

MID-CONTINENT BANKER

The Financial Magazine of the Mississippi Valley & Southwest

MAY 15, 1971



Sidney D. Davis
President
Mississippi Bankers Association
Page 85

Mississippi Convention



W. C. Adams
President
Tennessee Bankers Association
Page 77

Tennessee Convention



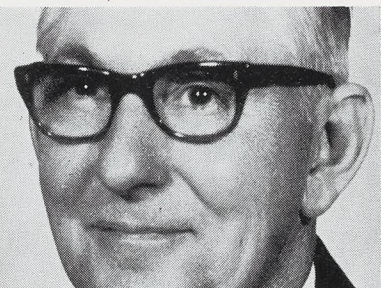
Fred W. Heitmann Jr.
President
Illinois Bankers Association
Page 63

Illinois Convention



Rex E. Reeves
President
New Mexico Bankers Association
Page 99

New Mexico Convention



Philip W. McCauley
President
Indiana Bankers Association
Page 71

Indiana Convention

A tall new look and... a broad new concept in banking

In just a few weeks, Liberty National Bank of Oklahoma City will occupy its tall new home at One Hundred Broadway, Oklahoma City.

Innovation has long been a watchword at Liberty. Portrait BankAmericard and 24-hour Drive-In Service are recent examples of our concept of constructive change. Our new home is more than another innovation — it signals a new era in banking service for this region.

Oklahoma and its neighboring states are part of growing Mid-America. In recent surveys conducted by our bank, qualified financial analysts predicted that this region is the next major growth area of the nation. Liberty is confident of Mid-America's future and we are dedicated to serving its people, its customer banks and its growing economy better than any other bank.

In fact, we are going to express this confidence from now

on with the way we say our name — not our legal name itself — but the way we say it. Why? Because we want to reflect the momentum of change and growth occurring all around us, and especially right here in the middle of the United States. Also, we believe it more accurately signifies the quality of our service, the competence of our staff, and our faith in the future.

The new Liberty mark and signature symbolize both our heritage and our future. At the end of 1970, our deposits had grown to be the largest in Oklahoma simply because a lot of you have faith in us. In turn, we have faith in you and your bank and the future of your community. Mutual faith in the future is what banking is all about.

So why not let Liberty help you plan for your bank's financial future and together, we will build for a better tomorrow here in Mid-America.



LIBERTY

THE BANK OF MID-AMERICA



LIBERTY NATIONAL BANK AND TRUST COMPANY OF OKLAHOMA CITY P.O. BOX 25848 73125 PHONE 405/236-2811 MEMBER F.D.I.C.



*First NBC's
float control center
has 23 daily flights
to bank your cash
faster*

Your money isn't working for you when it's floating. That's the whole point behind FIRST NBC's exclusive Float Control Center. We have 23 daily flights to important banking centers so your checks can be processed expeditiously. For example, you'll never have to worry about a stopover in New York to clear a check on a Boston bank. We fly direct. Why not come aboard and fly the money-saving skies of FIRST NBC? For more information call our Float Control Center at 529-1379, Ext. 237.



**FIRST NATIONAL BANK
OF COMMERCE
NEW ORLEANS, LOUISIANA**

MID-CONTINENT BANKER for May 15, 1971

World-wide Services.

How can you offer them to your customers?

Ask the men who wrote the book.



Any day, a customer may ask you for credit data on a firm in Tokyo, or advice on the economy of Frankfurt, or Rio. Your answer?

Trust Northern. As a Northern Trust correspondent, you have access to the services of a world-wide network of correspondent banks. These banks have the resources and insight on local matters that only a local bank can have.

You can offer services such as: foreign exchange quotations, information on local business conditions, data on suppliers and sales outlets abroad, and many more.

In addition, through our Chicago headquarters, The Northern Trust International Banking Corporation in New York, and our London branch, you can provide export-import assistance, letters of credit, foreign remittances...and even issue checks yourself on foreign banks.

To find out more, contact your Northern Trust banker—or write N. Hall Layman, Vice President.

Trust Northern...
All your money matters matter to us.

**NORTHERN
TRUST
BANK**

THE NORTHERN TRUST COMPANY
50 SOUTH LASALLE STREET AT MONROE
CHICAGO 60690 • Financial 6-5500 • Member F.D.I.C

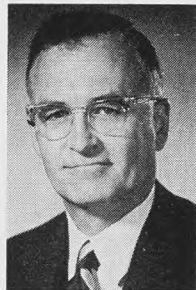
THE NORTHERN TRUST INTERNATIONAL BANKING CORP. • 90 WILLIAM ST., NEW YORK, N.Y. • LONDON BRANCH • 38, LOMBARD ST., LONDON E.C.3

Tuohy to Be President, American Fletcher Corp.; Valentine to Retire

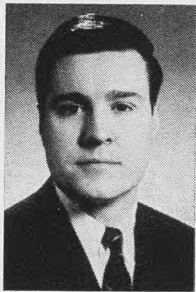
INDIANAPOLIS—J. Joseph Tuohy, formerly vice president of American Fletcher Corp., was elected executive vice president last month preparatory to advancing to president June 30. Frank E. McKinney Jr. was made vice president and will become executive vice president next month. AFC President Kenneth F. Valentine will reach mandatory retirement age June 30 under the corporation's retirement program.



VALENTINE



TUOHY



McKINNEY



OGILVIE

In other action, Walter W. Ogilvie Jr., formerly vice president and controller of AFC, was elected senior vice president and controller; and a three-for-one stock split was approved by shareholders, who also voted affirmatively on a reduction in par value of stock from \$10 to \$5 a share.

Mr. Valentine joined the American Fletcher National Bank, owned by AFC, in 1963. He had been president of the Pitman Moore Co., which became a division of the Dow Chemical Co. Mr. Valentine advanced to AFNB president in 1969 and president of AFC in April, 1970. He has served as vice chairman of the New York-based Allied Bank International, of which AFNB is a member bank.

Mr. Tuohy joined AFNB in 1961, coming from Scudder, Stevens & Clark, said to be the largest investment counsel firm in the country. He was named executive vice president for administration of the bank in 1968, presi-

(Continued on page 18)

MID-CONTINENT BANKER for May 15, 1971

MID-CONTINENT BANKER

The Financial Magazine of the Mississippi Valley & Southwest

Volume 67, No. 6

May 15, 1971

FEATURES

13 EMPLOYEE INCENTIVE CAMPAIGN BOOSTS SALES

"Set Sail for Sales" a success at Northern Trust

Jim Fabian

15 PASSBOOK RATE REDUCTION TREND SUBSIDES

Banks report on loan stimulation plans

17 INDEPENDENT BANKS SHARE SERVICES

Find they can improve competitive positions

22 ACCOUNTING SYSTEM IDENTIFIES MANAGERS, THEIR DUTIES

Accountant explains "Responsibility Reporting"

Ralph E. Ostermueller

26 TRAINING COURSE PROMOTES TELLER SALES

Bank-developed course provides selling tools

Don J. McGrath

38 INDEPENDENT BANKERS' CONVENTION REPORT

Three-year freeze on multi-bank HC formations asked

DEPARTMENTS

6 INDUSTRIAL DEVELOPMENT

8 CORPORATE NEWS

11 NEWS ROUNDUP

STATE NEWS

63 ILLINOIS

77 TENNESSEE

92 LOUISIANA

99 NEW MEXICO

71 INDIANA

82 ALABAMA

94 ARKANSAS

104 OKLAHOMA

74 KENTUCKY

85 MISSISSIPPI

96 TEXAS

106 KANSAS

108 MISSOURI

DONALD H. CLARK, Chairman HAROLD R. COLBERT, President

RALPH B. COX, Editor & Publisher
LAWRENCE W. COLBERT, Associate Editor
JOHNSON POOR, Assistant Editor
KATHY FLOOD, Editorial Assistant

ROSEMARY McKELVEY, Managing Editor
JIM FABIAN, Associate Editor
WESLEY CLARK, Assistant Editor
MARGARET HOLZ, Adv. Production Mgr.

MID-CONTINENT BANKER is published 13 times annually (two issues in May) by Commerce Publishing Co. Editorial, executive and business offices, 408 Olive St., St. Louis, Mo. 63102. Telephone GARfield 1-5445 (Direct Dialing 314-421-5445). Publication office, 1201-5 Bluff St., Fulton, Mo. 65251. Second-class postage paid at Fulton, Mo. All advertising and editorial material meant for publication in MID-CONTINENT BANKER should be sent to 408 Olive St., St. Louis, Mo. 63102.

NEW YORK: 2 West 45th St., New York, N. Y. 10036. Telephone (Direct Dialing) 212-582-7126.

Contents copyrighted 1971 by Commerce Publishing Co.

SUBSCRIPTION PRICE: Three years \$16.00; two years \$12.00; one year \$7.00. Single copy \$1.00. Foreign subscriptions: \$20.00 per year.

WANT ADS: Forty cents per word, minimum charge: \$10.00.

COMMERCE PUBLICATIONS: Mid-Continent Banker, Life Insurance Selling, American Agent & Broker, Mid-Western Banker, Club Management, Decor.

How Can Bankers Keep Small Towns From Slipping Into Oblivion?

By ROBERT C. VEREEN

Editor & Publication Manager
Hardware Retailer
Indianapolis

IN THIS ERA of urbanization and well-publicized big-city problems, most public attention is directed toward ills afflicting densely populated metro areas. Yet there is a problem of equal magnitude facing many of America's smaller cities—survival.

Strange as it may seem, America is breeding a new generation of ghost towns, which are being created as factories and stores on which the towns depended become outmoded by changes in technology, in transportation patterns or even changes in what people choose to spend their money for.

The problems of smaller cities and towns should be solved more quickly—and certainly less expensively—because the problems are small enough for people to comprehend and there can be personal involvement, unlike the impersonal urban blight of huge cities.

What do we mean by the term "small cities"? To some, it will be the 7,697 communities of less than 10,000 population. Others might consider a city of more than 5,000 no longer a small town. In that case, we're talking about 6,303 communities. Depending on your personal definition, we're talking about the homes of between 60 and 70 million Americans.

State development agencies, local development bodies, tax incentives and industrial and revenue bond programs are significant ventures to improve job opportunities in these smaller towns. Without jobs, long-range survival for a community is impossible.

But I believe that without modern retailing facilities, long-range survival for a community may not be possible either, for the quality and charm of living—as well as its convenience—disappear without an adequate retailing climate.

As retail stores and retail districts shrivel and die, so die towns and small sections of big cities.

Unfortunately, it seems to me, many

bankers during the past quarter century, like other businessmen in their towns, failed to consider the penalties of a lack of long-range planning.

Indeed, some bankers—albeit a minority, I'm sure—unwittingly contributed to the problem by discouraging merchants from making substantial improvements and expansions as they began nearing retirement age.

I don't profess to know what's wrong with every small city and town nor how to save them all, but I would like to challenge your thinking with a few thoughts that might give you a different outlook on what can be done—or maybe what *should* be done—within the range of your influence.

Let's forget those communities that are doomed beyond redemption. Let's look, instead, at those communities that may be teetering on the brink of decline to see if we might topple them safely forward instead of backward into the abyss.

I think like a retailer, and every good retailer should always know what his inventory is and how good (or how bad) it is. So let's take an inventory of your town, your past actions and your future courses of action to see what you as bankers, working with and for the businessmen in your community, can do to save some of these small towns.

I'll pose as the inventory clerk and ask the questions. Each of you can answer the roll quietly and privately.

Our inventory-taking is to learn the condition of the retailing community and your awareness of its role in your town.

1. How many independent businessmen in your town are nearing retirement age?

2. What *kinds* of businesses do they run—hardware, drug, food, etc.?

3. How many of these businesses (and which ones) will be continued by second-generation, *capable* family members? Note the emphasis on *capable* family members.

4. If there are no interested or qualified family successors, do these merchants have anyone working for them with the *intelligence* and the

drive (if not the capital) to run the businesses in the future? If so, what kinds of businesses will survive on this basis?

5. How many retail businesses (and what kinds) closed during the past decade—or at least within the past two-five years? Independent or chain?

6. How many new businesses (and what kinds) have opened? Are new chain stores coming to town? Or to neighboring towns?

7. What kind of selection do customers in your area have for products in the following classes: men's, women's and children's clothing; shoes for the entire family; major appliances; hardware-housewares-sporting goods; drugs; food; furniture?

9. How much shopping for stylish or big-ticket items do townspeople do outside your town? Indeed, where do *you* buy these items? Has your C. of C. or business club ever surveyed this question?

10. How many local merchants have modernized their shopping facilities (or enlarged them) within the past five years? The past 10?

11. How many bank loans have you made to help them improve store fronts, refixture, improve merchandise selections?

12. How many such loans did you turn down—and why?

13. How many loans did you make to encourage new ownership of existing big businesses whose owners were ready to retire or whose estates had to be settled? Did you even think about helping keep these businesses alive by seeking qualified take-over ownership from within your town or adjoining areas?

14. How familiar are you with the plans of the strongest retailing establishments in your area—the keystones of the retailing community—to perpetuate their businesses?

15. Have you offered any advice or counsel in either operational or financial matters to retailers so that they might begin an orderly transfer of authority and ownership as they near retirement, insuring a tranquil transfer?

16. If little has been done in your community to give the retailing area a needed city-wide facelifting, can you become the motivating force?

17. What can be done if your downtown area failed to keep pace and already sprawling shopping centers (or tiny little shopping centers) are pulling people away from downtown? Does downtown become filled with decay or can it be converted to service uses for professional and technical people, with a plan and purpose behind the changes?

(Continued on page 44)

The *COURIER SERVICE FOR...*

Progressive **BANKS!**



Apollo
airways
INC.



BANKERS DISPATCH CORPORATION

4970 SOUTH ARCHER AVENUE CHICAGO, ILLINOIS 60632

Now you can use ONE courier for your shipments,
no matter what the distance.

We have a network designed to meet your schedules.

On the Surface—B. D. C. vehicles serve thousands
of cities daily

In the Air —Apollo aircraft serve 28 cities
(from Kansas to New York) on a
daily basis

Air forwarding to all major cities also available.

MID-CONTINENT BANKER for May 15, 1971

Washington, D. C.
Hartford, Connecticut
Chicago, Illinois
Evansville, Indiana
Fort Wayne, Indiana
Indianapolis, Indiana
Abilene, Kansas
Hutchinson, Kansas
Manhattan, Kansas
Salina, Kansas
Topeka, Kansas
Wichita, Kansas
Louisville, Kentucky
Baltimore, Maryland

Boston, Massachusetts
Detroit, Michigan
Kansas City, Missouri
St. Louis, Missouri
Glassboro, New Jersey
Newark, New Jersey
New York, New York
Cincinnati, Ohio
Cleveland, Ohio
Columbus, Ohio
Dayton, Ohio
Philadelphia, Pennsylvania
Pittsburgh, Pennsylvania
Richmond, Virginia
And Many More!

CORPORATE NEWS ROUNDUP

News of Firms Serving Banks

• **Talcott National Corp.** Ownership of T. H. Mastin & Co., Inc., Kansas City, has been acquired by Talcott National Corp.

The Mastin firm controls an affiliated group of casualty insurers known as the Medallion Group. The group includes Consolidated Underwriters, St. Louis Fire & Marine Insurance Co., Medallion Insurance Co. and Missouri General Insurance Co.

Talcott National Corp. is the parent holding company of James Talcott Inc., Chicago.

• **American Fletcher Mortgage Co.** Douglas N. Eklund has been named executive vice president and Thomas P. Hall senior vice president and treasurer of American Fletcher Mortgage Co., Indianapolis.

Mr. Eklund joined the mortgage banking and servicing division of American Fletcher National as a vice president in 1968 and was made senior vice president of AFMC when it was formed in 1969. Mr. Hall joined

the Savill-Mahaffey Mortgage Co., Indianapolis, as comptroller in 1960. From 1963-65, he was with the General Mortgage Investment Co., St. Paul, and he joined AFNB's mortgage banking and servicing division in 1965. He became a vice president of the division in 1967 and vice president and treasurer of AFMC in 1969.



• **Mosler.** The new Mosler customer identification system (CID) is said to reduce bad-check losses, decrease service time per customer and eliminate satellite files through a bank.

To request an identification, a teller calls the records area by telephone or intercom. A clerk at the records area removes the identification card from the central file,

places it on the transmitter and pushes a button. The image on the card is automatically transmitted to the requesting teller's monitor. As many as 18 monitors may be served by one transmitter. Controls on the transmitter provide for discreet transmission only to the proper teller.

The CID can transmit any image or combination of images desired, signatures, photos, account balances or account codes. The camera is adjustable at time of installation to cover any desired image area up to 6x8 inches.

• **Creative Image.** Jim Sansone has been named district manager for Creative Image's Midwest district and is working out of the Dallas-based firm's St. Louis office. Creative Image designs and manufactures career apparel for local and national businesses, including banks.

Mr. Sansone was formerly with the personnel department of General Motors, Chevrolet Division.

■ **CINCINNATI**—Fifth Third Bank has elected two new directors—Richard G. Brierley, president and chief executive officer, Stearns & Foster Co.; and John J. Schiff, president, Cincinnati Financial Corp. Mr. Brierley replaced William A. Hopple III, who retired from the bank's board.

Our "Spring Thing" Can Tell Your Story . . .



CAREERgirl

9212 CHANCELLOR ROW DALLAS, TEXAS 75247

A Career Girl Spring Thing does just that—"telling your story through fashions." The Framed Look (pictured left) is just one of six separate and distinct ensembles made of Dacron* (a total of 52 custom designed pieces) that lets you choose the business atmosphere you want. Sedate and classic or a spirit of fun thru flared pants, capes and coulottes, the story is your organization, and our Spring Thing will tell it for you.

Yes, we are interested. Please send more details.

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

(Check One) WE ARE CURRENTLY USING
EXECUTIVE ATTIRE. YES NO
NUMBER OF EMPLOYEES — MALE _____ FEMALE _____

*DuPont registered trademark

W

Defend yourself.



Futures market hedging is an excellent way for your clients to protect themselves against unfavorable prices at market time. And the more your client is protected, the more you can loan him. It is acceptable banking practice to loan more on hedged commodities than on unhedged.

The Chicago Mercantile Exchange provides the market for hedging cattle, hogs, beef, pork bellies, potatoes,

eggs, lumber and milo. We can also provide you with an excellent booklet on the relationship of hedging to banking. It's called "Price Protection and Loan Protection Through Hedging." It's free and you can order as many as you want by writing to us at the address below.

CFE CHICAGO MERCANTILE EXCHANGE
110 North Franklin Street, Chicago, Illinois 60606

Our man in the field. He's been in it for thirty years.

You see a lot of new faces
these days in the fast-growing mobile housing field.

**But Les Jones is
no Johnny-come-lately.**

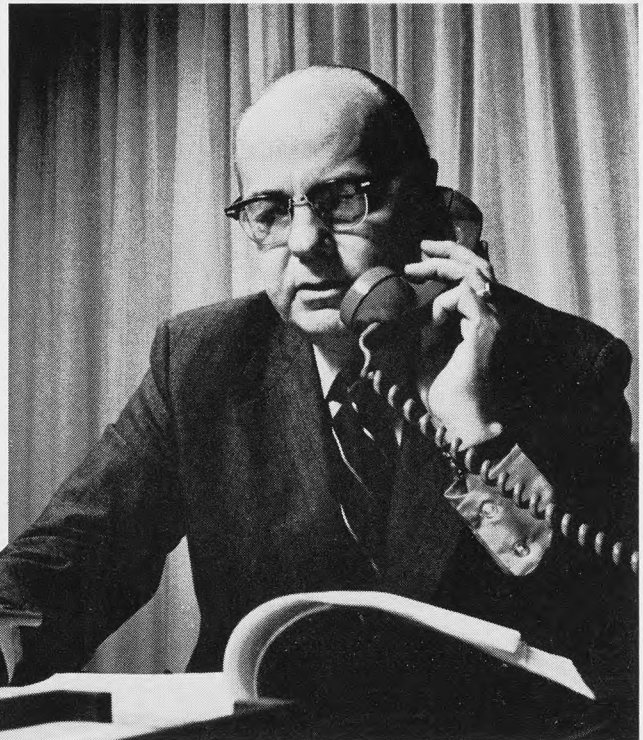
He was a pioneer in the field when a mobile home park was a side lot and a few travel trailers.

He's seen it grow into a multi-billion dollar industry of permanent, solidly financed communities... an industry that today stands on the threshold of its greatest era.

For ten years he was finance director and consultant for the Mobile Homes Manufacturers Association.

He's been in every end of it: banking, finance, site-planning, mortgages, insurance. He's written the book on the subject.

So, when you talk retail financing, floor-planning, indemnification—any phase of the high-yield mobile home lending field, remember...



Les Jones has been there.

And he's still there — on the performance-proven DELTA team. Get the story from Les himself.



DELTA CORPORATION OF AMERICA

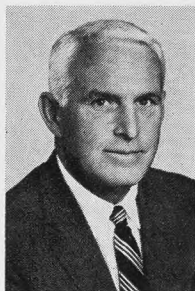
2930 Biscayne Boulevard • Miami, Florida 33137 • Phone: 800/327/9679

MID-CONTINENT BANKER NEWS ROUNDUP

News From Around the Nation

PEOPLE

• **GEORGE C. SCOTT** has been named a vice chairman of First National City Bank, New York. He will continue as Citibank's senior credit officer. He joined the bank in 1929 and has served in the metropolitan, national and overseas divisions. He had been a senior vice president since 1958.



SCOTT

• **MERT G. READE** has retired from his position as director of advertising for Valley National, Phoenix. His successor is **WARREN GOODRICH**, assistant vice president.

Mr. Reade held his position since 1951, the year he joined the bank. He was a charter member of the advertising committee of the Foundation for Full-Service Banks and was the first chairman of the national advertising committee of the Interbank Card Association.



READE



SINGLETARY

• **WILLIAM E. SINGLETARY**, vice president of public relations and marketing at First National, Canton, O., and a past president of the Bank Marketing Association, died recently. He was 52.

He began his career with Wachovia Bank, Winston-Salem, N. C., and was with Irving Trust, New York, before establishing Singletary-Howard Associates, New York, a private consulting practice.

15 HC Expansion Activities Submitted

The acquisition of S&Ls, credit bureaus and financial advertising or financial public relations companies has been asked by the Association of Registered Bank Holding Companies. These activities were among 15 listed by the association in a letter to the Fed, which is currently setting standards for holding company expansions.

The Fed has been considering 10 areas for HC growth, including insurance, data processing and accounting.

The list was submitted to the Fed by the association in response to the Fed's request for additional suggestions beyond the 10 currently being considered.

It may be years before the Fed gets around to considering any but the original 10 activities.

100% Insurance on Savings Asked

Illinois Governor Richard H. Ogilvie has urged the FDIC and FSLIC to remove the present \$20,000 limit on insured savings accounts. The governor says federal insurance funds are more than adequate to cover failures and the limitation has outlived its usefulness.

"If the present insurance limits are removed the financial resources of a large number of low- and moderate-income families would be better protected," the governor stated in letters to Frank Wille, FDIC chairman, and Preston Martin, FSLIC chairman.

The governor reasons that the above would be so because these families have increasingly entrusted their savings to financial intermediaries which must frequently carry large deposits in banks. If losses occur due to lack of deposit insurance, the losses would ultimately be borne by the families.

Political Loan Prosecution Tempered

Texas banks that made political loans prior to 1970 will not be prosecuted by the Department of Justice, nor will individuals involved in such loans between 1970 and the present time be in danger of prosecution. However, the Department has made it clear that individuals as well as banks will face prosecution for such loans in the future.

The action is thought to be designed to inhibit banks from making future politically-oriented loans rather than to prosecute those that have made such loans in the past.

The immediate effect of the announcement was the dropping of two cases involving state banks.

A Senate committee is reportedly considering legislation that would permit banks to make bona fide loans for political purposes.

Hunt Commission Issues Bibliography

The Commission on Financial Structure and Regulation has released a bibliography of study papers and other documents that it has considered from its first meeting in June, 1970, through its most recent meeting in April of this year.

Much of the material was drawn from extensive existing literature on the structure and regulation of the financial system. None has received official endorsement from the Commission. The bibliography will be updated periodically.

Any correspondent bank is only as good as what it will do for you.

Try us.



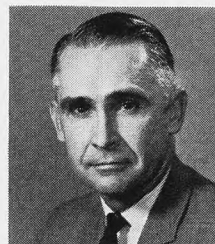
C. J. O'Connor



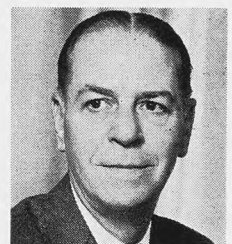
J. Walter Peniston



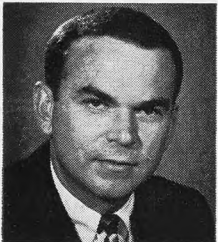
George C. Dudley



Eugene B. Foncannon



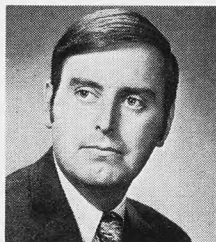
Herman M. Dresker



John T. Fowler



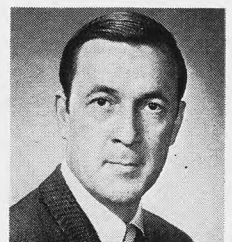
W. Darrell Meyer



John E. O'Connor



Paul A. Peterson



William O. Weis

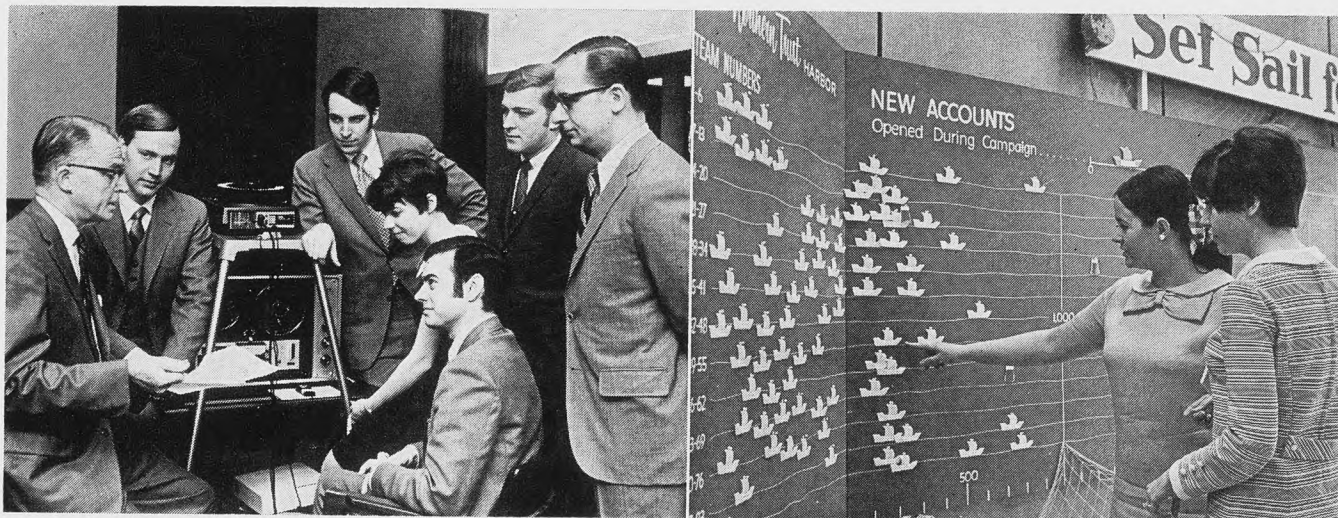
First National Bank of Kansas City

10th & Baltimore, Kansas City, Mo.

Member Federal Deposit Insurance Corporation



MID-CONTINENT BANKER for May 15, 1971



LEFT: Campaign staff at Northern Trust included George B. Milnor, v.p., campaign ch. (far l.); and (standing, l. to r.) Martin Mindling; Christopher J. Eigel, administrator; Norman W. Bennett, a.c., mgr; Bernard M. Cygan, 2nd v.p., v-ch. Seated is James E. Fahnestock,

promotion mgr. Directly behind Mr. Fahnestock is Miss Diane Ballwanz. RIGHT: Team progress chart in cafeteria gave employees opportunity to compare team performance. Each team (represented by a ship) had a nautical name.

Employee Incentive Campaign Boosts Chicago Bank's Sales

By **JIM FABIAN**
Associate Editor

ONE OF THE BEST ways to learn the "ins" and "outs" of an employee incentive promotion is to query a bank that has successfully staged one. Better yet, query a bank that has racked up a record of five outstanding employee incentive programs—in five tries. The bank to query is Northern Trust, Chicago.

Management at Northern Trust is convinced that considerable benefits can be realized through employee incentive promotions. The bank's latest campaign, tagged "Set Sail for Sales," was staged for a ten-week period in May, June and July of last year. It has been evaluated as "exceeding all expectations," even though the nation's economic conditions were weak and the opportunities for developing new business were not as great as in previous campaigns. The bank has been holding incentive campaigns at regular intervals since 1959 and each has proved more successful than its predecessor.

Although the emphasis of "Set Sail for Sales" was to bring new personal banking business to Northern Trust, employees were urged to solicit new trust, bond and commercial banking business as well.

All full-time members of the staff were invited to participate, including employees at the bank's London Branch and New York offices. Temporary staff members and retirees were invited to

participate, too, on an individual basis, while regular employees were assigned to teams of approximately 20 members each. Officers participated individually.

By selling new accounts, staff members earned prize points (redeemable for merchandise only) according to a published schedule. All participants belonged to one of three groups: officer, contact employee, or non-contact employee. Non-contact employees earned points on a higher scale than contact employees since their work does not normally place them in contact with customers; contact employees, in turn, earned points on a higher scale than officers.

"Set Sail for Sales" was conducted under the direction of campaign chairman George B. Milnor, vice president in charge of the personal banking department. Assisting Mr. Milnor were Second Vice President Bernard M. Cygan as campaign vice chairman; Assistant Cashier Norman W. Bennett as manager; Christopher J. Eigel, administrator; and James E. Fahnestock, promotion manager. Once the campaign was underway, Messrs. Bennett and Eigel and two clerical assistants worked full time to handle the administrative work involved, while the continuing

promotion was handled by the bank's advertising department.

With the assistance of the bank's personnel department, a group of team captains was selected. These captains were regarded as the key to the success of the campaign. Their ability to answer questions and instill enthusiasm in their team members proved to be an essential complement to the promotional efforts.

A complete schedule of events was planned for the promotion beginning with a "teaser" campaign in the bank's daily staff newsletter 10 days prior to the start of the program. Strict secrecy had been maintained during the previous four months while the campaign was in the planning stages.

The first formal announcement of the campaign was made at an officers' meeting early in the week preceding the start of the program. A "multi-media" approach, featuring film, slides and tapes, was used to outline the structure and operation of the campaign, suggest how to approach the job of selling new accounts and stress how easily prospects could be turned into customers—meaning points for prizes for the successful salesman.

Immediately following the officers' meeting, team captains were introduced to the program, again using the same multi-media presentation. Next, a series of meetings was held over the following two days to acquaint all employees

(including the night staff) with the campaign. The multi-media program was repeated for the employee meetings, with the addition of filmed remarks by the bank's president, Douglas R. Fuller.

Merchandise catalogs were mailed to each employee's home, timed to arrive between the kickoff meetings and the start of the program on the following Monday. Northern Trust has found, by mailing catalogs to employees' homes, that families become interested in the merchandise and assist and encourage employees in their sales efforts.

Information kits were prepared for each employee and distributed in the bank immediately before the start of the campaign. Kits contained specially prepared brochures, entitled "Your Sales Log," with information on each of the bank's services. Accompanying each service description was a sales strategy example illustrating how to promote the service to likely prospects. Also in the kit were a complete set of campaign rules, with the point value for each type of account, and a number of introduction cards to give to prospects to insure that the employee would receive credit for the account.

To encourage employees to make their first sale—by far the hardest—each information kit included a starter check for 200 points (\$1). As soon as the employee brought in his first account, the starter check became valid and he could add its value to the point check which he earned for the new account. The first new account also qualified an employee for a lapel anchor pin—the identification symbol of the campaign.

Special Awards

There were other special awards to mark levels of employee success. After signing up five new accounts, the employee received a letter opener with the anchor symbol; after 10, a pen and pencil set with sailboats on the clips.

Since promotion of the campaign is built around a theme, Northern Trust was careful to select a theme that lent itself freely to colorful terminology and illustrative material. And, since there is bound to be some decline in employee enthusiasm over a 10-week period, it is important that the theme have enough flexibility to stay fresh for the entire campaign.

Although most officers have had sales experience, many employees were either uncertain about how to talk with a prospect or afraid to engage a friend or relative in a sales discussion. To offset these difficulties, careful attention was given not only to keeping enthusiasm high, but also to instructing the staff in sales techniques. Employees were encouraged to learn about all the



Grand award winners in Northern Trust's contact employee group with symbols of their travel awards.

bank's services, to identify their prospects, and then begin their discussions with suggested sales-oriented questions. In addition to "Your Sales Log," service information was provided regularly through a series of business development bulletins—a regular bank publication with a special campaign masthead. To support the service information, quiz forms were inserted with paychecks in each of the four pay periods during the campaign. Employees were asked to fill out the forms (containing questions on bank services) and deposit them in a box in the cafeteria. A drawing was held two business days after payday and writers of the first five correct quizzes drawn were able to select gifts, such as small appliances and watches, from a display case in the cafeteria.

Also in the cafeteria, a 16-foot team progress chart was erected for the campaign. Each team was represented by a small boat bearing a nautical name. The ships "sailed" across the scoreboard, advancing weekly in proportion to the progress each team was making.

As a special promotion to encourage employees to look through their catalogs, a "mystery mailer" was sent to employees' homes. The mailer used a brief verse to describe two items from the catalog that had been placed in a treasure chest at the bank. Recipients were asked to solve the mystery by identifying the items, locating them in the catalog and writing their catalog numbers on the stub of the mailer. Employees returned the stubs to the bank and deposited them in a box to await a drawing for both items.

One of the most popular recognition devices during the campaign was the "Fleet Admiral of the Day" award. The individual selling the most new accounts (in each of the three groups) each business day was presented with

a model ship to display on his desk the following day. The presence of the ship—as well as recognition in the daily newsletter—was instant notice to all passers-by that the employee was an exceptional salesman.

Judging from previous experience of the bank and its incentive company, the midpoint of the campaign was expected to be a slump period. To level this dip, an announcement was made that every employee who brought in a new account during the campaign's sixth week would earn a high-intensity flashlight in addition to his regular point awards. The supply of flashlights was exhausted by midweek and a second order was necessary to meet the demand. This promotion appeared to turn an anticipated slump period into one of the campaign's most successful weeks.

A number of individual and team bonus awards spurred participation: bi-weekly awards for the top five individuals in the contact and non-contact groups; biweekly awards for participating members of the top three teams in each group; an additional point award for each participating member of the top team for the entire campaign; and a "sweepstakes" weekend trip for two to be drawn from names of five-account salesmen.

