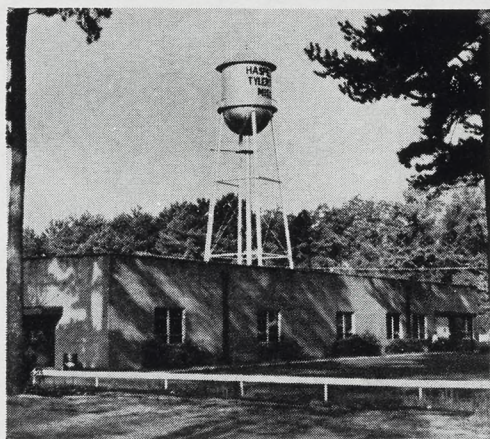
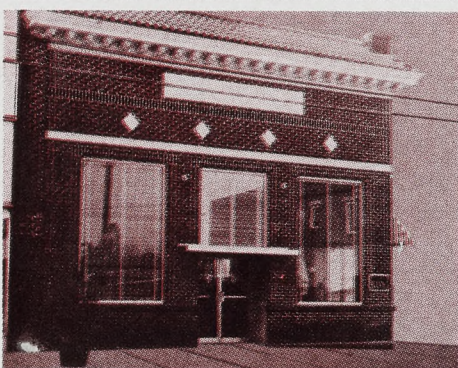
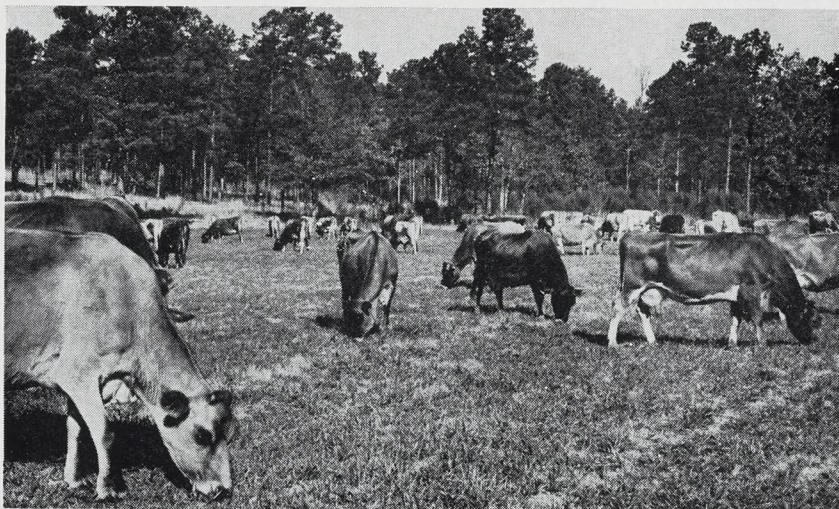
LEFT: Seated at brunch table were Mrs. and Mr. "Mac" McMinimy. Mr. McMinimy is a national bank examiner at Shawnee Mission, Kan. MIDDLE: Despite cold, windy weather, guests warmed by football enthusiasm boarded fleet of busses for trip to Lawrence, Kan., for Kansas-Oklahoma game. Typical rooters were Mrs. and Mr. F. Dwight Coburn. Mr. Coburn is executive vice president, Security National.



Both sported "Beat Oklahoma" buttons, but the colorful buttons didn't prevent Oklahoma from defeating Kansas 28-24. RIGHT: Mrs. Virginia Docking (l.), mother of Kansas Governor Robert Docking, chats with Mrs. Breidenthal at reception. Following football game, group returned to motel for a social hour and buffet dinner. Approximately 600 were in attendance at the event.

Tylertown, Mississippi

“Cream Pitcher of Mississippi”



Don't let Tylertown's nickname, "Cream Pitcher of Mississippi", fool you. While dairying is the largest single contributor to the economy of the area, timber and manufacturing also provide important jobs and income.

Tylertown is ideally located in Southwest Mississippi, easily accessible by rail and highway to New Orleans, Jackson and the Mississippi Gulf Coast. Major industrial developments in the area provide all kinds of opportunity for satellite operations. Nearby vocational training facilities assure the technical labor force needed by industry.

Tylertown Bank has served the area since 1904 and no one knows it better!

TYLERTOWN BANK

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BRANCH OF FIRST NATIONAL BANK, JACKSON, MISSISSIPPI MEMBER: FDIC

MID-CONTINENT BANKER for December, 1970

Alternate Forms of Banking Structure Studied at Kansas Group Meetings

SOME 3,000 KANSAS BANKERS attending the annual series of group meetings the latter part of October were exposed to a hard look at banking structure in Kansas and the possibility of seeking change.

Speaking for the How to Serve the Public Better Committee of the Long Range Planning Commission, Willis E. Stout, president, First National, Goodland, brought bankers up to date on the work of his committee. He explained that the purpose of the committee is to try to determine the needs of the public and the best manner of serving those needs. Mr. Stout said, in part:

"Some of the problems that are in existence or are developing are:

"1. The credit demands of the individual customer are more and more exceeding the amount our Kansas banks can loan to an individual person.

"2. Competition in the rural area often comes from non-banking sources rather than from within the banking industry.

"3. The high cost of trained personnel and college graduates together with the limited promotion opportunities creates a problem for the small bank in providing succession of management.

"4. We need to make more expertise available to the customer through our Kansas banks.

"5. More diversification is needed in our Kansas banks, especially in the rural areas.

"6. Absentee ownership and chain banking is increasing in Kansas.

"7. Providing bank service in shifting

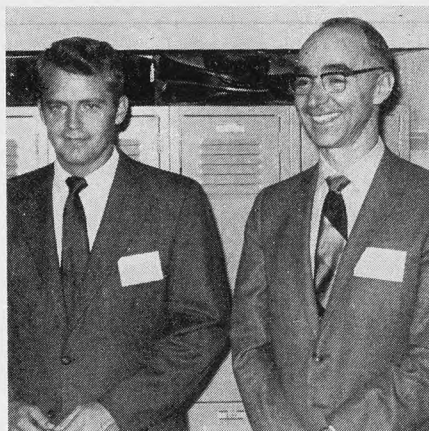
population and metropolitan areas through *new charters only* is resulting in many little banks to the detriment of the existing banks.

"8. Our major Kansas banks may not be large enough to compete effectively with banking organizations in surrounding states.

"9. There is a lack of mobility of funds in Kansas.

"10. Industries in competition with banking, such as savings & loans, are making serious inroads into commercial banking fields. They have certain tax advantages, the ability to branch and are gradually taking over our customers.

"11. Our banking system is no longer isolated but more and more is coming into competition with the systems of other states. If there is a competi-

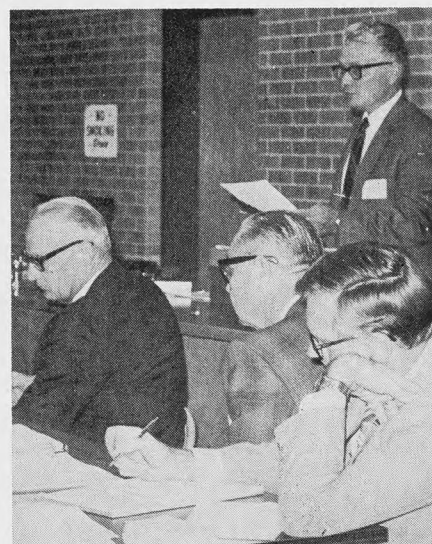


Ron Sturgeon (l.), v.p., First Kansas Life Insurance Assn., visits with Robert E. Barhydt, vice president & cashier, Fidelity State, Dodge City, during a social hour at the Group 6 meeting in Garden City.

tive advantage in multi-office banking, then we must find some way to offset that advantage.

"It is not the purpose of the How to Serve the Public Better Committee to dictate to the association what remedial measures should be adopted. It is our purpose to pass on to the members of the association what we have learned so that the association can make a decision of what, if anything, should be done. It will be up to the members of the association to decide what position the KBA should take. It should be kept in mind, however, that, regardless of what position the KBA takes, there are forces outside of the association, not connected with banking, which are going to bring about certain results if the trend continues.

"One basic truism our committee



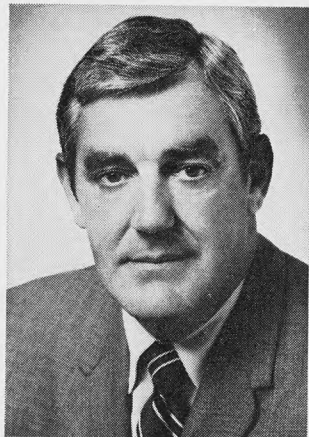
George T. Chandler, pres., First Nat'l, Pratt, addressed Group 6 meeting in Garden City. In the foreground are (l. to r.) Hoy B. Etling, exec. v.p., Fidelity State, Garden City; KBA President Dan J. Dreiling, pres., Citizens State, Seneca; and Harold A. Stones, KBA director of research.

LEFT: At the Group 6 meeting in Garden City, questions from the audience were fielded by speakers at the senior managing officers session. RIGHT: Ron Francis, v.p., Commerce Bank, Kansas City, peers through a microscope to see sugar crystalizing at a Great Western Sugar Co. plant near Goodland, Kan. Paul A. Peterson (2nd from l.),

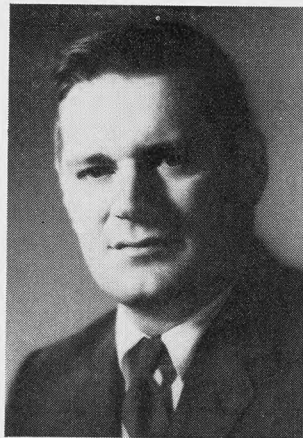
a.v.p., First Nat'l, Kansas City, and Ronald L. Green (3rd from l.), a.v.p., National Bank of America, Salina, look on. The tour of the factory was offered to bank scouts by Goodland bankers as part of the Group 5 meeting.



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COMMERCE BANK

Kansas City, Missouri

MID-CONTINENT BANKER for December, 1970

has determined is that there are problems in one area that are not existent in other areas and vice versa. A similar truism is that it is hard for the bankers in one area to understand and recognize the problems of the banks in other areas. Yet, if we are going to have a thriving bank industry, we *must* recognize each other's problems and all try to help each other solve them. Therefore, our committee will probably try to arrive at a compromising idea, which will better enable banks in some areas to cope without destroying the independent concept on which our industry is founded.

"You were all sent two papers recently. One tried to explain the many forms of banking structure in existence today in various parts of the country. The other tried to set out some of the competitive advantages enjoyed by competing industries and to bring home the fact that those industries are trying to become banks in practically every sense of the word. I think we can all agree that the banking structure of other states is not what we, as bankers, would like to have. If, on the other hand, we are going to gradually default to competing industries, if we insist on fighting them divided and individually, maybe we had better take a second look. Maybe there are some good points existing in these other

states' systems that we can take note of. Is it possible that 46 states are wrong and only Kansas and three other states are right? Isn't it possible that we can profit by some of their mistakes; at the same time, profiting by some of their good points? If Fisher had kept on making buggies because he didn't like the noise of the automobile, somebody else would be building the car bodies for General Motors today.

"Our committee has learned that there are some strengths in branch banking and in holding companies but we also know that there are some strengths in the independent, home-owned, locally managed bank. We have learned that the independent bank *can* compete with the large organization and that there are such independent banks in every state regardless of their banking structure. We have learned that, in the past, large banking organizations have developed on a practically unchecked basis but that Government policies are preventing this from happening on such an aggravated scale now and in the future will continue. We have also learned that a state can write into its laws additional checks and safeguards if it so desires. Thus, if the members of the Association should decide that it is necessary to liberalize the banking

laws in Kansas, such law *can* be written in a manner to prevent the octopus type of organization.

"By way of summation, I think it is clear to the members of the committee that there are some problems in existence in the Kansas banking industry today. It is clear that some of these problems will worsen and that new ones will develop. It is apparent that we are experiencing, or are going to experience, difficulties in our lending limits, problems in our mobilization of funds on an efficient basis, disadvantages in providing the public the convenience they want, problems of expertise and succession of management. It is apparent that out of 50 states in this country we stand practically alone in our insistence on each banking office fighting its own battle. Forty-six states out of the 50 allow either some form of branching or holding companies or both. Every one of the non-banking competitors, such as savings & loans, credit unions, P.C.A.s, etc., can establish offices for the convenience of their customers. Yet, the banks of this state must now and will increasingly in the future need to compete with organizations of neighboring states and the many non-banking competitors.

"We, the bankers of Kansas, must try to work together and arrive at some

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compatible solutions. If we do not, the public and the competing industries will do so for us. We must keep in mind that we do not own the banking industry and that the ultimate decision will be made by the people of the State. I personally think that independent banking can survive under any banking structure. However, I think that we will have a better chance of surviving if we take part in the recognition that certain things are going to transpire regardless of our wishes. If we do so, perhaps we can build in some safeguards to protect our own way of life."

Members of the Long Range Planning Commission will report to the KBA executive council at its meeting this month, and the Midwest Research Institute also will report its findings from a study authorized by the executive council earlier this year. Any official action, then, would be up to the executive council.

Elected new group officers were:

GROUP ONE: chairman, Oliver H. Hughes, chairman and president, Citizens National, Emporia; secretary-treasurer, C. W. Wayman, president, Emporia State; and member KBA nominating committee, John C. Hofmann, executive vice president, Valley View State, Overland Park. Registration was 514. Next year's meeting will be held at Emporia.

GROUP TWO: chairman, W. T. Hamlet, president, Columbus State; secretary-treasurer, Joe Jackson, president, First National, Columbus; and member KBA nominating committee, A. L. Burgert, vice president and trust officer, First State, Pittsburg. Registration was 397. Next year's meeting will be held at Columbus.

GROUP THREE: chairman, W. R. Shaffer, president, Home State, Russell; secretary-treasurer, E. W. Olson, vice president and assistant trust officer, Russell State; and member KBA nominating committee, C. N. Hoffman Jr., president, National Bank of America, Salina. Attendance reached the 601 mark, breaking an old record. Next year's meeting will be held in Russell.

GROUP FOUR: chairman, Sam L. Roberson, president, Citizens State, El Dorado; secretary-treasurer, Eugene S. Adams, vice president and cashier, Walnut Valley State, El Dorado; and member KBA nominating committee, Leonard J. Beutler, executive vice president, First National, Hutchinson. Registration was 628. El Dorado will be the site of next year's meeting.

GROUP FIVE: chairman, Everett Hess, executive vice president, Hays National; secretary-treasurer, R. Guy Bemis, vice president, First National, Hays; and member KBA nominating committee, Robert Gaskill, president, Farmers State, Winona. Registration was 396. Next year's gathering will be at Hays.

GROUP SIX: chairman, Gene Holloway, executive vice president, Security State, Scott City; secretary-treasurer, Mrs. Helen Fleming (first woman ever elected a group officer), assistant cashier, First National, Scott City; and member KBA nominating committee, Carroll E. Wainwright, executive vice president, First National, Syracuse. Registration was 500. Scott City will be the site of next year's meeting. ••

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Chairman Of The Board
and Chief Executive Officer

Cliff Wood
President

**Union National Bank
of Little Rock**

Illinois News

Progressive Bankers to Form Metropolitan Bank of Alton

ALTON—The state bank commissioner recently granted Progressive Bankers Group, East St. Louis, a permit to organize the new Metropolitan Bank & Trust Co. of Alton.



DAILY

Charles L. Daily, president, Progressive Bankers, is chairman and organizer of the new bank. Proposed officers are Norman Backues, president, and Kenneth J. Roeh, vice president and trust officer.

Total capital structure of the bank will be \$750,000. Organizers are planning a one-story bank building, occupying about 10,000 square feet, that will have four drive-in windows.

Other banks in the Progressive Bankers Group are: Edgemont Bank, East St. Louis; Lebanon Trust; and Lincoln Trail Bank, Fairview Heights. Combined assets of the member banks recently passed the \$60 million mark. This new high in assets represents an increase of 18.5% over the same period a year ago and an increase of 5% over the last quarter.

Luncheon Backing Constitution Given by 1st of Evergreen Park

EVERGREEN PARK—First National has come out strongly in favor of the proposed new Illinois constitution, which will be voted on in a special election December 15. The bank recently gave a luncheon for 200 civic leaders, including the mayors and elected officials of most of Chicago's suburbs, and the guests were urged to work for adoption of the constitution.

Samuel Witwer, presiding officer of the recently concluded Constitutional Convention, called the new document a "stepping stone to the future" in a luncheon speech. Martin Ozinga Jr., president of the bank and a Constitutional Convention delegate, presided. He was praised by Mr. Witwer for his wise counsel and serious attention to details while a delegate.

■ DONALD C. (PICK) DODDS, vice president and director, First National, Champaign, recently retired. Elected directors at the bank were Donald C. Dodds Jr. and James E. Welch, vice president and cashier.

■ DU QUOIN STATE recently announced the retirement of Marion L. Griffin, senior vice president and director. Mr. Griffin first was employed with the bank from 1922 to 1926. He returned to the bank in 1935 and has served as an officer in every department of the bank.

■ FIRST NATIONAL, Peru, recently was granted trust powers. Harold Simkins, executive vice president, was appointed trust officer and Miss Joan Mankowski, assistant cashier, was named assistant trust officer. Roger Kowalski recently came to the bank as loan officer.

■ RAY THURWANGER recently was appointed marketing specialist, First National, Pekin.

Highland Community Bank Opens To Serve Bi-Racial Area

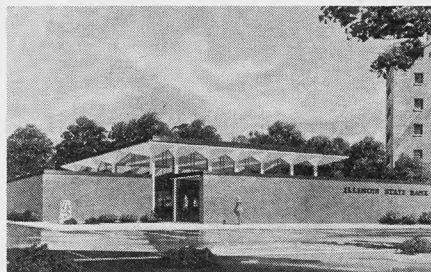
CHICAGO—Highland Community Bank recently opened for business. The ownership, management, directors and staff of the bank reflect the bi-racial composition of the bank's community.

The new bank has 16 lobby windows, six drive-in windows, safety deposit vault and off-street parking.

Officers of the bank include: Joseph G. Bertrand, president; George R. Brokemon, vice president and cashier; and Norman S. Jones, assistant vice president and manager, personal banking division.

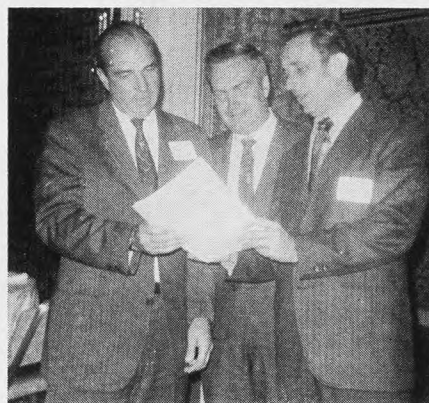
■ ERNEST F. NORTRUP, president, State Bank, La Harpe, recently announced his retirement. He will retain the title of president and will continue as a director. Mr. Nortrup joined the bank in 1927 (then known as State Bank of Burnside), was elected executive vice president in 1953 and president in 1955.

Illinois State Has New Building



Illinois State, East Alton, recently moved to a new building on the site of the bank's former parking lot. The old building has been razed to provide landscaping and parking. The new building contains 16,000 square feet and has four drive-up stations, a walk-up window, two night depositories, security vault and safety deposit department. The high ceiling of the bank's lobby is supported on tall columns that mushroom at the top. Bunce Building Corp., St. Louis, was the contractor.

Seminar at National Boulevard



National Boulevard Bank, Chicago, recently held a seminar for first- and second-year students attending the Graduate School of Banking at the University of Wisconsin. A highlight of the session was a luncheon speech by Irving Seaman Jr. (l.), chief exec. off., National Boulevard. With Mr. Seaman are Daniel G. Priske (c.), v.p., National Boulevard, and Allen Wolkey, Federal Reserve Bank of Chicago.

Commercial Nat'l Names Jones Executive Vice President

PEORIA—Ronald E. Jones recently was elected executive vice president, Commercial National. He succeeds the late Edward F. Reiter.

Mr. Jones joined the bank in 1928 and in 1952 was named assistant vice president in charge of the correspondent bank department. He was promoted to vice president in 1954 and later was transferred to the commercial loan department. In 1968 he was named senior vice president in charge of all lending departments of the bank.

■ GILBERT E. COLEMAN, executive vice president and trust officer, Bank of Mt. Carmel, recently resigned. He is now executive vice president, Chillicothe (Mo.) State, and on January 1 will become president. James M. Withrow succeeds Mr. Coleman as executive vice president and trust officer at Bank of Mt. Carmel. He joined the bank in 1967.

■ ROBERT HANSON recently joined Bank of Glen Ellyn as assistant cashier. Previously, he was assistant cashier, Bank of Aurora.

Illinois Deaths

EDWARD F. REITER, 60, senior vice president, Commercial National, and director, University National, both of Peoria.

GERRY D. SCOTT SR., 80, chairman, First National, Lacon, in an automobile accident. He had been with the bank since 1948.

LOOKING AHEAD AT AGE 110



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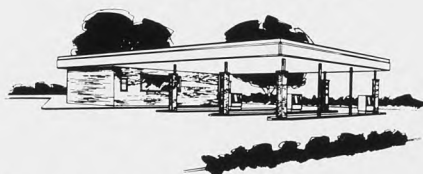
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Lincoln Trail Bank Drive-In



Lincoln Trail Bank, Fairview Heights, recently broke ground for a new drive-in facility to be located at the rear of the present bank building. The facility will have four drive-in stations featuring pneumatic delivery of customer transactions. Completion of the drive-in is expected early in 1971.

Charters Issued on Same Day To Two Illinois Banks

The state banking commissioner recently issued charters on the same day to Bank of Wood Dale and Bank of Lockport. It was the first time in the known history of Illinois banking that two charters had been issued on the same day.

Both banks are capitalized at \$750,000.

Bank Directors' Seminar Held by Nine Banks

The growing awareness on the part of bank managements of the importance of having well-informed, knowledgeable board members was made

evident last month when nine Illinois banks held their first annual bank directors' seminar. The banks are clients of First Ogden Corp. of Naperville, which conducted the seminar in Glen Ellyn.

The seminar's purpose, said First Ogden President Vernon S. Hoesch, was to "acquaint the directors of our client banks with their responsibilities as bank directors." Mr. Hoesch said that, specifically, the seminar would cover their areas of responsibility in relation to the state of Illinois, as the sponsoring banks are all state chartered; in relation to the FDIC; their duties with regard to audits and auditing procedure and their functions relative to marketing and planning.

Mr. Hoesch said that, as far as can be determined, this was the first time such a seminar had been done in Illinois and that this particular seminar would be an annual event.

The November seminar featured talks by Roland W. Blaha, Illinois commissioner of banks and trust companies; W. Harlan Sarsfield, chief examiner, FDIC, Chicago; Arthur M. Friedman, partner, Arthur Andersen & Co., Chicago; and Martin J. Allen Jr., vice president-marketing, Old Kent Bank, Grand Rapids, Mich.

About 75 directors of the nine banks

were invited to the seminar, and they are on the boards of the Bank of Elmhurst, Bank of Glen Ellyn, Bank of Hinsdale, Bank of Lisle, Bank of Lockport, Bank of Naperville, Bank of North Aurora, Bank of Westmont and Bank of Wood Dale.

Conduct NABW Conference



These Illinois bankers figured prominently in the fall meeting of the Illinois Group of the National Association of Bank-Women Inc. Left to right, they are: Mrs. Dorothy Mercer, a.v.p., Bank of Herrin, and sec.-treas. of the group; Miss Greta Grafton, v.p. & aud., Central Nat'l, Mattoon, and ch. of the group; Miss Dorothy Waddell, aud., Millikin Nat'l, Decatur, and program co-ch.; and Mrs. Elenora Mason, a.c., First Nat'l, Pekin, who spoke on "The Bank's Place in the Community." More than 100 women bank officers from all over Illinois attended the two-day conference, whose theme was, "You've Come a Long Way, Baby—But KEEP TRAVELING."

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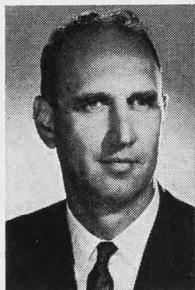
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Indiana News

Indiana National Names Clark Executive Vice President

INDIANAPOLIS—George E. Clark, former senior vice president, recently was elected executive vice president, Indiana National. He will continue as senior loan officer.



CLARK

Mr. Clark joined the bank in 1962 as a vice president in the metropolitan loan division. He was named head of the division in 1964 and was elected a senior vice president in 1966.

New Regional Officers Elected For Indiana Bankers Assn.

Indiana Bankers Association regions recently elected new officers for 1971-1972. They are:

REGION ONE—president and alternate nominating committee member, Jene R. Lindsey, executive vice president and cashier, Etna Bank, Etna Green; vice president, M. James Johnston, assistant cashier, Fort Wayne National; secretary-treasurer, Richard A. Life, president, Wabash Valley Bank, Peru; and nominating committee member, William F. Stose, president, Salem Bank, Goshen.

REGION TWO—president and alternate nominating committee member, Herbert Lathrop, president, First Union Bank, Winamac; vice president, Joseph W. McConnell, executive vice president, Lowell National; secretary-treasurer, J. Paul Douglass, senior vice president, National Bank, South Bend; and nominating committee member, Russell R. McWhorter, president, Citizens Bank, Michigan City.

REGION THREE—president and alternate nominating committee member, Robert R. Park, vice president, Merchants National, Muncie; vice president, James R. Davis, senior vice president, First National, Marion; secretary-treasurer, R. Reed Adelsperger, vice president and cashier, First National, Richmond; and nominating committee member, Donald E. Wright, vice president, State Bank of Greentown.

REGION FOUR—president and alternate nominating committee member, Merrill H. Bell, secretary, Fountain Trust, Covington; vice president, Max G. Rubeck, vice president, State & Savings Bank, Monticello; secretary-treasurer, James P. Coplen, president, National Bank of Logansport; and nominating committee member, William R. Irwin, vice president, Farmers Bank, Frankfort.

REGION FIVE—president, Robert W. Barger, president, Fairland National; vice president, Don C. Stimson, president, Peoples National, Lawrenceburg; secretary-treasurer, Marsh A. Poulder, cashier, Union County National, Liberty; nominating committee member, Harry J. Johnson, cashier, Batesville State; and alternate nominating committee

member, O. J. Schorr, president, Batesville State.

REGION SIX—president and alternate nominating committee member, Charles A. Zebendon, executive vice president, First National, Bloomington; vice president, Richard E. Conrad, vice president and cashier, Terre Haute First National; secretary-treasurer, E. L. Smiley, president, First National, Cloverdale; and nominating committee member, J. William Thompson, vice president, Indiana State, Terre Haute.