Grand Awards

Grand awards were presented to the four most successful salesmen in each of the three groups at a special awards ceremony immediately after the campaign. Individuals in the two employee groups earned expense-paid trips for two to Europe, Mexico, Nassau and a Wisconsin resort—with extra vacation time. Top officers earned bonus point awards of up to 50,000 points.

As Mr. Milnor explained, a successful campaign must have enthusiastic support from top management, a group of capable and energetic team captains and an administrative staff that is willing to enthusiastically lend itself to the operation and promotion of the campaign. In addition, a lead time of three to four months is essential in planning such a campaign. Employees should be motivated to want to participate, rather than be pressured to do so.

Mr. Milnor summed up Northern Trust's enthusiasm for incentive campaigns by noting that the retention factor for these accounts is very good and the sales training which the staff acquires carries over into their sales efforts under the bank's continuing sales commission program. Incentive campaigns can be adapted to banks of any size, Mr. Milnor concluded, and can be staged with the assistance of a bank's correspondent and firms specializing in promotions of this type. • •

Passbook Rate Reduction Trend Subsides; Banks Report on Loan Stimulation Plans

THE PRACTICE of lowering passbook interest rates, which appeared to be gaining considerable momentum about the first of April, appears to have lost some of its steam—at least for the moment.

As of this writing, most banks in major money centers have not announced changes in their passbook interest structures. Rather, these banks are indicating they are taking a “go slow” stance on this matter; thus choosing not to follow in the footsteps of banks in Philadelphia, San Francisco, Los Angeles, Nashville, Detroit, Cleveland and St. Louis, many of which lowered passbook savings interest in past weeks.

Typical of the lowered rates were those of First National, St. Louis, which

reduced passbook savings interest rates to 4% from 4½%. At the same time, the bank lowered its prime home mortgage loan rate from 7½% to 7% and the rate on new auto loans made on a direct basis from 5½% to 5%. Also lowered was interest on savings certificates issued for less than six months—to 4½% from 5%.

The lower passbook interest rates aren't an indication that certain banks are no longer interested in attracting savings; rather, they are a reflection of less demand for loans, resulting in less income for banks.

In order to determine what banks are planning to do to stimulate loan demand, MID-CONTINENT BANKER surveyed a selected group of bankers with the question, “What, if anything, have you done or will you do in your local

market to stimulate loan demand? Will you lower rates, seek new types of financing and/or lower your credit standards?”

A banker in Indiana was quite candid in his response, stating that “We are going out after the business by advertising for it!” He went on to report that the bank has placed a capable vice president in charge of marketing, given him a generous budget and told him to “go after the business.”

A Kansas banker states that his bank has not been afraid to actively solicit new loans. He says the bank has worked out a special program to finance feed lot cattle for out-of-area investors, based on sizable equities and higher-than-normal rates. This bank has also begun advertising for installment loans—the first time in three years this has been done.

A banker from Alabama reports that insurance companies are coming back to Alabama with long-term commitments for commercial real estate and that government assistance funds are available for low income housing. The bank is seeking short-term participations with correspondent banks on construction loans and is also handling some longer-term housing loans.

Mobile home financing is being emphasized by many responding banks as a good source of new business. And a number of banks have cited the lowering of interest rates on loans as an effective method for getting new business.

A banker in Louisiana states that new types of financing are being considered and the bank is moving into areas that have never been aggressively pursued, including floor planning, mobile home financing, expanded agribusiness loans, mortgage loans and commercial letters of credit. “More im-

'Phone-a-Loan' Plan at Harris Trust

HARRIS TRUST, Chicago, is aggressively selling loans to bring in new business, according to Raymond Klaus, advertising and public relations manager for the bank.

“We're telling people via TV commercials and newspaper ads that we have money available for personal loans,” Mr. Klaus says.

Theme of Harris' campaign is “Need Money? Help, yourself at Harris.” Potential customers are urged to “phone-a-loan,” and when they call the bank, answering personnel make the sale and take application information over the phone. Applications can be processed within 24 hours.

During the initial two-week period of the campaign, the bank reports receiving 1,700 calls. “The declination rate

on applications is running a bit high since we're appealing to the mass market,” Mr. Klaus says. “We could raise the acceptance rate by lowering our standards, but we have decided against that. Instead, we're concentrating on generating a larger volume of applications,” he says.

Mr. Klaus reports that the bank's rates are competitive and holding the line set before the tight money situation, even though costs are higher today.

The bank has avoided new types of financing, Mr. Klaus says, because it was felt this would fragment the bank's market and reduce the effectiveness of its advertising.

The “need money” campaign seems to satisfy every purpose, he says. • •

Getting a new car loan

is a SNAP!

FREE!



Kodak's valuable Instamatic X-15 color outfit. Yours free when you get a new car loan at Danville State Bank.

Getting a new car loan is a snap at Danville State Bank. To prove it, we're giving away a valuable Kodak Instamatic camera with each new car loan.

Pay less for your car

You may not realize it, but a new car loan from Danville State Bank can save you money. Our bank interest rates are generally lower than finance company rates. And if you arrange your loan in advance, you'll be a cash buyer, for a better deal when you buy.

Low cost, convenient

You can get insurance from the agent of your choice, too. And with your car loan from your bank, you keep all your financial business under one roof for real ease and convenience.

So we're giving you a big, extra reason to get your loan with us. A valuable Kodak Instamatic X-15 color outfit. Including camera, film, self-powered Magicube, wrist strap and instruction manual.

Another real value from the bank that does more for you and the community . . .



**Danville
State Bank**
DANVILLE, ARKANSAS
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

portant," the banker says, "we are setting aside custom and outdated philosophies to actively seek new and better ways to serve the customer and put the bank's money to work."

An Arkansas banker reports that the bank has experimented with the offering of a premium to anyone taking out a loan on a new auto. The premium is a camera and the plan is only the first premium offering of several being considered for other types of loans (see illustration at left).

As for the matter of lowering credit standards, virtually all respondents report they will do nothing of the kind to attract new business. ••

Hamilton Bancshares to Acquire First National, Copperhill

CHATTANOOGA—Hamilton Bancshares, Inc., has announced plans, subject to Federal Reserve approval, to acquire First National Bank of Polk County, Copperhill. The bank will become a member of the holding company through an exchange of stock.

Legislatures Give Mixed Reactions to Bank-Related Bills

AS STATE legislatures enter the "home stretches" of their 1971 sessions, the disposition of several bank-related measures has either been decided or is becoming evident as this issue of MID-CONTINENT BANKER goes to press.

The chairman of the Missouri House banks and banking committee has stated that the bill drafted by the Missouri Independent Bankers Association to limit the number of affiliates controlled by any bank holding company in the state is virtually dead for this session.

The measure reportedly has failed to gain support from committee members and mail is running four-to-one in opposition to the bill. Much of the mail opposing the bill is coming from independent bankers, according to the committee chairman.

Further hearings on the bank holding company situation in Missouri could be held during the next legislative interim if a move to make special financial committees permanent bodies is successful. The hearings, if held, could result in recommendations to regulate holding companies in the state.

The Missouri House committee on banks and financial institutions has voted a "do pass" recommendation on a bill that would expand services a bank facility can perform and enable facilities to be 3,500 yards from the main bank. The bill was supported by

the Missouri Bankers Association.

The Missouri Senate banks committee has reported a "do pass" recommendation on HB 169, which provides for a technical change in the bank tax law to assure continued equality of taxation between state and nationally chartered banks.

In Kansas, the house committee on commercial and financial institutions has decided to defer action on the adoption of the Uniform Consumer Credit Code until the 1972 session of the legislature. Two bills passed during the current session enable S&Ls to accept real estate escrow accounts and authorize statewide branching of state-chartered S&Ls. A third bill to authorize S&Ls to invest up to 10% of their assets in a service corporation that would originate, purchase, service and sell first-lien real estate loans, mobile home loans and educational loans, among other things, was killed.

The Indiana General Assembly has enacted a modified version of the Uniform Consumer Credit Code, the fourth state to adopt some form of the code.

The Indiana legislature has turned back two attempts by S&Ls for broader investment and lending powers. Bills to permit S&Ls to make general purpose loans up to \$5,000 and to allow the investment of public funds in S&L deposits were both killed in the Indiana Senate, after being passed

by the House. The Indiana Bankers Association opposed both acts. Earlier in the session, a bill to authorize contiguous county branching for state-chartered S&Ls died in committee.

The banking committees of the Texas legislature have requested a ruling from the state attorney general on the constitutionality of a bill proposing a change in Texas banking law to permit banks to locate drive-in operations as far as 1,840 feet from the main bank. Present distance maximum is 500 feet. The proposed legislation would also allow drive-in facilities to be connected to main banks by closed circuit TV, instead of presently required tunnel or pneumatic tube arrangements.

While a number of Texas bankers have testified in favor of the bill, citing customer convenience and removal of drive-in facilities from congested areas, the Texas Bankers Association has testified in opposition, citing the constitutional prohibition of branch banking in Texas.

Legislation has been defeated in Illinois that would have removed the state's 14-year ban on multi-bank holding companies. Sponsor of the bill was the Association for Full-Service Group Banking, a Chicago-based organization formed in 1968 to overturn the prohibition on multi-bank holding companies in Illinois. Opposition was voiced by the Illinois Bankers Association. ••



LEFT: Members of First Ogden staff gather around Pres. Vernon Hoesch's desk. From l.: David Sutton, v.p., marketing; Joan Goehring, secy.; Eugene Furman, v.p., auditing; Mr. Hoesch; Edwin Siebert,



v.p., procurement; Andrew Stefik, v.p., banking services. RIGHT: One of banks using First Ogden services is Bank of Westmont. Client-banks are located in 50-mile radius of Chicago.

Independent Banks Share Services; Improve Competitive Positions

HOW CAN a small bank compete effectively with larger banks in the community and with much larger banks in nearby metropolitan areas? In these days of specialization and increased cost of operations, it is becoming increasingly difficult for the typical small bank to compete effectively in terms providing a broad range of customer services comparable to the larger banks in the same community and the huge banks in neighboring cities. It is also becoming increasingly difficult for a small bank to operate profitably.

How can an independent bank in a state that permits holding company or branch banking compete with giant conglomerate banks in his state? How, indeed can an independent bank in that state remain independent in the face of competition with a bank 10 or 20 times its size?

One of the answers lies in a concept developed by several Illinois banks, embodied in two-year old First Ogden Corp., Naperville, Ill. With this concept, a separate service and management firm provides smaller, independent banks with services that can be provided more economically on a group basis than on an independent basis—yet each bank remains a completely independent unit. In short, the advantages of group cooperation are provided without any loss of independence or control. This concept is apparently unique in the country.

First Ogden is a holding company—but it doesn't own any bank stock.

Rather, it owns seven subsidiaries—all of which specialize in bank services.

The services of First Ogden and its subsidiaries are diverse—from the formulation of a bank to supplying the paper clips and staples to keep important bank papers in order.

By offering its services to a "family" of banks, First Ogden can cut corners through group purchasing of supplies and forms, by providing shared services (such as EDP) that enable member banks to operate with considerably less personnel and by providing counsel to assure a smooth operation at each client-bank. In short, each client-bank can compete more effectively with other banks.

First Ogden's subsidiaries include First Claren Corp., a factoring operation; First Suburban Services, Inc., a combination of a credit bureau, collection agency, employment agency and answering service; Firstline Equipment Corp., a bank and office equipment supplier; First Data Services, Inc., a full-service computer center; Firstline Leasing Corp., lessor of all types of business and industrial equipment; First Ogden Insurance Co., a reinsurance firm for credit life insurance; and Naperville Stationers & Office Supplies, Inc., a retail stationery and direct sales office supply firm.

First Ogden operates for its client-banks in three major areas: service, consultation and management.

According to Vernon S. (Tex) Hoesch, president, First Ogden offers a full range of services for the medium

to small bank, including central purchasing, complete auditing, comprehensive cost accounting and wide-range marketing assistance, as well as general over-all banking operations assistance.

In the consulting area, First Ogden provides independent consultant service on a variety of bases, including organizational procedures, handling all necessary steps through charter issuance and sale of stock. Consulting work is also done on a project basis for banks at all levels.

Bank management services are provided by the entire staff of First Ogden on a flat-fee basis. This enables new banks to operate profitably at an earlier period than normal and is said to enable banks to achieve greater profits than normal in subsequent operating years.

First Ogden is less than two years old, but has more than doubled its operations in the past year. Starting with three employees, one subsidiary and six client-banks, the firm now employs 64, owns seven subsidiaries, serves ten existing banks and is involved in the formation of seven more.

Mr. Hoesch, who was president of a client-bank in Naperville before organizing First Ogden, is actively seeking to create new banks wherever there is a need within a 50-mile radius of Naperville, a Chicago suburb.

Mr. Hoesch serves as chairman or a director of the ten existing banks, which include Bank of Naperville, Bank of Westmont, Bank of Lisle, Bank

of Glen Ellyn, Bank of Hinsdale, Bank of Elmhurst, Bank of Wood Dale, Bank of North Aurora, Bank of Lockport and First Security Bank of Cary-Grove.

First Ogden is assisting organizers who have filed applications for permits to create banks in Addison, Glendale Heights, Oakbrook Terrace, Willowbrook, Forest Park and Montgomery.

Although First Ogden doesn't own stock in, or control any bank it serves, some of its officers own bank stock. Likewise, certain officers and directors of client-banks own stock in First Ogden, creating a relatively tight-knit group. Approximately 75 directors serving in various client-banks maintain close ties with First Ogden.

"When we undertake to organize a new bank, we try to place experienced directors from existing banks we serve into the new organization for the obvious help they can give," says Mr. Hoesch. "These banks are not controlled by First Ogden, and holdings in these banks by me or any First Ogden people are minimal," he continues.

Mr. Hoesch, who favors branch banking but does not expect it to become legal in Illinois, would like to see a bank in every concentration of stores where a sufficient number of people shop. "Convenient location of a bank is a major banking service," he says. "A community with good banking services is an aggressive community with great potential. A community without adequate banking service is a poor community," he says.

Although First Ogden is not a bank holding company, the close ties among client-banks enable them to cooperate

Turner Marks 50th Anniversary



George B. Turner, v.p., Boatmen's National, St. Louis, displays the watch presented to him on his 50th anniversary with the bank. He is one of only three employees who have been with Boatmen's 50 years. With Mr. Turner is David H. Morey, ch.

with one another in acquiring loans that one bank could not handle on its own. Joint participation has also been helpful in securing commercial accounts for newly formed banks.

Other advantages First Ogden offers client-banks include periodic seminars for directors, teller training programs, advertising and public relations service.

Judging from the growth rate of client-banks, First Ogden's services must be profitable for the banker. First Ogden client-bank earnings as a percentage of total assets in 1969 stood almost 20% higher than the average of all Illinois banks. Stock prices in the various banks have increased dramatically, with stock dividends of 200%

at Bank of Lisle; 124% at Bank of Naperville; and 50% at Bank of Westmont.

Statistics for DuPage County, in which most of the First Ogden client-banks are located, state that, although total assets of all DuPage County banks grew 19.9% in 1970, total assets of First Ogden client-banks grew 30.3%. At year-end 1969, First Ogden client-banks held 9.9% of the total assets in the county; at year-end 1970, client-banks held 10.8% of the county's assets, with 15.9% of the total increase in assets accounted for by client-banks.

The unique concept of banks being served by a non-bank holding company that enables the banks to enjoy many of the benefits of a bank holding company relationship is proving to be an efficient and profitable venture. • •

American Fletcher Corp.

(Continued from page 5)

dent in 1970 and a director of AFC last January.

Mr. McKinney was with First National, Chicago, from 1964 to 1967, when he joined AFNB as an officer in the metropolitan division. He advanced to senior vice president in charge of the national division in 1969 and to executive vice president for administration at AFNB in 1970. He was elected to the bank's board last January.

Mr. Ogilvie went to AFNB in 1967 as vice president and controller and was made senior vice president and controller last December.

Educational Workshop for High School Students Held by Fifth Third Bank

AN EDUCATIONAL workshop, believed to be the first of its kind to be sponsored by a bank, showed 14 Cincinnati students the inner workings of a bank. The one-day workshop was held at Fifth Third Bank for seniors in public and parochial schools and was designed to give them first-hand knowledge of a bank in operation.



William S. Rowe, president of Fifth Third Bank, welcomes students to day-long educational workshop.

President William S. Rowe, in his introductory remarks, gave an informative talk on the role business plays in today's society. A film, "Deposits—The Lifeblood of Banking," was shown to the students to start them off with a general knowledge of banking and how it helps a community. Then came a tour of the bank, after which each



Howard Schnebelt (l.), cashier of Fifth Third Bank, shows high school students how coins are received from Federal Reserve Bank.

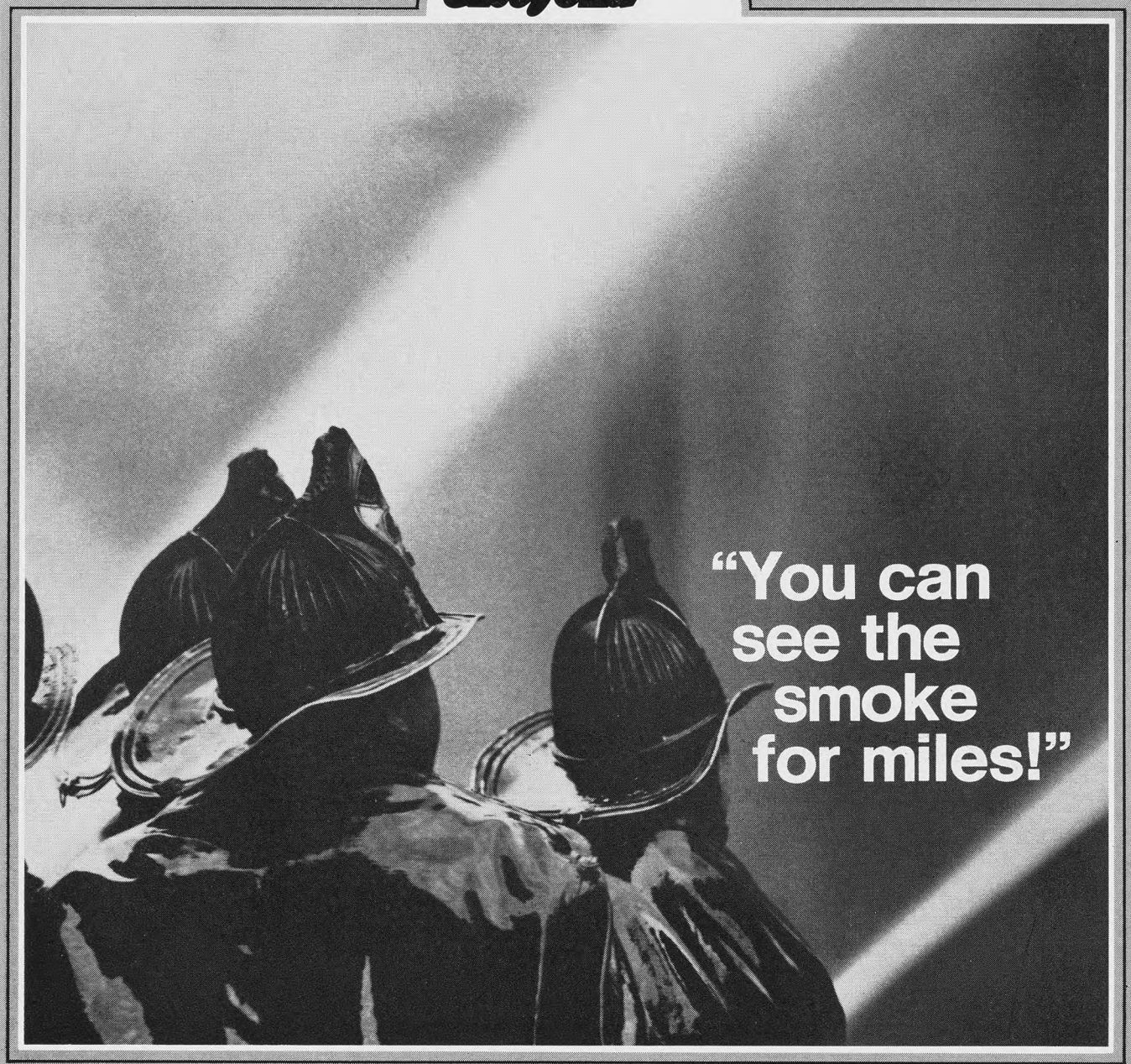
student went to his assigned department.

In each department, an executive gave his entire time to the student, explaining the department's function and giving the student an opportunity to ask questions and to gain as much information as possible during the time spent there.

Lunch was served in the executive dining room, and the students again could discuss banking with bank officers.

After lunch, the students toured the coin sorting department and saw a demonstration of the RADAR (receiving account data via audio responses) system used at Fifth Third Bank. Each student then went to his final department session, which was followed by a question-and-answer period. • •

**Only a
Pacesetter
Bank
goes above
& beyond**

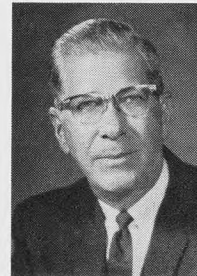


**“You can
see the
smoke
for miles!”**

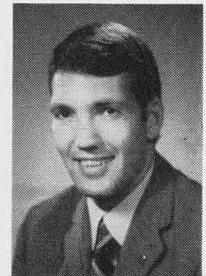
A bank building burning to the ground is a ghastly sight. And the effects of the fire present unique and immediate problems.

One of our correspondent banks had this problem not too long ago. They called us for any assistance we could give them to help them recover from this catastrophe. National Bank of Tulsa responded by helping them locate temporary quarters so they could resume normal business. And NBT furnished equipment and personnel to help them through the crisis.

We hope you never have a problem quite this serious, but we're ready to help you however we can. We've got a full roster of correspondent banking services, plus a few more that go above and beyond what you'd normally expect. Just call Art Troll or Curt Cook of our Correspondent Bank Department at (918) 584-3411. We'd like to help.



ART TROLL



CURT COOK



NATIONAL BANK OF TULSA
MEMBER F.D.I.C.
THE PACESETTER® BANK THAT HELPS YOU GET THINGS DONE

**69th AIB Convention
Set for May 24-26;
1,600 Are Expected**

HOUSTON—Approximately 1,600 delegates are expected to attend the 69th annual AIB convention here May 24-26. About half of these will be attending their first AIB convention.

Convention highlights will include national public speaking contest finals on May 23, education workshops and business session on May 24, chapter management workshops on May 25 and an idea fair roundtable exchange of ideas and experiences on May 26.

Speakers and panelists from the



LUCIEN



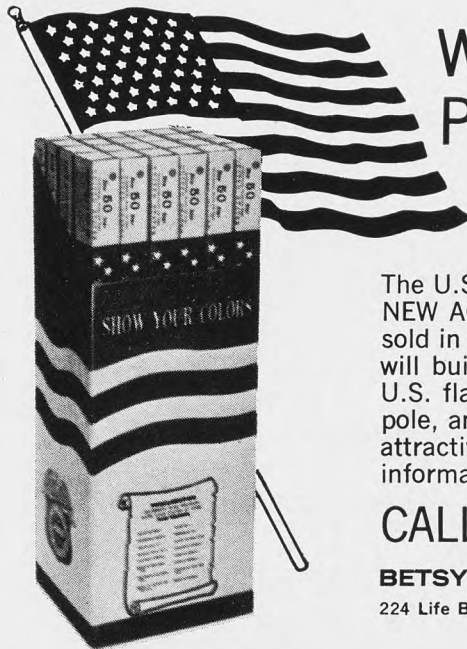
DINKEL

Mid-Continent area include Richard H. Castle, Merchants National, Indianapolis, and John Clark, Exchange Security Bank, Birmingham—both on the college relations panel; and Frank Spinner, senior vice president, First

National, St. Louis—on the bank management education panel.

Outgoing AIB president is Thomas A. Dinkel, assistant vice president, Central Bank, Denver. Incoming president is Charles F. Lucien, vice president and personnel director, Hibernia National, New Orleans. He will be installed on May 26.

General chairman of the convention is Walter P. Gibbs Jr., president, Guardian Bank Northwest, Houston. General vice chairmen (all from Houston) include T. Don Clark, vice president, Bank of the Southwest; W. Carl Galloway, vice president, Texas Commerce Bank; Lovett Baker, president, Capital National; Gail B. Hamilton, assistant cashier, First City National; and Nolan Bedford, Alameda-Genoa Bank.



**What better
Promotion than
Old Glory?**

The U.S. Home Kit flag set is an ideal NEW ACCOUNT promotion, and can be sold in the bank lobby as a civic good will builder. Each kit contains a large U.S. flag 5 ft. x 3 ft. with 6-foot metal pole, and can be bought in a 24 set attractive floor display. For complete information . . .

CALL RI 8-3865

BETSY ROSS FLAG CO., INC.

224 Life Building, Dallas, Texas AC. 214

**Scott, Bolt Made Vice Chairmen
of City National, K. C.**

KANSAS CITY—Jerome H. Scott Jr. and William J. Bolt Jr. have been elected vice chairmen by City National. Both were executive vice presidents. Mr. Scott will head the commercial banking department and Mr. Bolt, as senior credit officer, will direct the loan and credit division.

Prior to his new assignment, Mr. Scott had been in charge of the major accounts and business development division. He joined the bank in 1967 after more than 20 years as an automobile dealer.

Mr. Bolt began his banking career with the Federal Reserve Bank of Philadelphia in 1954. He joined City National in 1956.



SCOTT



BOLT

**Boatmen's Bancshares, St. Louis,
Acquires Two Suburban Banks**

ST. LOUIS—Boatmen's Bancshares, Inc., has acquired Bank of Concord Village and Manchester Community Bank, both of St. Louis County. The acquisitions were completed through an exchange of stock resulting in control by the holding company of more than 80% of the shares outstanding of each of the two banks.

Boatmen's Bancshares was organized in 1969 to operate Boatmen's National and to acquire other banks in Missouri.



FINANCIAL COUNSELORS, INC.—

HAVE YOU BEEN APPROACHED TO FINANCE MOBILE HOMES BY A DEALER, CUSTOMER, OR SERVICE COMPANY? Are you now involved in the investigation of this type of financing? If you want information which can assist you in making the right decision such as:

- YIELDS
- ACQUISITION COST
- RISK FACTORS
- PROFITABILITY
- POTENTIAL VOLUME
- PERSONNEL REQUIREMENTS

then, we can be of service to you. Our personnel have been in the Mobile Home Business for over ten years and we have these statistics which will help you choose the right program for your institution. We will be happy to visit your office or send you more details. Call collect, area code 512 472-9209, or write

FINANCIAL COUNSELORS, INCORPORATED

POST OFFICE BOX 1663 • AUSTIN, TEXAS 78767



Some correspondent bankers just fight fires.



Frank Nichols

James Krebs

Ours light them.

An opportunity comes along. Or a problem crops up. And you'd like advice from a specialist. Or some supplemental resources. That's when it's good to pick up the phone and talk with a correspondent at Louisville Trust.

Whether your question's about a participation loan, employee benefit trusts, investments, collections, or pension and profit sharing, your man in Louisville can help. He's your link with seasoned specialists, up-to-date information and proven ideas covering a broad range of banking activities.

Add all the experts at Louisville Trust to your advisory board just by calling the correspondent banking department at Louisville Trust. Good men to know because they know so many who know so much. And because they take a personal interest in helping your business grow.

Louisville Trust Bank

Where there's a heart, there's a way.

Main Office: 5th & Market • Louisville, Ky. 40202 • Phone 584-2231

Member: Federal Deposit Insurance Corporation • Member: Federal Reserve System

MID-CONTINENT BANKER for May 15, 1971

12 R.C. No.		Installment Loans Responsibility Center Name		McCollough Recipient		October 1970 Month and Year	
Actual	This Month		Account No. & Title	Actual	Year to Date		
	Variance from Budget Amount	%			Variance from Budget Amount	%	
			INCOME:				
			Interest on Loans:				
			Auto Direct				
			Other Direct				
			Auto Indirect				
			Other Indirect				
			Late Charges & Fees:				
			Auto Direct				
			Other Direct				
			Auto Indirect				
			Other Indirect				
			Credit Life Insurance Com.				
			Other Income				
			TOTAL INCOME				
			EXPENSES:				
			Salaries & fringe benefits				
			Net loan charge-offs				
			Repossession Expenses				
			Advertising				
			Postage				
			Rues, subs. & cr. reports				
			Travel and entertainment				
			Occupancy expense				
			Other expenses				
			TOTAL EXPENSES				

By RALPH E. OSTERMUELLER, CPA
Peat, Marwick, Mitchell & Co.
St. Louis

'Responsibility Reporting' Accounting System Identifies Managers and Their Duties

A MANAGEMENT tool called responsibility reporting is presently being used by banks of all sizes. Now, before you catalog this as another fancy buzz-word or as some complex computer application, consider that responsibility reporting is little more than a general accounting system geared to management and control. Just as the bank's present internal financial reports are compiled from routine general accounting systems, so responsibility reports are prepared from similar data.

Responsibility reporting is a general accounting technique, reflecting income, expenses and other pertinent financial and operating data in relation to the varying management levels and divisions within the bank. The bank's present organization structure is defined in terms of "responsibility centers," with one manager designated in charge of each center. Supplementary reports of income, expenses and other data are then generated for each center in the bank.

These responsibility center reports are not profitability reports, since few allocations are made; instead, the reports measure only levels of income and expense that are directly controllable by the manager in charge of each center. There are obviously some items which, as a result of policy decisions of others, are not entirely controllable by the manager with whom identified. These items are assigned to an "institutional" center and shown as a separate report to top management. The purpose of responsibility reporting is to

identify items of income and expense with the manager most responsible for exercising control.

Responsibility accounting is a most effective means for controlling a bank's level of income and expense. Coupled with sound financial planning techniques, a responsibility reporting system can be a positive motivator and developer of the bank's management group. The analysis of all items of income and expense, performed regularly by each responsible manager, presents frequent opportunities for expense reductions and expansions of present markets. With the enlightened support of top management, a responsibility reporting system is an invaluable investment for the bank, in terms of potential

profitability and increased development of present and future managers.

A good first step in applying the responsibility accounting technique is to identify the bank's "responsibility centers." These are the organizational units to be held accountable for achieving predetermined levels of income and expense. The bank's present organization structure should be defined in terms of basic responsibility centers and management reporting relationships up through the chief executive officer should be clarified. Each basic center should have one (and only one) manager designated "in-charge," and that manager must be delegated specific and appropriate authority to control (and be held responsible for)

POSSIBLE RESPONSIBILITY REPORTING STRUCTURE

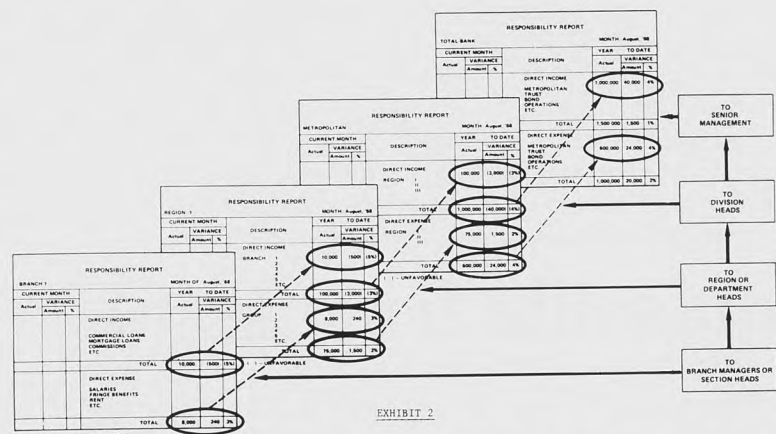


EXHIBIT 2

\$5,600 spent . . .

" . . . the marketing survey your firm conducted for us undoubtedly saved us \$100,000 and possibly more. It provided us the information we needed to make a wise managerial decision. We look forward to using your services again."

Executive Vice-president
Large Southeastern Bank*

*Name on request

\$100,000 saved

Recently Completed Bank Studies

- Bank Image
- Credit Card Usage
- Customer Opinion
- Employee Attitude
- New Services for Bank

Let us furnish you with facts for future profitable decisions.
Call Collect 615-254-3386 or 256-7882



Culbertson · King · Condiles
advertising · public relations · opinion research

910 sudekum building nashville, tennessee 37219

the income and expense of the center.

Some banks have found formal organization charts and written position descriptions extremely helpful in documenting the initial identification of responsibility centers. Existing pyramids of management are reflected in a responsibility reporting system in that a senior manager receives an additional report showing the combined performance of those responsibility center managers who report directly to him. The chief executive officer would receive responsibility reports reflecting the controllable levels of income and expense for each of the bank's major divisions. The responsibility reporting system should be flexible, providing for future organizational changes and, hence, changes in responsibility center assignments.

Since the responsibility reports contain basic accounting data, a review of the type and format of present general accounting systems input should be performed. Efficient techniques for accruals and for identifying bank-wide income and expenses with responsibility centers will minimize data gathering and report preparation efforts. Bank managers could take this opportunity to critically evaluate the usefulness of time and expense presently being invested in development of routine information and reports. This is also an ideal time to "inventory" the bank's fi-

ancial reporting systems, deleting unnecessary and unused reports and "beefing up" the bank's ability to provide useful, timely financial management data.

When can a bank use a responsibility reporting system? In the absence of some arbitrary statements about asset size or number of employees, responsibility reporting systems can be useful to the bank when responsibility for income and expense levels is decentralized (or should be) beyond the top few officers.

In most user-banks, responsibility reports are prepared at month-end. Varying formats are used for different levels of responsibility, presenting each manager with an appropriate amount of detailed information about his area(s) of responsibility. The use of report pyramiding depends, of course, on the complexity of the bank's organization structure. Samples of a responsibility center report and of a pyramided responsibility reporting structure are shown in Exhibits 1 and 2. Each manager receiving a report prepares an analysis of the reported significant variances from his budget for the month and year to date. The variance analysis can then be reviewed with his superior, and alternative corrective actions can be discussed and decisions made.

Incorporating the bank's budgeting and forecasting systems into the responsibility reporting structure enhances the effectiveness of the reports as a management tool, enabling measurement of managers' performance against their own commitments. Budgeting and forecasting for varying activity levels (flexible budgets) increase the usefulness of the reports by measuring both planning skills and performance against budgets. In the event the bank does not yet have formal financial planning systems, the major items of income and expense (interest income and expense, and personnel expense) can be inputted to the system as a beginning comparative device.

The fast-changing face of banking will place sizable demands for skilled and flexible management talent in banks of *all* sizes. The multiplicity of credit and financial-related services being offered by banks increases the need for planning and measurement of all the bank's activities on a practical and "no-nonsense" basis.

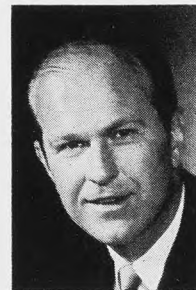
Using the techniques afforded by responsibility reporting will help expand the bank's managing capacity commensurate with its services. Identifying and increasing individual responsibilities is a prime motivator for young managers in banking today. Whatever the impetus, top management must clearly support the decision to install and use its responsibility reporting system. • •

First Union, Inc., Appoints Jones Pres., Barksdale VP

ST. LOUIS—First Union, Inc., multi-bank holding company, has elected Edwin S. Jones president and chief operating officer. He is chairman and chief executive officer of First National.