REGION SEVEN—president and alternate nominating committee member, Harold E. Jackson, president, Scott County State, Scottsburg; vice president, Randall Doan, vice president, Orange County Bank, Paoli; secretary-treasurer, Forrest Byrne, cashier, Union National, New Albany; and nominating committee member, George N. Lane, president, Citizens Bank, Jeffersonville.

REGION EIGHT—president and alternate nominating committee member, Robert C. Rose, executive vice president, American National, Vincennes; vice president, Paul C. Fletchall, vice president, Poseyville Branch, Farmers Bank, Wadesville; secretary-treasurer, Charles W. Pemberton, president, Lynnville National; and nominating committee member, Charles W. Fowler, vice president, Farmers National, Princeton.

REGION NINE—president and alternate nominating committee member, Hursel C. Disney, president, First National, Plainfield; vice president, Jack V. Early, president, Franklin Bank; secretary-treasurer, Rex Stoops, president, Hamilton County Bank, Cicero; and nominating committee member, Dale R. Faut, president, New Palestine Bank.

Crider Elected Vice President At Peoples Trust, Ft. Wayne

FORT WAYNE—Peoples Trust recently elected Stephen W. Crider vice president, trust administration. Mr. Crider, who holds a law degree, will supervise the administration of all trust accounts held by the bank. He has worked in the trust department since 1965.



CRIDER

Donald D. Palmer was promoted to assistant secretary and assistant manager, Waynedale Branch. He joined the bank in 1969 as a sales representative in the Master Charge department. Later that year he was appointed acting assistant manager, Waynedale Branch.

Indiana Nat'l Corp. Names 3 VPs

INDIANAPOLIS—Indiana National Corp. recently announced the appointments of Cornelius O. Alig Jr., John R. Benbow and George E. Clark as vice presidents of the corporation. The three men are executive vice presidents, Indiana National.

Indiana Death

RALPH MARCUCCILLI, 61, chairman, Citizens National Bank of Grant County, Marion, of a heart attack.

Foreign Trade Seminar at AFNB



The international division of American Fletcher National, Indianapolis, in connection with Export-Import Bank and Foreign Credit Insurance Association, recently sponsored a foreign trade seminar for executives of its corporate customers and Indiana bankers interested in international trade functions. The seminar was arranged to acquaint local businessmen with programs specifically designed to help manufacturers increase export sales. Above, S. Edgar Lauther (far l.), ch., American Fletcher, and J. Joseph Tuohy (far r.), pres., American Fletcher, greet Mario J. Lotti (l.), mgr., Mid-American Regional of Foreign Credit Insurance Association, and Charles Shearer, sr. v.p., Eximbank, Washington, D. C. Mr. Lotti and Mr. Shearer conducted the seminar.

■ ROBERT M. PIERCE, vice president, Commercial Bank, Crown Point, recently was elected a director. Mr. Pierce has been with the bank since 1952.

■ TIM W. SMITHA and Raymond F. Dauer recently joined Seymour National. Mr. Smitha was appointed vice president-operations officer and auditor and Mr. Dauer was named vice president and trust officer.

■ FRANKLIN BANK recently opened a drive-in facility with two windows at its Whiteland Branch. Hours for the drive-in windows at the branch and Main Office have been expanded to 8 a.m. until 4:30 p.m. Monday through Saturday and until 7:30 p.m. on Friday.

■ NEIL C. NORRICK recently was elected trust officer, Elston Bank, Crawfordsville. For the past five years, he has been in the estate analytical division, McCready Pension Engineers, Indianapolis.

■ MARTIN J. STRITOF recently joined Northern Indiana Bank, Valparaiso, as loan officer. Previously, he was in the commercial loan division, First National, Chicago.

■ JAMES E. JONES recently was elected data processing officer, American Fletcher National, Indianapolis. He joined the bank's data center in 1967 and was made a supervisor in 1969.



Season's Greetings

INDIANA DIVISION, THE INDIANA NATIONAL BANK

C. RICHARD KELLUM, DURWARD E. APPLE, JAMES W. CATTON, GARY K. McWILLIAMS, JAMES W. ROSE, DAVID T. FRONEK, PHILIP B. ROBY, RICHARD BONEWITZ



Kentucky News

Louisville Trust Promotes Krebs In Correspondent Department

LOUISVILLE—Louisville Trust has elected James C. Krebs assistant treasurer in the correspondent banking department. Mr. Krebs, a graduate of the University of Notre Dame, has had previous experience in the field of mortgage banking.



KREBS

Terry D. Barrickman, manager, Oxmoor Branch, was elected an assistant vice president. He has been with the bank three years. Michael C. Huettig, who has been with Louisville Trust 12 years, was named trust officer.

Leonard E. Heydt was elected assistant treasurer and assistant loan manager, installment loan department. He was formerly manager, Fourth and Broadway Branch. Richard A. Stemle was elected personnel director.

Burgiss Joins Bank of Louisville As Executive Vice President



BURGISS

LOUISVILLE—H. Dean Burgiss recently was named executive vice president, Bank of Louisville. Mr. Burgiss, who is a graduate of the University of Kentucky, has experience in all areas of banking.

Previously, he had been with Liberty National since 1950. He resigned his post there as a senior vice president for "personal reasons."

Richardson to Become President Of New Peoples Bank of Berea

BEREA—G. D. Kincaid and associates have bought controlling interest in the newly chartered Peoples Bank & Trust Co. The latter bank recently assumed deposit liabilities of the closed Berea Bank & Trust Co.

Paul W. Richardson, senior vice president and director of the Peoples Commercial Bank, Winchester, is directing the operations of the bank in Berea and will become its president

there after the first of the year. J. Donald Hiles has gone to Peoples Bank of Berea as executive vice president, coming from the National Bank of Paris, where he was vice president and cashier 7½ years. Curtis C. Davis, formerly executive vice president of the closed Berea Bank, is now cashier of the Peoples Bank of Berea. Mr. Kincaid has been elected to the bank's board, as have Messrs. Richardson and Hiles.

Citizens Fidelity Names Tomppert 1st Vice Pres.; Promotes 5 to Sr. VP

LOUISVILLE—Citizens Fidelity recently made several promotions. Edwin L. Tomppert, who was senior vice president, commercial banking, was named first vice president and chairman, officers discount committee. In his new position, Mr. Tomppert continues to have senior responsibilities for the evaluation of major credits.

Promoted from vice presidents to senior vice presidents were: John C. Nichols II, manager, commercial banking; Daniel C. Ulmer, manager, retail banking; Richard W. Denton, manager, bond and portfolio department; Harold H. Huddleston, manager, time credit department; and William J. Malone, manager, branch administration.

James G. Metcalfe Jr., vice president, was named manager of corporate development. He also will have responsibility for corporate loans.

First National Trustees Approve Stock Split

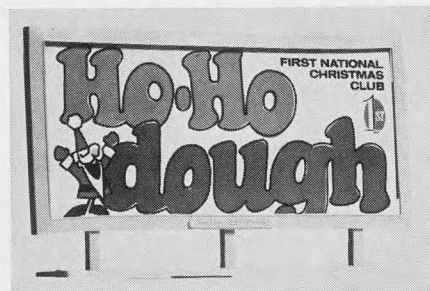
LOUISVILLE—First National trustees recently voted a three-for-two stock split effective December 1 to certificate holders on record as of November 10.

First National trustees' certificates represent ownership of First National, Louisville (a nationally chartered commercial bank), Kentucky Trust Co. (a Kentucky-chartered bank as well as a trust firm) and First Kentucky Co. (an investment company).

The one additional trustees' certificate for each two held will increase the number of certificates outstanding from 1,197,300 to 1,795,950. There is, however, no change in the proportionate interest of each certificate holder in the trust.

■ MOUNT STERLING NATIONAL is completely remodeling its building. Work is expected to be completed in 1971, the year of the bank's 100th anniversary.

First National's 'Ho-Ho Dough'



First National, Louisville, put Santa Claus to work promoting Christmas Club memberships with a "Ho-Ho Dough" theme. The pre-holiday campaign, created by Doe-Anderson Advertising Agency, Louisville, used radio, television, outdoor ads and newspapers. Customers were asked to open a Ho-Ho Dough account to "... make next year's shopping a laughing matter."

ABA Reappoints Joseph Phelps Regional Vice President



PHELPS

LOUISVILLE—Joseph W. Phelps, senior vice president and director, Liberty National, recently was reappointed to a second term as regional vice president of the American Bankers Association. He will coordinate the activities of ABA vice presidents in Kentucky and Tennessee.

ities of ABA vice presidents in Kentucky and Tennessee.

■ BANK OF LOUISVILLE recently elected Howard Breckenridge Jr. an assistant cashier. Mr. Breckenridge entered the bank's management training program in 1968.

■ M. RAY EVANS has been named cashier, First National, Covington. Mr. Evans, who has been with the bank since 1964, is also trust officer and vice president.

■ LIBERTY NATIONAL, Louisville, recently appointed Jack H. Shipman assistant vice president. His initial assignment will be in marketing and business development.

■ STATE NATIONAL, Maysville, recently appointed Gerald Keith Darnell cashier. He succeeds David K. Lindsay, who has resigned. Mr. Darnell previously served as co-manager of the installment loan department and as assistant cashier.

■ FIRST NATIONAL, Louisa, damaged early this year by fire, has begun construction on a new bank building. The building is estimated to cost about \$250,000.



**Citizens
Fidelity
Bank**

Louisville, Kentucky

Member Federal Reserve System, Federal Deposit Insurance Corporation

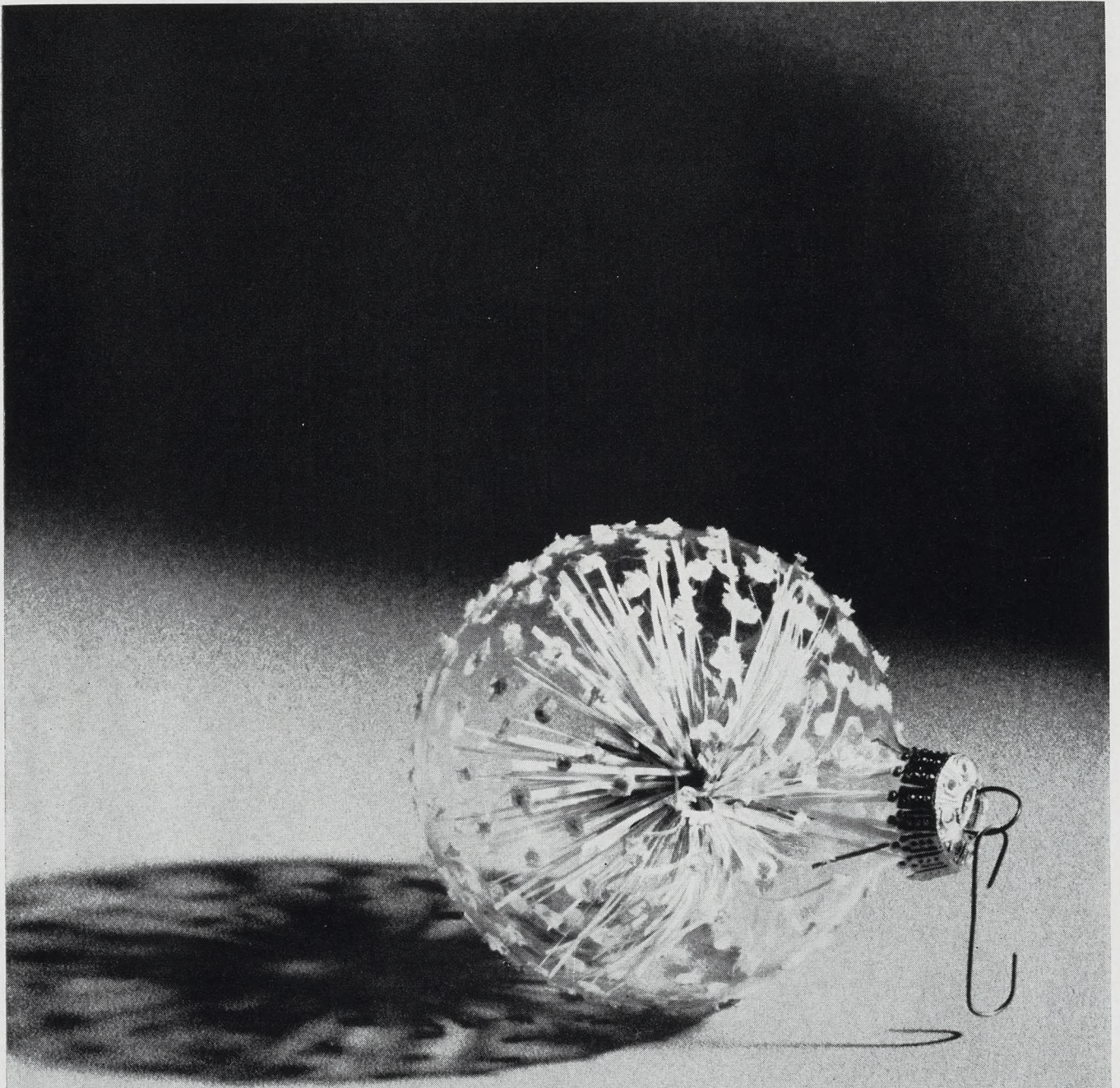
When you need help...

When you need any kind of banking advice or service, call Citizens Fidelity Bank. We have an experienced staff ready to serve you instantly... anywhere... anytime.

When we can be of assistance, just call 502/587-1151. I'll put you in touch with one of our correspondent experts:

William C. Fox, Jr., William A. Sohan,
Craig W. Stanley, Hobert Sloane,
Robert E. Aldridge or
Raymond B. Corrigan.

Joe L. Hamilton



Seasons Greetings from Union Planters,
where the spirit of good fellowship
and cooperation doesn't end the
day after Christmas.



Union Planters
NATIONAL BANK OF MEMPHIS

Tennessee News

Haizlip Named to New Post At First National, Memphis; Three Exec. VPs Appointed

MEMPHIS—First National recently created a new executive post, chairman of the executive committee, and named three new executive vice presidents.

Elected to the new post was Henry H. Haizlip, former executive vice president in charge of the bank's lending program. Promoted to executive vice presidents were: William Cullen Kehoe Jr., head of the commodity and international division; Ronald A. Terry, branch system division head; and John C. Whitsitt, department head of commercial loans. This four-man team represents 83 years of banking experience with an average age of 46.

Mr. Haizlip joined First National in 1935. He started and headed the bank's real estate loan department and has served as department head of the loan and discount, credit and commercial loan departments. He was elected executive vice president in charge of lending in 1968.

Mr. Kehoe joined the bank in 1955 and served as manager of the Medical Center and Poplar Plaza branches. He was transferred to the national accounts division in 1962 and was assigned to his present position as head of the commodity and international division in 1969.

Mr. Terry joined First National in 1957 as a management trainee. He later was assigned to the correspondent bank division and was promoted to senior vice president in 1968.

Mr. Whitsitt, who joined the bank



Recently promoted at First National, Memphis, were: Henry H. Haizlip Jr. (standing), ch. of the exec. committee; and exec. v.p.s (from l.), John C. Whitsitt, Ronald A. Terry and William Cullen Kehoe Jr.

MID-CONTINENT BANKER for December, 1970

in 1946, has served in the branch system, commercial loan department and commodity and international department. He was elected senior vice president in 1965.

In other action, Richard D. Gregg, mortgage loan division, was promoted to loan officer. He recently joined the mortgage loan division when First National acquired John B. Goodwin Mortgage Co.

A. C. Mifflin Jr. Dies; Was Former TBA Officer

MURFREESBORO—A. C. Mifflin Jr., a past vice president of the Tennessee Bankers Association, died November 15.



MIFFLIN

Mr. Mifflin, a director of the Murfreesboro Bank since 1944, became active in the bank's management as its president and chief executive officer in 1954. He became senior chairman last January and continued as CEO. Shortly before his death last month, he relinquished the CEO post to Jack O. Weatherford, chairman of the bank.

Mr. Mifflin, twice a member of the Tennessee Bankers Association's executive council, was a member of the TBA's federal legislative committee and the Tennessee Higher Education Commission at the time of his death.

Mr. Weatherford joined the bank in 1949. He was elected a director in 1960, executive vice president in 1962 and chairman last January. He currently is vice president of the Tennessee Bankers Association.

United Bank of Chattanooga To Open in Early 1971

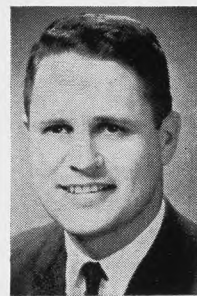
CHATTANOOGA—The new United Bank of Chattanooga will open for business in early 1971 with initial capitalization of \$2,500,000.

The \$2,500,000 paid by the bank's 800 stockholders is thought to be the largest initial capital raised by stock subscription for any new business ever started in Chattanooga, as well as the largest initial capitalization of any bank started in Tennessee in recent years. All stock was sold for \$25 per share.

■ HAMILTON NATIONAL, Chattanooga, has appointed Philip E. Davis assistant vice president and manager, Twenty-Third Street Branch; Frank R. Crownover cashier; and Robert L. Dolan assistant cashier and manager, Georgia Avenue Branch.

Ray Tanner Named President Of Second National, Jackson

JACKSON—Ray Tanner, formerly vice president, National Bank of Commerce, Memphis, recently was elected president of Second National. He had been with National Bank of Commerce since 1960.



TANNER

Mr. Tanner succeeds Ridley Alexander, who was elected chairman and chief executive officer. Mr. Alexander had been president of the bank for the past 15 years. John Sawyer, with the bank 46 years, was named vice chairman.

Second National moved into its new bank building October 31.

Bill Wright Joins First National

LAWRENCEBURG—Bill A. Wright has joined First National as head of the installment loan department. Mr. Wright, who holds a law degree, previously was president, City Bank, Goodwater, Ala. He also had served as executive vice president and vice president during his 13 years with the bank.

■ JOHN W. (JAKE) STONE recently was elected assistant vice president, American National, Chattanooga. He has been with the bank since 1968 and has served as consumer loan officer and manager, Lookout Valley Branch.

■ THIRD NATIONAL, Nashville, recently made the following promotions: Robert E. Matthews, marketing officer, BankAmericard center; F. Ray White, installment loan officer, finance department; Jack B. Wyatt, operations officer, stock transfer department; John (Jack) R. Braden, branch officer, West End Branch; and John V. Minor Jr., branch officer, Melrose Branch.

Third National, Nashville, Holds International Trade Seminar

NASHVILLE—Third National recently held an international trade seminar. About 75 bankers and businessmen attended the speeches held at the bank.

Speakers included Fred D. Wright, president, Wright Industries, Nashville; Harold van B. Cleveland, vice president, international economics, First National City, New York; and Peter S. Harmer, assistant vice president and manager of the international department, Third National.

Alabama News

Dinner Honoring Teachers Boosts Community Image Of Alabama City Bank

GADSDEN, ALA.—Alabama City Bank knows the importance of having a good banking image. Image-building starts with members of the community and who are more influential in a community than teachers?

The bank showed its high regard for the educators of northeast Alabama by sponsoring a "Teacher Appreciation" night honoring active and retired teachers in the area. About 850 teachers from public and private schools attended the dinner which featured musical entertainment and a speech by guest humorist, Jerry Clower of Yazoo City, Miss.



About 850 teachers attended "Teacher Appreciation" night, sponsored by Alabama City Bank, Gadsden. The event featured a banquet, musical entertainment and a speech by guest humorist, Jerry Clower of Yazoo City, Miss.

Many of the teachers who attended showed their appreciation to the bank by writing thank-you notes to Ray Cox, president.

One teacher wrote that it was a "most enjoyable occasion. I will strive to do even a better job, realizing that there are those who still care. My husband and I appreciate the fine service we receive from you and your staff."

The director of Project Head Start commented, "I wish to convey my sincere appreciation to you and the Alabama City Bank staff. It is very gratifying to know that the teaching profession is appreciated by some."

A group of high school teachers said, "We unanimously agreed that you and

the bank were very thoughtful to remember the county and city teachers with the banquet."

After evaluating the enthusiastic response of the community, Alabama City Bank plans to make "Teacher Appreciation" night an annual affair.

■ **FIRST COLBERT NATIONAL**, Sheffield, recently announced promotions of three bank officers. John Savage, assistant vice president and former manager, Leighton Office, has assumed the duties of cashier at the Sheffield Office. The new Leighton manager is W. H. Holcomb, assistant cashier and former manager, Southgate Office. W. O. Reynolds was named assistant manager, Sheffield Office.

■ **MILES HORN** recently was elected a director, Bank of Atmore. He is a past president of the Escambia County Farm Bureau and the Escambia County Cattlemen's Association.

■ **MAX SMITH** recently was named president of the new Coosa Valley Bank in Rainbow City. Previously, he was with First National, Dothan, in charge of the new business and marketing division.

■ **MRS. MARY GEORGE JORDAN WAITE**, chairman and president, Farmers & Merchants Bank, Centre, received two honors recently. Governor Albert Brewer appointed her to the state banking board—believed to be a first for a woman in Alabama. Also, Mrs. Waite was elected to the Women's Hall of Fame for Alabama.

■ **STATE NATIONAL** recently appointed H. C. Fortenberry, vice president, head of the Haleyville Office. He succeeds J. Gaston Kent who headed the branch until his recent death. Carl Putteet was elected a director of the Florence Office.

Bank Depository Ruling

MONTGOMERY—The state attorney general's office recently ruled that a city government may name a bank as an official depository although a commissioner or councilman is a stockholder or director of the bank.

On the question of whether a city official would have to abstain from voting on putting city funds in a bank in which he had an interest, the opinion said: "There is no statute which prevents a municipal official who is a stockholder and director of a bank from voting on the question of the choice of municipal depository."

Bank Aids 4-H Club Member



A 4-H club member from Etowah County recently toured Farmers & Merchants Bank, Centre, in order to learn about banking for a project in home management. Seated are Miss Yvonne Firestone and Phil Davis, school coordinator. Standing are Mrs. Firestone (l.) and Mrs. Mary George Jordan Waite, bank ch. and pres.

First National, Birmingham, To Acquire Mortgage Company

BIRMINGHAM—First National and Engel Mortgage Co., Inc., recently reached an agreement in principle for acquisition of the mortgage company by the bank. The acquisition is subject to agreement on the terms of a definitive contract and approval of the stockholders of both organizations.

Directors of First National also approved in principle the formation of a one-bank holding company, which will own the stock of the bank and the mortgage company. Officials said this, too, is subject to stockholder ratification, receipt of favorable tax rulings and approval of regulatory authorities.

If approved, First National stockholders will exchange their stock for holding company stock on a share for share basis, under a tax-free exchange.

■ **FIRST NATIONAL**, Brewton, recently made the following promotions: Morris Stone, vice president and auditor; Leonard Bosworth and Ollie Carter, vice presidents; and Miss Bonnie Barnes, cashier and assistant trust officer.

■ **FARMERS & MARINE BANK**, Bayou la Batre, recently was granted a state charter and FDIC approval. The new bank will open soon in temporary quarters until a permanent bank building is constructed.

■ **ALABAMA CITY BANK**, Gadsden, recently held an open house to celebrate its 48th anniversary and to mark the opening of its three new drive-in windows.

■ **JOE W. KILGORE**, Pell City mayor, recently was elected vice president and director, Union State, Pell City.

Where do your old computers go when they die?

Twenty years ago your accounting staff had a couple or three sets of books, and that was about it.

Today they're compounding daily interest. Keeping accrual accounting up to date. Handling a lot more services, to a lot more customers.

At a lot more cost to you.

Think about it. How much time and energy do your people expend on the kind of accounting that's required of them now? (Count the trips to the supply closet, and the pencil sharpener, and the slowdown in efficiency that's usually brought on by good old boredom.)

You could probably do the same job, for less, by computer. Our computer. We designed it with the capacity, speed, and flexibility to take care of your accounting needs, at the same time it takes care of ours.

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.

And may your old computers rest in peace.



The First National Bank

of Birmingham
Member FDIC.

we do more

Think First!
FIRST national bank
IN MERIDIAN, MISSISSIPPI MEMBER FDIC.

Two ways to join the future.

The future is being shaped in college today. The future of your business. But tuitions pay only one third the cost of an education in college. Costs of facilities and faculties average two thirds more.

1. You can help through individual giving.
2. Your business can help. Through aid-to-education programs. So that your business can keep growing by continuing to get the kind of trained people it needs.

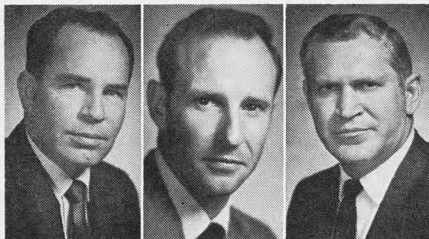
Get started on the good business of higher education today. Write for "HOW TO AID EDUCATION." Council for Financial Aid to Education, 6 East 45th St., New York, N.Y. 10017.

Join the future. Give to the college of your choice.

Mississippi News

Three Receive Promotions At Deposit Guaranty Nat'l

JACKSON—Deposit Guaranty National recently named three new assistant vice presidents. They are J. D. Broome and Elmer E. Kemper, systems and programming department, and Billy R. Powell, petroleum department.



BROOME

POWELL

KEMPER

Mr. Broome has attended several IBM programming schools and has served in several areas of the bank. Mr. Kemper joined Deposit Guaranty National after serving as a computer systems analyst with the U. S. Air Force Air Research and Development Command. Before joining the bank, Mr. Powell was a division reservoir engineer, Ashland Oil & Refining Co.

In other action, Deposit Guaranty National named two Jackson business leaders advisory directors. They are John D. Holland and Robert D. Robinson.

■ **FIRST MISSISSIPPI NATIONAL**, Hattiesburg, recently opened its new Broadway Drive Branch. The new branch replaces the one in the Broadway Mart shopping center.

■ **NEW BRANCH** of Merchants & Manufacturers Bank, Ellisville, recently was opened in Sandersville. Officer in charge of the branch is Mrs. Jeanette Bush.

■ **BANK OF ANGUILLA** is enlarging and completely remodeling its Rolling Fork Branch.

■ **WILLIAM D. McKELLAR** recently was elected assistant cashier, Meridian Branch, Peoples Bank of Mississippi, Union. He will coordinate the bank's business development program.

Mississippi Deaths

ARCH HARDIN, 76, director, First Columbus National.

MRS. LOTTIE McCOLLOUGH ENOCHS, 78, vice president, Bank of Houston.

■ **PEOPLES BANK OF MISSISSIPPI**, Union, recently opened a new drive-in facility at its Meridian Branch. The facility has two drive-up windows.