JONES



BARSDALE

Mr. Jones succeeds James P. Hickok, who has retired as president of the holding company and as chairman of the executive committee of First National. He will continue as a director of First Union.

Elected a vice president and a director of the holding company was Clarence C. Barksdale, president, First National. Others elected directors of First Union were: James S. McDonnell, chairman and chief executive officer, McDonnell Douglas Corp.; and Harold E. Thayer, chairman and president, Mallinckrodt Chemical Works.

Two Vice Presidents Named At Chemical Bank, NYC

NEW YORK—Chemical Bank has appointed Richard J. McGoldrick and Paul A. Kemmerer as vice presidents.

Mr. McGoldrick is in the bank's national division. He joined Chemical in 1969 following service with Borden, Inc. He was formerly an assistant vice president.

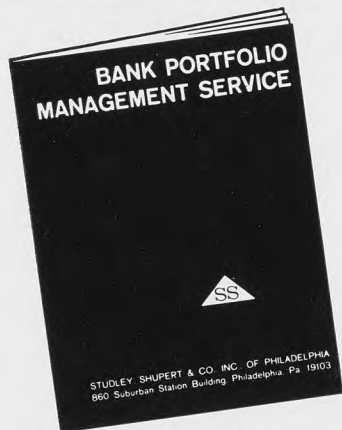
Mr. Kemmerer serves in the mortgage and real estate department. He joined the bank in 1953.



McGOLDRICK

Gilbert H. Perkins Dies

NEW YORK—Gilbert H. Perkins, 74, former officer of Chemical Bank, died April 16. He joined Chemical in 1911 at the age of 14 and rose through the ranks to executive vice president in 1951 and vice chairman in 1956. He retired in 1963, but continued as a member of the directors' advisory board and as chairman of the directors' real estate committee.



BANKS THAT ARE EMPLOYING THIS SERVICE ENJOY

Adequate Liquidity
Increased Earnings
and
Greater
Investment Portfolio
Effectiveness



Perhaps your bank could
enjoy these same benefits.

**Write for our
explanatory brochure**

**STUDLEY, SHUPERT & CO., INC.,
of Philadelphia**

860 Suburban Station Bldg. • Phila., Pa. 19103



We're bringing the City to the convention.

City National Bank likes conventions and attends them regularly.

It gives the Men from the City a chance to brush elbows with our correspondent colleagues, and to discuss face to face the ways we might serve you better.

By anticipating your needs, and coming through for you, City National Bank has grown to become Mid-America's most dependable correspondent.

The City has a lot to offer.



City National Bank
& Trust Company

Kansas City, Mo.

A MISSOURI BANCSHARES BANK

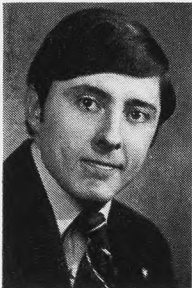
MID-CONTINENT BANKER for May 15, 1971



Illinois Nat'l Pres. A. D. VanMeter (r.) presents teller Elizabeth Bruno with certificate upon completion of bank's teller training course. Looking on is Kent Stickler, bank's marketing dir.

Bank Develops Training Course To Promote Teller Sales

HOW DO YOU increase sales in a bank? The marketing department at Illinois National pondered that question and decided that one of the most



McGRATH

fertile areas for development lay with present customers. Most of our customers were using only two or three of the 20-odd services offered by the bank. The problem was to sell these present customers on the idea of using more of our services.

When it comes to selling, there's no substitute for the face-to-face salesman. We realize that we had a potential sales force right in our lobby—our tellers. According to a recent study, a bank's tellers see each of the bank's customers once every two weeks. INB's tellers make over a million contacts per year! The tellers are the ones who project the bank's image and have the greatest opportunities to cross-sell services.

In order to take advantage of this sales potential, INB undertook a training program to better equip and train tellers for cross-selling activities. After doing preliminary research into other banks' training programs, we devised our own, centered around the programmed learning books of the American Bankers Association.

A top management meeting was held early last October to tell the president, vice president and department heads

By **DON J. McGRATH**
Advertising/Research Mgr.
Illinois National
Springfield

of the program, and to seek their suggestions and cooperation. Incorporating their ideas, the marketing department scheduled a kickoff breakfast meeting for a Friday morning. Tellers, new accounts personnel and officers were invited to attend by a personal letter from the bank's president, A. D. VanMeter. Over coffee and donuts, Kent Stickler, director of marketing, out-

lined the program and its objectives. Mr. VanMeter stressed its importance to the individuals and the bank and then played the customer in a skit that further stressed the program's importance.

From then until early December, meetings were held each morning with small groups of tellers to study the ABA books on teller training. These meetings stressed the importance of the friendly greeting, the smile, calling the customer by name and recognizing clues for cross-selling. These clues consisted of any hint that a customer

First Bank, South Bend, Ind., Graduates Tellers



First Bank, South Bend, Ind., recently graduated its first certified teller training class. The six-week program, designed to instruct new employees in the day-to-day work of a bank teller, covered bank procedures, customer relations and sales. The first half of the course was classroom work and the final half involved on-the-job instruction. The course is scheduled to be conducted at intervals throughout the year by Mrs. Mary Cytacki (standing), teller trainer.



PROCESSING MARKET SURVEY QUESTIONNAIRES

Market Research...

The DeLuxe marketing group, while being primarily concerned with the sale of our products, is also engaged in many other activities. One such important activity is Market Research. For example, our "Distinctive" check line, our current cover selection, our catalogs and our sales aids received extensive research in the marketplace prior to their release in market test areas. Post purchase attitudes were measured in subsequent surveys to determine customer acceptance and reorder intentions. These research and development efforts have enabled us to develop products and sales aids that effectively help banks in meeting the needs and desires of their accounts, as well as assuring the greatest degree of success in check merchandising programs.

We believe that only by utilizing these modern research methods can we assure ourselves that current market needs are being met. They are only one aspect of our attempt to provide a complete service to our bank customers. There is a difference in DeLuxe service—let us prove it to you.

DeLuxe DELUXE CHECK
PRINTERS, INC.

SALES HDQTRS. • 3440 N. KEDZIE, CHICAGO, ILL. 60618
STRATEGICALLY LOCATED PLANTS FROM COAST TO COAST

MID-CONTINENT BANKER for May 15, 1971

might benefit from a service he did not presently have. Tellers were trained in the details of all the bank's services and the proper way to sell services to customers.

To supplement the books, biweekly meetings were held in which all tellers were brought together for special study. At the first meeting, tellers viewed a movie on customer relations prepared by a New York correspondent bank. The film stressed the friendly approach necessary to make the customer see INB as a pleasant place to bank. The second biweekly meeting's purpose was to make sure that tellers were familiar with INB's services, and to point out the competitive advantages of these services. This meeting showed the tellers how to use good customer

relations as a base for opening a selling conversation.

The third and final biweekly meeting was a role playing, video taping session for tellers. Officers and department managers played the customer role and presented the tellers with typical transactions in which they could try out their new cross-selling skills. The tapes were reviewed by the tellers who were asked to comment on each contact and offer suggestions on how it could be improved.

To conclude the teller sales training program, a banquet was held, at which cocktails, dinner and musical entertainment set the stage for the presentation of certificates to those who had completed the course. Before the presentations, President VanMeter reviewed the

program and stressed his pleasure with the tellers' participation. This was followed by a guest speaker who stressed the basics of good selling techniques, whether the product be manufactured goods or bank services.

To conclude the program, the marketing department followed up in two ways: First, a questionnaire was sent to the tellers to learn their attitudes toward the training program and their suggestions as to how it could be improved; second, to evaluate the success of the program from the bank's point of view, a silent-shopper program was initiated to measure the effectiveness of the cross-selling efforts of tellers.

Initial results from our sales program indicate that our training program is bearing profitable fruit for the bank.

Firms Offer Teller Training Systems to Financial Institutions

BANKS NOT desiring to create "in-house" teller training programs can contract for professionally prepared training programs from such firms as Barrett/Yehle in Kansas City and Duncan Audio Visual, Inc., Rochester, N. Y.

Barrett/Yehle is currently marketing a sales promotion film that explains a new bank sales training and customer relations system to bank management. The system combines audio-visual, staff participation and programmed learning to educate and motivate employees to help solve customer relation problems and increase bank resources.

Called "People: Do Not Spindle, Fold or Mutilate," the system is designed to motivate bank employees to keep present customers, gain new ones and sell more bank services.

According to Karl Yehle, president of Barrett/Yehle, the system is a seven-step guide to understanding people. It

is a controlled method of changing people's attitudes—not with dull lectures, but by building slowly from developing an awareness of people to understanding them, and eventually to the point where the bank employee is psychologically ready to accept proved selling techniques.

Everyday selling situations are dramatized throughout the program, says Mr. Yehle. The program also provides techniques for evaluating an employee's progress as part of the system.

Nearly every portion of the 20- to 60-minute sessions is automated, mechanized and programmed. The bank officer in charge of the project receives a handbook and leadership training books with the system.

Briefcase-sized audio-visual projection equipment is included with the system. Sound and film are both contained in compact cartridges that slip into the machine. The equipment operates automatically and can be shown to one person or to groups of up to 300.

Duncan's initial teller training series was introduced in 1948. This series has been updated and modified for today's banking situations and expanded to 16 programs available in cartridge format for in-service training in banks.

Series titles cover the following topics: qualifications and duties; customer relations; the teller's job; handling of money; counting money; characteristics of a check; check cashing—faces and frauds; endorsements, withdrawals, deposits and payments; balancing at closing; holdup procedures; cross-selling; and Truth-in-Lending.

The programs principally benefit in-

service training needs by saving instructors' time. The system is available for use in any location through a snap-in cartridge in a portable, rear-screen projector. The cartridge provides color illustrations with synchronized audio narration.

The firm maintains an extensive library of training films.

Peoples Bank, Indianapolis, is a user of the Duncan system. According to Daniel L. Robbins, assistant cashier, the system permits the bank to not only train new personnel but to evaluate applicants for teller positions. The system is used to send security programs from branch to branch as a constant reminder for tellers to be alert for security breaches.

National Boulevard Bank, Chicago, uses the Duncan system as a secondary training tool to supplement its regular teller training program. • • •

Committee Members Elected By 8th National Bank Region

The Eighth National Bank Region has announced the selection of six new members of the regional advisory committee on banking policies and practices.

Those elected to two-year terms were: W. T. Cothran, chairman, Birmingham Trust National; W. H. Mitchell, president, First National, Florence, Ala.; Wayne A. Stone, president, Simmons First National, Pine Bluff, Ark.; D. C. West, president, First National, Berryville, Ark.; Frank M. Patty, president, Delta National, Yazoo City, Miss.; and Robert E. Curry, president, First National, Pulaski, Tenn.



Teller training systems consist of audio visual equipment, training manuals and filmstrips, used to teach bank personnel about various banking subjects.



**Did you hear the
one about the
Traveling BANK-er?**

He drove 284 miles to work today. And that's no joke. He's a DETROIT BANK-er, a Michigan Division officer who travels throughout the state to serve our customers. That's why we don't see much of him. He spends most of his time talking with bankers all over Michigan, bankers who want and ask for the special counseling and extra service that only Michigan's most experienced bank can provide. If *you* need special help to come to you . . . you ought to know a DETROIT BANK-er.



DETROIT BANK & TRUST

Audio-Visual Training Aids Recommended

THE USE of both audio and visual equipment in sales training is recommended by John Ginsler of Bankers Business Development Institute, Glen Ellyn, Ill.

Mr. Ginsler recently completed a special sales training conference for personnel at Mercantile Trust, St. Louis, at which bankers practiced their selling techniques before both types of recording equipment. The maximum benefit of this equipment comes when a staff member sees his own presentation via closed circuit TV in addition to hearing criticism from co-workers, according to Mr. Ginsler.

The conference included instruction in the six basic steps of selling—from the warmup when a banker first confronts a prospect through to the final step of asking for the order or getting the prospect to agree to utilize or buy a bank service.

The conference was designed to give each participant an immediate skill that could be transferred to the

banker's daily role and that could probably be carried into his everyday experience. The program was also designed to build enthusiasm and an eagerness to accomplish more.

Each participant received a reference manual that contains the instruction presented during the conference on a step-by-step basis. Possession of the manual enables bankers to conduct their own refresher courses as they are needed.

Tom Lofgren, head of the bank's metropolitan division and coordinator of the sales conference, commented that bankers in the '70s must be equipped to perform as professional salesmen and be trained to bring services to customers that will enable them to do better jobs in business management. "What I term 'scramble-selling,' or the proficiency of selling many bank services rather than just one specific service, is the look of the banker/salesman of today," Mr. Lofgren said.

First Union Gets Fed Approval of North K. C. Purchase

ST. LOUIS—The Fed has approved the purchase by First Union, Inc., of National Bank in North Kansas City. This is the first Kansas City bank to be acquired by a St. Louis-based holding company. North K. C. National will continue to operate under its present management.

First Union owns First National, St. Louis, and St. Louis Union Trust Co. and has filed applications to acquire First National, West Plains, and First National, Cape Girardeau.

Internat'l Banking Subsidiary Opened in Chicago by BofA

Bank of America opened its new international banking subsidiary in Chicago April 22. It provides international services for corporate clients in seven midwestern states, including Illinois, Indiana and Missouri.

The unit, Bank of America International of Chicago, is the fourth wholly owned Edge Act subsidiary of the parent bank. Others are located in New York, Miami and San Francisco.

Hibernia National to Be Occupant Of Financial Shopping Center

NEW ORLEANS—Hibernia National will become a part of an unusual "financial shopping center" when it opens a full-service bank at One Shell Square. The center will cover the entire plaza level of the square, which is scheduled for completion in late 1972.

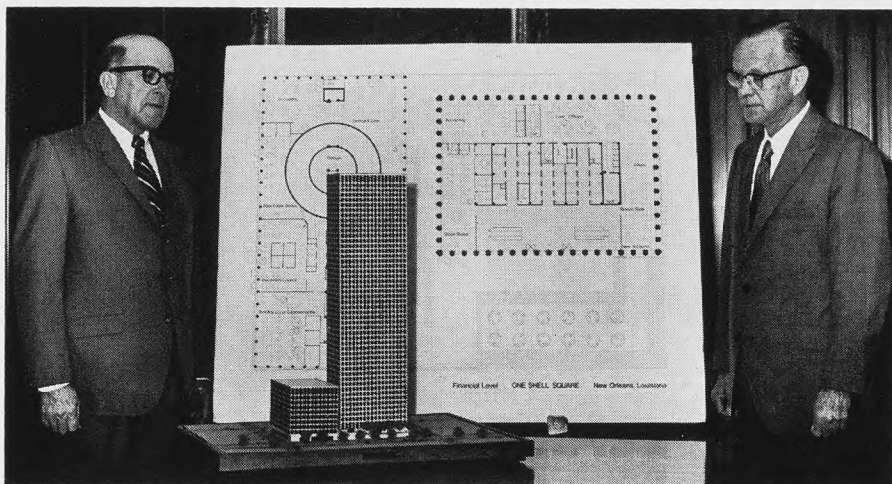
The basic concept calls for this space to be occupied solely by organizations directly involved with and related to the financial community. Hibernia Na-

tional will operate its full-service facility on the plaza level adjacent to the main lobby. The balance will be devoted to other types of financial operations, including a stock broker, commercial insurance, investment counsel, real estate investment, etc. The bank and the Gerald D. Hines Interests (Mr. Hines is owner and developer of One Shell Square) will jointly select those who will be invited to take part in this

undertaking.

According to President Clyde Hendrix Jr. of Hibernia, tenants of One Shell Square will benefit from the traffic to be generated by the financial complex, as well as the office tower and retail shops in the commercial complex on the lower or street level of the square. He said it will be the only place in the South where an individual may drive in his own car, self park and handle every conceivable financial need in one single location.

The main office tower of One Shell Square will have 51 floors and will overlook the New Orleans skyline from 700 feet. According to Hibernia, it will be the tallest building in the South.



F. George Ramel (l.), sr. v.p., and Clyde Hendrix Jr., pres., Hibernia Nat'l, New Orleans, view scale model of new financial center at One Shell Square Building.

Franklin Nat'l Promotes Seven

NEW YORK—Franklin National has promoted seven vice presidents to senior vice presidents. They are: Christopher M. Ballaban, special loan department; Richard C. Bellinger and J. Michael Carter, investments; Eugene V. Colligan, corporate trust; Halsey S. Downer, trust investment; Christopher F. Meyer, personal trust; and Conrad D. Stephenson, real estate commercial loans.

■ CINCINNATI—John D. Dupuis, senior vice president, Fifth Third Bank, has retired, ending a 40-year banking career.

Farm experts at The First like Ben Hauenstein and Jud McManigal have years of experience in agricultural financing. They understand farm operations—talk farm talk. And they are ready to participate in agricultural loans.

They can help you serve customers who are expanding their livestock and crop operations to increase farm profits. Or, they can help with term loans for capital investments in machinery, equipment, and facilities to improve efficiency and increase profits.

The farm specialists in Division F know how to get the money.

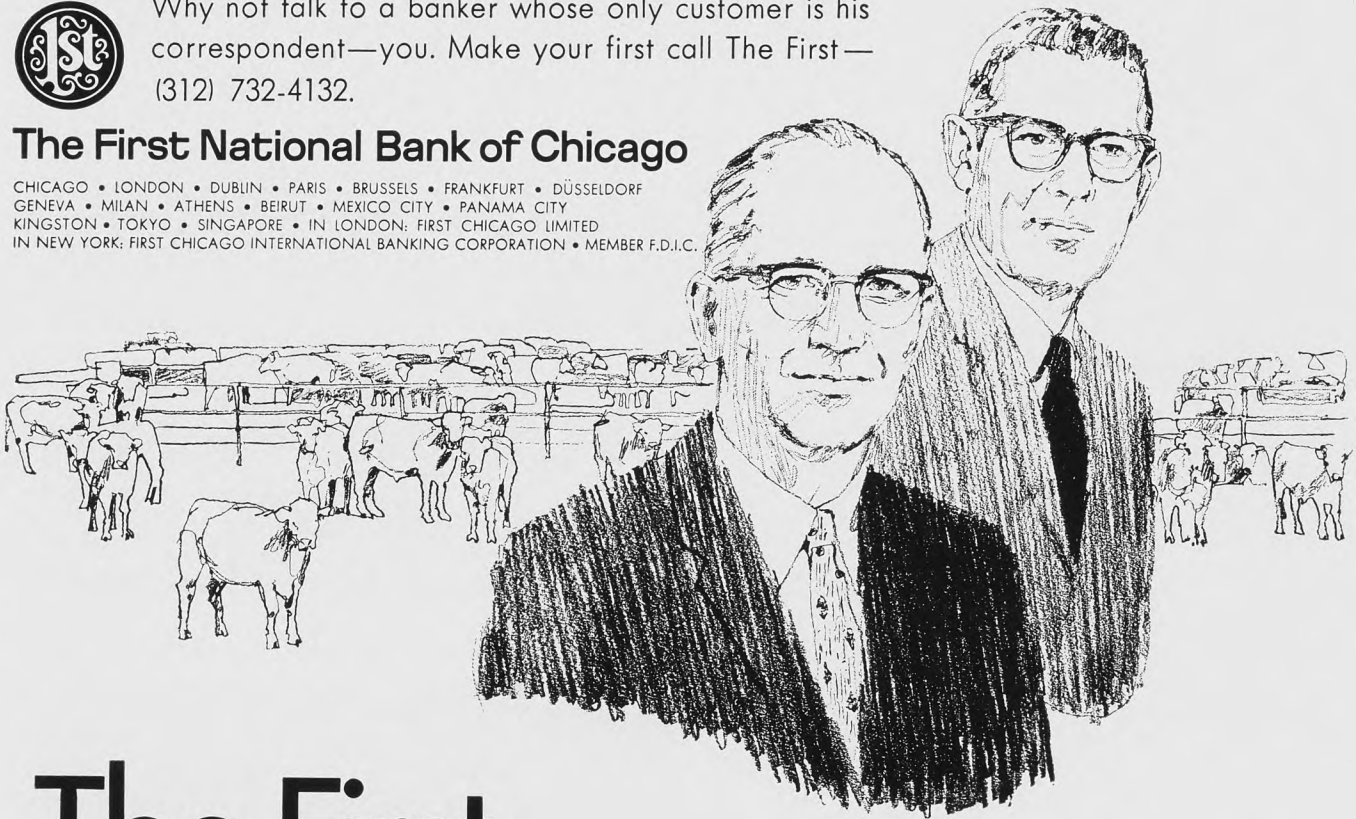
Yet helping you help your customers with agricultural loans is just one of the many ways our correspondent bankers give you expert service. We also can help you solve problems involving commercial loans, international banking, cash flow, internal operations, and many more.



Why not talk to a banker whose only customer is his correspondent—you. Make your first call The First—(312) 732-4132.

The First National Bank of Chicago

CHICAGO • LONDON • DUBLIN • PARIS • BRUSSELS • FRANKFURT • DÜSSELDORF
GENEVA • MILAN • ATHENS • BEIRUT • MEXICO CITY • PANAMA CITY
KINGSTON • TOKYO • SINGAPORE • IN LONDON: FIRST CHICAGO LIMITED
IN NEW YORK: FIRST CHICAGO INTERNATIONAL BANKING CORPORATION • MEMBER F.D.I.C.



The First specialists to call for overline help on agricultural loans.

MID-CONTINENT BANKER for May 15, 1971

Economical Packaged Travel Tour Used to Promote Charge Card

PEOPLE IN Cincinnati know a bargain when they see one. That's why two planeloads of Cincinnatians traveled to Spain last winter at the suggestion of Fifth Third Bank's BankAmericard department.

Cost of each seven-day junket to Spain was a mere \$289 per person, including transportation from Cincinnati. And travelers could charge the entire trip to their BankAmericards, if they had one. And what better reason for getting a card could be found than the opportunity to charge an exotic vacation!

More than 35% of the 450 tourists took advantage of the charge-now offer. And a good many of them found they could use their cards to charge purchases made at large cities in Spain during their stay.

Even though the two trips to Spain were relatively expensive promotions for BankAmericard, cardholder response was strong enough to justify the effort, said Robert Zinn, head of Fifth Third's BankAmericard operations. Purpose of the promotion was to persuade customers to use their cards for big-ticket items such as trips—while at the same time demonstrating to travelers that BankAmericard is accepted in foreign nations.

Fifth Third dissolved a travel service about five years ago because it was a nonprofitable operation that catered to wealthy citizens who desired luxurious trips. The economical BankAmeri-

card tours were arranged through the Inclusive Tour Charter concept in cooperation with Capital International Airlines and International Travel Promotion of New York, Inc. Each trip consisted of eight days in Spain and included air fare, hotel rooms, sightseeing and other features.

The bank considers the tour idea to be a resounding success, since it enabled a concept of marketing group air travel, using BankAmericard as the travel vehicle, to become a reality.

Mr. Zinn reported that the first plane was completely booked and that the second was 80% filled. He reports numerous requests for information on the next trip have been received. Mr. Zinn says that time and further investigation on profitability will determine the feasibility of going into this market on a larger scale. It is a new

market for banks, he said, but so was the credit card at one time. Banks, like other businesses, need new sources of customers and means of making profits, he said.

Henry G. Reismer, president, International Travel Promotion of New York, Inc., has said he has received calls from banks throughout the country asking about tours that can be used for special promotions. • •

Bank of Santa Fe Adopts Four-Day Work Week

SANTA FE—Bank of Santa Fe has adopted the four-day work week—resulting in longer hours for customers and fewer hours for employees.

The bank, said to be the third in the country to have the shortened week, gave employees the choice between the old schedule and the new work plan. The new system operates on a rotation basis and no matter what schedule an employee has, every four weeks he'll have a three-day weekend.

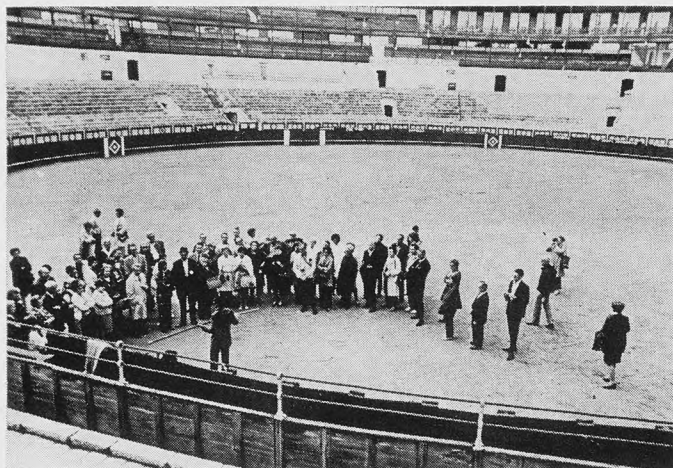
W. G. (Buddy) Ragley, president, stated that he thought the new work week would "result in a new atmosphere of productivity" and would serve "as an inducement to attract better applicants for future employment."

A European Vacation for \$289.

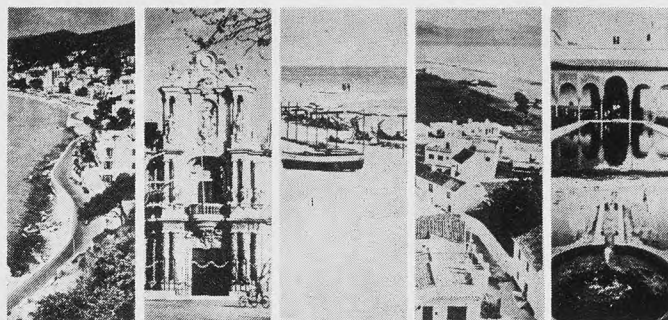
Yours from Fifth Third BankAmericard®

7 days in Spain, including Hotels, Sightseeing and Round Trip Air Fare from Cincinnati

Promotional literature for trip included newspaper ad (right) and statement stuffer.



Cincinnatians visit bullfight area in Spain on Fifth Third BankAmericard-sponsored tour.



Every credit card reduces the need for cash on a European vacation. Only Fifth Third BankAmericard reduces the price.

DC-8 jets of Capital International Airways leave from Cincinnati on November 28 and December 12, taking you to the South of Spain for one full, fabulous week.

When you arrive in Spain you'll be picked up at Malaga airport and driven to Torremolinos where your luxurious hotel overlooks the western Mediterranean. Your room comes with private bath, air-conditioning and a terrace.

You'll be wined and dined your first night. And every morning after will begin with breakfast on the house.

One day you'll be taken to Granada, to tour the Alhambra Palace, and driven to Torremolinos where your luxurious hotel overlooks the western Mediterranean. Your room comes with private bath, air-conditioning and a terrace.

Then on to Seville where Figaro was a barber, and Columbus was buried, after his years of adventure. And where Don Juan had his years of adventure.

But if hours bore you, you can do as you please.

Fish, sail, swim, golf, play tennis. Sip wine at a sidewalk cafe while you take in the Spanish sunshine...

Or seminars.

If you wish, get in a car and follow the Andalusian coastline. It will remind you of the French Riviera. As will the quaint, quiet villages with their winding streets, and whitewashed houses, and flowered plazas.

Spend a day shopping. Spend an evening letting flamenco dancers bare their Spanish soul to you. Spend a week on the Costa del Sol and you'll understand why every week of the year it's the playground of the Western World.

When it's over, you'll be picked up at your hotel and driven to the airport, where you'll board your jet for the flight back to Cincinnati.

All for \$289.

Which you can charge with your Fifth Third BankAmericard®. If you have one. Or which you should apply for, if you don't have one.

Because, only Fifth Third BankAmericard can get you so much of Spain for so little money.

With only two flights currently scheduled, you'll want to make your reservation immediately. Fill out and mail this coupon or call Mr. Addison at The Fifth Third Bank, 579-5300.

Fill in your name and address on the coupon and mail it to Mr. Addison at The Fifth Third Bank, 579-5300.

TO: Mr. Bill Addison, Fifth Third Bank
P.O. Box 4789, Cincinnati, Ohio 45201

Please send me complete information and the reservation form for the BankAmericard Vacation in Spain.

I only have a BankAmericard but I'd like to have one. Please send me an application blank.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Signature: _____

Printed Name: _____

BankAmericard is a registered trademark of BankAmericard International, Inc. © 1971 BankAmericard International, Inc.



around money the finest is **STEEL-STRONG**
TRADE MARK[®]

- 1 **AUTOMATIC COIN WRAPPER**
Amounts and denominations automatically indicated by patented "red bordered windows". Amounts in windows always in register... eliminates mistakes. Accommodates all coins from 1c to \$1.00.
- 2 **TUBULAR COIN WRAPPER**
Especially designed for machine filling... a real time-saver. Packed flat. Instant patented "Pop Open" action with finger tip pressure. Denominations identified by color coding... 6 different standard colors.
- 3 **RAINBOW COIN WRAPPER**
Color coded for quick, easy identification. Red for pennies... blue for nickels... green for dimes... to indicate quantity and denominations... eliminates mistakes. Tapered edges.
- 4 **DUZITALL COIN WRAPPER**
Extra wide... extra strong. Designed for areas where halves are wrapped in \$20.00 packs... "red bordered window" for ease of identification. Accommodates \$20.00 in dollars, \$20.00 in halves. Tapered edges.
- 5 **OLD STYLE COIN WRAPPER**
Basic coin wrapper in extra strong kraft stock. Printed in 6 different standard colors to differentiate denominations. Triple designation through colors, printing and letters. Tapered edges.
- 6 **KWARTET COIN WRAPPER**
Wraps 4 denominations in half size packages. A miniature of the popular "Automatic Wrapper"... 25c in pennies, \$1.00 in nickels, \$2.50 in dimes, \$5.00 in quarters.
- 7 **FEDERAL BILL STRAP**
Package contents clearly identified on faces and edges by color coded panels with inverted and reverse figures. Made of extra strong stock to assure unbroken deliveries. Only pure dextrine gumming used.
- 8 **COLORED BILL STRAP**
Entire strap is color coded to identify denomination. Printed amount appears on top and bottom of package. Extra wide for marking and stamping. Extra strong stock for safe delivery and storage. Pure dextrine gumming.
- 9 **BANDING STRAPS**
Ideal for packing currency, deposit tickets, checks, etc... do not break or deteriorate with age. Size 10 x 7/8 inches and made of strong brown Kraft stock with gummed end for ease of sealing. Packed 1000 to a carton.

SEE YOUR DEALER OR SEND FOR FREE SAMPLES

THE C. L. DOWNEY COMPANY • HANNIBAL, MISSOURI • DEPT. MC

MID-CONTINENT BANKER for May 15, 1971

33



WRIGLEY BUILDING, a Chicago landmark, was expanded in 1924 to include the north section (at right). Except for the Chicago River, very little remains of the background today.

National Boulevard Bank of Chicago Celebrates Half-Century of Service

IN CHICAGO IN 1921, Canadian whiskey disguised as soap was flooding the city at \$105 a box; a new transportation report predicted that the Loop traffic tangle would soon lead to paralysis; student dancing of the shimmy caused the closing of the community center at Brentano School; and Boulevard Bridge Bank (predecessor of National Boulevard) opened its doors on December 10.

National Boulevard, celebrating its 50th anniversary this year, sets forth these highlights of 1921 in its anniversary commemorative booklet, along with the story of the bank's history.

The story begins with the completion of the south section of the Wrigley Building. It was the first and only home of the new Boulevard Bridge Bank that had 25 employees and Lawrence Whiting as president.

Banking hours then were from 8:30 a.m. until the books were balanced at night. Savings accounts paid 1½ to 2% and an "aggressive" advertising program consisted of placards displayed on the sides of double-decker buses. At the end of 1921, the bank's statement of condition showed total deposits of \$1.7 million.

In 1933, Boulevard Bridge Bank was closed under the Bank Moratorium Act. On March 28 of that year, the bank reopened as National Boulevard Bank of Chicago with J. DeForest Richards as president and deposits of \$10 million. The William Wrigley Jr. Co. emerged as the controlling stockholder and continued in this role until the majority interest was sold to Miami

Corp. in 1953.

O. Paul Decker became president of the bank in 1957 and organized the trust, bond and correspondent bank departments. Mr. Decker was responsible for expanding the bank's operations and facilities into the first floor and lower level of the North Wrigley Building.

This second building, completed in 1924, is connected to the south section by a crossover bridge at the third floor. Before the bank could expand into the north section, a ruling was required from banking authorities that the move did not constitute branch banking.

A drive-in walk-up window was opened in 1959 and today the facility, now increased to two windows, serves 7,000 customers a month. National Boulevard was the first bank in Chicago to possess an IBM 360-30 computer and is now in the process of further expanding its computer operations.

The bank established a new marketing department in 1969 and its trust department, that was started with a single officer and his secretary in 1957, today ranks among the top 100 trust companies in the country in the custodian management area.

Today—when it's no longer necessary to buy Canadian soap, O'Hare Airport traffic is worse than the Loop's and nobody dances the shimmy—National Boulevard still occupies more than 86,000 square feet in both sections of the Wrigley Building. In 1971, the bank employs 400 people and has a new East Grand Avenue banking facility. • •



PRESENT LEADERS of National Boulevard, Chicago, are: (from l.) Myron F. Ratcliffe, ch.; Irving Seaman Jr., ch. of the executive committee and CEO; and Henry K. Gardner, pres.



MEMBER F.D.I.C.

Picture your bank with a data bank of financial statements right in its own backyard.

A correspondent relationship with Citibank can provide your bank with a completely automated system for credit and investment analysis, forecasting and financial planning, new business development. We call this system our Financial Engineering Club.

The Club gives you access to a data bank that stores the financial profiles of hundreds of publicly held companies—our plan is 2,000 within a year. By dialing into our computer with a local phone call, you can retrieve a spread sheet of such published information as liquidity, coverage, market-price performance. You can also add your own assumptions as input for our analytical and forecasting programs.

Our Financial Engineering Club has 22 programs, but you sign up for only the ones you want. Programs providing information about bond and money markets, loan profitability, capital budgeting, portfolio management.

For your customers and prospects, the Club can identify companies for acquisition, perform comparative industry analyses. Forecast their own corporate future.

For a detailed brochure and further information about membership in Citibank's Financial Engineering Club—contact our Correspondent Bank Department, 399 Park Ave., New York, N. Y. 10022. (212) 559-2411.



FIRST NATIONAL CITY BANK

MID-CONTINENT BANKER for May 15, 1971

35

First of Montgomery Observes 100th Anniversary By Donating \$100,000 to Local Colleges



FOUR PAGE NEWSPAPER SECTION announces First of Montgomery's gift of \$100,000 to higher education. The donations were made on the occasion of the bank's 100th anniversary in lieu of traditional open houses and giveaway programs.

IN OBSERVANCE of its 100th anniversary, First National, Montgomery, Ala., is giving a total of \$100,000 to four Montgomery colleges. Alabama Christian College, Alabama State University, Auburn University in Montgomery and Huntingdon College each will receive a gift of \$25,000 as First National begins its second century of service.

Frank A. Plummer, president and chairman, said about the gifts, "Education is the number one challenge today. We believe in community commitment and involvement and our gifts to Montgomery institutions of higher learning are a tangible way of confirming our belief in young people and the future of our community. . . . Total commitment to improved education is a long-term investment that will pay unprecedented dividends in the years to come."

The bank considered several ways of celebrating its anniversary—open houses, special giveaways, playing up the history of the bank.

"None of these, in our opinion, seemed appropriate," said Mr. Plummer, "since they would deal with the past and not with the future. . . . We firmly believe that the gift of \$100,000 we have chosen to make will benefit all of us—our entire community—in the future."

First National began business on April 18, 1871, with Dr. William O. Baldwin as president. In 1907, the bank moved into its present 12-story building and since that time, additions and interior modernizations have been completed.

Throughout its history, First National has acquired other institutions by merger, purchase and absorption. In 1906, Merchants & Planters Farley National was consolidated with the bank while Exchange National was purchased in 1926 and Fourth National was absorbed in 1930.

Branch banking was first permitted in Montgomery in 1954 and in 1955 the bank's Cloverdale Branch began operations. First National now serves the area with 11 branch offices. • •

OUR BOND PORTFOLIO ADVISORY AND ACCOUNTING SERVICE:

**Gives you the most comprehensive
information on your portfolio.**

Every month you get a detailed accounting of your securities, plus pricing, management and pledging reports. Annually and on request you get a review and analysis of your portfolio. So complete and accurate are the accounting

reports that they can replace your bond ledger. The pricing report provides you with the current market value of your securities. Find out about this service and how it can save you money and effort while providing you with strong

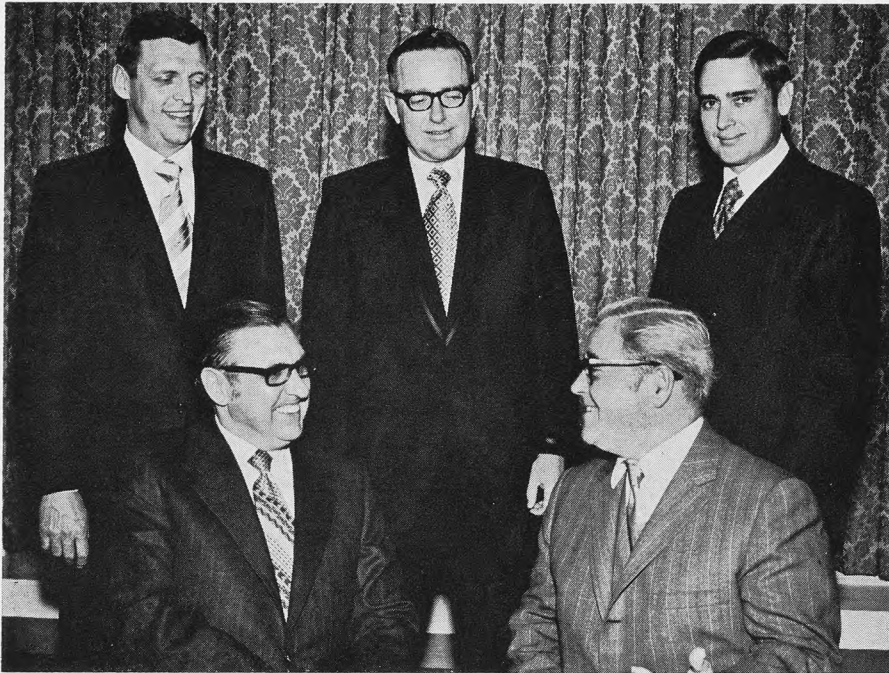
audit and quality controls. Write or call John W. Spiegel or R. H. Gunn, Jr., Investment Services, Trust Company of Georgia, P.O. Drawer 4418, Atlanta, Georgia 30302. (404) 588-7588.

Support the Foundation for Full Service Banks. Join Now!



**Trust Company
Bank**

Member FDIC



Donald M. Carlson (seated, r.), new IBAA pres., talks with his predecessor, Rod L. Parsch (seated, l.) as other new association officers look on. Standing, l. to r., are: 1st v.p., H. L. (Bud) Gerhart Jr.; treas., Robert L. Ferril; and 2nd v.p., Fred T. Brooks.

Three-Year Freeze on Formations, Acquisitions of Multi-Bank HCs Called for by Independents

A THREE-YEAR freeze on multi-bank holding company formations and acquisitions was called for by delegates attending the 41st annual convention of the Independent Bankers Association of America March 29-31 at the Radisson Hotel in Minneapolis.

The convention resolution asked Congress to accompany the multi-bank holding company freeze law with a congressional study of the possible total elimination of multi-bank holding companies through a death act, similar to legislation enacted in the 1930s that

dismantled public utility holding companies.

"We have learned from sad experience that multi-bank holding companies concentrate control of money and credit and are destructive of competition as the great regulator in banking," the resolution stated. "The federal Bank Holding Company Act of 1956, which was designed to restrain holding companies, has been a complete failure. Since its enactment, resources controlled by these companies have grown from \$14 billion to over \$62 billion,

and their growth is proceeding at a faster rate than ever before.

"They are not increasing loanable funds, but are merely shifting control of these funds to fewer and fewer hands."

Ultimately, the IBAA resolution stated, multi-bank holding companies will centralize control of banking in this country and will accelerate concentration in commerce and industry, as the European experience has shown.

"There are no benefits to the public derived from multi-bank holding companies which are not vastly offset by their destructive effect upon banking competition and upon the economy," the resolution said.

Protect Small Banks. In a related resolution, the IBAA said that the intent of Congress in adopting one-bank holding company control legislation last year could be canceled out by Federal Reserve Board proposed regulations de-

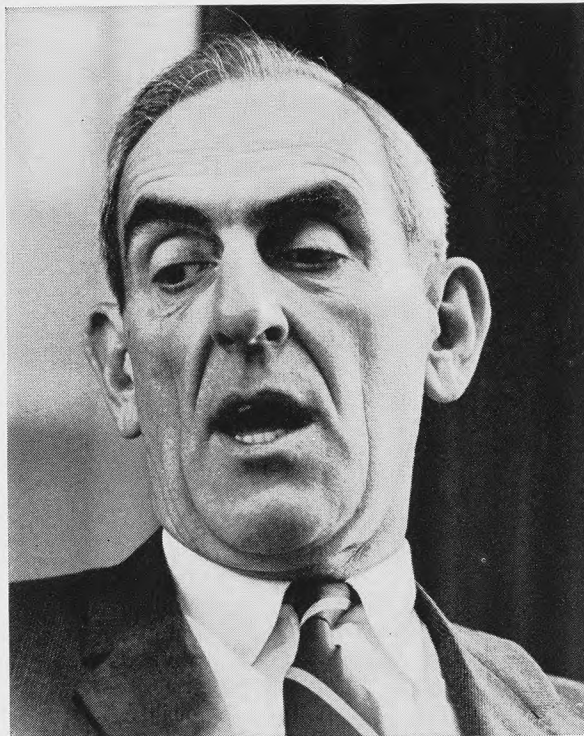


LEFT: Companions at this table during final banquet of IBAA convention included Mr. and Mrs. Boyd B. Hopkins, Artesian, S. D.; Mr. and Mrs. William O. Brownlee, Paola, Kan.; Mr. and Mrs. Bill Thomas, Chicago; Mr. and Mrs. D. E. McReaken, Casey, Ill.; Mr. and Mrs. Cecil A. Knight, Pageland, S. D.; and Mr. and Mrs. Elvin M. Foehner, High-



land, Ill. RIGHT: Among those enjoying final banquet were Mr. and Mrs. George P. Aderton, Mount Morris, Ill.; Mr. and Mrs. Philip C. Aderton, Hardin, Ill.; Mr. and Mrs. John A. Greiner, Stetsonville, Wis.; and Mr. and Mrs. Jack E. Holloway, Kampsville, Ill.

Bud Hackney



has some old-fashioned ideas about correspondent banking.

Bud Hackney is in charge of Fifth Third's Correspondent Banking Department. And Bud's been in correspondent banking long enough to know that some of the old ways of doing things are some of the best.

For instance, Bud believes that nothing can ever replace good, old-fashioned, personal service. Or understanding his customers' needs.

And, for that reason, more and more bankers are looking to Fifth Third for advice on how to get the most out of their working funds.

By taking advantage of the various services we offer. Like pension and profit sharing trust counseling, loan participation, investment counseling and marketing assistance.

Fifth Third also has some of the newest and most up-to-date banking equipment and services in the country.

So why not give Bud a call at (513) 579-5279? Nothing could make him happier than to be able to give you some good, old-fashioned service.

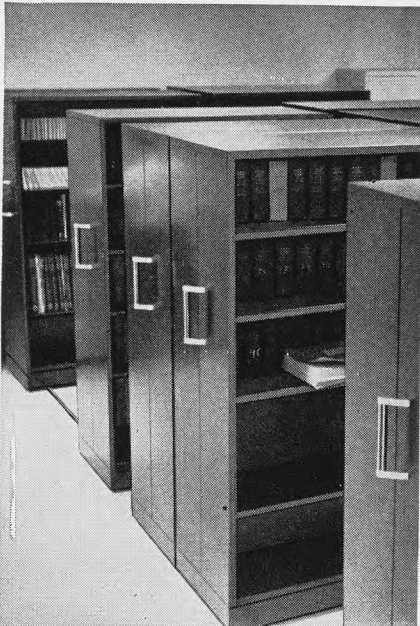
 **FIFTH THIRD BANK**

We understand.

The Fifth Third Center, Cincinnati, Ohio 45202 • Member F.D.I.C./Federal Reserve System

MID-CONTINENT BANKER for May 15, 1971

Be a "SPACE MAN"



HIGH DENSITY, STORAGE/FILING SYSTEM IS TRACK-MOUNTED... SAVES SPACE... NEEDS ONLY ONE AISLE!

Stor-Trac's gliding cabinets can double your present storage capacity without using additional floor space.

Perfect for Records retention; storing Printouts, Tape Reels for EDP, Cards, Deposit forms.

- Track-mounted; easily moved by hand
- Needs only one access aisle
- Safe, lo-profile tracks
- Built-in safety features
- Eliminates space-wasting, duplicate aisles
- Lifetime steel construction
- Optional automated systems

Fits Anywhere, Stores Anything!

Solve your present storage problem. Stor-Trac is the answer for today's "space-age." Write for information today!

Manual systems
in stock

MC-5571

PRODUCT
INNOVATIONS, Inc.

6832 W. NORTH AVE.
CHICAGO, ILL. 60635
(312) 622-4422

Qualified dealer inquiries invited.

signed to implement the amendments.

When Congress was debating the legislation, the IBAA emphasized the need for controlling conglomerate expansion while preserving the right of one-bank holding company ownership among small banks.

"The IBAA believes that the Fed's loosely worded amendments pose a serious threat to independent banking and the public interest," the IBAA resolution stated.

New Officers. Donald M. Carlson, IBAA first vice president and president, Elmhurst (Ill.) National, was elected president of the association, which has a membership of 6,600 banks in 40 states. He succeeds Rod L. Parsch, president, Lapeer County Bank, Lapeer, Mich.

Other new IBAA officers elected at the convention include the following: first vice president—H. L. (Bud) Gerhart Jr., president, First National Bank, Newman Grove, Neb., who was advanced from second vice president; second vice president—Fred T. Brooks, president, Merchants State, Dallas; treasurer—Robert L. Ferril, vice president, Wyoming Bank, Buffalo.

Other Resolutions. In other convention resolutions the IBAA:

Opposed the present form of the Gonzales Bill, H.R. 3287, prohibiting all insured banks from making any bank stock loans. The IBAA said such loans are needed in most cases of transfer from one independent owner to another. The resolution recognized that some abuses have arisen from a low equity-to-loan ratio, "but we feel that these abuses can be controlled without outright prohibition of such loans."

Pledged to continue its efforts to combat expansion proposals of the Farm Credit System. The association said the FCS is attempting to restructure itself through administrative changes that permit it to invade the rural savings field and through proposed legislation that will allow it to expand its lending outside the agricultural credit field. "The combined effects of these efforts threaten to destroy competition and reduce the pool of loanable funds to farmers and ranchers in rural areas," the IBAA said.

Urged Congress to allow assignments of farm program payments to lenders. Present restrictions on assignment of government farm program payments at times prohibit the farmer from borrowing for operating purposes, the IBAA said.

Reaffirmed its belief that expansion of multi-office banking—either through branches or multi-bank holding companies—poses a grave threat to the



Enjoying women's luncheon at Radisson South, Minneapolis, during IBAA convention are, l. to r.: Mrs. Richard Wardell, Falls Village, Conn.; Mrs. Roy J. Cochran, Neosho, Mo.; Mrs. Charles Stinson, Colfax, Ia.; Mrs. Noel Dowling, Abbeville, Ala.; Mrs. Frank R. Carter, Pierce City, Mo.; Mrs. Harding E. Williams, Morristown, Tenn.; Mrs. Thomas Butts, Nashville; and Mrs. Russell J. Shaw, Falls Village, Conn.

"system of independent banking which has served America well."

Asked Congress to amend the Truth-in-Lending Act to exclude agricultural loans used in the business of agriculture from the disclosure requirements of the act.

Asserted that all financial institutions should be required to carry their full share of the federal income tax load and urged that income tax laws be amended so that commercial banks are permitted the same reserves as competing financial institutions.

Opposed checking-account privileges for savings and loan associations and opposed the entry of S&Ls into the consumer loan field. The resolution also favored rescinding of the third-party-payment privileges recently granted to S&Ls. The IBAA opposed S&Ls being named depositories for tax and loan account funds and all other public funds. The association also urged that branching privileges for federally chartered S&Ls be identical to those imposed on banks.

Urged bankers to take advantage of the new opportunity to sell conventional home mortgages to the Federal National Mortgage Association.

Bank Failure Causes. Irvine H. Sprague, FDIC director, urged early enactment by Congress of several sections of the Banking Reform Act of 1971.

Pointing to the recent upsurge of bank closings, Mr. Sprague analyzed the 21 most recent cases in detail and observed that brokered deposits, self-serving loans, or a combination of the two, were the primary causes in most instances.

Mr. Sprague suggested that Congress act quickly to outlaw the brokering practice and to provide regulatory agencies with stronger cease-and-desist powers to combat self-dealing.

He also endorsed legislation to reduce interlocking directorships and sug-

*Some of the
Continental men serving
the southern states:*

Take two banks: same size, same kind of business, same profitability. It could be

that one's doing a great job and the other only scratching the surface.

It depends entirely on how you assess each bank's potential. Not just what you are doing, but what you ought to be doing.

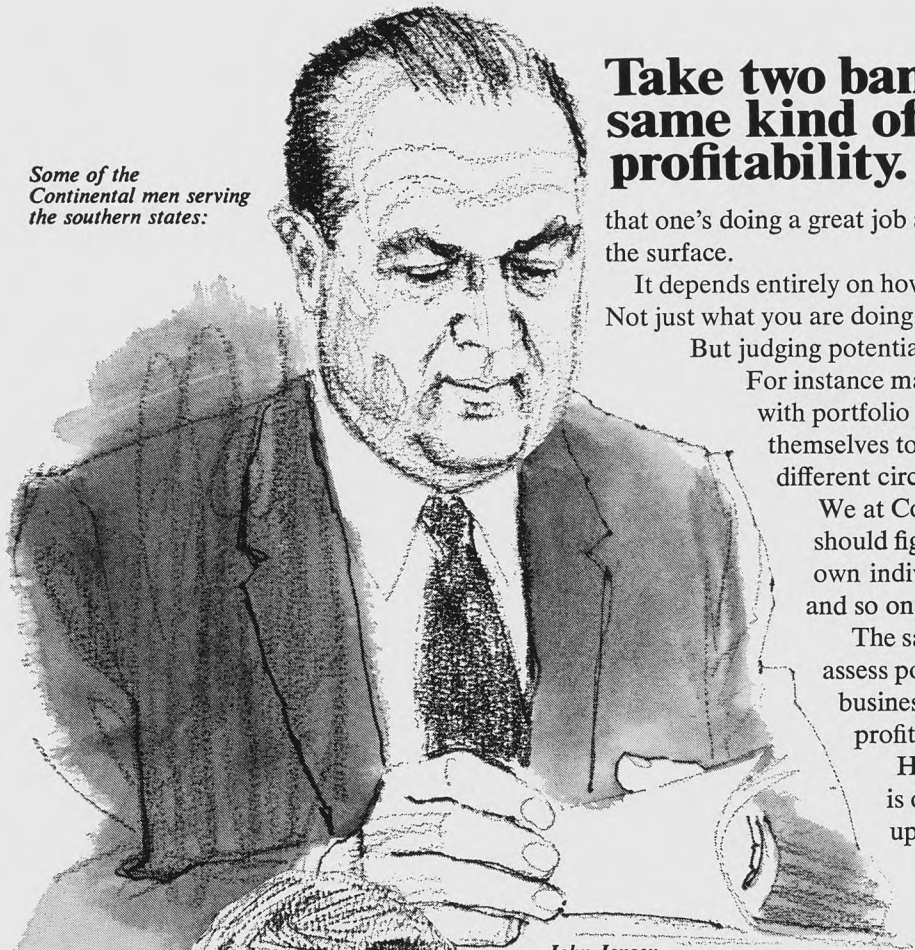
But judging potential isn't easy.

For instance many correspondents are dissatisfied with portfolio yields because they compare themselves to banks operating under wholly different circumstances.

We at Continental Bank feel that you should figure investment potential on your own individual objectives, risk philosophy, and so on.

The same is true when we help you assess potential in other areas: New business, expansion, facility planning, profitability, to name a few.

Helping you live up to your potential is one of the ways we try to measure up to ours.



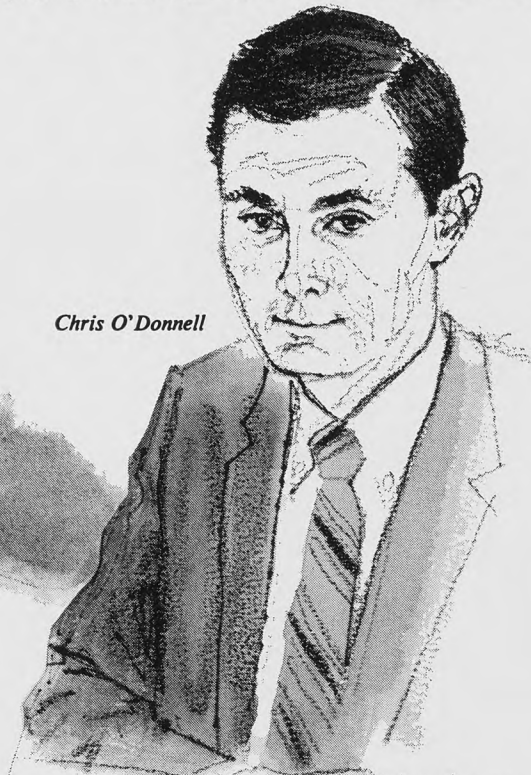
John Jensen



George Bigg



CONTINENTAL BANK



Chris O'Donnell

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

MID-CONTINENT BANKER for May 15, 1971

41

gested that Congress examine such matters as 100% insurance of public funds, loans on bank stocks and prohibition of equity kickers.

Plan for bank sale. David J. Kirkpatrick, partner in Peat, Marwick, Mitchell & Co., Chicago, said the constantly increasing interest in bank acquisitions makes it important for bankers with substantial ownership interests to plan for a potential sale.

"The bankers who have substantial ownership interests in their bank are very seldom experienced in valuing their investment," Mr. Kirkpatrick said.

They will probably go through a sale only once in their lifetime, he said,

and often will seek a simple means of valuing their investment by a multiple of actual book value or an earnings multiple. If the interest in a bank is to be sold based on a multiple of the book value, it is important to adjust the book value by any items that have value, but are not recorded in the accounts of the bank, he said.

A common example would be capital improvements that were expensed in prior years. Likewise, any items that would reduce actual book value should be considered in arriving at a true book value. For instance, suppose that income taxes have not been accrued by the bank. It is likely that the prospective buyer of the bank will very quickly point out those items that reduce book value. In the typical bank, there are many items that will have an effect on the true book value, Mr. Kirkpatrick said.

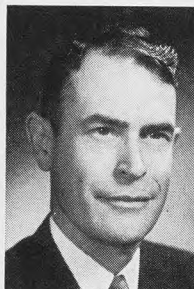
"All too often an ownership interest is sold for less than what could have been realized," he said. "Effective planning by the seller should maximize the amount received upon sale. An effective plan would include an inventory of assets, liabilities, revenues and expenses. Such a plan would include a summary of the bank's strong and weak points. The accumulation of this information will provide a means for maximizing the seller's position in the eventual sale and certainly assist in the negotiations."

The IBAA's 1972 convention will be held March 14-16 at the Americana Hotel in Bal Harbour, Fla. • •

Fourth National of Wichita Announces Two Retirements

WICHITA—Fourth National has announced the retirements of two employees. They are Charles C. Rodd, senior vice president and petroleum consultant, and Emil L. Wulfmeyer, vice president and commercial loan officer.

Mr. Rodd was elected head of the oil loan division when it was formed in 1955. Later that year, he was promoted to vice president and petroleum engineer and to senior vice president in 1965. In 1969 he was appointed a consultant to the oil loan division.



WULFMAYER

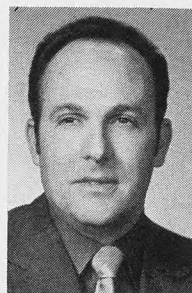


RODD

Mr. Wulfmeyer joined the bank in 1928 as a messenger. He was elected assistant cashier in 1940, assistant vice president in 1951 and vice president in 1953. A year later, he was appointed vice president and manager of the credit department. In 1959, Mr. Wulfmeyer became a commercial loan officer, specializing in international banking.

Ingram Named Vice President At First of Oklahoma City

OKLAHOMA CITY—First National has advanced Dean Ingram from auditor to vice president.



INGRAM

Also promoted were Jerry G. Stillwell from assistant auditor to auditor and Jerry Enloe to assistant cashier.

Mr. Ingram has been with the bank since 1963 and is now head of the credit department.

Before joining the auditing department, Mr. Stillwell worked in paying and receiving and data processing. Mr. Enloe has been with First National since 1964 in the trust and transit departments.

Worthen Bank Names New VP, Two Other Officers

LITTLE ROCK—Worthen Bank has named Robert L. Fikes a vice president in the commercial division. Mr. Fikes is an experienced banker and is a 1968 graduate of the School of Banking of the South at Louisiana State University.



FIKES

In other action, Worthen Bank elected Edward T. Buchy Jr. data operations officer and James P. Mallon an assistant cashier. Mr. Buchy has served as chief of computer operations for the Boeing-Vertol Division and as IBM department supervisor, All American Engineers. Mr. Mallon will be a commercial lending officer. He has served as manager of Associates Capitol Co. and credit manager of Lyons Machinery Co.

■ KANSAS CITY—First National Charter Corp. has elected as a director Melvin G. Hall, chairman and chief executive officer, Webster Groves Trust. He had been serving as an advisory director for the past few months.

VARIETY IS THE SPICE OF CREDIT LIFE



Bob Crosswhite offers you a wide variety of credit life and health insurance plans. New ones to look into . . . Commercial Loan and Term Insurance programs.

To learn more, call or write Bob H. Crosswhite, CLU, President, Bankers Equities Underwriters, Inc. P. O. Box 11485 Kansas City, Missouri 64112. Telephone (816) 753-3544 or (316) 685-2346



Affiliate:
LIFE Insurance Company
OF KANSAS

Tom Gaines didn't get to be a senior vice president by smiling into a telephone.

Anyone can whisper sweet nothings in your ear.

But not many people can get help to you as fast as Tom Gaines can.

You see, Tom's had a lot more experience with bankers' problems than most people have. He's been working with them for around 46 years now.

More than that though, Tom's always been one of those guys who had a special knack for getting right to the root of a problem. He'd take a question about audits, or EDP, or con-

trols, or loan participations, and—without beating around the bush—he'd turn it into an answer.

That pretty well explains why Tom is now our Senior Vice President in charge of all correspondent banking. He's a banker's banker. A guy bankers around the state know they can depend on to help get a job done.

When you hit on a problem that needs a fast answer, call on a guy who knows exactly how to get it for you. Call Tom Gaines, the Senior V.P. at

Firstbank
FIRST NATIONAL BANK
OF LOUISVILLE



Valley Bank of Arizona to Erect \$41-Million Complex



LEFT: Composite photo shows how Valley Center, future headquarters of Valley Nat'l of Arizona, will look when completed in downtown Phoenix. Parking garage for building is at right. RIGHT: "Big Dig" was feature of ground-breaking ceremonies for Valley Bank's new building. Shareholders and bank and government officials broke ground along 700-foot white line outlining exact, full-size perimeter of Valley Center towers and service core.

VALLEY NATIONAL of Arizona held an unusual ground-breaking ceremony for its \$41-million, 35-story Home Office complex in downtown Phoenix. Three hundred VNB shareholders, wielding shovels, joined bank and government officials along a 700-foot white line outlining the exact, full-size perimeter of the Valley Center towers and service core.

VNB President Earl Bimson unveiled an eight-foot model of the projected building, and a helicopter that

had been hovering overhead rose to 483 feet, the height Valley Center will reach at top-off. The shovels given shareholders bore appropriate plaques so that they can be retained as souvenirs.

Valley Center will cover two full city blocks. A tower structure will house administrative offices for Valley Bank on a dozen floors and provide some 20 floors of available space for other firms. A companion landscaped parking garage will house 1,750 cars.

The office towers, clustered around a central service core, will top off at three heights: 31, 33 and 35 stories. Roofs of the first two will be landscaped gardens. The tower curtain walls will be of reflecting glass to mirror the Arizona sky. At ground level, directly beneath the towers, there will be a concourse area and atrium high enough for full-grown trees. A plaza surrounding the towers will be separated from street noises by a 15-foot berm topped with planters. • •

Small Towns

(Continued from page 6)

18. What do you know about what consumers in your area want, what they consider prime needs when they make those vital spending decisions? Is it good streets and roads? Good stores? Good street lighting? Better (or more) parking? Good sales events and promotions? Broader merchandise selections and better price ranges? Good recreational facilities for weekend shopping trips? All of these can be determined, and in many states colleges and universities conduct market research among consumers to learn such vital facts.

19. What is happening to presently

vacated and deteriorating buildings? Are they being left as ever-present, ever more ominous eyesores to consumers, discouraging shopping visits and portraying a dying instead of a living community? Perhaps these buildings should be torn down and the sites converted into needed parking areas to supplement that always-limited, on-street parking?

If the inventory just taken reveals your town's retailing environment to have lagged behind that of neighboring cities—and that your role has been less than aggressive in stimulating progress—you are faced with a challenge and an opportunity probably unparalleled in your town's history.

What are some of the things a bank-

er might properly do and some sources of information and help available to him in his role of ringleader for progress?

The National League of Cities in Washington, D. C., is continually researching the subject and reporting what other towns are doing. It is an excellent source of available government and civic programs. Chambers of commerce can assist. Undoubtedly, your own bankers association knows of other efforts successful and unsuccessful.

But while I was getting more information on what others have done, it seems to me that I would want to make up a list of the merchants in *my* town whose stores are important—or could



How could we say it?

We wanted to thank bankers everywhere for the enthusiastic way they have accepted our service.

We asked a college advertising student for an idea or two. The poster you see above is the result. A little wild, but it does express the way we feel.

And why not? We opened for business on February 1, 1969, with some new ideas about banking insurance.

We now insure nearly 1500 banks in 25 states and have tripled our staff—which proves that banking people are receptive to new ideas.

So, THANK YOU for helping us grow so fast.

We'll also try to show our appreciation in another way—by continuing to give you the best service possible.



FINANCIAL INSURANCE SERVICE, INC.

2200 EAST DEVON AVENUE • DES PLAINES, ILLINOIS 60018 • 312/297-4660

MID-CONTINENT BANKER for May 15, 1971

45

be important and determine the ages (and attitudes) of the men running these businesses. The next step might be a frank discussion with one or two, reviewing some of the questions I've raised regarding their plans to perpetuate their retailing establishments as bulwarks of the town's retailing community. Maybe they, too, haven't

thought that far ahead and you can help them effect orderly transfers within—or outside—their families.

Show them your interest and concern. Ask how you can help them as individuals and your town as a community. Then try to organize a study group comprised of several business leaders, within or outside the frame-

work of local chambers, business clubs or civic groups, depending on local circumstances.

Perhaps your town's primary need right now is some major exterior face-lifting as well as some upgrading of existing store fixtures and merchandise assortments. If so, tremendous amounts of help are available—a considerable amount at little or minor cost. Associations serving each retailing field can place you in touch with experts who know trends in these fields.

In the hardware industry, for example, our association and its affiliated state and regional associations regularly design, sell and install modern stores. They are involved in site selection for new and old stores; they know traffic counts, growth measurements, etc. Most associations in any field can help retailers find sources for improving store fronts.

Joint efforts save huge sums in architects' fees and assure a pleasing, harmonious effect.

Perhaps your appraisal of your town's merchants will lead you to the conclusion that "professional management," in my opinion the independent businessman's greatest need today, is sadly lacking, that most of your retailers are doing business with horse-and-buggy methods. What then?

Associations also can help in spearheading a movement toward improved management skills. Remember that today's independent merchant must compete with huge retailing organizations staffed with topflight experts. He must utilize the help of his own "experts." In this latter area, it would be well to find out what role his vendors are capable of playing to improve his merchandising capabilities. Is he using the facilities and services available or is he ignoring them?

Just how familiar are you with modern concepts of retailing, such as the use of gross margin return on inventory, return on assets, return on investment, the importance of turnover, the threat of shrinkage and productivity measurements such as sales per square foot, sales per employee, etc.? Net profit as a per cent of sales is only one measure of profitability, and perhaps not even the most important one unless viewed in relation to investment and turnover.

If we are to save small towns that are not yet headed into decline or to rejuvenate those that are beginning to slip, we must tap the talents that exist in our communities and unite—as bankers, retailers and professional men—to make—or keep—our communities exciting and interesting cities in which to live and shop. • •



**has the answer
for your bank's needs
in 360 software**

Call 219/422-5415

- **Commercial Loans**
- **Installment Loans**
- **Savings**
- **Certificates of Deposit**
- **Personal Trust**
- **Mortgage Loans**
- **Payroll Processing**
- **Credit Union Accounting**
- **D.P. Cost System**

FINANCIAL SYSTEMS CONSULTANTS

A Division of Indiana Bank & Trust Co.
P. O. BOX 1204 / FORT WAYNE, INDIANA 46801

MONEY BROKERS FOR BANKS AND BANKERS

NATIONAL MONEY MARKET

IN FEDERAL FUNDS
BROKERS LOANS
EURODOLLARS



George Palumbo & Company, Inc.

84 WILLIAM ST., NEW YORK, N.Y. 10038
Cable: PALUMAC Tel: 212-269-3456



To correspond is "...to be in agreement with; to suit; to be parallel; to communicate with..." according to both Merriam-Webster and First City National Bank.

Our correspondent bankers are always "in agreement" with our correspondent banks. They provide services that "suit" your needs; and "parallel" your banking operations. And, at First City, we maintain constant "communication" with our correspondent customers...in order to better serve them.

We place overlines; arrange fast check clearance; pro-

vide credit information, investment advice...and just about anything else you and your customers may want, expect...and deserve.

Write or call First City for more information. You'll find that our services do, indeed, correspond with your needs. P. O. Box 2557, Houston, Texas 77001...or phone area code 713-225-1271. Correspondent Officers: W. J. Keitt, William R. Boyd, IV, Jack B. Good, Burney Parker, Jr., Weldon G. Humble, Grant Hollingsworth.

FirstCity
NATIONAL BANK OF HOUSTON
Member F.D.I.C.





'Instant Information' Available To Birmingham Trust Officers

DOES John Jones have an account with us? His address is 606 Riverside Plaza.

What's the balance in the account for Robert J. Alexander? Does he have any loans with us? How much does he owe us? When was his last payment?

Johnson Poor just opened an account for his grandson. What other related accounts does Mr. Poor have with the bank? All those? Related balances total over \$500,000!

These are just a few of the questions that officers and employees of Birmingham (Ala.) Trust can now ask their computer. And it talks back to them—through the bank's new central information system—in just a matter of seconds, usually in as few as five seconds when the computer is not jammed with other requests. Seldom does the "answer time" require more than 20 seconds.

It is an information system, say Birmingham Trust officials, that bankers have dreamed about, "certainly one we have dreamed about . . . and now it is a reality."

The system practically eliminates "look up" time on customer accounts. It reveals the most minute detail of a customer's account, including that most evasive question: Is the account profitable? In the future it will help avoid such embarrassments as the customer who made five individual installment

loans at five separate branches, or the bank officer who had two bank credit cards!

Customer information is stored, of course, in the bank's computer system. Over the past year, much of this data was transferred from the bank's manually operated central information file, with a few "fringes" added.

Retrieval of this information starts with an "official" telephone request from a bank employee located in the Main Office or anywhere in the bank's branch system. This telephone request is handled in the bank's central information department by an operator who "keys" the request into the computer through the use of an ordinary typewriter keyboard (see above illustration). Information is flashed back almost instantaneously on a screen in front of the operator, who then relays the information to the person initiating the request.

In a demonstration to visiting bankers the speed of this method of retrieval was compared with a manual "look up" system as a bank officer dialed various departments of the bank—checking, savings, credit card—asking for the same information. It was apparent that speed was one of the key features of the system.

Account data, say bank officials, is never more than 24 hours old in the system. New accounts are keyed into

CENTRAL INFORMATION SYSTEM in operation at Birmingham (Ala.) Trust offers bank officials "instant information" necessary to make decisions regarding credit and loans, as well as marketing and operational efficiencies. System is programed to provide information in eight specific areas: BankAmericard cardholders and merchants, demand deposits, savings, installment loans, stockholders, charged off loans and overdrafts, and commercial loans.

the system almost in a matter of hours. Deposit balances are updated throughout the day, and loan balances are updated overnight as payments are posted against accounts.

Account information, therefore, is just about as current as present equipment and procedures will permit. And information on each account is centered in one location!

BTNB's central information system was developed jointly by the bank and Systems Associates, Inc., management specialists in the field of electronic data processing.

The system itself is modular in design and can be added to easily and quickly at any time in order to provide information on additional banking services. Currently, the BTNB system provides information in eight specific areas: BankAmericard cardholders and merchants, demand deposits, savings, installment loans, stockholders, charged off loans, overdrafts and commercial loans.

The system also provides such routine information as name, address, previous address or addresses, related parties, Social Security number, age, occupation, etc.

All customer records can be cross-indexed and balances shown for related accounts. The system also can retrieve detailed customer information in the bank's *application* files.

The system also has the capability of computing total profitability of each customer account. It is possible, for example, to bring together all related personal and corporate accounts in determining this profitability! Bank officials point out that information used in this process was always available in the bank before, but it was scattered throughout many departments and files, thus making it difficult to achieve proper results without time-consuming delays.