■ **L. E. BEAN**, senior vice president, cashier and director, First Citizens National, Tupelo, recently celebrated his 30th anniversary with the bank.

■ **EDGAR A. PLEDGER JR.** has been elected president and director, Citizens Bank, Hattiesburg. He succeeds the late J. W. Mangum Sr.

■ **GUARANTY BANK**, Belzoni, recently began construction on a new bank building. The 5,929-square-foot structure will have a drive-in window and a night depository. Completion is expected in May, 1971.

■ **FIRST NATIONAL**, Laurel, has elected W. E. "Tech" Jones, radio executive, a director of the bank.

■ **FRANK W. ROMINE** has been elected assistant vice president and loan officer, Greenville Branch, Planters Bank, Ruleville. Before joining the bank, Mr. Romine was with Commercial Investment Trust Corp., Greenville.

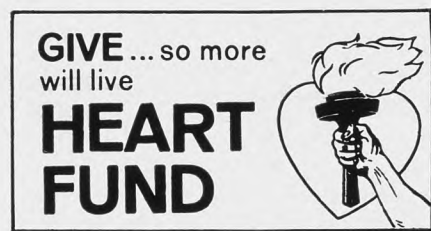
■ **KENNETH R. JONES**, assistant vice president, Peoples Bank of Mississippi, Union, has been selected for inclusion in the 1970 volume of *Outstanding Young Men of America*.

■ **FIRST NATIONAL**, Laurel, is making plans to open its new North Laurel Branch. Jack Register is manager of the new facility, which will have a vault and safe deposit boxes.

■ **PEOPLES BANK OF MISSISSIPPI**, Union, has received state approval to open a branch in Philadelphia.

■ **BANK OF FRANKLIN**, Meadville, recently constructed a new building for its Bude Branch.

■ **BANK OF NEW ALBANY** recently held an open house for its new bank building.





Correspondent Banking **IN DEPTH**

The correspondent banking department of Deposit Guaranty enjoys the support of the entire Deposit Guaranty Banking system. That's why we are able to respond quickly to your request for information and provide complete service to our correspondent. This "in-depth" correspondent service has helped make us number one in Mississippi and 144th in the nation. What can this team do for you?



**DEPOSIT GUARANTY
NATIONAL BANK**

JACKSON, MISSISSIPPI 39205

Branches:

CENTREVILLE: Farmers Exchange Bank/
GREENVILLE: Greenville Bank/ McCOMB:
Mechanics Bank/ MONTICELLO: Monticello Bank/
NATCHEZ: City Bank & Trust Company/
NEW HEBRON: New Hebron Bank

MEMBER F.D.I.C.

MID-CONTINENT BANKER for December, 1970

Louisiana News

City National, Baton Rouge, Promotes Michael Gauthier

BATON ROUGE—City National recently elected Michael M. Gauthier vice president and cashier. He has been with the bank since 1962. He was elected assistant cashier in 1964, assistant vice president in 1967 and vice president last January.



GAUTHIER

Mr. Gauthier has served as president and vice president, Baton Rouge Chapter, National Association of Accountants, and is a member of the American Institute of Certified Public Accountants.

Business Development Clinic Held at Louisiana National

BATON ROUGE—Louisiana National recently held a week-long business development clinic for its employees. The clinic was conducted by Larry Ronson, senior vice president and chairman, marketing division, First Hawaiian Bank, Honolulu.

The purpose of the program was to give all employees a better understanding of how to sell their bank's services. A schedule was set up to allow each employee to attend at least one of Mr. Ronson's sessions and breakfast meetings were held every morning for bank officers.

Before joining First Hawaiian Bank, Mr. Ronson was president, Larry Ronson Associates, a firm of bank marketing consultants.

Guaranty Vice Chairman Dies

ALEXANDRIA—John W. Beasley Jr., vice chairman, Guaranty Bank, recently died. He was 50 years old.

Mr. Beasley began his career with Guaranty Bank in 1936 and was elected vice president and director in 1941. In 1947 he was named vice president and cashier and president in 1960. Last March he was elected vice chairman.

■ LINCOLN BANK, Ruston, recently promoted Bobby James Conville Jr., assistant cashier, to assistant vice president. Mr. Conville has been associated with the bank for the past seven years.

■ FIRST NATIONAL, Arcadia, recently announced plans to construct a new drive-in facility.

■ BANK OF ABBEVILLE is constructing a new building for its Maurice Branch. The new 1,920-square-foot building will have six teller windows and a drive-up window. Completion is expected in January.

Nat'l Bank of Commerce to Be Holding Company Subsidiary

NEW ORLEANS—National Bank of Commerce shareholders recently approved a plan to reorganize the bank into a subsidiary of a one-bank holding company. The reorganization is to become effective January 1.

The bank will change its name to First National Bank of Commerce and will become a wholly owned subsidiary of First Commerce Corp. Present stockholders will receive in exchange for their stock an equivalent number of First Commerce shares.

The organization and structure of the bank itself will not be changed. The reorganization plan is subject to the approval of the Comptroller of the Currency and receipt of a favorable tax ruling.

Lea M. Jordan Dies; Was City National VP

BATON ROUGE—Lea M. Jordan, vice president and cashier, City National, recently died. He had been in banking 50 years.



JORDAN

Mr. Jordan joined Bank of Baton Rouge, a forerunner of City National, in 1920 and worked in all phases of banking there until 1933 when City National Bank was formed. He was head bookkeeper at City National and later was promoted to note teller and then to head of the note department.

Mr. Jordan was elected assistant vice president in 1940, cashier in 1949 and vice president and cashier in 1955.

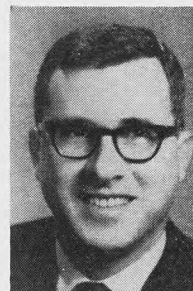
New Guaranty Bank to Open In Zachary Next Spring

ZACHARY—Organizers of the new Guaranty Bank & Trust Co. recently announced the bank will begin operations early next spring with capital of \$1 million. Construction of a modern bank building is scheduled to get underway immediately.

Officers of the new bank include: R. O. Rush, chairman; E. J. Wethey, president; and Donald R. Browning, executive vice president.

Joseph Termini Is President Of Bank of St. Charles

LULING—Joseph C. Termini Jr. recently was named president and director, Bank of St. Charles.



TERMINI

Previously, Mr. Termini was vice president, American Bank, Baton Rouge, where he had served as trust officer, commercial loan officer and in the correspondent banking department. He joined American Bank in 1964 after serving as chief state bank examiner for the state banking department.

Public Service Campaign At Community Bank

THIBODAUX—Community Bank of LaFourche recently began a public service campaign in a local newspaper encouraging citizens to "shop your own community."

The 15-week advertising program emphasized community loyalty and gave reasons why residents should patronize local firms.

One advertisement in the series reminded readers that "Money spent at home is never far away . . ." and that a part of every dollar spent at home comes back in the form of community improvements.

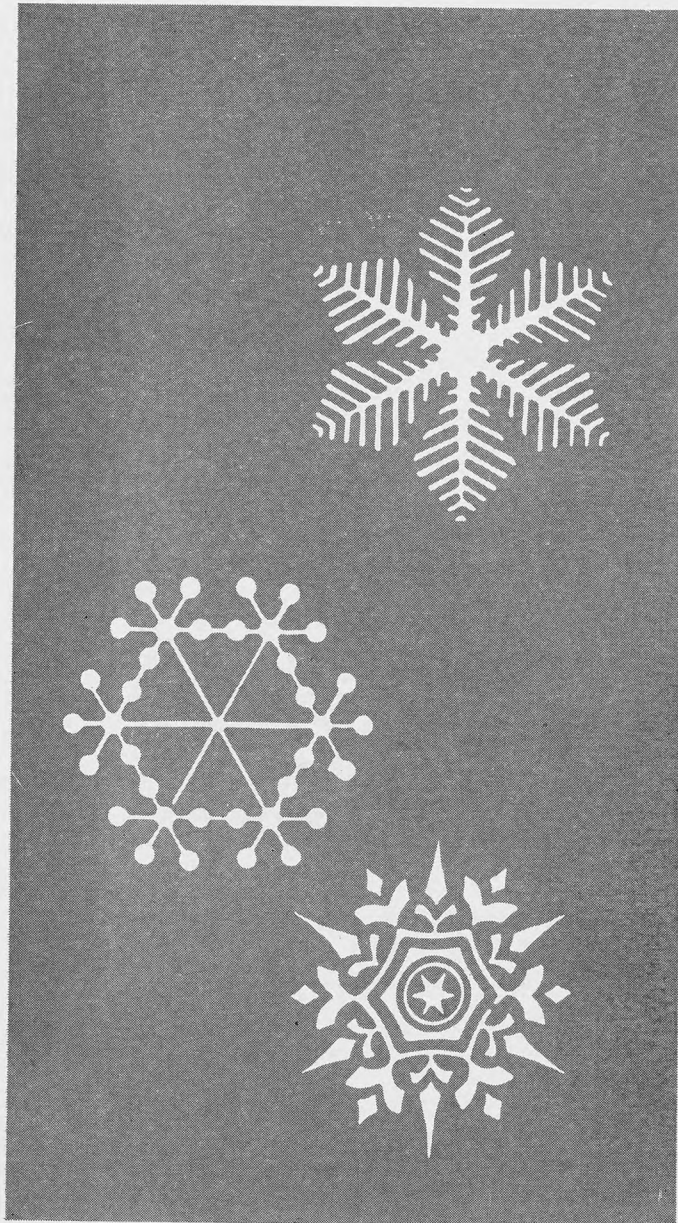
■ FRED E. GOZA, assistant cashier, First National, Shreveport, recently retired after 45 years with the bank. He had served as head of the corporate trust department, as securities and investment officer and in the customer relations department.

■ VICTOR J. MILLER JR. has been named assistant trust officer, Bank of New Orleans. Mr. Miller joined the bank in 1958 and served in the customer services division and at the Broadmoor Branch before joining the trust department.

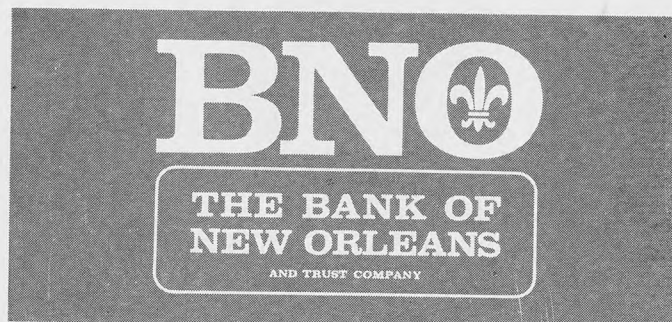
■ MORGAN CITY BANK recently promoted Leon Stiel to executive vice president.

■ WILLIAM H. HANDY, president, First National, Mansfield, recently resigned. He has accepted the position of chief executive officer, First National, Magnolia, Ark.

■ R. C. LADYMON, president, W. F. Beall Corp. Department Stores, recently was elected a director, Louisiana Bank, Shreveport.



*May the peace of Christmas
Live in your heart
And prevail throughout our world.*



Arkansas News

Metropolitan Nat'l Bank Opens; McWhirter Is President

LITTLE ROCK—The newly chartered Metropolitan National Bank recently opened with capital of \$500,000 and surplus of \$500,000. Officers of the new bank are Weldon H. McWhirter, president, and Mack L. Taylor, vice president, cashier and secretary.

Mr. McWhirter formerly was president of First National, Warren, and has been a banker since 1955. Mr. Taylor came from Magnolia, where he was assistant vice president at First National. He had been there since joining it while a student at Southern State College in Magnolia.

Metropolitan National, the first national bank to be chartered here since 1934, is operating in temporary quarters while its permanent building is under construction. Ground recently was broken for the half-million-dollar structure.



W. C. Tiede, deputy regional administrator of the eighth national bank district, cuts a ribbon of \$100 bills to open the temporary office of Little Rock's new Metropolitan National Bank. With Mr. Tiede are directors of the bank.

■ DR. GEORGE A. HAYNES recently was elected a director, First National Bank of Commerce, Paragould. The bank also proposed a 20% stock dividend to shareholders. Upon approval of the shareholders and the administrator of national banks, each shareholder will receive one additional share for each five shares now held.

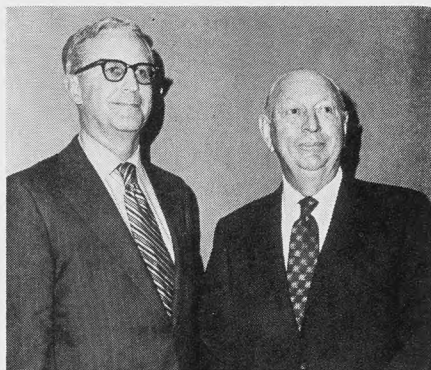
■ PEOPLES BANK, a new bank in Dierks, recently was granted a charter by the state banking board. Organizers of the new bank are Carl Edward Hendrix Sr., chairman and president, and Carl Edward Hendrix Jr., executive vice president and director, Horatio Bank.

Shankle Succeeds Stone as Pres. Of Arkansas First National

HOT SPRINGS—Arkansas First National recently elected George R. Shankle president. He succeeds Thomas W. Stone, who was named chairman and chief executive officer.

Mr. Shankle previously was president, First National, Camden. He is the immediate past president of the Arkansas Bankers Association.

Mr. Stone had been president of Arkansas First National since 1953. He is a former director, Little Rock Branch of the Federal Reserve Bank of St. Louis.