A major ingredient of the system is the centralized name and address file, which can be displayed (see illustration) or printed. Changes in this name and address file are effected through the display unit keyboards by the operators in the CIS department. Thus, these operators not only retrieve data but also maintain accounting records as well. This dual function reduces costs throughout the bank by eliminat-

**Your bank needs the only bank with
Pam & Sherrie & Mary & Marty & Lorna
& Jean & Ann & Joann & Katie
& Helen & Wylene & Kathy.**

On its administrative team.



If you're one of the correspondent banks now served by Chemical, you may already know some of these young women.

They're our corps of Administrative Assistants who back up your National Division officers. They're here to help resolve your day-to-day operating problems and to follow through on action for you.

All of these young women are college graduates, selected for qualities that include scholastic ability as well as good old-fashioned common

sense. Thorough, on-the-job training, special aptitudes, interest and initiative make them a group you can rely on.

Chemical is an \$11-billion national and multinational bank. Growing steadily in assets, scope and services—among which we most certainly number the substantial contributions of this group.

If you'd like to know more about our correspondent bank services, just write to Chemical Bank, National Division, 20 Pine Street, New York, N. Y. 10015.

CHEMICAL BANK
We do more for your money.

You don't just correspond with a bank. You correspond with people.

People are the ones who shake hands and smile. The ones who take a personal interest in your bank, your problems, your growth. The ones who demonstrate creativity in their professional relationship.

As opposed to computers, which work faster and more accurately than people.

At National Boulevard Bank, we offer both. And we're proud of both. But we like our people better. And we think you will, too.

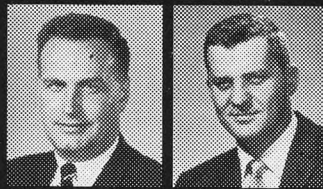
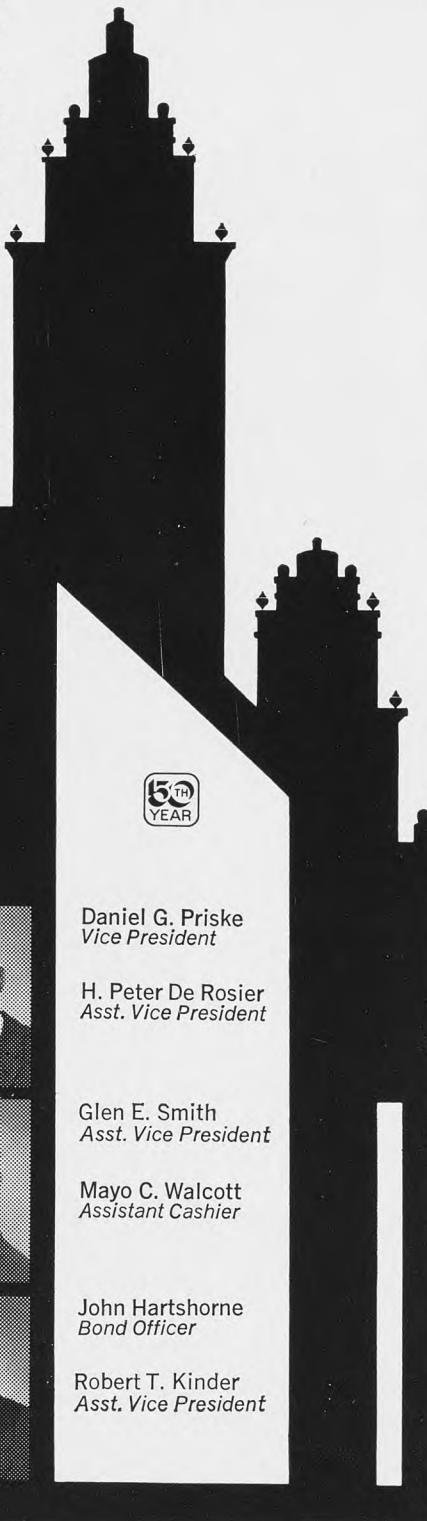
So next time one of the people illustrated here drops in, shake hands and smile. You'll find he reciprocates.

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

NATIONAL BOULEVARD BANK OF CHICAGO



400-410 N. Michigan Ave. Phone 467-4100 Member FDIC



Daniel G. Priske
Vice President

H. Peter De Rosier
Asst. Vice President



Glen E. Smith
Asst. Vice President

Mayo C. Walcott
Assistant Cashier



John Hartshorne
Bond Officer

Robert T. Kinder
Asst. Vice President

ing duplication of effort in other departments.

This maintenance process includes changes in customer records, addition of new accounts, general remarks information and profile statistics. In effect, any field in the data base can be added, changed or deleted.

Using an IBM-2260, four operators can make the necessary daily changes, up to 3,000 changes. Under the bank's previous manual system, it would have required 11 persons to make the same number of changes.

Quick access to customer information is an obvious advantage of the system. In addition, the bank believes that elimination of "information storage space" in its branches also will reduce costs in future construction. Also, there could be a reduction in number of persons needed in each branch.

Moreover, the system offers security checks on customer information. Information no longer will be available manually and only trained operators will be able to retrieve information about individual accounts.

Aid to Marketing

The bank also expects some "break-throughs" in the area of marketing as a direct result of its new CIS system. For example, the bank is now experimenting with various demographic and socio-economic data prepared by outside sources. This information will be compared, by means of the computer, with the bank's present customer information. It is hoped that these comparisons will lead to conclusions and implementation of new customer services, as well as marketing actions.

In the future, BTNB officers will have assistance in determining whether a customer may have a \$50,000 loan, or whether his credit is good to buy a TV set. Also, management hopes to have answers to these questions: Why are 300,000 customers using only one of our services? Why is the XYZ Corp. not totally profitable to the bank? Who are the good trust prospects among our 500,000 customers?

Thus, to Birmingham Trust, its CIS system is designed to bring better control of information, rapid access to that data and in the future provide marketing direction and aid in decision-making techniques. • •

■ STATE NATIONAL, El Paso, has declared a 25% stock dividend which boosted capital from \$6 million to \$7.5 million and surplus from \$6 million to \$9.5 million.

■ JOE G. PENNINGTON, who has been in banking 21 years, was elected vice president and commercial loan manager of Western National, Houston.

110%

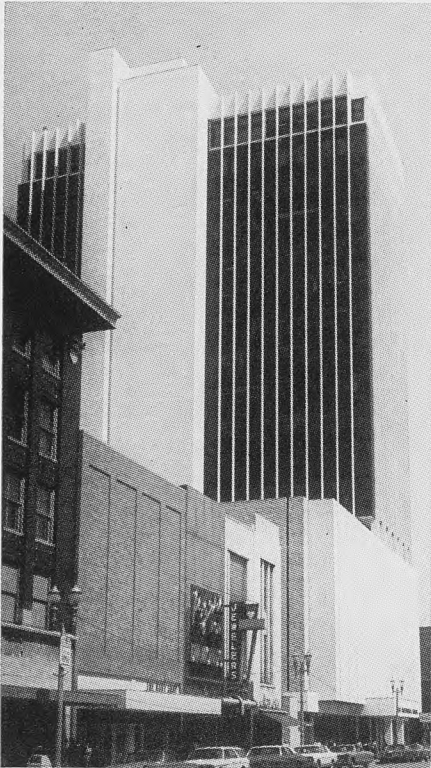
We are not the largest bank in the state of Kentucky
so we have to give a little bit more to our correspondents.
If you would like to know what the extra 10% is all about,
call us toll free 1-800-292-3594.

24-Hour Bank
Liberty
NATIONAL BANK
& TRUST COMPANY 

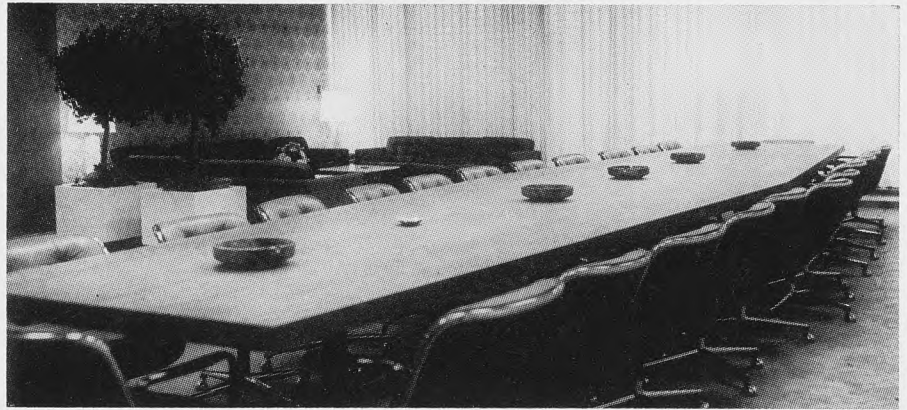
MEMBER OF THE FEDERAL DEPOSIT INSURANCE CORPORATION
LOUISVILLE, KENTUCKY

MID-CONTINENT BANKER for May 15, 1971

51



Old Nat'l of Evansville's new tower rises above other structures. On clear day, three states can be seen from top floor.



Board room in Old National's new home is located adjacent to executive offices and sixth-floor terrace.

Old National Completes 18-Story Tower, Helps in Rejuvenation of Evansville

OLD NATIONAL of Evansville, Ind., has completed its new, 18-story building in the inner core of the city and thus visibly displays its faith in the future of Evansville.

The Old National tower, said to be the tallest structure in Evansville, covers a quarter-block area and is faced with tinted glass set between vertical white, sand-finished cement ribs, glazed in a black neoprene zipper system. The glass is recessed on the terrace level and the top floor to provide taller glass areas for the two levels. The ground-floor columns and planters are of imported white Italian marble facing. The bank occupies about 52,000 square feet of space on the lower level, ground floor, terrace and seventh floor. Four levels contain an off-street parking garage that accommodates 156 cars. The

eighth through 16th levels are for tenants.

On top of the high-rise—described as at least twice as high as any other downtown structure—there is a private dinner club from which three states may be seen when visibility is good.

Old National's interest in rejuvenating inner-city Evansville is shared by many businesses and civic-minded individuals. An open-street shopping mall is being constructed in the downtown district. When completed, the Main Street traffic will be replaced by the "hustle-bustle" of pedestrians going from one store to another. A river-front urban-renewal project is nearing the end of its planning stages. This project includes a riverview complex of apartments, office structures and retail services. • •



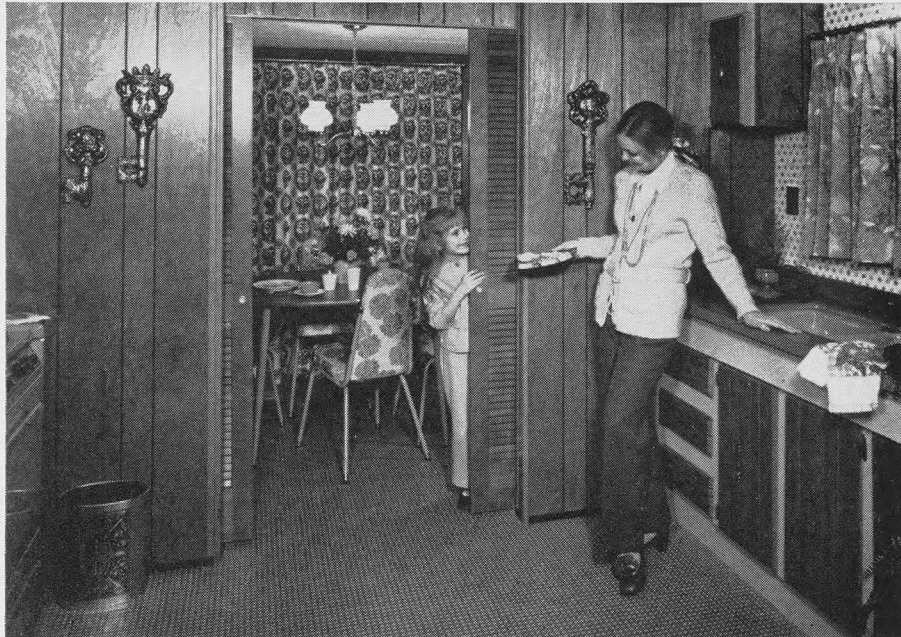
Graceful staircase leads to Old National's trust department, located on lower level of new tower.

First level of new tower is occupied by Old National Main Branch, Master Charge card department (background) and consumer credit department (not shown).



SITES NEEDED... FOR A THOUSAND HOMES A DAY

Investors and lenders are making money right now with mobile home 'subdivisions'



MAKE NO MISTAKE, today's mobile homes are a far cry from the 'trailers' of yesteryear. They offer *more* square feet of living space than many an apartment, *more* closet and storage space . . . are well insulated . . . are sold furnished and equipped — with name-brand major appliances including disposers, dishwashers, laundry equipment and central air-conditioning — all as options.

Many luxurious mobile homes are built to nationally-recognized standards covering construction and plumbing, heat-

ing and electrical installations. Many of the manufacturers have been in business twenty, twenty-five or thirty years; they enjoy well-earned reputations for product quality and good business policies.

Long-term financing is now available on mobile homes under FHA and VA and from Savings & Loan Associations. *Financing of the parks* is eligible under FHA. Facts available to you show profit of 25% and more on equity *after* debt service. If you do not have the facts — *why wait longer?*

• Actually many *more* than a thousand a day. Over 404,000 mobile homes were produced in 1970, which was 46% of ALL new home sales.

Mobile homes are manufactured faster than home sites are being made available. In many areas mobile home developments are proving to be the best—as well as the quickest—way to provide *good* housing most people can afford.

Substantial investments are required; typically \$2,500 to \$3,500 per home site . . . and the developments accommodate 100 to 500 or more homes. Million-dollar projects are common in this field.

Home Work Awaits!

Both meanings. Land developers and financial people stymied by the cost-price squeeze are turning to mobile home developments as 'the' way to stay in *home* work. And there is *homework*, too . . .

There are special techniques to be learned and applied; there are preliminary studies to be made and analyzed. Dependable guidance IS available from the 35-year old Mobile Homes Manufacturers Association. They have designed parks with more than *one million* sites during the past 15 years; they offer you help, via the coupon below. Why not take advantage of it — *today?*

(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-5

6650 Northwest Highway, Chicago, IL 60631

____(A)

Gentlemen:

____(B)

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.

____(C)

Name _____

Firm _____

Address _____

City _____ State _____ Zip _____

'Marketing: How Many Dimensions?' Is Theme Of ABA National Conference in Dallas

ABOUT 900 BANKERS attended the American Bankers Association's national marketing conference at the Statler Hilton Hotel in Dallas March 21-24.

General sessions, smaller round-table consulting sessions and early-morning "eye-opener" discussions gave bankers the opportunity to explore the theme of the conference—"Marketing: How Many Dimensions?" Speakers and conferees covered marketing's relationship to other banking activities such as operations, credit, communications and regulation.

The outline for the meeting was offered by J. W. McLean, general chairman of the conference and chairman, Liberty National, Oklahoma City. In his keynote address, he listed the various dimensions of marketing: economic, credit, operations, management, competitive, regulatory, communications and sociological.

Covering the economic dimension at a general session was Dr. Paul S. Nadler, professor of business administration, Rutgers University, New Brunswick, N. J.

Dr. Nadler said, "Banks have a major job ahead of them in proving their commitment to economic growth and social goals, while explaining to the public that a bank is not a 'fat cat' with money to place everywhere, but rather that it is a conduit—using the public's money and being responsible for its safety and for a reasonable re-

turn. This apparent conflict will be the hardest one marketing men face."

Convincing youth that banking is a good field of work and introducing new services are other problems Dr. Nadler foresees for marketing people.

He said, "Marketing men must help banks overcome goofs of the past—such as the introduction of the credit card during the tightest of tight-money periods, such as the open fights between banks over the one-bank holding company and over branching."

H. Naylor Fitzhugh, vice president, Pepsi-Cola Co., Purchase, N. Y., gave his ideas on the sociological dimension of marketing. He advised that instead of thinking of society in general, or the public as a whole, it is more appropriate for marketing men to deal with the various publics that confront business with social challenges and opportunities.

Mr. Fitzhugh listed some key issues bearing upon sociological challenges. He stressed that careful diagnosis is important and that "the legitimate demands of the various publics need to be carefully analyzed and comprehended."

Analyses of social demands should be "you-minded" not "I-minded," Mr. Fitzhugh told the conferees. "We need competent advice and counsel from persons who empathize with the feelings and aspirations of the public with whom we are endeavoring to deal effectively."

In his speech entitled "Competition: Some Facts of Life About Retailing," Keith Worthington, vice president, Dreyfuss & Son, Inc., Dallas, emphasized that "when competition is dynamic and aggressive we are forced to do better if we are to survive."

In discussing specific corporate identities, Mr. Worthington said that one competitive lesson all marketers have learned is that "we cannot be all things to all people. We must have a specific identity."

Besides listening to speakers at the general sessions, bankers had the opportunity to attend "shirtsleeve sessions." At each session, three presentations on a certain topic were given and were followed by question-and-answer periods. Some of the topics covered at these sessions were: advertising and promotion, community banks, innovation, market segmentation and staff power.

"Eye-opener" sessions held on two mornings of the conference included continental breakfasts followed by two presentations and opportunities to ask questions. Bankers discussed profitability, wholesale banking, automation, public relations and research.

The marketing conference closed with a luncheon talk by a representative of the Federal Reserve Board of Governors on "Holding Company Regulations and the Bank Customer." • •



Mr. Traveling Credit takes the risk out of inventory loans

When Douglas-Guardian puts Mr. Traveling Credit to work for you, it's just like taking your bank vault to your customers. We establish a Field Warehouse where it's most convenient to store limitless amounts of raw or finished products. With our special system of auditing, your loan is perfectly secured. We cut the red-tape, too, and reduce the paper work for borrower and lender. You see . . . there IS a difference in field warehousing service. We have the years of experience to back up our claims of superiority.



Douglas-Guardian Warehouse Corporation

P. O. Box 52978, New Orleans, La. 70150, Phone (504) 523-5353
Offices in 15 principal cities

Handy Tote Bags Carry Bank Ads All Over Town

Earn more
on savings
and save
on checking



THE BANK OF NEW ORLEANS
AND TRUST COMPANY

Bank of New Orleans distributed plastic bags with this message in its area. Bags were produced by Continental Extrusion Corp., Garden City, N. Y.

IS THERE a giveaway item that can work for a bank for a year or more, subtly steal the show at a convention, serve its new owner in a multitude of ways—and cost eight cents, or less?

Yes, there is such an item. It's a plastic shopping bag, and it is reportedly being used by close to 300 banks across the nation. And customers sing praises to banks for providing the handy bags.

Plastic shopping bags have several advantages over the paper bags that many banks have used in the past—they are waterproof, they last and last, their shiny surface permits good reproduction of mod designs that attract attention wherever they are carried. There seems to be no end to the uses bank customers have made of these

bags. Home Savings Bank, White Plains, N. Y., reports that a large local hike and trail group requested 100 bags from the bank for use in cleaning up litter along hiking trails. The hikers keep bags in their knapsacks and put them to use whenever they spy litter marring the landscape.

Paul F. Steen, assistant vice president at Bank of New Orleans, reports that the popularity of plastic tote bags has enabled the bank to eliminate several other more costly giveaway items that no longer are in demand by church groups, schools and clubs because their members prefer the bags.

Mr. Steen says the bags are especially useful at conventions and trade fairs as receptacles for literature that is

handed out at such events. The tote bags are immediately useful to conventioners, who don't mind displaying the bank's advertising message wherever they go. The use of the bank-provided bags often makes people think that everything inside the bags has come from the bank, too.

The bags are also useful in hauling home other items from conventions, such as dirty laundry, souvenirs, etc.

Most banks using plastic bags keep them on hand for free distribution at bank offices or provide them for special events. It isn't difficult to notice when a bank has begun using the bags, as they are soon seen on practically every street corner in the hands of pedestrians. Chase Manhattan Bank distributed bags throughout its 158 branches and soon found that its slogan "You have a friend at Chase Manhattan," printed on both sides of the bags, was saturating the area.

Customers have reported using the bags to store sweaters and other garments aboard their boats, to keep school textbooks dry on rainy days, to carry lunches to the beach or to carry the groceries home. Some bankers have been dismayed at how long some people carry the bags before disposing of them. In some cases bankers have reported having strong desires to present customers with clean, shiny bags to replace old, tattered ones.

The bags are made from high-strength, low-density polyethylene and feature reinforced die-cut handles. Most bags can carry 20-pound loads for up to a month without tearing. Custom printing in up to six colors is available and a number of sizes are offered by manufacturers.

There's little doubt among most bank marketing people that plastic shopping bags offer a lot of exposure for banks at a nominal cost. • •

Banking's biggest boost since Bonnie and Clyde



An advertising agency specializing in bank marketing

Believe it or not, that's what we do. We have a variety of complete bank marketing programs so creative it's a crime.

The all-inclusive campaign you buy from us is exclusively yours. It's loaded with fresh, lively thinking unlike what you have now. Also unlike what your competitors have.

And it costs far less than what you're probably spending now.

Think about it. Small-budget. Big-creativity. All-inclusive, very exclusive advertising. Think about something else: your competitors are reading this same ad.

Make the hit yourself—now. Write or call our Idea Man, Ray Kelly, today for the big lowdown.



Washington Federal Tower—Suite 501
633 N.E. 167th Street
North Miami Beach, Florida 33162
Phone: 305-651-5631

DAVID H. MURDOCK DEVELOPMENT CO.

(Founded 1946)

Memo to: Bank Executives, Everywhere, USA

Subject: Rx for 'Growing Pains'

Gentlemen:

As specialists in bank building development, we invite inquiries from growth-minded bankers in any growing community.

Our services include:

- . . . ANALYZING BANK AND COMMUNITY SPACE NEEDS
- . . . DETERMINING BUILDING SIZE
- . . . ACQUIRING THE LAND
- . . . DESIGNING AND CONSTRUCTING THE BUILDING
- . . . DESIGNING THE BANK INTERIORS
- . . . DECORATING AND EQUIPPING THE BANK QUARTERS
- . . . FINANCING THE ENTIRE PROJECT
- . . . LEASING AND MANAGING THE BUILDING

Whether your plans envision bank ownership development or a long-term bank lease in prestigious quarters, our purpose is the same: to accept total responsibility and deliver 'on target' at guaranteed costs.

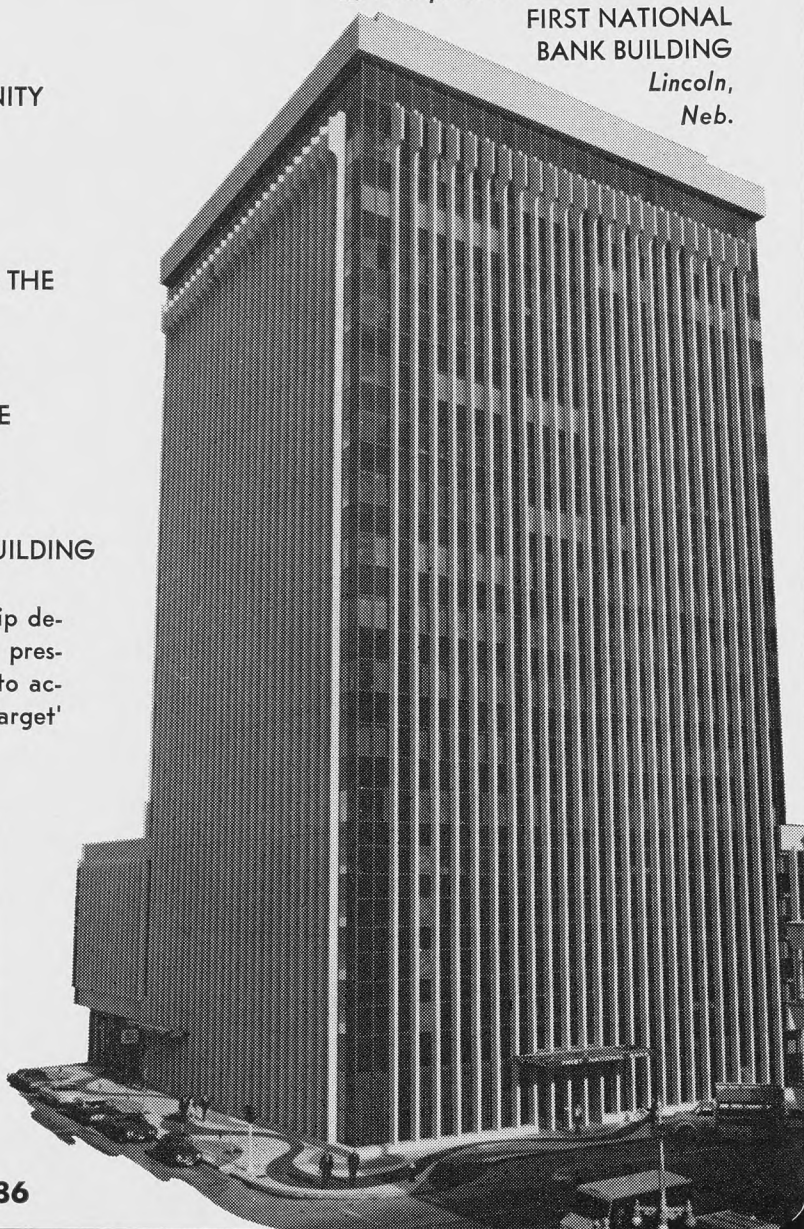
The high-rise multi-tenancy bank building illustrated is a timely example of MDC ownership/development with long-term bank lease at attractive rates. Other typical MDC building developments include a variety of unique single purpose units, some of which are identified in our illustrated brochure, mailed on request.

TELEPHONE (213) 477-7086

Bank Building Development Specialists

Completed in 1970

FIRST NATIONAL
BANK BUILDING
*Lincoln,
Neb.*



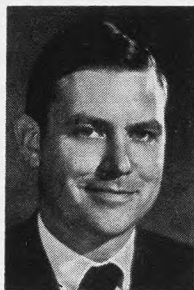
DAVID H. MURDOCK DEVELOPMENT CO.
10889 Wilshire Boulevard, Suite 727, Los Angeles, California 90024



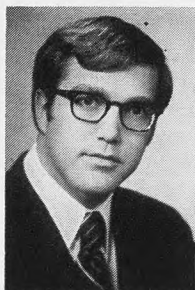
KNIGHT



TURNER



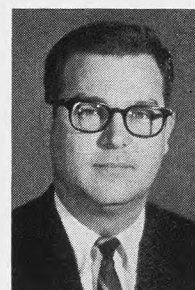
JASPER



GLASS



HAM



KNAPP

Convention 'First-Timers'

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

Mississippi Convention

• **Joe T. Knight** is an assistant vice president in the correspondent bank department at First National, Birmingham. He joined the bank in 1966 and the correspondent bank department last fall.

• **John B. Turner** is a correspondent bank division representative for First National, Memphis. He is a graduate of the University of Alabama and travels in Mississippi and Alabama.

• **Dan Jasper** is a representative in the banks and bankers department at Mercantile Trust, St. Louis. He was formerly in the credit card department. He will also attend the Tennessee convention.

• **J. William Ham**, vice president, national division, banking department, Trust Company of Georgia, Atlanta, joined the bank in 1963. He travels in Tennessee and Florida.

• **L. Jackson Glass III** is a member of the national division of Trust Company of Georgia, Atlanta. He joined the bank last year and travels in Louisiana and Mississippi.

• **Robert W. Knapp** joined First National, St. Louis, in 1966 and is now a commercial banking officer in the correspondent banking department. He will also attend the Tennessee convention.

• **Louis E. Straub**, vice president, First National, St. Louis, joined the bank in 1929, became a correspondent banking officer in 1954. He will also attend the Tennessee convention.

Tennessee Convention

• **Kenneth Southern**, correspondent bank division representative for First National, Memphis, travels in Tennessee and Missouri. He is a graduate of Arkansas State University.

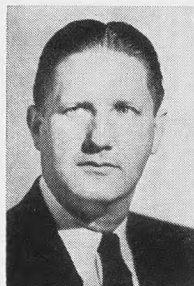
• **Dan Jasper** of Mercantile Trust, St. Louis, is a representative in the banks and bankers department. He will also attend the Mississippi convention.

• **William T. Luckett** joined First National, Louisville, in 1959 and is currently an assistant vice president in the marketing services division. He will also attend the Indiana convention.

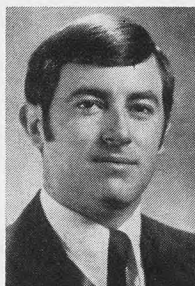
• **Leonard T. Kernen**, an assistant vice president at First National, Louisville, joined the bank in 1968 following service with the Kentucky Department of Commerce. He will also attend the Indiana convention.

• **Henry D. Ormsby III** is an assistant vice president in the correspondent department at First National, Louisville. He joined the bank in 1964 as a management trainee and has served in the credit department.

• **Curtis G. Brown** is a second vice president at Trust Company of Georgia, Atlanta. He joined the bank in



STRAUB



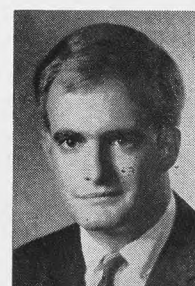
SOUTHERN



LUCKETT



KERNEN



ORMSBY



What can you do with it?

Go fishing if it's long enough . . . build fences if it's strong enough. Tie it on for a reminder . . . tie it up tight for a binder. Use it to hang when the picture's painted or use it at French Lick to get acquainted . . . at the Indiana Bankers Association Convention.

(We'll tell you more when we see you in the AFNB Roost Room, open Tuesday, Wednesday and Thursday from 4 PM to 7:30 PM and from 9 PM to 2 AM.)

Your men from AFNB help make things happen.



AFNB

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



FLESCHNER



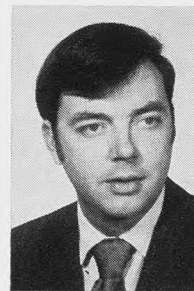
CHATFIELD



FLIER



BROWN



McCART



BAKER

1969, following service with First National City Bank, New York.

• Robert W. Knapp is a commercial banking officer in the correspondent banking department at First National, St. Louis. He joined the bank in 1966. He will also attend the Mississippi convention.

• Louis E. Straub joined First National, St. Louis, in 1929, is now a vice president in the correspondent banking department. He will also attend the Mississippi convention.

Indiana Convention

• Jerald L. Fleschner joined Mercantile Trust, St. Louis, in 1969. He is

a representative in the banks and bankers department and was formerly in the credit card department.

• Charles E. Baker is an assistant cashier in the correspondent bank division at Fifth Third Bank, Cincinnati. He joined the bank in 1959.

• Leonard T. Kernen joined First National, Louisville, in 1968. He is an assistant vice president. He will also attend the Tennessee convention.

• William T. Lockett is an assistant vice president in the marketing services division at First National, Louisville. He will also attend the Tennessee convention.

• Thomas Chatfield joined Manufacturers Hanover Trust, New York, in

1968 and is an assistant vice president. He was formerly with First National City Bank, New York, and First National, Boston.

• Thomas R. McCart is a representative in the correspondent bank division at Merchants National, Indianapolis. He joined the bank in 1968 and joined the correspondent bank division last fall.

Illinois Convention

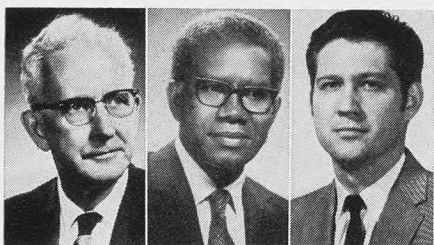
• Michael D. Flier joined First National, St. Louis, in 1957 and is now a correspondent representative in the correspondent banking department.

New Midwest National To Open in Indianapolis

INDIANAPOLIS—The new Midwest National Bank has received approval from the Comptroller of the Currency to offer its stock for sale. The bank, to be capitalized at \$2 million, received preliminary approval to organize in February, 1970.

After receiving a charter, the bank plans to open its offices in temporary quarters in August. Plans are currently being developed for construction of a permanent home office on a site outside the downtown area.

Officers of Midwest National are: James B. Sedwick, president and director; James C. Shaw, vice president and director; and Gene W. Chandler, cashier.



SEDWICK

SHAW

CHANDLER

Mr. Sedwick formerly was executive vice president, Twin City State, Gas City, and earlier held the same position at First National, North Vernon. He is a former president of Region Seven of the Indiana Bankers Association.

Mr. Shaw was with Indiana National from 1964-1970, most recently as a commercial loan officer. Last year he became executive director of the Indianapolis Business Development Foundation.

Mr. Chandler started his banking career in 1963 as cashier and trust officer of Twin City State and is presently an assistant cashier at First National, Plainfield.

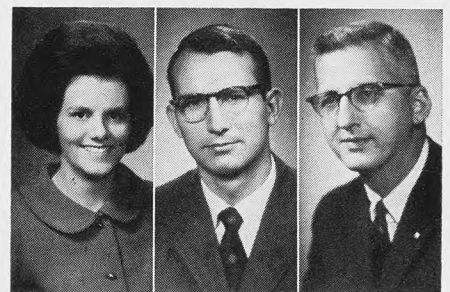
Mo. Bancshares Boosts Shares, Adds Eight Directors

KANSAS CITY—Shareholders of Missouri Bancshares, Inc., registered bank holding company, at their annual meeting increased common stock from 1,750,000 to 2,000,000 shares and added eight directors.

The new directors are Harry M. Cornell Jr., president, Leggett & Platt, Carthage; Harold E. Henson Jr., president, Security National, Joplin; Paul

H. Henson, chairman and president, United Utilities, Inc.; Marvin C. Hayward, attorney, a partner in Watson, Ess, Marshall & Enggas; William D. Grant, chairman and president, BMA Corp.; Herman R. Sutherland, managing partner, Sutherland Lumber Co.; John E. Hoffmann, vice chairman, City National, Kansas City; and Carl H. Schupp Jr., executive vice president of City National.

Get New Duties



SMITH

MAULDIN

JOHNSON

Trust Co. of Georgia, Atlanta, has announced three staff changes: Willis Johnson Jr., v.p., has been named head of the marketing department; Larry D. Mauldin, 2nd v.p., was made director of marketing; and Mrs. Sarah E. Smith, marketing officer, is the new advertising manager of the bank.



“Quigby’s all heart—doesn’t believe in letting a customer down hard.”

When circumstances prevent you from saying “Yes” to a valued customer — remember you can say “Talcott.” We have the leeway and resources to make money available more easily — through a “package financing” plan. And we always invite the

bank we’re working with to participate up to fifty percent as our “secured lending partner.” Want details? Write us for a complimentary copy of “Talcott and Banks.” Want help? Talk to the man from Talcott at our nearest office.



Talcott

JAMES TALCOTT, INC. • FOUNDED 1854
 Commercial & Industrial Financing • Factoring
 209 South La Salle Street, Chicago, Ill. 60604 • (312) 782-9044

Atlanta • Boston • Chicago • Dallas • Detroit • Los Angeles • Miami • Minneapolis • Newark • New York • Philadelphia • Puerto Rico • San Francisco

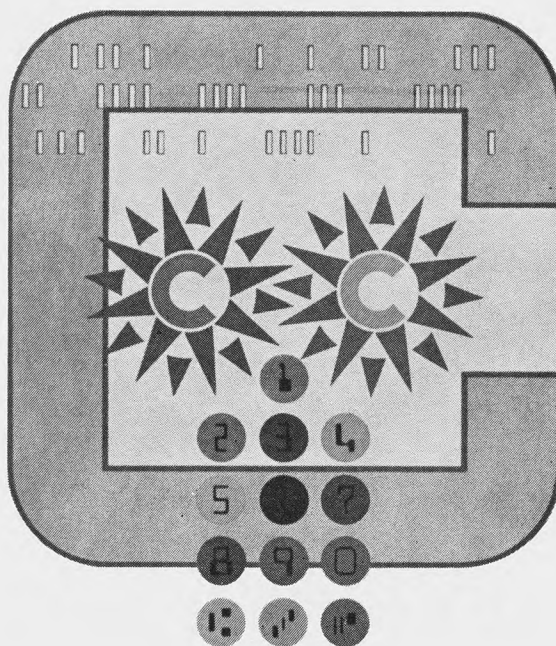
MID-CONTINENT BANKER for May 15, 1971

CITIZENS CORRESPONDENT
SERVICE

ANNOUNCES

On-line Terminal Availability From
Your Own Bank or Group of Banks

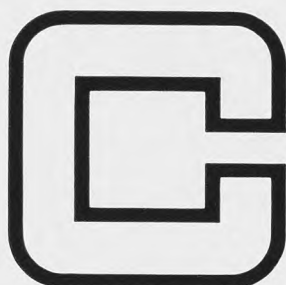
Proof Deposit
Demand Deposit Accounting
DDA With Cash Reserve
Installment Loans
Passbook Savings
Payroll Accounting
Account Numbering



Time Open Accounting
C D Accounting
Christmas Club
Action Farm Record Keeping
General Ledger
Accounts Receivable
Proof & Transit

3 Convenient Data Centers
For Off Premises Processing
Decatur—Quincy—Effingham

CONTACT US NOW FOR FURTHER INFORMATION



**The
Citizens National
Bank of Decatur**

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Illinois Convention

Chicago, June 2-4

Headquarters—PALMER HOUSE

PROGRAM

FIRST SESSION, 9:30 a.m., June 3

Presiding—FRED W. HEITMANN JR., president, Illinois Bankers Association, and president, Northwest National Bank, Chicago.

Presentation of Colors—First National Bank of Chicago Color Guard.

Welcome.

Address—DR. WERNHER VON BRAUN, deputy associate Administrator, National Aeronautics and Space Administration.

Address—MIKE WALLACE, CBS news correspondent.

Report of Nominating Committee—EARLE O. CORLEY, chairman of committee and cashier, Union National Bank, Marseilles.

American Bankers Association Annual Meeting and Elections—LYNN H. MILLER, ABA state vice president and senior vice president, Northern Trust Co., Chicago.

Foundation for Full Service Banks.

SECOND SESSION, 9:30 a.m., June 4

Presiding—FRED W. HEITMANN JR.

Address—WILLIS W. ALEXANDER, executive vice president, American Bankers Association, Washington, D. C.

Address—WALTER W. HELLER, regents' professor of economics, University of Minnesota.

Address—WILLIAM HUMMER, Wayne Hummer & Co., Chicago.

Adjournment.

THIRD SESSION, 2 p.m., June 4

IBA Annual Meeting and Business Session.

Annual Reports—FRED W. HEITMANN JR. and ROBERT C. SCHRIMPLE, executive vice president, Illinois Bankers Association, Chicago.

Election of Officers.

Declaration of Policy.

President



HEITMANN

Fred W. Heitmann Jr., IBA pres., joined Chicago's Northwest Nat'l in 1941 and has been pres. & CEO since 1963. He was chairman, Illinois State Commission of Higher Education, 1958-62.

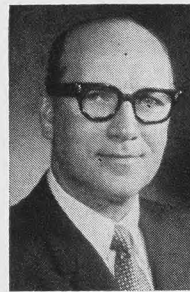
Vice President



CLAUSEN

Lewis H. Clausen, IBA v.p., is pres., Champaign Nat'l. He is a past pres. of Group 7. Mr. Clausen holds title of accredited farm manager from American Society of Farm Managers and Rural Appraisers.

2nd Vice Pres.



McKNIGHT

John F. McKnight, 2nd v.p. of IBA, is pres., Oak Park Nat'l. He was elected cash. of Peoples Bank, West Lebanon, Pa., at age of 19 in 1936. He has been a banker in Ohio and Illinois and a national bank examiner.

MID-CONTINENT BANKER for May 15, 1971

**GREETINGS
TO THE
ILLINOIS BANKERS
ASSOCIATION**

*Visit Us
When in East St. Louis*



OFFICERS

C. J. ROGERS, President
DAN KUSSART, Vice President
FRANK R. McCAMISH, Vice President
DELMAR E. VALINE, SR., Vice President
LAWRENCE B. VANCIL, Vice President
THOMAS L. HALEY, Assistant Vice President
LOUIS E. TIEDEMAN, Assistant Vice President

WILLIAM H. KASSING, Assistant Vice President
ROBERT E. KASSING, Cashier
ROLLAND L. PERRY, Assistant Cashier and Auditor
JOHN J. FAHRNER, Assistant Cashier
JAMES E. HAYES, Assistant Cashier
L. EDWARD PFEIFFER, Assistant Cashier
WILLIAM R. SMITH, Assistant Cashier
LAWRENCE A. WARD, Assistant Cashier

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

Greetings
to the
Illinois Bankers Association
from



Member Federal Deposit Insurance Corporation
Alton, Illinois
(618) 462-9221

PEOTONE STATE BANK
PEOTONE, ILLINOIS

Serving Eastern Will County Since 1916

**Wright Patman, Alan Dixon
Scheduled to Be Speakers
At IBA Luncheon, Breakfast**

Representative Wright Patman (D., Tex.), chairman of the House Banking and Currency Committee, will speak at the noon luncheon June 4 during the Illinois Bankers Association's 1971 convention. IBA President Fred W. Heitmann Jr., president, Northwest National, Chicago, will preside.



PATMAN

Although the convention is scheduled for June 2-4, the president's dinner will be held June 1. On June 2, the registration desk will open at noon and close at 6 p.m. Executive committee members will hold a 1:30 meeting, and the council of administration and members of the Illinois Bankers Foundation will hold their meetings at 3 o'clock. The past presidents' and past treasurers' dinner is scheduled for 6 p.m., as is the dinner for their wives.

On June 3, Alan J. Dixon, elected treasurer of Illinois last November, will speak at the 8 o'clock breakfast meeting of the Illinois Club, Graduate School of Banking at the University of Wisconsin. Registration for the convention will be held from 8:30 a.m.-6 p.m. Three noon luncheons will be held: 50-Year Club, IBA insurance and pension program participants and ladies'. At the latter, Miss Irene Hughes, psychic-mystic, will speak on "You Can Bank on ESP." The afternoon and evening will be open.

On June 4, registration again will be held from 8:30 a.m.-6 p.m. In addition to the noon luncheon at which Representative Patman will speak, the annual banquet will be held at 7 o'clock that night. Bob Crosby and his orchestra will provide the entertainment.

**First of Belleville to Merge
With St. Clair National**

BELLEVILLE—Shareholders of First National and of St. Clair National have approved a proposed merger of the two banks. First National will be the surviving institution.

Target date for the completion of the merger is May 24. The Comptroller of the Currency has indicated that approval will be granted at that time.

First National has about 100,000 shares outstanding and St. Clair National about 24,000. Combined assets

FOR
EVERY CORRESPONDENT
SERVICE IN CENTRAL ILLINOIS
IT'S THE



SPRINGFIELD, ILLINOIS

OLDEST BANK IN ILLINOIS
ORGANIZED 1851
member f.d.i.c. • federal reserve system

PHONE (217) 544-7451



The

**“ONE FOR THE
MONEY”**

ELMHURST NATIONAL BANK

**YORK AT PARK
ELMHURST, ILLINOIS**

Serving Our Community for 76 Years

MEM: FDIC—ABA—IBA AREA CODE 312 834-2100
FRS—IBAA

We're 70 years old this year and still as excited about banking as we were in 1901. But today, we recognize that our responsibilities are greater. Especially when our community is undergoing momentous changes and improvements.

After 70 years . . .

We're not just a bank, we're a beginning.



Union National Bank OF EAST ST. LOUIS

Collinsville and Missouri Aves. • 271-6670
MEMBER FEDERAL DEPOSIT INSURANCE CORP.

**EDWARDSVILLE
NATIONAL
BANK**
and Trust Company

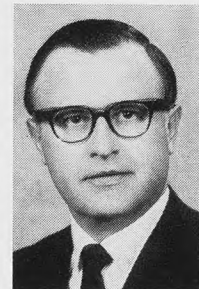
EDWARDSVILLE, ILLINOIS



of the new First National Bank will be \$89 million and plans call for the bank to be operated from the First National building.

James Ghiglieri Is Nominee For Second VP of IBA

James P. Ghiglieri, president, Citizens National, Toluca, is the nominee for second vice president of the Illinois Bankers Association.



GHIGLIERI

Mr. Ghiglieri joined Citizens National in 1951 after he was graduated from the University of Notre Dame. He was promoted to assistant cashier in 1953, cashier and director in 1954 and was elected president in 1964.

Active in the IBA, Mr. Ghiglieri has served on the executive committee, legislative committee and as president of Group Six.

Paul Jones, chairman, Glenview State, is the nominee for IBA treasurer. Mr. Jones' picture and biography were not available as MID-CONTINENT BANKER went to press.

First State Bank of Pekin Holds Opening Ceremonies

PEKIN—The new First State Bank recently held official opening ceremonies and entertained state and local officials at a breakfast.

The new bank occupies a 10,000-square-foot building, remodeled by Illinois Bank Builders Corp. of Chicago, and has three motor bank teller stations. Banking hours are from 10:00 a.m. until 3:00 p.m. Monday through Saturday.

Officers of First State are: William E. Troutman, president; Larry Fabry, cashier and managing officer; H. Wayne Carmichael, secretary; and Miss Lola Arvin, assistant vice president.

Robert Blane Elected President of San Jose Tri-County Bank



BLANE

SAN JOSE—Robert H. Blane has been promoted from executive vice president to president of San Jose Tri-County Bank. He succeeds Roy B. Poppleton, who was elected chairman.

Mr. Blane started his career with the bank in 1959, was elected cashier in 1963 and executive vice president in 1968. He is a past president of the Illinois Bankers Association Group Six.



5th Largest
(in St. Louis)

9th Largest
(in Missouri)

It's nice to do business with the bank big enough to handle your financial service needs — the bank that gives you personal service.

Call, or write, the "Financial Professionals" at Tower Grove Bank for Correspondent Bank service.

tGB

**TOWER GROVE BANK
and Trust Company**

3134 S. Grand at Hartford
St. Louis, Mo. 63118 (314) 664-6222



Member FDIC-FRS • A Subsidiary of TG BANCSHARES CO.

Greetings to the Illinois Bankers Association

OFFICERS

C. A. HEILIGENSTEIN—Chairman of the Board
 WM. S. BADGLEY—President
 DEAN E. KAMPER—Executive Vice President
 R. ROY MARTIN—Vice President
 JOSEPH P. RHEIN—Vice President and Cashier
 LOWELL G. BURGER—Vice President and Trust Officer
 G. THOMAS ANDES—Administrative Assistant

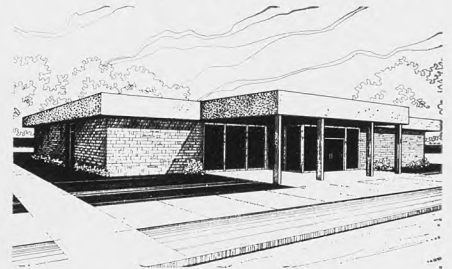
JAMES D. JOLLEY—Assistant Trust Officer
 QUINTEN E. SPIVEY—Assistant Trust Officer
 GEORGE R. KLANN—Auditor
 KARL HEIDINGER—Assistant Auditor
 KENNETH HAEUBER—Assistant Cashier
 ARTHUR H. BOLLER, JR.—Assistant Cashier
 THOMAS F. HECK—Assistant Cashier
 E. WILLIAM PARKER—Assistant Cashier



**FIRST
 NATIONAL
 BANK
 OF BELLEVILLE**

MEMBER FDIC

Bank Completes Building Project



Woodford County Bank, El Paso, recently held a two-day open house to climax its 10-month building program. The project doubled the bank's area and added drive-in banking. Space is available to expand the number of drive-in lanes as needed.

Glenn Storme Completes Year As Treasurer of IBA

Glenn W. Storme, IBA treasurer this year, is president of First National, Carbondale, which he joined in 1940 as assistant cashier. He moved up to cashier in 1947, executive vice president in 1959 and to president in 1968. He was elected to the board in 1948.



— STORME

Mr. Storme was on the original board of the IBA School for Junior Executives at Southern Illinois University in Carbondale.

■ FIRST NATIONAL, Morton Grove, promoted four staff members. In real estate loans, Wayne Sistrom was advanced from assistant vice president to vice president and Miss Arlene Witt was made an assistant cashier. Richard E. Smith was appointed assistant vice president in business development and Miss Harriet W. Bochek was made an assistant cashier in installment loans.

Bank Gets 1,000th Account



National Boulevard Bank of Chicago's Grand Avenue Banking Center, opened nine months ago, reached account number 1,000 when Dennis Altobelle recently opened a savings account. He received one of the bank's Money Management books and \$25 for his savings account. Pictured above are: (from l.) James Martin, marketing department; Henry K. Gardner, pres.; Mr. Altobelle; and Joseph Reynolds, mgr., Grand Avenue Center.

SINCE 1836

FIRST *National*
 BANK & TRUST COMPANY
 IN ALTON

ALTON, ILLINOIS

CAPITAL ACCOUNTS OVER \$5,400,000.00

HONORARY DIRECTORS

SPENCER T. OLIN
 Director, Olin Corporation

H. A. WUELLNER
 Retired

J. M. OLIN
 Honorary Chairman of the
 Board and Director
 Olin Corporation

DIRECTORS

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

PAUL B. AKIN
 President
 Laclede Steel Company

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

JOHN J. GAINER
 Vice President and
 Trust Officer

JOSEPH E. KNIGHT
 Personal Investments

M. RYRIE MILNOR
 President

CHARLES NORMAN, JR.
 President
 Norman Brothers, Inc.

DR. M. PFEIFFENBERGER
 Surgeon

GEORGE M. RYRIE
 Executive Vice President

J. F. SCHLAFLY
 Attorney

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

BEN C. VINE
 Retired

JOSEPH WICKENHAUSER
 Real Estate

Member Federal Deposit Insurance Corporation
 Member Federal Reserve System

Case History #416

An actual case history taken from our correspondent banking files.

Problem:

A northwestern Illinois banker wasn't exactly sure that he had all the background and resources necessary to analyze two manufacturing companies. He wanted very much to assist one of his good customers in acquiring new product lines. What's more he knew he would need help in extending his legal lending limit.

Solution:

At his invitation, Alan Meyer, one of our correspondent banking officers, took a first hand look at the two manufacturing plants being considered for purchase. In his judgement they were a good investment for our friend's customer. So we provided an overline loan for the local bank.

Now there's a novelty company in northwestern Illinois on its way to becoming a mini-conglomerate, and a bank with a solid correspondent relationship.

In more than one way some of our most interesting customers are other banks.

For complete details of this case history write or call Alan Meyer, Second Vice President, Correspondent Banking. (312) 782-2520



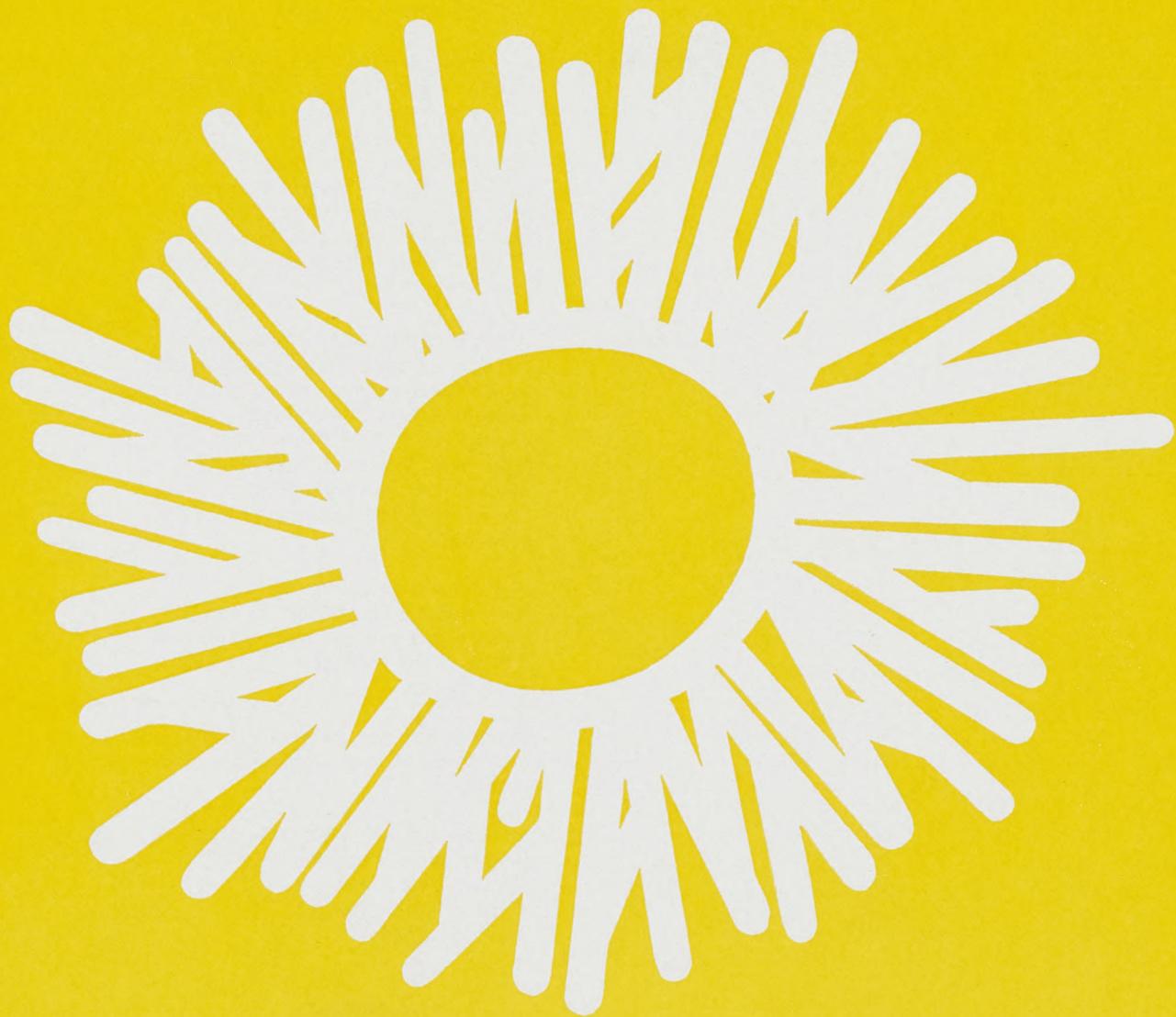
Central National Bank

LaSalle and Monroe, Chicago (312) 782-2520



MEMBER F.D.I.C.

MID-CONTINENT BANKER for May 15, 1971



After the Cabaña... Taggart Hall

On a sunny day, you can find the Indiana National Cabaña, poolside. And after 4:30, the same cool refreshment and warm reception in Taggart Hall.

This IBA invitation is sent to you by the same people who sent you the same invitation last year.

The executives and officers of Indiana National Bank.

*The Bank
Indiana National*

Indiana Convention

FRENCH LICK, June 9-10

Headquarters—FRENCH LICK-SHERATON HOTEL

PROGRAM

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

Call to Order and President's Message—PHILIP W. McCAULEY, president, Indiana Bankers Association, and president, Madison Bank & Trust Co.

Treasurer's Report—LLOYD L. NEUMAN, treasurer, Indiana Bankers Association, and executive vice president, Lafayette National Bank.

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

Address—TILFORD C. GAINES, vice president and economist, Manufacturers Hanover Trust Co., New York City.

Address—JACK L. NEW, treasurer, state of Indiana, Indianapolis.

SECOND SESSION, 9:30 a.m., June 10

Call to Order—PHILIP W. McCAULEY.

Report of Nominating Committee—BLAINE H. WISEMAN, chairman, nominating committee, and president, Old Capital Bank & Trust Co., Corydon.

Election of Officers.

Address—EDWARD C. BOLDT, president, Bank Marketing Association, and senior vice president, Central National Bank, Cleveland.

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

Adjournment.

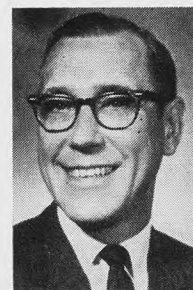
President



McCAULEY

Philip W. McCauley, IBA pres., is pres., Madison Bank, and ch., Rising Sun State. He has been in banking since 1930 except for three years with a manufacturing firm. Mr. McCauley was IBA treas. in 1960-61.

Vice President



RENNER

Robert W. Renner, IBA v.p., is pres., Citizens State, Hartford City. He became a banker in 1941, spent three years in the Air Force and returned to banking in 1946. Mr. Renner was with South Bend and Muncie banks before joining Citizens State in 1959.

Treasurer



NEUMAN

Lloyd L. Neuman, IBA treas., is exec. v.p., Lafayette National, which he joined in 1945 and where he organized the consumer loan dept. He was elected to the board in 1962 and exec. v.p. in 1964. He entered the lending field with a national finance firm in 1936.

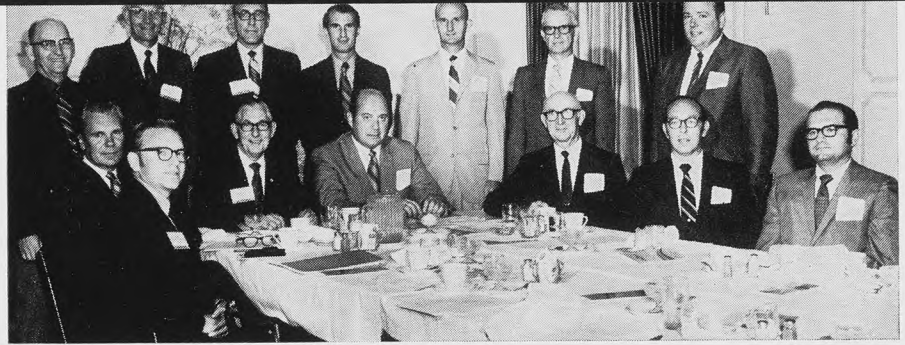
'Star-Spangled Convention' Is Planned as Theme Of IBA's Annual Meeting

"Star-Spangled Convention" will be the theme of the Indiana Bankers Association's annual meeting June 9-10 in French Lick. This theme will be especially prevalent at the annual banquet June 10, when conventioners and their wives will be asked to wear patriotic colors of red, white and blue.

On June 9, there will be two noon luncheons—one for the men and the other for the women. No program is planned for the men's luncheon, to be held in the East Dining Room of the French Lick-Sheraton. At the ladies' luncheon, the Reverend Joseph Wick of the First Christian Church, Lafayette, will speak on "The Best-Dressed Woman in Town." A banquet will be held at 7 o'clock that night.

On June 10, a buffet luncheon for both men and women will be held at noon in the West Dining Room. No program is scheduled. A banquet in the Grand Ballroom at 7 o'clock that night (emphasizing the patriotic theme) will feature entertainment by the "Spree-some Windfall Singers."

Convention Committees. Richard A. Life, president, Wabash Valley Bank, Peru, is chairman of the convention program committee this year. Members of his committee are: Richard J. Bond, president, Security Bank, Vincennes; Thomas E. Conner, executive vice president, cashier and assistant trust officer, American State, Ligonier; Richard E. Conrad, vice president and cashier, Terre Haute First National; Jack R. Green, president, Shelby National, Shelbyville; Harold L. Groninger, chairman and president, Akron Exchange State; Larry J. Hannah, vice president, American Fletcher, Indianapolis; Chloral H. Hilderbrand, vice chairman and president, Stone City National, Bedford; Robert E. Jones, president, First National, New Castle; Charles F. Kay, vice president, Citizens State, Williamsport; Kenneth W. Miles, president, Corydon State; and Donald



Taking break during planning meeting for IBA's 1971 convention are members of program committee: (seated, l. to r.) Jan N. Zigler and Robert Nelson, sec. and exec. mgr., respectively, IBA; IBA Pres., Philip W. McCauley; Richard A. Life, committee ch.; Robert E. Jones, Thomas E. Conner and Charles F. Kay; (standing, l. to r.) Chloral H. Hilderbrand, IBA treas., Lloyd L. Neuman, IBA v.p., Robert W. Renner, Larry J. Hannah, Donald L. Norman, Kenneth W. Miles and Richard J. Bond.

L. Norman, president, Peoples Bank, Brownstown.

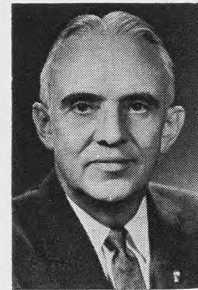
The ladies' convention program committee is headed by Mrs. Robert R. Batton, whose husband is president, Kentland Bank. Her committee members are (their husbands' titles and banks are listed in parentheses): Mrs. Robert W. Barger (president, Fairland National); Mrs. Thomas E. Conner (executive vice president, American State, Ligonier); Mrs. William E. Etcheson Jr. (vice president, Tri-County Bank, Roachdale); Mrs. Remig M. Fehn (president, Peoples Savings Bank, Evansville); Mrs. K. W. Goss (president, Peoples Bank, Mount Vernon); Mrs. Larry Hannah (vice president, American Fletcher, Indianapolis); Mrs. Richard A. Life (president, Wabash Valley Bank, Peru); Mrs. Philip W. McCauley (president, Madison Bank); Mrs. Robert C. Nelson (executive manager, IBA, Indianapolis); Mrs. Lloyd L. Neuman (executive vice president, Lafayette National); Mrs. Robert W. Renner (president, Citizens State, Hartford City); Mrs. Kent Simpson (president, Farmers-Citizens Bank, Salem); and Mrs. Charles A. Zebendon (executive vice president, First National, Bloomington).

■ **FIRST NATIONAL, Elkhart,** has promoted three employees to assistant vice presidents. They are Jonathan W. Housand Jr., trust division; Lawrence E. Miles, investment division; and Roscoe N. Rush, corporate banking division. Kenneth R. Hilgendorf was elected an officer in the retail banking division.

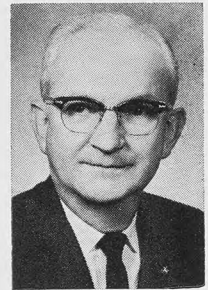
Shown making plans for ladies' entertainment during IBA convention are: (seated, l. to r.) Mrs. Thomas E. Conner, Mrs. Kent Simpson, Mrs. Remig Fehn, Mrs. Robert R. Batton (ladies' committee ch.), Mrs. Richard A. Life and Mrs. Robert W. Barger; (standing, l. to r.) Mrs. Lloyd L. Neuman, Mrs. Philip W. McCauley, Mrs. Larry J. Hannah, Mrs. Robert W. Renner, Mrs. William E. Etcheson Jr., Mrs. Sharon Gosnell (IBA staff member) and Mrs. Robert C. Nelson (wife of IBA exec. mgr.).



Two Bankers Near End of Terms On ABA Executive Council



DAANE



ARNOLD

The terms of Russell M. Daane and L. J. Arnold on the ABA's executive council will expire this year. Mr. Daane is vice chairman, Fort Wayne National; Mr. Arnold, chairman, First National, Danville.

Mr. Daane, a past president of the Indiana Bankers Association, entered banking as an examiner for the Michigan banking department. He later became the first chief examiner and assistant manager of the Detroit Loan Agency of the Reconstruction Finance Corp. In 1935, he was made executive vice president, Plymouth (Mich.) United Savings Bank. Since then, he has been in the U. S. Navy and an officer of a manufacturing firm. He joined Fort Wayne National in 1958 as a vice president and rose through two posts to president in 1963. He was made president and chairman in 1965, chairman in 1968 and retired as chairman and chief executive officer last December 31. He is now vice chairman of the bank and a member of the IBA's council of administration.

Mr. Arnold advanced from bookkeeper to vice president at First-Citizens Bank, Greencastle, between 1924-56. He joined First of Danville in 1956 as executive vice president, became president in 1959 and chairman in 1970. He has been on the IBA's council of administration since 1965 and is a member of the advisory committee of the Comptroller of the Currency for the Fourth National Bank Region.



There's nothing clandestine about Suite 438, at least as far as we know. Suite 438 is our traditional Hospitality Rooms for the annual Indiana Bankers Association Convention at French Lick. This June 9th and 10th help us toast the 74th annual IBA Convention. We'll all be there including the newest member of our team, Tom McCart. Come in and get acquainted.

Merchants National Bank & Trust Company of Indianapolis. Member FDIC



Kentucky News

How One Friendly Bank Led Family to Select Its Town as New Home

HOPKINSVILLE, KY.—How Planters Bank here which terms itself “The Bank That Cares About People” influenced the selection of Hopkinsville as the new home of a California family was told recently in a long feature story in the *Kentucky New Era*.

Mr. and Mrs. William V. Tatem were fed up with the smog and congestion in Upland, Calif., a town near Los Angeles, where they had lived 15 years. They loaded their camper and the family—including two daughters, Kim, 17, and Robin, 12—set out to tour 27 states in order to select a new home site. Eventually, they narrowed the choice to Florida, Idaho and Kentucky.

In Hopkinsville, not only did the daily paper give a feeling of friendliness, but the Chamber of Commerce was responsive. But Mr. Tatem said it was the Planters Bank that tipped the scales.

William G. Deatherage, bank presi-

dent, wrote the family telling them of the bank's pleasure in knowing of their plans and Mrs. Dorothy McConnell, public relations officer, also wrote and sent the bank's Newcomers Kit.

When the bank was notified that the family had definitely selected Hopkinsville for their future home, it sent signature cards for both savings and checking accounts and made arrangements for a safe deposit box to be available the day the Tatems arrived.

Then on the dreary, rainy day when the Tatems were due to arrive, bank officials really went beyond the call of duty.

Within 15 miles of Hopkinsville the Tatems had a serious traffic accident. Their pickup truck and house trailer were wrecked and Mrs. Tatem and the two girls were injured. For advice Mr. Tatem phoned the bank, the only people he knew in Hopkinsville.

James Moseley, vice president and director of public relations, and William Wright, vice president, went to the accident site, while Mrs. McConnell and her daughters went to the hospital. The men dispatched two wreckers and helped pick up personal items strewn in the mud along the highway. They found a service station that would store the wrecked vehicles.

When Mrs. Tatem and her daughters were released from the hospital after treatment, the bank treated the family to dinner and obtained motel rooms for their first night in town. Within 24 hours, thanks to assistance rendered by bank personnel, the Tatems were moving into their new home, and within a few days Mr. Tatem had a local job as a result of employment leads supplied by the bank.

“People like people here in Hopkinsville,” Mr. Tatem commented, “and we were treated wonderfully.”

■ ALLAN S. HANKS, formerly executive vice president, Anderson National, Lawrenceburg, was named president of the bank. Frank Routt, who was president, is now chairman. Miss Euith Crossfield was advanced from cashier to vice president and Bruce Royalty from assistant cashier to cashier.

First Security of Lexington Announces 11 Promotions

LEXINGTON—First Security National recently promoted several employees. Named assistant vice presidents were Douglas P. Johnson, Timothy Wheaton, Jack Witt Jr. and Delbert Justice.

New assistant cashiers are John W. Morrissey Jr., Michael O'Kelly, Michael Stanley and Martin Saunders. Vince Ricci Jr. was promoted to manager of the collection department and Joseph Denton to assistant manager. Daniel Herald is now loan review officer in the commercial loan division.

■ PEOPLES BANK, Hustonville, elected Phillip Rousey cashier to succeed the late R. G. Moore. Mr. Rousey has been with the bank since 1949.

■ LOUISVILLE TRUST has promoted four staff members. Roger K. Atchley, Taylor Boulevard Branch manager, and William S. Duffy, St. Matthews Branch manager, have been advanced to assistant treasurers. John D. Sweeney Jr., former acting manager, computer operations, and Donald P. Wolf, former acting manager, customer service, were made managers of their departments.

■ BARDWELL DEPOSIT has advanced Glenn Hafley from executive vice president to president to succeed the late John W. Turk, who headed the bank for 20 years. Before joining Bardwell Deposit in 1967, Mr. Hafley was president of People's Bank, Gravel Switch, Ky.

■ FARMERS & TRADERS BANK, Shelbyville, advanced J. L. Coots, former vice president, to president to succeed the late Elmo C. Head. At the same time, Charles F. Clifton was promoted from assistant cashier to vice president and Larry R. Dean, a three-year employee, was made assistant cashier.

■ EXCHANGE BANK, Mount Sterling, elected H. G. Reed Jr. president to succeed W. Jeffries Prewitt, who has retired. Mr. Reed came to the Exchange Bank from Central Bank, Lexington, where he was a vice president.

■ MORGANFIELD NATIONAL has named William A. Anderson president to succeed his brother, the late J. Nace Anderson. The new president has been an active director of the bank for 20 years. His father was also president of Morganfield National.

■ FIRST NATIONAL, Georgetown, has promoted C. P. Davis from vice president and cashier to executive vice president and cashier.

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.

Investment decisions bothering you?



Do you need advice about specific government and municipal bonds? Would you like to talk about your bond portfolio ratios? We have the experienced, knowledgeable, full time experts who can and will be glad to help you. Only

Citizens Fidelity Bank can provide you with these advantages:

- Kentucky's only complete bank bond department.
- Our own inventory of actively traded issues allows you to purchase odd-lots at a minimum cost.
- We compete favorably on large-lot prices with all primary government bond dealers.
- We can assure you of fair, unbiased opinion on government, federal agency, and municipal issues.
- Our official standing with fiscal agencies and underwritings enables us to handle your federal agency orders at the net offering price on all new issues.

Interested? Call us collect, Area Code 502/587-1151.