George R. Shankle (l.) recently was elected pres., Arkansas First National, Hot Springs. He succeeds Thomas W. Stone, who was named ch. and chief exec. off.

Bank to Join Holding Company

STEPHENS—Stephens Security Bank recently signed an association agreement with First Arkansas Bankstock Corp., the state's first registered bank holding company.

The agreement is subject to Federal Reserve approval and is contingent upon the holding company acquiring a minimum of 80% of Stephens Security stock.

■ SIMMONS FIRST NATIONAL, Pine Bluff, recently promoted W. Don Puddephatt to assistant manager of data processing and Reloy Johnson to operations officer.

Zack Wood Is Loan Consultant At Union National, Little Rock

LITTLE ROCK—Zack T. Wood, who retired in 1968 after 46 years with Union National, recently returned to the bank as a loan consultant.



WOOD

Mr. Wood began his banking career in 1922 with Union Trust Co., which preceded Union National. During his career he earned a reputation as the dean of Arkansas loan men and, at his retirement, was senior credit officer and senior chairman of the bank. He had been elected chairman and chief executive officer in 1963 but voluntarily resigned those positions in 1965 to resume his duties as senior credit officer.

■ CITIZENS BANK, Jonesboro, recently promoted Donald Timms to senior vice president. Mr. Timms joined the bank in 1959 as manager, Lake City Office. He was transferred to Jonesboro in 1968 and for the past year has been in charge of credits.

'Razorback Fever'



"Razorback fever" invades Arkansas each autumn as the University of Arkansas' football team (whose symbol is the razorback hog) takes to the field. This epidemic is extremely noticeable at First National, Wynne, where employees' apparel reflects their enthusiasm for the team. Each Friday during football season this year, women employees of the bank are wearing red pant suits (U. of Arkansas' colors are red and white) with the Razorback emblem on the blouse. The men wear red shirts and jackets and white ties, with the emblem on the shirts and jackets. Several members of the staff are shown here. The women are Mrs. Sharon Forrester (standing, l.); Miss Dorothy Harris (seated), a.c.; and Mrs. Sharon Gardner (standing, r.). The men are (l. to r.) Jimmie G. Meredith, v.p.; J. Harold Harris, ch.; and Larry R. Mashburn, v.p. & cash. Mrs. Forrester is Mr. Meredith's secretary, and Mrs. Gardner is Mr. Mashburn's secretary.



WOMELDORFF & LINDSEY

1030 TOWER BLDG. LITTLE ROCK

PARTNERS:

J. E. WOMELDORFF R. P. LINDSEY



how to avoid brain strain

With new developments every day in computer technology . . . as well as in banking and money market conditions . . . it's tough to keep up. But don't worry about it.

Just put the TIME SAVERS of Union National

Bank on your side. They've got experts keeping tabs on all developments that will save you time and money.

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HOME OF GET-AHEAD BANKING FOR GO-AHEAD BANKERS

MID-CONTINENT BANKER for December, 1970

Texas News

Correspondent Banker Dies; Was Continental Bank VP

FORT WORTH—Herman Collins, vice president, Continental Bank, Fort Worth, recently died. For several years he had been head of the correspondent bank department.



COLLINS

Mr. Collins joined Continental Bank in 1966, following a five-year association with First National, Fort Worth. Before that, he was president, First National, Minneola, and had spent about 12 years with Tyler Bank and 23 years with Peoples National, Tyler. Mr. Collins also was past president of the National Association of Bank Auditors and Controllers.

Bank of the Southwest To Join Holding Company

HOUSTON—Bank of the Southwest recently announced that it has received Federal Reserve approval to become a subsidiary of Southwest Bancshares, Inc., a newly created registered bank holding company. Completion of the transaction is subject to a ruling by the Internal Revenue Service that the exchange of Bank of the Southwest shares for an equal number of shares in the holding company will be tax-free.

Southwest Bancshares, Inc., also will hold minority interests in South Park National, Commercial State, Gulf Coast National, Western National and Long Point National, all of Houston; First National, Longview; and Kilgore National.

Officers of Southwest Bancshares will be: A. G. McNeese Jr., president; Robert Stewart Jr., vice president; A. L. Burchfield, secretary; and O. E. Einkauf Jr., assistant secretary and assistant treasurer. All are officers of Bank of the Southwest.

■ FIRST NATIONAL, Brownsville, recently appointed Mike Bryan assistant trust officer. Promoted to assistant cashiers were George Colunga, head of the teller department; Miss Acacia Galvan, installment loan department; Mrs.

Mary J. Marchan, head of the general ledger department; and Mrs. Minnie Villarreal, head of the new accounts department.

■ SOUTHWEST NATIONAL, Wichita Falls, recently promoted Danny R. Smith and Gaylan L. McDonald to assistant cashiers. Mr. Smith, who joined the bank in 1967, will supervise the tellers and will be responsible for operational activities of the bank. Mr. McDonald, who joined the bank last July, will serve as an installment loan officer.

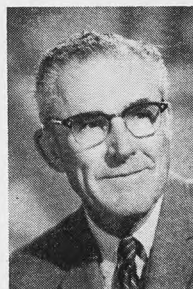
Charles Bird Named President Of Exchange Bank, Dallas

DALLAS—Exchange Bank recently appointed Charles H. Bird president. Previously, he was president and chairman, Bossier (La.) Bank. Mr. Bird succeeds Roger Mize, who will become vice chairman and chairman of the executive committee.

Mr. Bird has more than 19 years experience in banking and related fields. In Monroe, La., he was vice president and manager, mortgage and loan department, Troy Nichols, Inc., and later was senior vice president and chairman of the executive committee, Central Savings Bank. He was appointed president and chairman of Bossier Bank in 1966.

Senior Vice President Retires From First of Fort Worth

FORT WORTH—Edward Fizer, senior vice president and senior loan officer, First National, recently retired. He had spent more than 45 years in the banking profession.



FIZER

Mr. Fizer joined First National in 1955 as a vice president. Previously, he had been vice president and director, First National, Wichita Falls, and cashier, Wichita National, Wichita Falls.

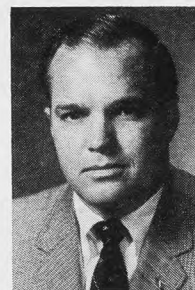
New Northgate State Bank Elects Emens President

HOUSTON—Northgate State Bank, scheduled to open in early 1971, recently elected Sterling Emens Jr. president. Mr. Emens previously was president, Metropolitan Bank of Jefferson, Metairie, La. Before that, he was senior vice president, First National, Lubbock, Tex.

Northgate State has a total capital structure of \$1 million.

Farrell, Stewart Promoted To Senior Vice Presidents

DALLAS—Republic National recently promoted two men from vice presidents to senior vice presidents. They are: John C. Farrell, banking services division; and Homer L. Stewart Jr., time credit group, metropolitan division. Both men also were elected members of the bank's executive committee.



FARRELL



STEWART

Mr. Farrell joined the bank in 1954 as a management trainee. Elected an assistant cashier in 1960, he became officer in charge of data processing. He was promoted to assistant vice president in 1963 and to vice president in 1965.

Mr. Stewart became a part-time employee of the bank in 1952 and in 1954, as a full-time employee, was assigned to the time credit group. He was elected an assistant cashier in 1960, assistant vice president in 1962 and vice president in 1966.

Fort Worth Nat'l Corp. Offers To Buy Saving & Loan Assn.

FORT WORTH—Fort Worth National Corp., a one-bank holding company which owns Fort Worth National, recently made an offer to purchase 100% of the stock of Mutual Savings & Loan Association.

Under the proposal, Mutual Savings would become a wholly-owned subsidiary of Fort Worth National Corp. and would continue under its present management. Shareholders of Mutual Savings would receive cash and notes of Fort Worth National Corp. equivalent to \$216.67 per share.

The offer has been approved by the managements of both concerns and a letter giving full details of the offer has been mailed to Mutual shareholders. The acquisition is subject to the approval of regulatory authorities.

■ J. R. CLOSS recently was elected a director, Westview National, Waco. He is a partner and manager of Austin Closs Co.

Correspondent Service Covers a Lot of Ground at The Texas Bank

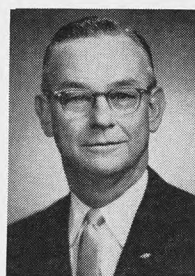
Last year The Texas Bank's traveling bankers logged a $\frac{1}{4}$ million miles working for their correspondents throughout the Southwest.

That's a lot of miles and a lot of service, and the service included a lot of things . . . things like bond portfolios, trusts, pension and profit sharing plans, international services, credit reporting, clearings, computer services . . . just to name a few.

Texas Bank correspondent bankers have a lot of miles behind them and a lot of miles to go for you. If their know-how and experience are not working for you, give them a call collect at Area Code 214 — 748-9141, and they'll get the whole team of Texas Bankers to work for you.



Hugh K. Frederick, Jr.
Senior Vice President,
Manager, Correspondent
Bank Division



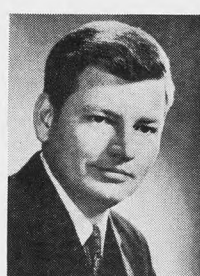
Charles W. Baker
Vice President



Rex B. House
Vice President



Newell Johnston
Vice President



T. Ray Powell
Vice President

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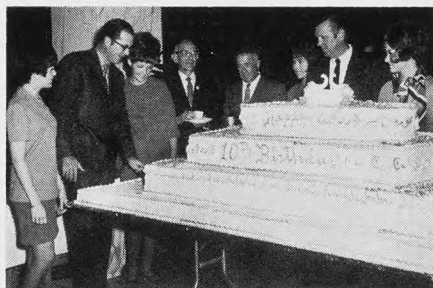
DALLAS, TEXAS • A / C 214 748-9141

New Mexico News

Tenth-Anniversary Celebration At Security National Bank

ROSWELL—Security National recently held a week-long 10th anniversary celebration.

The bank chose the birthday week to introduce career apparel for female staff members. Five different ensembles "mix and match" to give a variety of looks from a pants suit to a



Officers and staff members of Security National, Roswell, gather around a five-layer, 450-pound birthday cake made in honor of the bank's 10th anniversary. Female employees are wearing career apparel outfits, designed by Dorcia Originals of Texas.

mod combination that includes a psychedelic scarf. The new apparel was designed by Dorcia Originals of Texas, a firm that specializes in the creation of feminine apparel for financial institutions. Dorcia Wallace, head of the firm, was present during the opening day of the celebration to discuss the apparel with interested ladies and appeared on local television and radio.

Other features of the celebration were a display of old United States currency, drawings for a diamond ring and cash prizes and a five-layer birthday cake weighing almost 450 pounds.

■ MIMBRES VALLEY BANK, Deming, recently celebrated its 45th anniversary.

■ E. D. McGWIRE, vice president, American Bank of Commerce, Albuquerque, recently resigned. He joined the bank in 1968 and in 1969 was elected a vice president and head of business development programs.

■ FIRST STATE, Gallup, recently opened its new Zuni Branch. Robert Palomino is manager.

■ AMERICAN BANK OF COMMERCE, Albuquerque, is expanding its branch in the Student Union Building of the University of New Mexico.

The remodeling, which will cost about \$15,000, will give the branch about five times the space it now has.

■ FIRST NATIONAL, Albuquerque, recently opened its 11th branch at Sandia Plaza. The bank is planning a major office building for the branch, which opened in temporary quarters. James R. Van Court, who joined the bank last April, is manager.

■ PEOPLES STATE, Artesia, recently announced an increase in capital from \$400,000 to \$600,000.

■ BANK OF NEW MEXICO, Albuquerque, recently announced the following new appointments: Bruce A. Winkler, assistant vice president and manager, Five Points Office; C. Michael Salazar, assistant vice president and manager, North Valley Office; and Mrs. Jeanette Wilkins and Ralph J. Gutierrez, assistant cashiers. Adriano R. Salazar, vice president, recently retired.

■ FIRST NATIONAL, Tucumcari, recently appointed Jimmie R. Mace assistant data processing officer and Thomas V. Corns assistant cashier.

■ RICHARD N. NEAL recently was promoted to assistant vice president and assistant trust officer, Santa Fe National. Mr. Neal, who holds a law degree, previously was a trust department trainee.

■ FLOYD CLIFTON recently was named vice president, First National, Roswell. He is the former president of Farmers & Merchants National, Hamlin, Tex.

■ BANK OF NEW MEXICO, Albuquerque, recently broke ground for a new building for the Kirtland Air Force Base Branch. The \$125,000 structure will provide 2,711 square feet of working and public space. The new building will feature one drive-up window, six teller stations, a night depository and safe deposit boxes. Manager of the Kirtland Branch is W. T. Brown, assistant vice president.

■ JAMES W. ARROTT JR. recently was named an assistant vice president and commercial loan officer, Citizens State, Albuquerque. Previously, he was public relations manager, Rio Grande Title Co.

Group One Elects New Officers

Group One of the New Mexico Bankers Association recently held a meeting in Truth or Consequences and elected officers for the coming year. The new officers are: chairman, Lewis C. Vencill, president, Grant County Bank, Silver City; vice chairman, David L. Underwood, president, Hot Springs National, Truth or Consequences; and secretary, Homer Starr, cashier, Grant County Bank, Silver City.