Citizens Fidelity Bank & Trust Company

LOUISVILLE, KENTUCKY

Member Federal Reserve System, Federal Deposit Insurance Corporation

COME GROW WITH US

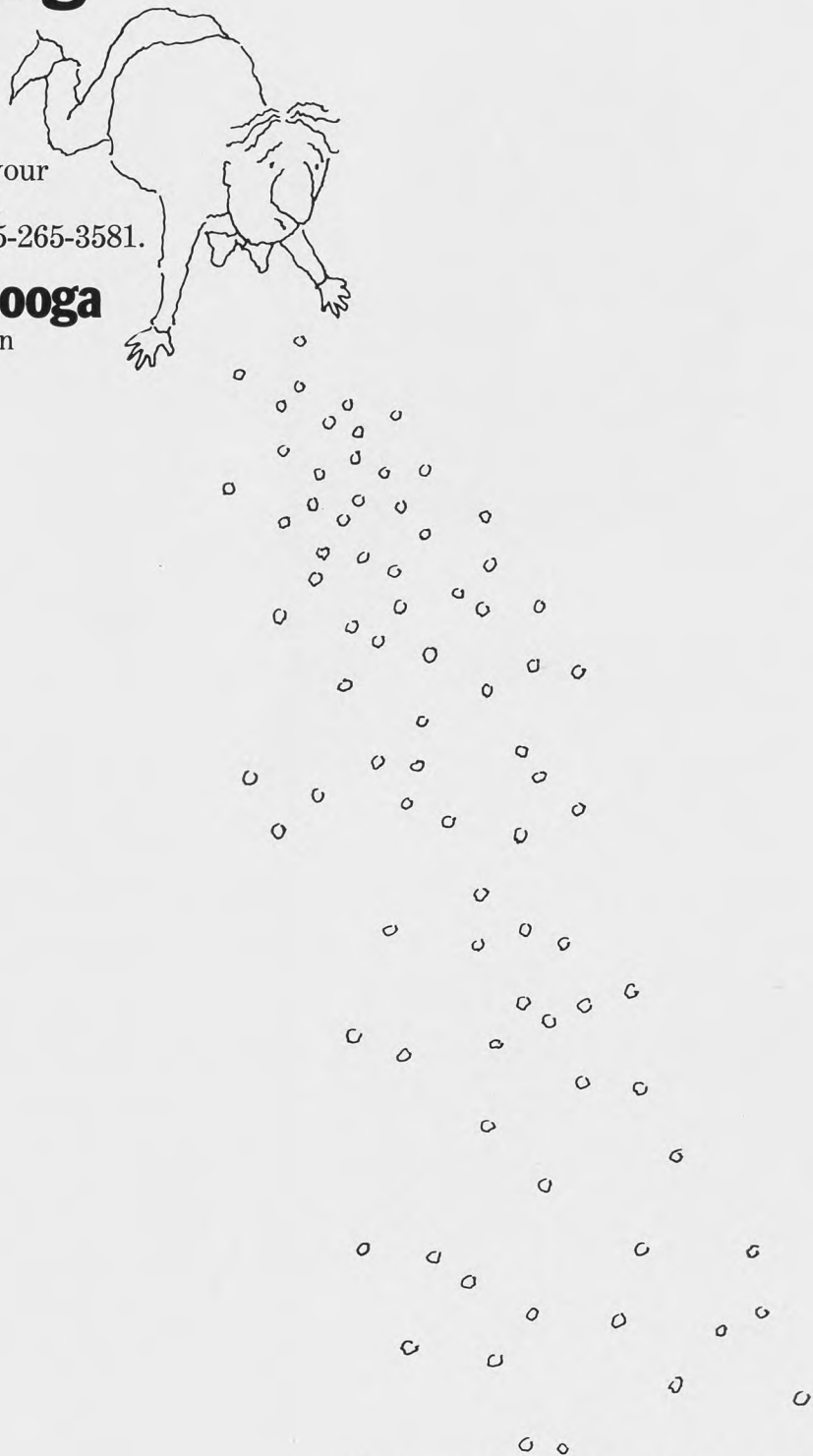
See you at the: Tennessee Bankers Convention • May 23-25
Indiana Bankers Convention • June 9-10

If the bond market is making you lose your marbles

it's about time
for a good thing
to happen.

Call in our analysts,
correspondent, and they'll give your
portfolio a thorough going over.
Phone Chattanooga 615-265-3581.

Hamilton of Chattanooga
makes good things happen



President



ADAMS

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

Exec. Council Ch. David R. Nunn is pres., Bank of Halls. He is a former TBA vice president and is a trustee of Union University, Jackson.

Council Ch.



NUNN

Exec. VP



GILLIAM

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

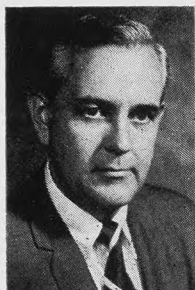
Joe LaPorte Jr., Citizens Bank, Elizabethton, is TBA v.p. for East Tenn. He is a former FDIC bank examiner.

Vice President



LaPORTE

Vice President



WEATHERFORD

Jack O. Weatherford is ch., Murfreesboro Bank, and is TBA v.p. for Middle Tenn. He has served as chairman of TBA groups four and five.

Robert W. Conley, exec. v.p. and cash., Bank of Alamo, is TBA v.p. for West Tenn. He has served as chairman of TBA Group Eight.

Vice President



CONLEY

Tennessee Convention

Memphis, May 23-25

Headquarters—HOLIDAY INN-RIVERMONT

PROGRAM

MONDAY, MAY 24

- 7:30-9 a.m.—Breakfast courtesy Knoxville and Kingsport banks.
- Golf—Chickasaw Country Club.
- 10 a.m.—Meeting of TBA's national bank division, Ascot Hall.
- 11:30 a.m.—Luncheon courtesy Memphis banks, Camelot Room.
- 4 p.m.—Meeting of TBA's state bank division, Gloucester Room.
- 7-10 p.m.—"Cabaret," Holiday Hall.

TUESDAY, May 25

- 7:30-9 a.m.—Breakfast courtesy Chattanooga banks, Dunster Hall.
- 8 a.m.—Breakfast meeting of graduates of School of Banking of the South, Ascot Hall.
- 8 a.m.—Breakfast meeting of TBA's 50-Year Club, Dunster Hall.

BUSINESS SESSION, 9:30 a.m.

Call to Order—WILLIAM C. ADAMS, president, Tennessee Bankers Association, and president, Bank of Maryville.

President's Report—WILLIAM C. ADAMS.

Address—GOVERNOR WINFIELD C. DUNN of Tennessee.

Address—CHARLES AGEMIAN, president, Bank Administration Institute, and chairman, Garden State National Bank, Hackensack, N. J.

Committee Reports.

Election of Officers.

Adjournment.

Noon—Luncheon courtesy Nashville banks.

6 p.m.—TBA reception, Holiday Hall.

7 p.m.—TBA banquet, Holiday Hall.

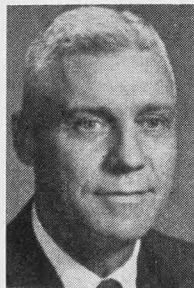
MID-CONTINENT BANKER for May 15, 1971

TBA Executive Councilmen To Retire at Convention

MEMPHIS—Carl E. Panter Jr., William Dalton and David R. Nunn, members of the Tennessee Bankers Association's executive council since 1968, will complete their terms during this year's convention at the time new members are elected.



PANTER



DALTON

Mr. Panter is president, Ducktown Banking Co., which he joined as cashier in 1951, following almost four years of service with First National of Polk County. He is a graduate of the School of Banking of the South and has served TBA as chairman of Group III.

Mr. Dalton is president, Citizens Bank, Hartville, a post he has held since 1960. He entered banking in 1953 as a bookkeeper, was elected assistant cashier in 1955 and a director in 1956.

Mr. Nunn, this year's executive council chairman, is president, Bank of Halls. He was elected to the board of the bank in 1934 and became an active officer in 1940. He became president of the bank in 1948. He has served TBA as vice president in addition to his executive council service. His photo appears on the first page of this section.

■ UNITED BANK, Chattanooga's newest, has elected Ben O. Gibbs vice president. Since 1957, Mr. Gibbs has been an executive with Combustion Engineering, Inc. He is a specialist in industrial and public relations and will head United's business development program.

Banquet Entertainment

The TBA's convention banquet at 7 p.m. May 25 will have Pete Pedersen as master of ceremonies. The program will include music by Berl Olswanger's band, songs by Lisa Drake and entertainment by Bill Raymond and Pnina.

Charles Agemian to Speak To Convention May 25

Charles Agemian, president of the Bank Administration Institute, will be a speaker during the May 25th business session of the Tennessee Bankers Association's 1971 convention.



AGEMIAN

Mr. Agemian is well known to bankers throughout the country, having appeared on many programs. He spent 42 years at New York City's Chase Manhattan Bank, retiring December 31, 1969, as executive vice president. He is now chairman, Garden State National, Hackensack, N. J.

■ J. F. MERRITT JR., former executive vice president, Bank of Sewanee, has been elected president.

First National Holding Corp. Elects Two New Directors

MEMPHIS—First National Bank executives Henry H. Haizlip and Ronald A. Terry have been elected directors of First National Holding Corp. Mr. Haizlip is chairman of the executive committee and Mr. Terry is executive vice president in charge of the retail group.

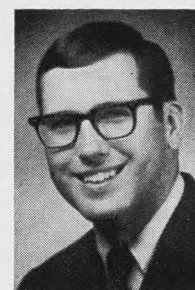


TERRY

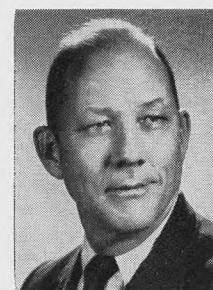
Mr. Haizlip joined the bank in 1935 and initiated the mortgage loan division which he served as manager from 1946 to 1961. Mr. Terry came to First National in 1957 and has worked in the correspondent bank division and as administrator of branch offices.

In other action, the bank elected John Dulin senior vice president and Dave Berry vice president. Mr. Dulin, manager of the correspondent bank division, came to the bank in 1961. He was named a vice president in 1969. Mr. Berry, who has been with the bank since 1962, was named branch manager in 1969 and assistant vice president last year.

Other promotions included: H. Morgan Brookfield III, Bill R. Cookston and Edgar L. Simpson, branch officers; Thomas Curry, operations officer; and Joe Yeargain, loan review officer.



DULIN



HAIZLIP

Law Professor Named Sr. VP At Commerce Union, Nashville

NASHVILLE—Commerce Union has named John S. Beasley II senior vice president and head of the trust department. Mr. Beasley, who will join the bank in mid-summer, is associate dean of Vanderbilt Law School and a professor of law.

Mr. Beasley was graduated from Vanderbilt in 1954 and became a part of the law school administration in 1962. He was made associate dean in 1964 and in 1970 was named professor of law.

UNDERWRITERS DISTRIBUTORS DEALERS

Specializing in

TENNESSEE, GENERAL MARKET
and Southern Municipals

Complete Trading Facilities
Listed and Unlisted
Corporate Stocks and Bonds

HERMAN BENS DORF & CO., INC.

Commerce Title Bldg.
Memphis, Tenn. 38103

Member Midwest Stock Exchange
TEL: 901/527 9302

Reach.

WALTER IRELAND STEPHEN DOYLE



TOM FOWLER

RALPH COLLEY

These are the men who can help you reach further with your banking services.

These are your Correspondent Bank men from the First National Bank of Memphis.

These men can help you with big loans.

With trust funds.

With International business.

With computer know-how.

With bond issues.

With area development.

With these men you can reach customers you never reached before. And hold on to them.

Correspondent Bank Division



FIRST NATIONAL BANK
OF MEMPHIS

MEMPHIS, TENNESSEE / MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Where the focus is on you

MID-CONTINENT BANKER for May 15, 1971

**Bank Administration Institute
Forms New Cherokee Chapter**

The Bank Administration Institute has announced formation of its new Cherokee Chapter. This brings to 236 the number of BAI chapters in the United States and abroad.

Cherokee Chapter officers all represent banks in Tennessee. They are: president, James E. Goodner, senior vice president, American National, Chattanooga; vice president, B. Lamar Rankin, senior vice president, Hamilton National, Chattanooga; treasurer, Donald N. Ervin, vice president, Cleveland Bank; and secretary, Roy R. Carter Jr., president, First National, South Pittsburg.

Chapter directors are: J. C. Stuart, vice president, First National Bank of Polk County, Copperhill, Tenn.; Raymond B. Veasey Jr., executive vice president and controller, Dayton (Tenn.) Bank; Randall Walker, assistant vice president, Bank of Lafayette, Ga.; and Elbert L. Willson III, vice president and controller, Citizens National, Athens, Tenn.

Grover C. McDonald, auditor, Deposit Guaranty National, Jackson, Miss., is district director.

■ **BANK OF HARTSVILLE** has added Allen Duncan to its board of directors.

**Dawson B. Harris Jr. Resigns
From Hamilton National Bank**

CHATTANOOGA—Dawson B. Harris Jr. has resigned as vice chairman of Hamilton National and as president of Hamilton Bancshares, Inc., registered bank holding company. He will continue as a director and as a member of the executive committee of both the bank and holding company.

Mr. Harris, who had been with Hamilton National since 1936, is the son of the late D. B. Harris, who was president of the bank at the time of his death.

**National Bank of Commerce
Constructing New Tower**

MEMPHIS—Construction on National Bank of Commerce's new banking tower is well underway and is expected to reach the planned 32 floors by early July. The structure is part of the bank's \$16-million Commerce Square project.

Also under construction, below street level, is the building's concourse that will eventually house an auditorium, mail room and several additional service operations.

A nine-story parking garage with room for 500 cars is expected to be completed by mid-summer and the banking tower will be ready for occupancy by fall of 1972.

Ladies' Entertainment

A reception at 11 a.m. May 25, followed by a luncheon, is planned for ladies attending the TBA's 1971 convention. A fashion show will be the entertainment. All three events will be held at the Memphis Country Club.

■ **HAMILTON NATIONAL**, Morristown, elected Harry B. Glass president to succeed J. A. Hill, who has retired. Mr. Glass was formerly executive vice president. He joined Hamilton National 10 years ago, coming from Security National, Lexington, Ky. Mr. Hill, who headed the bank for 24 years, will continue as a director of Hamilton National and of Hamilton Bancshares, Inc., Chattanooga.

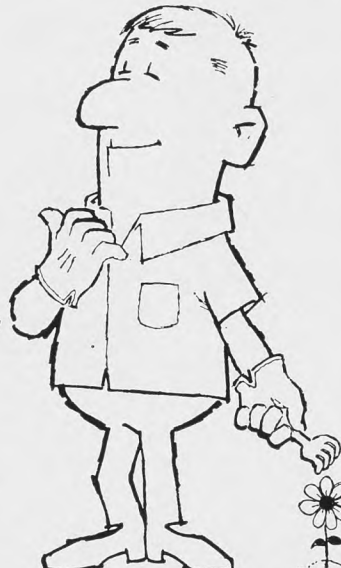
■ **GEORGE R. GILSTRAP** has been named manager of the Lindsay Street Branch, American National, Chattanooga. He has been with the bank since 1966. The branch office recently was remodeled with the addition of three new floors completing the five-story structure.

*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

Member F.D.I.C.



**M E R C H A N T S
B A N K**

**CLEVELAND,
TENNESSEE**

RESOURCES	CAPITAL
\$31,000,000	\$3,100,000

GEO. W. THOROGOOD, Chairman GEO. R. TAYLOR, President

Bradley County's Strongest Financial Institution

Member Federal Deposit Insurance Corporation

Who's one of the leading directors in Music City, U.S.A.?



On Nashville's Music Row the answer's likely to be Owen Bradley, the fellow on the left. He directs just about everything that goes on at Decca Records, and is generally recognized as the man who started the recording business in Nashville.

But mention leading directors downtown on Nashville's Financial Row and you'll hear the name of Bill Killebrew, the man on the right. Bill's speciality

is directing services for the Third's Correspondent Banking Division. Such services as complete computer accounting on savings, Demand Deposits, Installment Loans.

You'll find it easy to arrange for a session with Bill and many other friends in the Correspondent Banking Division at the Third. And you'll find it extremely productive.

MEMBER F.D.I.C. **THIRD NATIONAL BANK** IN NASHVILLE

MID-CONTINENT BANKER for May 15, 1971

Alabama News

First Alabama Bancshares Receives Fed Approval

The Federal Reserve Board of Governors last month approved the application of First Alabama Bancshares, Inc., to become a registered bank holding company. The banks involved are First National of Montgomery, Exchange Security of Birmingham and First National of Huntsville.

Frank A. Plummer, president and chief executive officer of First Alabama Bancshares, said the firm would immediately complete registration with the Securities and Exchange Commission and prepare for the exchange of stock in the respective banks for shareholders who will be offered shares in the holding company. The transfer will be completed after termination of the 30-day period allowed the Justice Department for review of the approval.

The three banks will continue to operate under their same names as individual corporate entities in their respective communities.

Shoals National Advances Three

FLORENCE—Shoals National advanced three staff members recently, promoting Larry B. Mott, a vice president, to senior vice president, and Miss Kathleen Parker and Dan Alexander, assistant cashiers, to assistant vice presidents. In other action, T. Ed Campbell, director, was presented a plaque of appreciation when he retired from the board.

■ CECIL W. PARKE, former chairman and president of City National, Sylacauga, is president of the newly formed First State, Lineville. Larry F. Boyles is vice president. The new bank is scheduled to open in June or July.

■ WILLIAM F. COKER has been named president and chief executive officer of the new Bank of Geraldine. He was formerly executive vice president and chief executive officer of Commercial Bank, Tallapoosa, Ga.

■ FEAGIN RAINER has been elected president of City National, Sylacauga, to succeed R. T. Russell, who has been acting as president since January. Mr. Rainer has been serving as president of Capitol National, Montgomery.

■ BANK OF YORK elected Richard E. Walker assistant cashier. His father, Julian E. Walker, is executive vice president.

■ COMMERCIAL GUARANTY BANK, Mobile, has opened a new branch in the western section of the city. William G. Lindsey Jr. is manager and Henry M. Baroco is loan officer.

■ CANEBRAKE BANK, Uniontown, elected three new directors. They are Jack R. Chapell, manager of a cannery; Robert J. Long, former housing authority chairman; and Arthur L. Woodfin, a cattle raiser and dairyman.

Spanish Chandelier at Lineville

LINEVILLE—When City Bank opened its new banking quarters recently, an eye-catching feature of the lobby was a magnificent chandelier, fashioned in Spain, which is a replica of one in the palace at Madrid. The bank's new home is in the French colonial style with a mansard roof. A porte-cochere houses drive-up facilities.

■ STATE NATIONAL BANK recently promoted four employees and added three new staff members, who were given officer rank. Lebert H. Bostick, former vice president at Athens, was advanced to senior vice president, and Charles B. Campbell, assistant cashier at Haleyville, was raised to assistant vice president. At the Decatur Office, John R. Aycock and John R. Martin were made assistant trust officers and new staff members are John P. Curley, vice president; J. L. Wiggins, assistant vice president; and Charles O. Trotter, trust officer.

■ UNION BANK, Repton, last month held an open house to inaugurate its new red brick with white trim building. A feature of the structure is its modern security system which includes modern and manual alarms, camera, smoke detectors and similar equipment.

■ A 25% INCREASE in the dividend rate was announced recently by First National, Florence, to boost the rate to a dollar a share. In other action, the bank advanced two employees to vice presidents. They are J. R. Raney, installment loan officer, and H. P. Barfield, branch manager. Both formerly were assistant vice presidents.

■ CENTRAL BANK, Birmingham, promoted Wilbur J. James Jr. and Gerald S. Touger to vice presidents. Mr. James is manager of the commercial credit department and Mr. Touger, formerly an assistant vice president, is auditor.

■ BIRMINGHAM TRUST NATIONAL advanced Leon L. Johnston from assistant cashier to assistant vice president and made Roger Davis an assistant cashier.

■ HENDERSON NATIONAL, Huntsville, added Albert E. Peterson to its staff. He will serve as vice president, commercial loans. Mr. Peterson comes from Citizens & Southern Bank, Savannah, Ga., where he was credit manager.

■ CHARLES H. NORTON JR. recently was elected president of First National, Union Springs. Mr. Norton, who has been with the bank 25 years, succeeds J. Allen Crook, a veteran of 46 years service. Mr. Crook is now chairman.

■ L. A. CHEESEMAN, owner of an automobile service center, has been made a director of Deposit National, Prichard. Mr. Cheeseman is one of four local businessmen who bought control of the bank last June.

■ CHEROKEE COUNTY BANK, Centre, has promoted three staff members. Tom Money was advanced from vice president to executive vice president, while Mrs. Geraldine Reynolds and Ricky Smith were named assistant cashiers.

■ ALABAMA CITY BANK, Gadsden, has made Mrs. Ernestine Bobo an assistant cashier. The bank also named three new directors. They are Julius S. Swann Jr., an attorney; M. B. McCartney, a heavy construction executive; and Don McNair, a druggist.

■ FIRST BANK, Notasulga, has advanced Noah J. Griggs to cashier.

■ LLOYD L. THOMPSON, assistant cashier, First National, Birmingham, retired last month after 49 years of service. He joined the bank when he was 16.

Alabama Death

JOSEPH S. NORTON, 76, retired senior vice president, Merchants National, Mobile. Mr. Norton retired from Merchants National in 1965 after 55 years with the bank, which he joined as a runner.



WE MAKE IT EASY.

Harland offers you the most successful sales support program in the check printing industry. And it's FREE!

Let's face it. Selling checks is one of the most important and challenging jobs in your bank. A successful check-selling program can save you thousands of dollars in stationery and supplies expenses.

It takes more than a smiling, courteous sales staff to sell checks. It takes real know-how. Harland has the know-how and offers it to your bank—free!

Our carefully tested package of innovative sales materials and training programs help thousands of banks across the nation sell more checks everyday.

Ask your Harland Representative today about our formula for check-selling success!



JOHN H. HARLAND COMPANY
BANK STATIONERS FROM COAST TO COAST

St. Louis Plant, P.O. Box 7355

Gloster / Liberty, Mississippi

Center of Mississippi's Timber Resources



In recent years tremendous growth has taken place in the industrial progress of Southwest Mississippi through the utilization of its forestry resources. Many of the nation's major forest-oriented industries have significant manufacturing operations in this fast-growing section of Mississippi. These industries have found in the Gloster/Liberty area a plentiful supply of timber, a spirit of cooperation among its citizens and a productive, willing labor force.

Since 1914 Amite County Bank has sparked the economic growth of the Gloster/Liberty area through skilled financial service and dedicated civic leadership.

AMITE COUNTY BANK

BRANCH OF FIRST NATIONAL BANK, JACKSON, MISSISSIPPI MEMBER: FDIC

GLOSTER AND LIBERTY, MISSISSIPPI

Mississippi Convention

Biloxi, May 17-19

Headquarters—BUENA VISTA HOTEL

PROGRAM

FIRST SESSION, 9:15 a.m., May 17

Call to Order and Invocation.

Executive Committee Report—CRAWFORD S. MCGIVAREN, chairman of committee, vice president, Mississippi Bankers Association, and president, Bank of Clarksdale.

Financial Report—J. C. WHITEHEAD JR., treasurer, Mississippi Bankers Association, and president, Bank of Mississippi, Tupelo.

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

Junior Bankers Section Report—W. B. GURLEY, president of section and vice president, Bank of Cleveland.

Standing Committees' Reports.

Address—HORACE STEELE, state bank comptroller, Jackson.

SECOND SESSION, 9:30 a.m., May 18

Call to Order and Invocation.

President's Address—SIDNEY D. DAVIS, president, Mississippi Bankers Association, and president, Peoples Bank, Mendenhall.

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

Address—JAMES J. SAXON, former Comptroller of the Currency, Washington, D. C.

Meeting of Members of American Bankers Association—C. E. MORGAN JR., ABA vice president for Mississippi and director, Peoples Bank, Durant.

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

Address—ALLEN P. STULTS, vice president, American Bankers Association, and chairman, American National Bank & Trust Co., Chicago.

Presentation of 50-Year Club Certificates.

Resolutions Committee Report—ROBERT E. KENNINGTON II, chairman of committee and president, Grenada Bank.

Nominating Committee Report and Election of Officers.

MID-CONTINENT BANKER for May 15, 1971

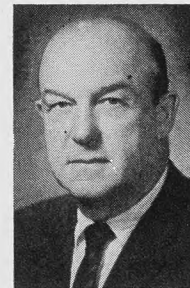
President



DAVIS

Sidney D. Davis, MBA pres., is pres., Peoples Bank, Mendenhall, which he joined in 1932. Except for three years in the Army, he has been there since then. He is a former association treas. and was chairman of the 1965 bank management conference.

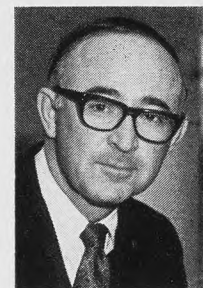
Vice President



McGIVAREN

C. S. McGivaren, MBA v.p., is pres., Bank of Clarksdale. A graduate of the School of Banking at the University of Wisconsin, he also holds a B.A. degree from Southwestern of Memphis and a master's from Peabody College, Memphis. He is a former educator.

Treasurer



WHITEHEAD

J. C. Whitehead Jr., MBA treas., is pres., Bank of Mississippi, Tupelo. He was a junior college instructor before joining the bank in 1951. He became pres. in 1960. Mr. Whitehead is a graduate of Mississippi State University and the School of Banking of the South at Louisiana State University.

Zodiac Party to Be Feature Of Entertainment May 17 During MBA Convention

"Soothsayer Sid's Zodiac Party" will be an entertainment highlight of the Mississippi Bankers Association's 1971 convention. This party will be held at 8 p.m. May 17 in the Hurricane Room of the Buena Vista Hotel. It will follow an MBA open house at 7 o'clock in the Gold Room Fountain Terrace.

At noon May 17, there will be a lunch for executive committee members and past presidents in the Sun Room. Recreation for that afternoon will include a harbor tour on the "Sailfish," a boat trip to Ship Island on the "Pan American," a tour on the "Shrimp Train," a visit to Deer Ranch and Six-Gun Junction and a visit to Beauvoir, home of Jefferson Davis, now a shrine and museum. These recreational activities also will be available the following afternoon.

A 12:30 o'clock golf tournament is scheduled for the Sunkist Country Club May 17-18.

At 8 o'clock May 18, banking school graduates will have a breakfast in the South Gold Room. At 11:30 a.m., a ladies' social hour and luncheon will be held in the Gold Room. The speaker will be Mrs. John Bell Williams, wife of Mississippi's governor. The ladies will be invited to play cards afterward on the Fountain Terrace.

The annual banquet at 7:30 o'clock that night will feature Max Cooper, comedian/impressionist. Golf tournament winners will be announced and new MBA officers introduced and installed.

At 8:30 o'clock May 19, the executive committee will meet for breakfast in the Sun Room.

Convention registration will be held 1-5 p.m. May 16 and all day May 17-18.



JIM JOHNSON is the "Personal Attention" man in our Correspondent Banking Department at the Bank of New Orleans. He has information—will travel. Call Jim whenever you need quick service.

BNO

**THE BANK OF
NEW ORLEANS**

AND TRUST COMPANY

CALL: 1-800-362-6718
(Within Louisiana)
1-800-535-6760
(From Miss., Ala., Texas, Ark., Okla.)

Canton Exchange Constructing New East Branch Office

CANTON—Construction has begun on Canton Exchange Bank's new East Branch Office. The new office will have a night depository and drive-in windows.

The building will be of brick veneer in a Colonial design and will contain about 1,500 square feet. Construction is expected to be completed this summer.

■ **HERNANDO BANK** has advanced two officers and promoted two staff members to officer rank. Mrs. Mary B. Jackson was made a vice president as well as cashier and Mrs. Margie R. Crumby was promoted to assistant vice president from assistant cashier. Mrs. Gussie Dell Lauderdale and L. B. Ross were made assistant cashiers.

Mr. Mississippi Banker:
you are the



VIP
at

**MB
T**

MISSISSIPPI BANK & TRUST COMPANY

JACKSON, MISSISSIPPI Member Federal Deposit Insurance Corporation



New Horizons

Despite unkind critics, unprejudiced financial publications testify to the unprecedented industrial growth of the South and to the improvement being made by Mississippi, in particular. Almost daily some new venture to brighten the State's future is heralded in news headlines.

The Mississippi Gulf Coast undergoes a diversified development that captivates the attention and imagination of editors and commentators everywhere. Tremendous progress is being made in many sectors of our many-sided economy.

Paper making, pulp and wood products, nuclear-powered steel ships, oil and gas fields and a major refinery, optic supplies, medicinals, port expansions, seafood, tung nuts, reforestation, military installations, hospitals, hotels, golf courses, resort and recreational facilities, centers for the study of space and the sea—the unprecedented

strides of the Gulf Coast Area approach the fabulous and the unbelievable.

How fortunate we are to have pioneered with an enterprising citizenship in this potentially rich playground and workshop. To have some part in this industrial evolution is a challenging and inspiring experience.

Many wrenches have been thrown into Mississippi's economic machine to create social and political unrest by those who for some reason envy us our advantages, and who would deny us our proportionate share of the great American heritage. But these critics cannot deny us our place in the sun.

These are challenging but also promising times, and Mississippians with their heads in the stars and their feet on solid ground, move on to new horizons.

HANCOCK BANK

Bay St. Louis • Gulfport • Pass Christian • Long Beach
Miss. Test Facility (NASA) • Miss. City-Handsboro • Pass Road, Gulfport
Edgewater • Norwood Village • Seabee Facility

Member Federal Deposit



Insurance Corporation

THE
HIBERNIA NATIONAL
HIGHBALL EXPRESS

invites you to its

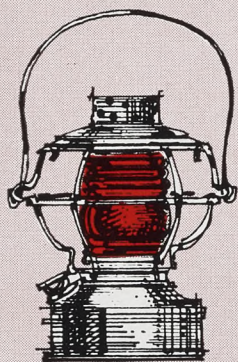


GREAT DAYS OF RAILROADING
Hospitality Suite

TRACK NO..... SUITE 227

STATION..... BUENA VISTA HOTEL

TRAIN LEAVING.. 4 P.M. DAILY



FREE CARICATURES
BY GUS



ALL ABOARD!

Three Bankers to Leave MBA's Exec. Committee

Three bankers are retiring this year from the Mississippi Bankers Association's executive committee. They are: Marion W. Smith, executive vice president and manager, Peoples Bank, Booneville; R.D. Chotard, president, First-Columbus National; and Frank E. Cooper, president, Bank of Oxford.



SMITH



COOPER



CHOTARD

Mr. Smith, mayor of Booneville more than 25 years, is past vice president, Group One, MBA, chairman of the 1968 agricultural committee bank management conference, past president, Northeast Mississippi Chapter of Bank Administration Institute, and a graduate of the School of Banking of the South at Louisiana State University.

Mr. Chotard, a native of Arkansas and a graduate of the University of Arkansas, was with the Farm Credit Administration in St. Louis 15 years before joining First-Columbus National

Active Markets

Mississippi

Municipal Bonds

ALVIS & COMPANY

JACKSON, MISS.

Investments

LAMAR BLDG.

PHONE 353-6326

LESTER ALVIS LESTER ALVIS, JR.
JIMMY ALVIS FERRILL BATTLE

It'll Be "Fun and Frolic" for the MBA "Poolside" at the Buena Vista, May 17



George A. Gear



Tom Long



Terry Hinton



Glen Knight



Ron Page

George Gear and his "gang" are preparing a few surprises for the MBA Convention, Monday afternoon "around the pool" at the Buena Vista, May 17. Y'all come!

During the year, the Standard Life "five" work hard to serve you . . . now, let us relax together! With Standard Life, it's lagniappe all the way!



STANDARD LIFE
INSURANCE COMPANY / JACKSON, MISS.

Your Canton Business Invited

**CANTON
EXCHANGE
BANK**

**WE WELCOME
THE OPPORTUNITY
TO SERVE YOU**

CANTON, MISSISSIPPI

"In Our 91st Year"

BRANCH OFFICES: MADISON—RIDGELAND

Common Capital	Total
\$300,000.00	Resources
Earned Surplus	Over \$17,000,000.00
\$640,000.00	

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

**Serving Our Area For
Seventy Years**



Mississippi Southern Bank
PORT GIBSON, MISSISSIPPI

Member Federal Deposit Insurance Corporation

C omplete
correspondent
coverage

IN AN EXPANDING
EAST MISSISSIPPI MARKET

**Merchants & Farmers
Bank MERIDIAN, MISS.**

Capital, Surplus and Reserves Exceed \$3,800,000.00



ALLEN ROUSSEL heads up the team of specialists in BNO's Credit Department. When you want to know what's new in credit analysis, Allen's the man to ask. He has the resources of a skilled staff with computerized reference material. You'll find Allen is as communicative as he is knowledgeable. Get in touch with him anytime, or call Millard Wagon.

BNO 

**THE BANK OF
NEW ORLEANS**

AND TRUST COMPANY

CALL: 1-800-362-6718
(Within Louisiana)
1-800-535-6760
(From Miss., Ala., Texas, Ark., Okla.)

For Every Banking Service



The Security Bank
CORINTH, MISSISSIPPI MEMBER F.D.I.C.

the bank for everybody

in 1949 as executive vice president. He was elected president in 1966. He is a former vice president of MBA's Group Four.

Mr. Cooper entered banking in 1943 at First-Columbus National and became cashier of Merchants & Farmers Bank, Macon, in 1951. He was vice president and cashier when he left in 1960 to go to the Bank of Oxford as executive vice president. He was elected a director of the bank in 1961 and president in 1968. He is a 1959 graduate of the School of Banking of the South.

First of Greenville Opens Branch



First National, Greenville, held the grand opening celebration of its new Beauchamp Branch with a ribbon-cutting ceremony and open house. Cutting the ribbon are Archie Manning (center), former University of Mississippi All-America quarterback, and Wade W. Hollowell, pres. At left is Edward M. Guss, v.p.

Mississippi Deaths

E. M. COX, 74, vice president, First National, West Point. He had been with the bank 40 years.

KYLE CHANDLER JR., 61, director, Bank of West Point.

HOWARD IVY

J. S. LOVE, JR.

J. S. Love Company

Investment Securities

DEPOSIT GUARANTY BANK BLDG.
Suite 847

Jackson, Miss. 39205

1935 - 36th Anniversary - 1971

Phones:

353-2481

353-2482

Area Code - 601

P.O. Box 216

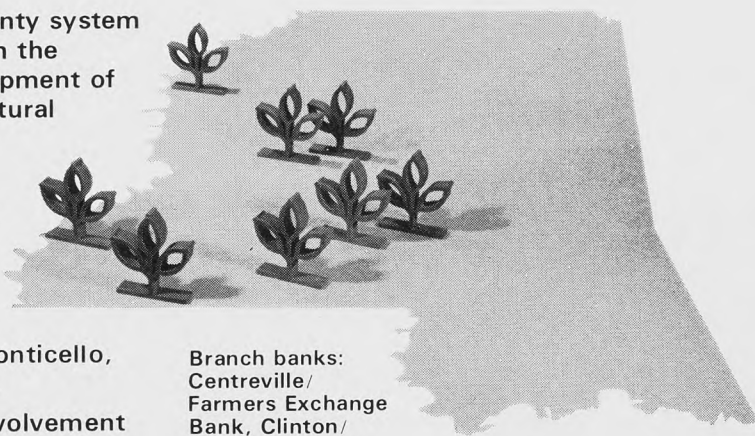
Transforming our resources into growth and progress. That's involvement.

The entire Deposit Guaranty system plays an important role in the advancement and development of economic, social and cultural interests throughout Mississippi.

Service. That's what we offer every day through 14 offices in Jackson and branch banks in Centreville, Clinton, Newhebron, Natchez, Monticello, Greenville and McComb.

This type of customer involvement is made possible through our resources—both material and human. Serving the people and our correspondents . . . That's what good banking's all about!

To get involved in Mississippi's future contact us.



Branch banks:
Centreville/
Farmers Exchange
Bank, Clinton/
Bank of Clinton,
Greenville/ Greenville
Bank, McComb/ Mechanics Bank, Natchez/ City Bank &
Trust Co., Monticello/ Monticello Bank, Newhebron/
Newhebron Bank, MAIN OFFICE: Jackson

We're involved.