Bankers Association Group 4 Appoints New Officers

SANTA FE—Group Four of the New Mexico Bankers Association recently elected officers for the coming year at a meeting held in Albuquerque. Those elected were: chairman, Henry Jaramillo Jr., president, Ranchers State, Belen; vice chairman, John B. Dalbey, vice president, Albuquerque National; and secretary, Denton R. Hudgeons, executive secretary, New Mexico Bankers Association, Santa Fe.

■ BANK OF SANTA FE recently named John A. Falco senior vice president and Jerry A. Henson assistant cashier. Mr. Falco comes to the bank from Farmers & Merchants Bank, Las Cruces. Previously, Mr. Henson was with Foundation Investment Co., Odessa, Tex., and Roswell.

■ PEOPLES STATE, Artesia, has elected William T. Fietz chairman of the executive committee. He has been associated with the bank as advisory director since last June. Previously, he was executive vice president, First National, Fabens, Tex.

■ JAMES P. THOMAS, vice president and head of the credit department, Albuquerque National, recently celebrated his 35th anniversary with the bank.

■ BRUCE J. PIERCE, executive vice president, Bank of New Mexico, Albuquerque, recently was elected a director. He has been with the bank since 1964.

■ WAYNE C. R. HUDSON recently was appointed assistant vice president and loan officer, Hot Springs National, Truth or Consequences. He formerly was assistant cashier, First National, Albuquerque.

New Mexico Death

CHARLES N. HILTON, 78, former director, First National, Las Vegas.

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Assistant Vice President
and Manager

GEORGE HERRING
Investment Representative

KENNETH PITTMAN
Assistant Cashier

ALAN GREER
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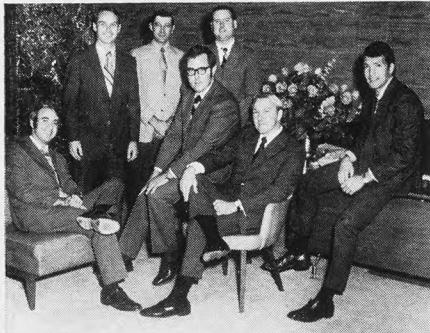
Oklahoma News

Nat'l Bank of Tulsa Names Seven Assistant Cashiers

TULSA—National Bank of Tulsa recently elected seven new assistant cashiers. Those elected were S. Curt Cook, Jack C. Aday, John W. Blair, Gary R. Dobson, C. Noble Forbes, Charles O. (Lee) Hubby and Walter E. Isaacs.

Mr. Cook, who came to the bank last year, is special representative, correspondent bank department. Mr. Aday, head of the new accounts department, joined the bank in 1956. Mr. Blair joined the bank in 1968 and was assigned to the bond department last January.

Mr. Dobson, national accounts department, came to the bank as a management trainee in 1968. Mr. Forbes, with the bank since 1967, is business representative, business development department, metropolitan accounts. Mr. Hubby was named manager, ad-



National Bank of Tulsa recently named seven new assistant cashiers. Standing l. to r. are Walter E. Isaacs, Jack C. Aday and John W. Blair. Seated l. to r. are Charles O. (Lee) Hubby, C. Noble Forbes, Gary R. Dobson and S. Curt Cook.

vertising and public relations department, last July and has been with the bank since 1967. Mr. Isaacs joined the bank last year and is in the real estate department.

Miss Bonnie McAmis Retires From City National, Sayre

SAYRE—Miss Bonnie McAmis, assistant cashier, City National, recently retired after 45 years with the bank.



McAMIS

In 1925 Miss McAmis joined the bank, then known as Beckham County National, as a bookkeeper. She later was appointed head bookkeeper and in 1928 was elected assistant cashier.

Storm Joins Trust Division Of First National, Tulsa

TULSA—Charles H. Storm recently joined the trust department of First National. He will specialize in new business development throughout the Southwest.



STORM

Formerly, Mr. Storm was vice president and trust officer, National Bank of Tulsa. He also had been associated with Success Motivation Institute as Tulsa division manager and with Indianapolis Life Insurance Co. as a special agent.

Second Year for Interest On Christmas Club Accounts

TONKAWA—Service Bank recently announced that it is planning to begin its second year of paying interest on Christmas Club accounts. The bank first paid 5% interest on 1970 accounts, which resulted in almost three times the volume of accounts as the previous year.

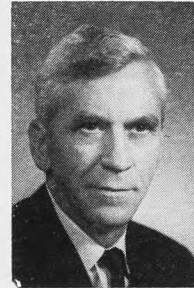
Officials said Service Bank is the first in Oklahoma to pay interest on Christmas Club accounts.

Fourth of Tulsa Appoints Ben D. Floyd President

TULSA—Fourth National recently elected Ben D. Floyd Jr. president. He succeeds Vernon Kidd, who was named vice chairman.

Mr. Floyd, who will come to Fourth National after the first of the year, previously was president, Utica Square National, Tulsa. He had been president since 1956.

Mr. Kidd, who had been Fourth National president since 1968, will serve as chairman of the trust committee.



KIDD



FLOYD

■ **MERCANTILE NATIONAL**, Tulsa, recently made the following promotions: Robert M. Kay III, executive vice president; David A. Wheeler, senior vice president and cashier; James D. Caldwell, assistant vice president; Miss Barbara Riley, operations officer; Tony Tyer, loan officer; Miss Mary Nation, banking officer; and Miss Mona Blevins, administrative officer.

■ **CLAY GREENWOOD** recently was appointed assistant cashier, Exchange National, Ardmore. Previously, he had been with First Bank, Sand Springs, since 1965.

Fidelity Bank Holds Art Fair



Fidelity Bank, Oklahoma City, recently held its third annual fall art fair in the garden of its Express Bank. Pictured are some of the art fair entrants flanked by Guil Haggmann (l.) and Bryan Rakestraw, v.p.s. More than 300 pictures were entered and exhibited throughout the garden area which surrounds the fountains. First, second and honorable mention prizes were awarded for works in the categories of oil, watercolor and graphic art.

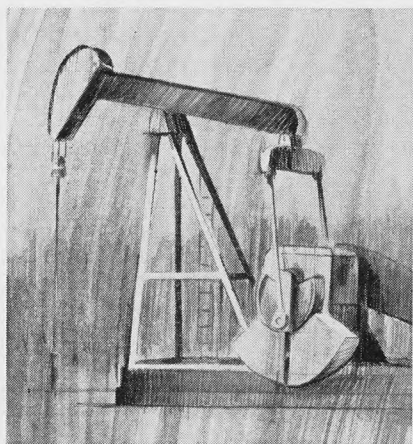
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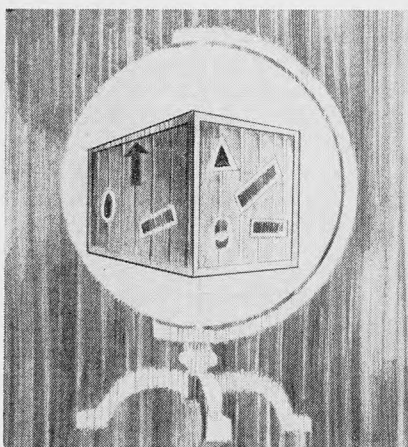
*an Oil Country
Correspondent?*



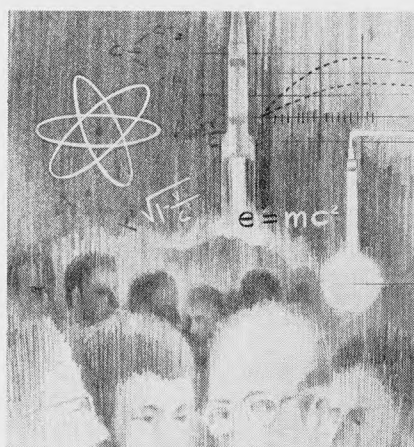
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*an Air-Minded
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Correspondent?*



*a "Brain Center"
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*a Riverport
Correspondent?*

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Kansas News

Citizens National Bank Celebrates Anniversary On The Right Note

EMPORIA, KAN.—Not many banks can boast of their own symphony orchestras! But Citizens National can. The bank is supporting the orchestra of the department of music at Kansas State Teachers College in order to commemorate the bank's 50th anniversary of its trust department.

Dr. B. A. Nugent, head of the music department at the college, recently informed Oliver H. Hughes, bank president, that a group of performing musicians had gathered at the college to gain experience in music education. Most of the group had professional experience performing in leading U. S. symphonies and had played together under a federal grant that had expired two years ago. Some of the group were talented novices in need of scholarships to complete their education and all wanted to perform under Mr. Nugent's direction. However, the lack of funds blocked the way this season as it did last year.

The bank agreed to lend support to the "Citizens Chamber Orchestra" by picking up the tab for transportation expenses, program costs and by providing funds for fellowships to enable several members to complete their degrees and to play in the group.

Presently 18 concerts for audiences of school children and adults are scheduled. The 22-member orchestra will perform throughout a seven-county area and will present symphonic works and music of the Boston Pops type.

■ CITIZENS NATIONAL, Emporia, recently opened its Citizen's West drive-in facility. The facility has a lobby with three windows in addition to three drive-through lanes. Brick Porter, who joined the bank earlier this year, is manager.

■ MRS. WENDALL VENN and Miss Mary Wheeler recently were named assistant cashiers, Santa Fe Trail State, Shawnee Mission.

■ ALLEN BALLINGER, cashier and director, First State, Jennings, recently resigned. He did not announce future plans.

■ JACK L. ROBERTS recently was elected vice president and assistant to the president, Wichita State. Previously, he was a senior marketing consultant for a Kansas City management firm.

■ BANK OF BRONSON recently named Douglas Hudson president. He succeeds the late David R. Kuns. Dr. E. C. Baum was elected chairman.

■ SOUTHWEST NATIONAL, Wichita, recently expanded its trust department and is building new office space in the basement of the bank building. Completion of the new construction is expected by the first of the year.

■ CHARLES C. WILLIAMS recently joined McPherson & Citizens State to head the newly formed farm management department. Previously, Mr. Williams was an appraiser and loan representative for Prudential Insurance Co. of America.

■ H. L. THORUP recently was elected cashier, American State, Osawatomie.

■ MRS. MAXINE CALHOUN recently was elected vice president, director and secretary to the board, Victory State, Kansas City. She has been with the bank since 1943.

■ STOCKYARDS NATIONAL, Wichita, recently promoted four employees to assistant vice presidents. They are: Michael D. Michaelis, assistant auditor; Miss Avagene Newell, consumer loans; Kenneth A. Waegener, commercial loans; and Duane L. Wilson, finance loans.

Wichita Honors Banker On "Sam Brolund Day"

WICHITA—Sam Brolund, vice president, Twin Lakes State, recently was honored by local residents for his service to the Wichita community.

The mayor of Wichita, A. Price Woodard, proclaimed a "Sam Brolund Day" and Mr. and Mrs. Brolund were guests of honor at an open house held at Twin Lakes State.

Mr. Brolund was an organizer of the bank five years ago when he retired from KG&E Electric Co. He joined KG&E in 1922. Mr. Brolund also was appointed assistant regional postmaster for Kansas, Oklahoma and Missouri in 1960 by President Eisenhower.

Federal Reserve Names Director

KANSAS CITY—C. M. (Mose) Miller, president, Farmers & Merchants State, Colby, recently was re-elected a director of the Federal Reserve Bank of Kansas City. His three-year term begins January 1.

■ LEROY W. "TOM" GOERING recently was elected executive vice president and managing officer, Traders State, Glen Elder. For the past 3½ years, he had been a bank examiner for the Kansas Banking Department. Mr. Goering succeeds Hollis R. Winchell, who has resigned to purchase a major interest in a bank at Axtell.

■ R. M. WILLIAMS recently was elected vice president, Exchange State, Douglass. He has served as a director since 1961. Mr. Williams succeeds H. M. House, who served as vice president from 1956 until his death.

■ STATE BANK, Delphos, recently celebrated its 90th anniversary. Assets total \$3,000,074.

■ CENTENNIAL STATE, Mission, recently opened its new building. The seven-story, 125,000-square-foot building has four drive-up banking units, a 24-hour depository and an after-hours walk-up service.

Kansas Death

HENRY P. GOERTZ, 81, director and former president, Durham State.



BERNARD RUYSSER
President

MERRY CHRISTMAS!
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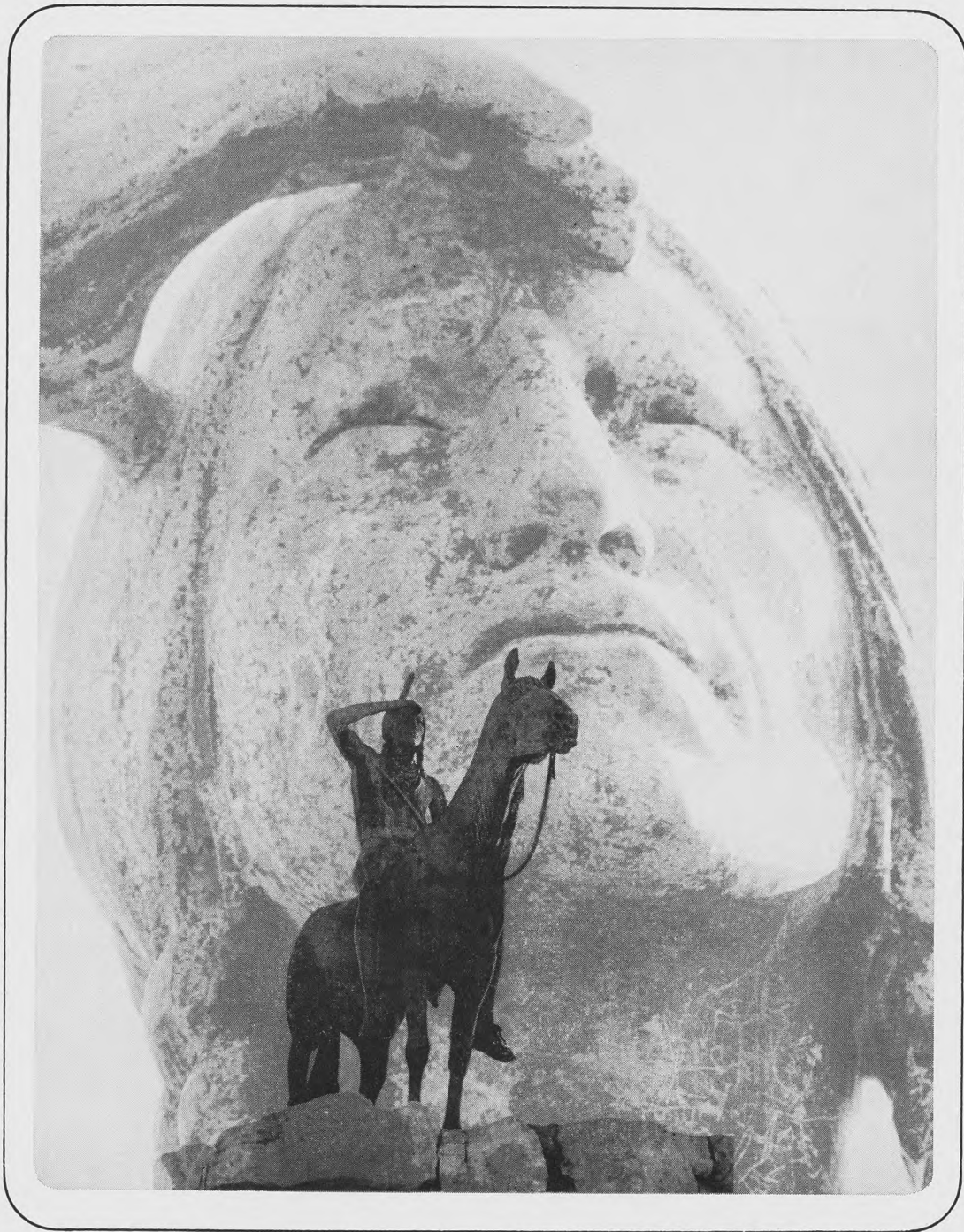
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MID-CONTINENT BANKER for December, 1970

123

First Nat'l, West Plains, Observes 75th Anniversary, Completion of Building

WEST PLAINS—First National recently marked its 75th anniversary by holding open house in its new, \$600,000 building. The occasion also marked the 75th year of the bank's chairman and president, Howard C. Kellett.



Howard C. Kellett (l.), ch. and pres., First National, West Plains, is pictured with (l. to r.) Gerald E. Grisham, a director of the bank and Mr. Kellett's son-in-law; and Alfred H. "Bo" Naunheim and his brother, W. N. Naunheim Jr. "Bo" Naunheim, a former president of the Missouri Bankers Association, is chairman and president, North Side Bank, Jennings. W. N. Naunheim Jr. is president, Bank of Overland.



Visitors at First of West Plains' open house visit with one another in bank lobby.

The three-story structure has 16 large rooms on three different levels. Of reinforced concrete construction throughout, the building has a dark green granite exterior, bronze-colored doors and glass settings, as well as bronze glare-reducing glass, white marble exposed aggregate columns and porcelain enamel facings. The lower level houses the bookkeeping room, computer room, employees' lounge, new safe deposit vault and booths and the heating and air-conditioning units. The first floor contains the lobby and officers' area. A walk-up window in the front vestibule serves as a tellers counter after regular banking hours. The



Exterior of new home of First of West Plains is made of dark green granite, with white marble exposed aggregate columns and porcelain enamel facings.

top floor contains a large community room, rest rooms, private offices and an area for future expansion.

The lobby, stairs and a portion of the first-floor levels are made of terrazzo, and walls are covered with vinyl. All offices, officers' areas and meeting rooms are carpeted. Walkways surrounding the building are made of exposed aggregate to blend with the building's exterior colors.

Mr. Kellett, a native of West Plains, joined First National in 1918 and left in 1922 to help organize Union State. In 1927, that bank's assets were sold to First of West Plains, and Mr. Kellett was elected executive vice president of First National. He bought some of the holdings of the older stockholders in 1935 and became president in 1940. He is the senior member of the state banking board and is a former secretary and chairman of Group Eight of the Missouri Bankers Association and former president of the Howell-Oregon-Shannon Inter-County Association.

Lewis and Clark State Bank To Open in St. Louis County

ST. LOUIS—Lewis and Clark State Bank in north St. Louis County recently received FDIC approval. The new bank, with initial capital of \$1 million, is expected to open in May, upon completion of the bank building. The 6,000-square-foot building will have four drive-up windows.

William C. Ladwig is president of the new bank. Mr. Ladwig, who has 21 years' banking experience, previously was executive vice president, Capitol Bank and Town and Country Bank, both of Springfield, Ill.

■ **IRON SECURITY BANK**, Ironton, recently was saluted by a local newspaper article and photograph which showed the bank's president, Floyd Higdon, standing in front of the bank. The article paid tribute to Mr. Higdon's 31 years with the bank by pointing out how the bank had grown in the three decades.

First Nat'l Promotes 4; Names New Director

ST. LOUIS—First National recently made several promotions. Joseph Orlando and Louis E. Straub, assistant vice presidents, were elected vice presidents in the correspondent banking division. Thomas C. Guyton and Randolph Whitelaw were named commercial banking officers.

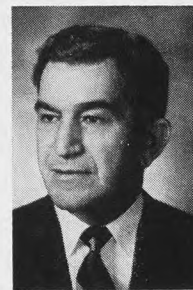
Mr. Orlando, who joined the bank in 1929 in the collection department, has worked in several departments of the bank. He was named an assistant vice president in 1956. Mr. Straub also joined the bank in 1929 and was elected an assistant vice president in 1959.

Mr. Guyton, who holds a degree from Lincoln University, Jefferson City, joined the bank last June. Mr. Whitelaw came to First National in 1968 and in 1969 was named a representative in the business development department.

In other action, First National named Angus S. Alston a director. He is president, Southwestern Bell Telephone Co.



STRAUB



ORLANDO

MBA to Move Headquarters To Jefferson City

COLUMBIA—Missouri Bankers Association has announced that it will move its offices from Columbia to Jefferson City next year. The MBA has purchased a three-story building about two blocks east of the Capitol and will soon begin to remodel the facility. Occupancy is expected during the third quarter of 1971.

Officials said that with increased activities and staff additions, the MBA had outgrown its present quarters and that the new Jefferson City location would be convenient for work with various government agencies.

Baltimore Bank Remodels Building

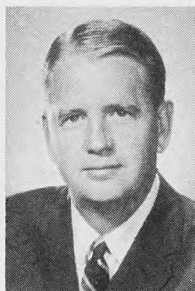
KANSAS CITY—Baltimore Bank recently began an extensive remodeling program. The bank is enlarging its lobby by about 50% and is adding new teller cages and conference rooms. The lobby and the safe deposit-small loan department in the lower level of the bank are being carpeted.

Sam and Winston Cook Buy First of Clayton; Ruch Remains President

Sam B. Cook and his brother, Winston Cook, have acquired a majority of the stock of First National, Clayton. The shares of the 68-year-old bank were bought for an undisclosed amount from Mercantile Trust, Mercantile-Commerce Trust and Robinson Capital & Sales Corp., all of St. Louis. Sam Cook



RUCH



S. COOK



W. COOK

is president, Central Trust Bank, Jefferson City. His brother, a director of the latter bank, is an attorney.

Al Ruch, president of First of Clayton, announced the purchase. Mr. Ruch continues as the bank's chief executive officer.

Sam and Winston Cook follow a banking tradition begun three generations ago by their grandfather, also named Sam B. Cook, and continued by their father, Howard, chairman of the executive committee at Central Trust Bank. Sam Cook spent 2½ years at Chase Manhattan, New York City, before joining Central Trust Bank in 1950. He became president in 1961. He headed the Missouri Bankers Association in 1958.

Winston Cook holds a law degree from the University of Missouri. He is with the firm of Cook & Vetter in Jefferson City.

Mercantile Trust acquired its interest in First of Clayton as a result of Mercantile's merger with Security Trust in 1965.

Kenton R. Cravens, retired chairman of Mercantile Trust's executive committee, owns Robinson Capital & Sales Corp. He retired from Mercantile in June, 1969, after having been with the bank and a predecessor 26 years. He was president from 1954 to 1962, chairman and CEO from 1962 to 1967 and then chairman of the executive committee until his retirement.

■ I. CARMAN SMITH recently was elected senior vice president, Bank of Ferguson. Previously, he was president, First Northwest Bank, St. Ann, and president, Northland Bank, St. Louis.

Fifth Anniversary Celebration Held at Noland Road Bank

INDEPENDENCE—An Ozark music concert and the personal appearances of two television stars were the highlights last month of Noland Road Bank's fifth anniversary celebration.

Lee Mace and the Ozark Opry entertained in the bank's parking lot in a concert open to the public. The following day, TV stars Raymond Bailey and Nancy Kulp, who play Banker Drysdale and his secretary, Jane, on "The Beverly Hillbillies" show were at the bank to help celebrate the anniversary. Mr. Bailey gave autographed replicas of the "Drysdale Dollar" to bank visitors along with free gifts and refreshments.

During November, the bank observed its anniversary by giving a portable radio to each customer who opened a new account of \$250 or more.

Commerce Bank Names Director

KANSAS CITY—Charles W. Battey Jr., executive vice president, Commerce Bank, recently was elected a director. He succeeds Harry L. Wuerth, former vice chairman, who recently retired.

Mr. Battey joined the bank last August. Previously, he had been with Continental Illinois National, Chicago, for 16 years.

D. E. Wisner Is Vice President At First of Kansas City

KANSAS CITY—First National recently promoted D. E. (Gene) Wisner from assistant vice president to vice president. Mr. Wisner, who has been with the bank since 1952, is manager of the bank's international department.



WISNER

John S. Ofak was promoted from assistant cashier to assistant vice president, commercial division. He has been with the bank since 1946.

Named assistant cashiers were Joseph L. Archias, sales manager, Master Charge credit card division, and Gale E. Lord, manager, drive-in bank department.

C. W. Sunderman Named President Of State Bank of Wellston

WELLSTON—Charles W. Sunderman has been named president of the State Bank, succeeding Frank Chervitz. Mr. Chervitz was named vice chairman and will remain active in the bank's affairs.



SUNDERMAN

Mr. Sunderman joined State Bank in 1942, became vice president and secretary in 1960 and senior vice president and secretary in 1966. He also is secretary and a director of First Northwest Bank, St. Ann. The latter bank, along with State Bank and First North County Bank, Jennings, belongs to the First Family of Banks.

Bank of O'Fallon to Be Acquired By Boatmen's Bancshares, Inc.

ST. LOUIS—Boatmen's Bancshares, Inc., recently announced that it has reached an agreement with the principal shareholders of Bank of O'Fallon to acquire the majority of the bank's stock. Bank of O'Fallon will become a subsidiary of Boatmen's Bancshares, Inc., which also owns Boatmen's National. The agreement is subject to approval by various regulatory authorities.

Boatmen's Bancshares, Inc., has made application to become a registered bank holding company and previously has announced affiliation agreements with Bank of Concord Village and Manchester Community Bank.

Bank of House Springs Control Acquired by Tower Grove Bank

ST. LOUIS—Tower Grove Bank recently acquired controlling interest in Bank of House Springs. Controlling shares were purchased from Gale C. Wessling and Tobe Monday, majority shareholders of the bank.

The newly elected directors have named Arthur W. Green Jr. acting chief executive officer of Bank of House Springs until a new president is named.

Bank of House Springs assets are in excess of \$6 million. Tower Grove Bank reported assets totaling more than \$140 million as of June 30, 1970.

Brett Renamed to Fed

ST. LOUIS—Bradford Brett, president, First National, Mexico, recently was re-elected by member banks in Group Three as a Class A director of the Federal Reserve Bank. Mr. Brett, who has been a director of the bank since 1966, will begin his new three-year term January 1.

Fifth Third Bank Hosts Annual Sauerkraut Party



The Fifth Third Bank, Cincinnati, held its 37th annual sauerkraut party recently at the Highland Country Club in Fort Thomas, Ky. Guests ate sauerkraut with "trimmin's" and had a choice of playing golf, horseshoes or cards or of bowling. The photos shown here were taken during the festivities. LEFT: Ernst "Bud" Hackney, v.p. of the host bank, stirs the sauerkraut, supervised by (l. to r.) James Hales, a.c., Ft. Thomas-Bellevue Bank, Ft. Thomas; William S. Rowe, pres.

Fifth Third Bank; and John Holtzclaw, v.p., Lincoln County National, Stanford, Ky. RIGHT: J. Edwin Bolmer (r.), a.v.p., Fifth Third Bank, visits with (l. to r.) Steve Kriete, a.c., Seymour (Ind.) National; J. Floyd Beldon, Seymour National; Ray Corrigan, a.v.p., Citizens Fidelity, Louisville; Leroy Pollert, v.p., Seymour National; and E. V. Moritz, Seymour National.



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