DEPOSIT GUARANTY NATIONAL BANK

JACKSON, MISSISSIPPI / MEMBER FDIC

Louisiana News

■ CHARLES D. BOOKTER has joined American Bank, Shreveport, as auditor. He is a former state bank examiner.

■ MER ROUGE STATE has elected Joe A. Davenport III president. He has been with the bank since 1959.

■ BOSSIER BANK has made several promotions and elected a new director. Rolla C. Hill was appointed senior vice president in charge of the marketing and loan divisions. A. K. Gandy was promoted to vice president and cashier and Terry J. Seal to vice president, commercial loan department. Keith Hayes, assistant vice president, will succeed Mr. Gandy as branch administrator. Fred L. Moffitt is the bank's new director.

■ METAIRIE BANK has elected as directors George J. Ruhlman Jr., executive vice president, and Mrs. Albert J. Ortte. They fill vacancies created by the deaths of Milton Danner and August P. Christina.

■ COLONIAL BANK, New Orleans, has elected Rudd Ross Jr. president. For the past five years, Mr. Ross has been chief executive officer at Webster (Tex.) State.

■ AMERICAN BANK, Baton Rouge, has elected Ira J. Woodfin a director. He is president of Holiday Inns of Baton Rouge, Inc., and is a partner in an automobile firm.

■ NEW DIRECTORS at First National, Denham Springs, are Ruben Spillman and Jim Brignac. Both have served as advisory directors for three years.

■ IBERVILLE TRUST, Plaquemine, advanced Mrs. Mary G. Pate and W. B. Higdon Jr. to assistant cashiers. Mrs. Pate works at the bank's Main Office and Mr. Higdon at the East Iberville Branch.

■ J. ALBERT DEBAILLON, senior vice president and trust officer, American Bank, Lafayette, and Cletus B.

Cribbs have been elected directors of the bank. Mr. Cribbs is executive vice president and general manager of Lake Charles Dredging & Towing Co., Inc. Mr. Debaillon has been with the bank since 1956.

■ CENTRAL BANK, Monroe, has elected three new assistant cashiers. They are Mrs. Jeannie Ladd, manager, Lakeshore Office; Rick Hyland, assistant manager, 18th Street Office; and George Schaeffer, assistant manager, Northeast Office.

■ GUARANTY BANK, Gretna, promoted three officers and elected two new ones. John C. Heurtin was promoted to senior vice president and cashier; Russell F. Haas to senior vice president; and Joseph M. Falcone to vice president. The new officers are Miss Alma T. Talbot, vice president and manager of the bank's new Wall Boulevard Office, and Edward L. Vol-lenweider, assistant cashier and assistant manager of the new office.

■ FIRST NATIONAL, Donaldsonville, elected Mrs. Thelma B. Michel cashier. Formerly assistant cashier, Mrs. Michel has been with the bank 20 years. James Abadie Jr., who has been with the bank since 1967, was promoted to assistant cashier.

■ MARCEL P. MARAIST has been named a vice president of Commercial Bank, Franklin. He is a former senior bank examiner.

■ ALLEN STATE, Kinder, has moved into its new bank building.

■ CENTRAL BANK, Monroe, promoted three assistant cashiers to assistant vice presidents. They were George R. Bagley Jr., trust department; J. Dix Johnston, commercial loan department; and Jerry Futch, a branch manager. All three joined the bank in 1968.

■ BOSSIER BANK, Bossier City, has elected R. C. Hill senior vice president and manager of the marketing division and Clarence M. Wilson auditor. Previously, Mr. Hill was a vice president and senior commercial loan officer, Rivers Oaks Bank, Houston. Mr. Wilson was general auditor at Branch Banking & Trust Co., Wilson, N. C.

■ ELTON BEEBE has been elected chairman of Olla State.

Louisiana Deaths

J. ELMER HARPER, 77, former president, Minden Bank, of a heart attack.

J. M. OAKES, 79, chairman, Homer National.



MILLARD WAGNON heads up BNO's Correspondent Banking Department. You probably know him from his 20 years of correspondent banking experience.

Any problems? Call Millard.

BNO

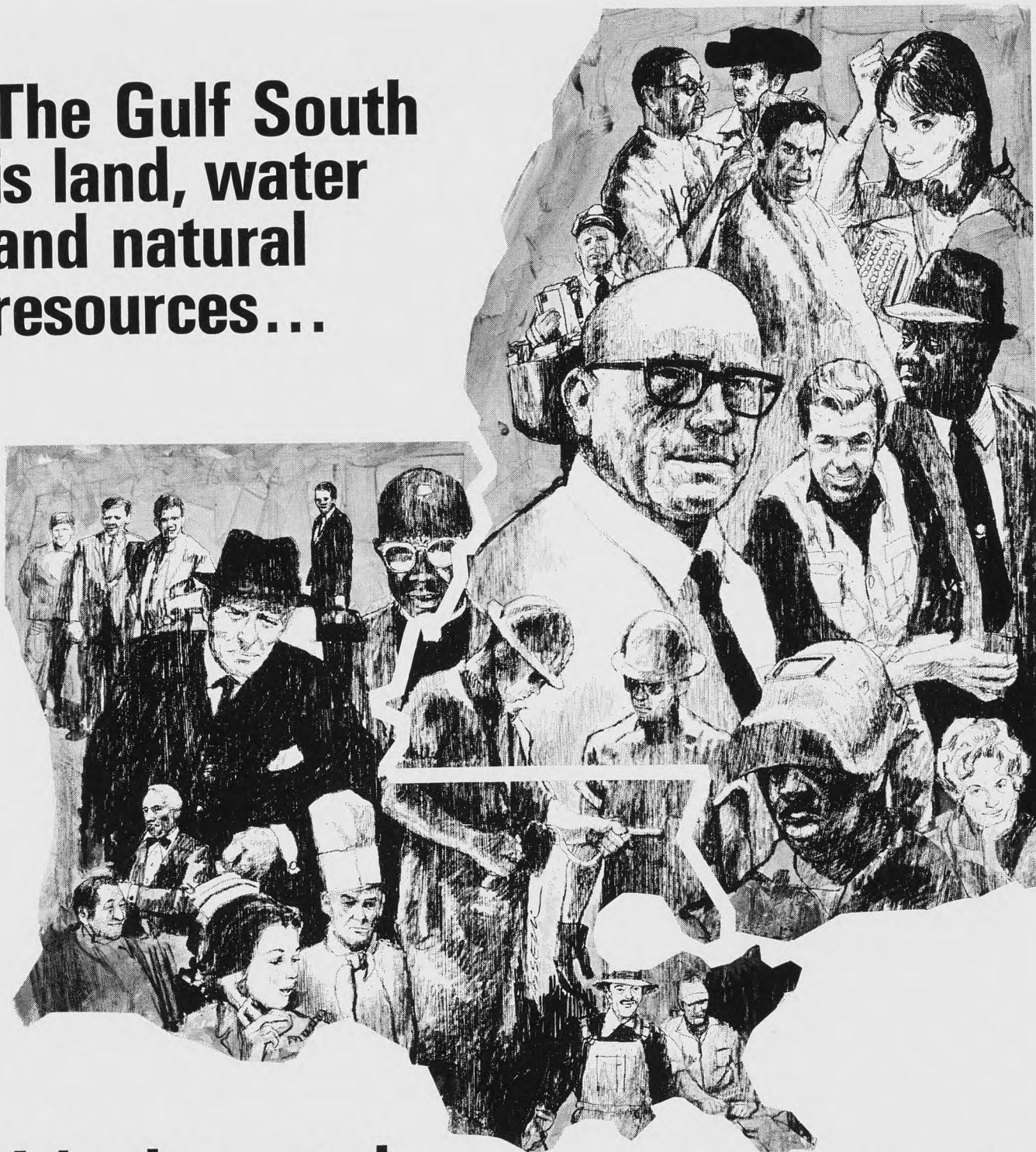
**THE BANK OF
NEW ORLEANS**

AND TRUST COMPANY

CALL: 1-800-362-6718
(Within Louisiana)

1-800-535-6760
(From Miss., Ala., Texas, Ark., Okla.)

**The Gulf South
is land, water
and natural
resources...**



It's also people...and the area the Whitney knows best.

For more than 85 years the Whitney has served New Orleans . . . Louisiana . . . the Gulf South . . . and all the people of this region. It is the area we have traveled for decades, the banks and bankers we have done business with, the industry and agriculture we have helped to grow, and the people who have been our depositors, customers, friends. If you have interests here — or need information about it — ask the Whitney. It's the area we know best!

Ready when needed since 1883

Whitney
NATIONAL BANK OF NEW ORLEANS

MID-CONTINENT BANKER for May 15, 1971

A 'MUST'

for Directors of
State-Chartered
Banks!



"Bank Shareholders' Meeting Manual"

A 60-page book designed to enable directors of state-chartered banks to bring their operations up-to-date. It was developed in recognition of several new trends in business and society—trends involving an increased sensitivity of the public regarding conflicts-of-interest; greater concern for minority rights; greater demand for fuller disclosure; data on control and ownership and of related business interests, including voting of trust-held securities.

The book also provides a means for state bank directors to modify procedures to bring their banks into compliance with current state banking statutes and regulations. Its use can result in economies and efficiencies for banks.

Can Your Bank Afford to be
Out-of-Date?

**PRICE:
\$6.95 each**

SEND YOUR ORDER AND
CHECK (sorry, no billed orders)
TO THE PUBLISHER:

The BANK BOARD Letter

408 Olive St. (Room 505)
St. Louis, Mo. 63102

Arkansas News

A Parking Lot That's a 'Park'

WHEN FIRST National of Little Rock decided to build a downtown parking lot, it was done up green.

The recently completed lot, located directly across from the main bank, is so thoroughly landscaped that it has been recorded as a "park" by the state's largest daily newspaper.

According to Edwin C. Kane, bank president, construction of the lot "park" was in response to customer desires for street-level parking in a convenient location.

"We had been leasing a lot a half-block away," said Mr. Kane, "and found that people were crossing in mid-street to do their banking at First National. We wanted a lot right at a corner traffic signal for the safety and convenience of our customers."

The bank, which was one of the first businesses in the downtown area to plant sidewalk trees, also made the decision to construct as beautiful a parking lot as possible. Consultation with a local landscape firm resulted in a plan designed to enhance the lot with magnolias and crape myrtles, other flowering trees and shrubs and ground covering. The plans were carried out even when the number of parking spaces had to be reduced from 35 to 33 so additional islands of greenery could be installed.

Construction of the lot was complicated by lengthy negotiations to obtain the property which required that the bank raze half of a 60-year-old structure and restore the other half. A strike and bad weather further complicated things.

The "park"ing lot features a corner bench area laid in washed gravel with a semi-circular bench backed by a low red-brick wall. Centering this area is a flagpole where the American flag and the bank's Money Tree flag are flown. Sidewalks surrounding the lot are also washed gravel.

The "front yard" parking lot of First National maintains the tradition of responsible civic leadership established at the location by the bank.



WOMELDORFF & LINDSEY

1030 TOWER BLDG. LITTLE ROCK

PARTNERS:

J. E. WOMELDORFF R. P. LINDSEY

■ TWO NEW VICE PRESIDENTS have been named by Bank of Yellville. They are Mrs. Edith C. Benton and John L. Linton. Mr. Linton is the only male member of the bank's staff.

■ FIRST NATIONAL, Osceola, named Carl E. Anderson Jr. a director. He joined the bank in 1949 and is executive vice president. In other action, Charles L. Wilks was advanced from cashier to vice president and cashier and Miss Flossie L. Young from assistant cashier to assistant vice president. Miss Dorothy M. Boothe and Miss Barbara K. Williams were made assistant cashiers.

Batting Champion Stan Musial's statue stands on the plaza outside Busch Stadium, home of the Cardinals.



When you need
a banker to go
to bat for you...

John Pisarkiewicz

Jim Reedy

Jim Smith

Mike Searles

count on Mercantile in St. Louis

Put a Man from Merc on your team! Wherever *you* are... whatever *we're* doing... your phone call puts you just seconds away when you need one of our 13-man team of correspondent bankers. Call us anytime at 314/231-3500 and *count on Mercantile* to go to bat for you!

MERCANTILE

ST. LOUIS, MO.

TRUST

COMPANY

MEMBER
FDIC

MID-CONTINENT BANKER for May 15, 1971

Texas News

T. C. Frost Jr. Made Chairman, Donald Garrett President At Frost National Bank

SAN ANTONIO—T. C. Frost Jr. was elected chairman of Frost National here as the 103-year-old bank filled the corporation's top-management positions. C. Linden Sledge was made vice chairman and Donald W. Garrett president.

Mr. Frost, who has been president since 1962, was elected to fill the position of the late T. C. Frost. Mr. Sledge and Mr. Garrett were executive vice presidents.



T. C. Frost Jr. (standing) is the new chairman of San Antonio's 103-year-old Frost National Bank. Seated are other new top officers: C. Linden Sledge, vice chairman (l.), and Donald W. Garrett, president.

All three men are directors of the bank as well as officers and directors of Frost Realty Co. and serve on the bank's management committee.

As chief executive officer, Mr. Frost is responsible for overall direction of the bank. Mr. Sledge is responsible for bank administration and its trust function and serves as president of Frost Realty. Mr. Garrett directs all banking functions, including loans, deposits and marketing.

Mr. Frost joined the bank in 1950. Mr. Sledge became a staff member in 1956 and Mr. Garrett in 1957.

■ CHANNELVIEW BANK has promoted Paul Roebuck to assistant vice president. He is a loan officer and was formerly a branch manager for Universal CIT Corp.

Peter C. Rehrauer Dies at 74; Was Houston Banker 55 Years

HOUSTON—Peter C. Rehrauer, 74, honorary vice chairman and consultant of Texas Commerce Bank, died April 5. He had been an active banker for 55 years.

Mr. Rehrauer joined Lumberman's National (predecessor of Bank of the Southwest) as a runner in 1911. He later joined Marine Bank as a vice president and after that bank was acquired by National Bank of Commerce, he was elected cashier and a director. He was promoted to senior vice president in 1958 and after the merger of National Bank of Commerce and Texas National, he was elected executive vice president.

When Mr. Rehrauer officially retired in 1966, the bank elected him honorary vice chairman and consultant.



REHRAUER

Lakewood Bank Advances Burr; Names Three New Officers

DALLAS—Alex Burr Jr. has been elected senior vice president of Lakewood Bank. He was formerly controller and credit officer.

In other action, the bank named Loyd R. Swope a vice president, William F. Beuck II an assistant vice president and Mrs. Marjorie Oliver an assistant cashier.

Mr. Burr has been with Lakewood Bank since it was founded in 1941 and has been an officer since 1947. He is a former president of the Dallas BAI.

Mr. Swope, a loan officer, was formerly vice president of First National, Fayetteville, Ark. Mr. Beuck, who will be in the marketing department, has served Citizens National, Lubbock, and Worthern National, Little Rock, Ark. Mrs. Oliver, who has been with Lakewood Bank since April, 1969, will be in charge of women's services.

■ BELLMEAD STATE, Waco, has elected Richard B. Green a director. He is owner of a pharmacy.

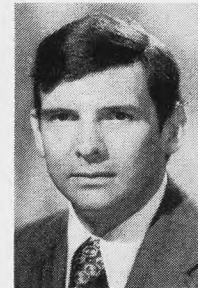
■ SOUTHWEST NATIONAL, El Paso, has elected as directors Hilary J. Sandoval Jr. and Calvin K. Kessler. Mr. Sandoval has served the past two years as administrator of the Small Business Administration. Mr. Kessler is president of Kessler Industries, Inc., which produces wrought iron and aluminum casting for furniture.

■ OTWELL H. LAYTON, vice president and trust officer, First National, Fort Worth, has retired after 44 years of service. He joined the bank in 1927 and had been vice president and trust officer since 1958.

■ ALLEN M. KERR, supervisor in the audit department of Bank of the Southwest, Houston, has been promoted to assistant auditor.

Turner Elected Vice President At First National, Fort Worth

FORT WORTH—Tom F. Turner has been promoted to vice president, installment loan department, First National. He joined the bank in 1963, was elected an assistant cashier in 1966 and assistant vice president in 1969.



TURNER

James Evans, also in the installment loan department, was elected an assistant vice president. Mr. Evans came to the bank in 1962 and was named an assistant cashier in 1967.

Newly elected officers at the bank are Rommie Toler, accounting officer, and Melvin Wilde, operations officer.

Texas Bank Promotes Six; Elects Three New Officers

DALLAS—Texas Bank has promoted six officers and elected three new ones.

Named assistant vice presidents were: Timothy L. Weston, assistant manager, bank service department; A. Wilford Norman and J. Philip Bishop, credit department; Henry Bailey and Cesar A. Garza, international department; and William W. Whitsitt, commercial loan department.

Newly elected assistant cashiers are: Hardy T. Richards, manager, loan and discount department; and Johnnie W. (Bill) Ray and Jerry A. Harrison, check processing department.

■ SOUTHERN NATIONAL, Houston, promoted two officers and elected one new one. Mrs. Wanda Boone was advanced from assistant cashier to assistant vice president and Thomas L. Cary, petroleum engineer, also was made an assistant vice president. Mrs. Judith Turner was elected an assistant cashier.

■ CITIZENS BANK, Houston, elected John Leger trust auditor. He came to the bank from First National, Denver, where he served as assistant trust officer and manager of corporate operations.

Doing more business abroad?

We can be a world of help.



No matter where on earth it may be . . . our International Department can be of great assistance to you when the need arises. These specialists can expedite the handling of foreign collections, money transfers and exchange, letters of credit and other transactions. They cut a lot of red tape through First National's shareholder membership in Allied

Bank International, with offices in New York, London, Tokyo and Hong Kong. We can also assist with your Eurodollar needs through our branch in Nassau. Talk over your financial needs and problems with the men of our International Department any time. They have some of the best connections in the world.

Call Ted Lange or Ken Morrill
at (817) 336-9161

of Fort Worth
First
NATIONAL BANK

Member F.D.I.C.

Expect a little more in your bank portfolio service, when you're dealing with Chase.

Sure, we're located in the very heart of the money market. But that's not the only reason correspondents can expect a little more from us.

Our investment advisors put all their skills toward your particular needs. Our huge communications network provides a constant updating of vital information. And our sophisticated

electronic data processing systems enable us to rapidly explore the consequences of projected portfolio moves. For further information, contact your Chase representative or call Ralph Berrey at (212) 552-3851.

Chances are, you'll wind up getting a lot more when you deal with Chase.

You have a friend at

THE CHASE MANHATTAN BANK

1 Chase Manhattan Plaza, New York, N.Y. 10015 / Member F.D.I.C.



President



REEVES

Rex E. Reeves, NMBA pres., has been ch. & pres., Farmers & Stockmens Bank, Clayton, since 1966. He became a banker when he joined the bank 26 years ago.

Vice President



STONE

Douglas B. Stone, assn. v.p., is pres. and tr. off., Portales National. He joined the bank 36 years ago. He has been a banker 39 years, starting with Security Pacific National, Los Angeles.

Treasurer



VAN SOELEN

Daniel D. Van Soelen, NMBA treas., is v.p. & cash., First National, Santa Fe, where he began his banking career in 1952. Before being named to his present posts, Mr. Van Soelen was in the proof dept., on the teller line and was a.c., then cash.

MID-CONTINENT BANKER for May 15, 1971

New Mexico Convention

Carlsbad, June 3-5

PROGRAM

FIRST SESSION, 9 a.m., June 4

National Anthem—KENNETH M. NELSON, Carlsbad businessman.

Invocation—THE REVEREND L. B. STONE, D.D., retired Methodist minister, Carlsbad.

Address of Welcome—WALTER GERRELLS, mayor of Carlsbad.

Response—DOUGLAS B. STONE, vice president, New Mexico Bankers Association, and president, Portales National Bank.

Address—BRUCE KING, governor of New Mexico.

President's Annual Report—REX E. REEVES, president, New Mexico Bankers Association, and president, Farmers & Stockmens Bank, Clayton.

Address—DAN MOORE, manager, educational programs, Los Angeles Times Mirror Co.

SECOND SESSION, 9 a.m., June 5

American Bankers Association Meeting—CALE W. CARSON JR., ABA vice president for New Mexico and president, First National Bank, Albuquerque.

Report on ABA Executive Council Meeting—E. E. TUSHA, member, ABA executive council, and chairman, Carlsbad National Bank.

Recognition of 25- and 50-Year Club Members—REX E. REEVES.

Address—JOHN W. HOLTON, federal legislative counsel, American Bankers Association, Washington, D. C.

Report of Audit Committee—RICHARD G. ELKINS, chairman of committee and cashier and trust officer, American Bank of Commerce, Albuquerque.

Report of Resolutions Committee—JAMES M. ROBERTSON, chairman of committee and president, American Bank of Carlsbad.

Report of Nominating Committee—EDWARD H. TATUM JR., chairman of committee and president, First National Bank, Santa Fe.

Election of Officers.

Presentation of Past President's Pin.

Remarks by New President.

Selection of Convention Cities for 1972 and 1973.

Announcements.

Adjournment.

Variety of Entertainment Planned for Convention In Carlsbad June 3-5

Delegates to the New Mexico Bankers Association's 1971 convention will find a variety of entertainment planned for them, beginning with the men's golf tournament at Riverside Country Club, Carlsbad, June 3. Players may tee off between 8 a.m.-1 p.m., and lunch will be available at the club.

Also on June 3, a hospitality period will be held on the lawn of the Stevens Motel from 6-7:30 p.m., with the three Carlsbad banks as hosts. They are American Bank, Carlsbad National and Commerce Bank. The past presidents' dinner will be held at 7:30 o'clock at the Stevens Motel, with entertainment to be supplied by "Four Plus One."

On June 4, the day will begin with a 7:15-8:30 breakfast at the Stevens. Hosts will be First National and Peoples State of Artesia; First National and New Mexico Bank of Hobbs; Lovington National; and First National, Roswell State and Security National of Roswell. Golfing for women will be available at Riverside Country Club, with tee-off time 8:45 a.m. A continental breakfast will be offered golfers.

The president's and ladies' luncheons will be held concurrently at noon, the former at Holiday Inn and the latter at Motor Inn La Caverna. NMBA President Rex E. Reeves will be host at the president's luncheon, which will be attended by executive committee members, committee chairmen, group chairmen, trust division officers and New Mexico ABA officers. At the ladies' luncheon, "Top-Notch Wig Fashions" will be demonstrated by Michael of Santa Fe. Ladies' bridge at 2:30, also at Motor Inn La Caverna, will follow the luncheon program.

That evening, from 6-7:30, State National, El Paso, Tex., will be host at a cocktail party. A 6:30 buffet supper also is planned. Both these events will be held at the Stevens.

The breakfast June 5 (7:15-8:30) at the Stevens will have these host banks: Security Bank, Alamogordo; American Bank of Commerce, Albuquerque; American Bank of Carlsbad; First National, Portales; First State, Rio Rancho

Estates; Security Bank, Ruidoso; and Citizens State, Vaughn. A ladies' coffee is planned for 10 a.m. at Riverside



PEARLE RAE



Denton R. Hudgeons (2nd from r.), exec. sec., NMBA, is pictured with three members of convention's general committee. Bankers pictured are (all of Carlsbad, host city): F. Blair Gaffney (l.), James M. Robertson (2nd from l.) and H. C. Harvey.



Ladies' entertainment committee members shown here are: (seated, l. to r.) Mrs. Miriam Gaffney, Mrs. Helen Harvey and Mrs. Joanna Light; (standing, l. to r.) Mrs. Wilma Parchman, Mrs. Patricia Robertson, Mrs. Irene Brantley and Mrs. Frankie White.

Country Club. NMBA President Reeves will preside at the annual banquet at 6:45 o'clock that night at the Rode-way Inn. Entertainment will be provided by the Pearle Rae Show of Denver.

Convention Committees. NMBA President Rex Reeves, president, Farmers & Stockmens Bank, Clayton, and Vice President Douglas B. Stone, president, Portales National, are chairman and vice chairman, respectively, of the 1971 convention. Serving on the general committee are (all of Carlsbad): James M. Robertson, president, American Bank; H. C. Harvey, president, Carlsbad National; F. Blair Gaffney,

president, Commerce Bank; E. E. Tusha, chairman, Carlsbad National; J. E. Robertson, chairman, American Bank; and E. W. Parchman, chairman, Commerce Bank.

George E. Frazier, senior vice president, American Bank, Carlsbad, is chairman of the men's golf committee.

Chairmen of the other committees are: ladies' entertainment, Mrs. Michelle Nix (vice chairman, Mrs. Donna Stone); ladies' luncheon, Mrs. Joanna Light; ladies' bridge, Mrs. Helen Harvey; ladies' golf, Mrs. Ethel Frazier; ladies' coffee, Mrs. Miriam Gaffney; registration and hotel reservations, Mrs. Martha Alexander. • •

Holton, Moore to Speak At NMBA Convention

Dan Moore, manager, educational programs, Los Angeles Times Mirror Co., and John W. Holton, ABA federal legislative counsel, will speak at the New Mexico Bankers Association's 1971 convention. Mr. Moore will appear at the first general session June 4 and Mr. Holton at the final session June 5.

Mr. Moore, who holds bachelor and master's degrees from the University of Southern California, progressed, over a 12-year period, from a social studies teacher and student activities director to vice principal to social studies consultant, all with the Los Angeles City School District. In 1961, he was made director of educational services for the *Times*, was named special assistant to the publisher in 1968 and to his present post in 1969.



HOLTON



MOORE

Mr. Moore has taught both students and teachers, edited publications and helped organize and operate scholarship programs.

Mr. Holton became federal legislative counsel for the ABA in 1962 following 20 years' service in the office of the speaker of the U. S. House of Representatives. He was named secretary of the federal legislative committee in 1963.

Mr. Holton, who joined the staff of the late speaker, Sam Rayburn, in 1942, was named legislative clerk to the speaker in 1947 and, from 1952-61, was administrative assistant to Mr. Rayburn. Following the latter's death in 1961, Mr. Holton became legislative assistant to John W. McCormack, who succeeded Mr. Rayburn as speaker of the House. Mr. Holton, a member of the Texas and American Bar associations, spent two years, 1946-47, in the office of coordinator of information of the House of Representatives.

■ PORTALES NATIONAL has increased capital from \$200,000 to \$250,000 by means of a stock dividend, the fifth declared in the last 11 years. Surplus also was boosted from \$200,000 to \$250,000.

■ D. B. GONZALES JR., assistant cashier and manager of the Pojoaque Branch of First National, Santa Fe, recently completed 25 years with the bank.

Three Bankers Scheduled to Retire From NMBA Executive Committee

Three bankers are scheduled to leave the NMBA executive committee this year: Charles N. Haner, executive vice president, First National of Dona Ana County, Las Cruces; Townsend B. Hood, vice president, Security Bank, Alamogordo; and John C. Johnson,

executive vice president, First National, Belen.

Mr. Haner entered banking in 1946 with Nolte National, Seguin, Tex. He became a national bank examiner in the 11th National Bank Region in 1951 and went to First of Las Cruces in 1958. He is a 1955 graduate of the School of Banking of the South at Louisiana State University.

Mr. Hood became a banker immediately after being graduated from Cornell University in 1926, starting at Round Valley Bank, Springerville, Ariz. He went to Security First National, now Security Pacific, Los Angeles, in 1928. In 1944, he entered the mort-

Show Everybody Who's Boss

Your bank is run by some pretty distinguished people. Maybe your chairman of the board is the owner of two of the town's biggest corporations. Your senior vice president, on the Chamber of Commerce board. But who knows it?

Everybody knows it when you introduce your board members and officers in a Gittings portrait gallery.

They know what your executives are like, and why they're executives. Because that's the kind of portraits Gittings makes.

For complete details, ask your secretary to mail in this coupon.

Please send information on Gittings portrait galleries to this address today:

(Name)

(Address)

(City)

(State)

(Zip)

Gittings

PHOTOGRAPHERS OF MEN

Mail to: Bob Drake, Vice President
3327 D'Amico, Houston, Texas 77019

Houston
529-5901

Dallas
748-3411

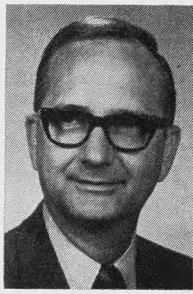
Fort Worth
738-3581

Phoenix
955-6050

Atlanta
261-5550



HOOD



HANER

gage loan business in Roswell and, in 1953, he became chief executive officer and a director of Ruidoso State, a new bank. He sold his interest in that bank

in 1968 and became affiliated with Bank Securities, Inc., Alamogordo, and is chairman of that firm in addition to holding his post at Security Bank. Mr. Hood headed the NMBA in 1968-69.

Mr. Johnson joined Republic National, Dallas, in 1954 and eventually became a vice president in the correspondent division. He went to First of Belen in 1962 as executive vice president. (Photo not available.)

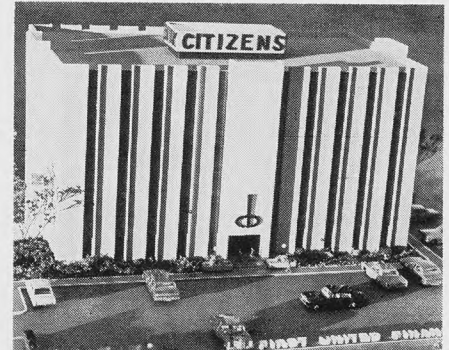
■ A. OTTO MILLER has resigned as a director of First National, Albuquerque, and has been elected a director of Bank Securities, Inc., a New Mexico bank holding company. He is

president of American Builders Supply.

■ LOVINGTON NATIONAL stockholders recently voted to split shares 10 for one and also approved issuance of 10% more stock. At the same meeting a name change to become effective July 1 was approved. The new name of the bank will be Liberty National.

Citizens Bank Plans Move To New Financial Center

ALBUQUERQUE—Construction has begun on the \$2.5-million First United Financial Center that will house the new Main Office of Citizens Bank.



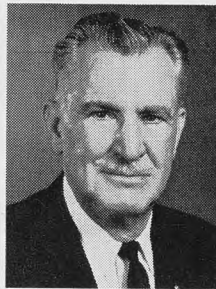
Above is the architect's model of Albuquerque's new First United Financial Center now under construction. Citizens Bank will occupy the first floor of the seven-story building.

The seven-story building, expected to be completed by January 1, 1972, will have southwestern architecture featuring reinforced concrete, sculptured masonry units coated with a pebble finish and insulated glass.

The center will be owned by a limited partnership that will lease the majority of the first floor to the bank and the remainder of the 81,900-square-

LONG TERM CREDIT SERVICE

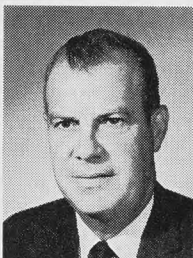
to farmers and ranchers IS OUR JOB



WM. G. PLESTED, Jr.
President



M. K. MATHEWS, Jr.
Exec. Vice President



G. A. WILES
Vice President-Treasurer



WM. S. MAY
Vice President-Secretary



BYRON T. ROWELL
Assistant Secretary



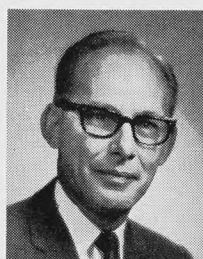
JAMES H. HAZELTON, Jr.
Assistant Treasurer



ORVAL R. DILL
Assistant Vice President



HAROLD B. WOLFE
Assistant Vice President



ROBERT F. RANDLE
Assistant Vice President



THE FEDERAL LAND BANK OF WICHITA
CENTURY PLAZA BUILDING
WICHITA, KANSAS

We extend convention
greetings to our
New Mexico banker
friends

OFFICERS

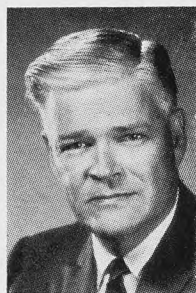
J. C. Hester, Chairman of the Board
W. G. (Buddy) Ragley, President
Harry B. Davis, Executive Vice President
John A. Falco, Senior Vice President
Horace Manzanares, Vice President
Jensine N. Irby, Asst. V.P.
Ray Pint, Asst. V.P.
Edward H. Pond, Asst. V.P.
Gene Zamora, Cashier
Eleanor Frettem, Asst. Cashier
Over \$12 Million in Resources



foot building to other financially oriented businesses. The bank also will have five drive-in stations separated from the main building by a parking area.

Until the new building is completed, Citizens Bank will maintain a temporary office at the site and will continue operations at its current location. The present bank location will be converted to a branch operation following the move of the Main Office to the new center.

Jensen Named Vice President Of Valley Bank of Arizona



JENSEN

PHOENIX—Roger W. Jensen has been elected a vice president of Valley National of Arizona.

Mr. Jensen, in the financial field 22 years, started with Chicago's Continental Illinois National and later was assistant credit manager of Westinghouse Electric Supply Co., Chicago. He went to Valley Bank in 1955 as a member of the installment loan department, was made an assistant cashier in 1960 and assistant vice president in 1965.

New Mexico, June 3-5, Carlsbad, Motel Stevens
 Oklahoma, May 4-6, Tulsa, Mayo Hotel
 Tennessee, May 23-25, Memphis, Holiday Inn-Rivermont
 Texas, May 2-4, Dallas

NATIONAL

ABA Agricultural Credit Conference, Nov. 14-16, Kansas City, Hotel Muehlebach
 ABA Convention, Oct. 16-20, San Francisco
 ABA Credit Card Conference, Oct. 25-27, New Orleans, Roosevelt Hotel
 ABA Mortgage Conference, May 23-26, Minneapolis, Radisson Hotel
 ABA Personnel Conference, Sept. 26-29, Los Angeles, Century Plaza Hotel
 AIB, May 31-June 2, Houston
 Bank Administration Institute, Nov. 7-10, Miami Beach
 Bank Marketing Assn., Sept. 26-29, New York City, Americana Hotel
 BMA Security Conference, July 11-13, Chicago, Marriott Motor Hotel
 Consumer Bankers Assn., Oct. 24-28, Phoenix, Arizona-Biltmore Hotel
 Nat'l Assn. of Bank-Women Inc., Oct. 6-10, New Orleans, Fairmont-Roosevelt Hotel
 Robert Morris Associates, Oct. 23-27, Los Angeles, Century Plaza Hotel

STATEMENT OF CONDITION of THE FIRST NATIONAL BANK

OF ARTESIA, NEW MEXICO

At close of Business December 31, 1970

RESOURCES

Loans and Discounts	\$ 8,579,695.93
Overdrafts	17,777.90
Stock in Federal Reserve Bank	30,000.00
Banking House, Furniture & Fixtures	320,000.00
U. S. Bonds	\$3,323,998.63
Other Bonds	4,761,122.05
Cash and Due from Banks	3,467,204.20
Federal Funds Sold	500,000.00
Other Assets	3,268.67
TOTAL	\$21,003,067.38

LIABILITIES

Capital Stock	\$ 500,000.00
Surplus	500,000.00
Undivided Profits and Reserves	1,300,077.56
Deposits	18,348,945.13
Dividend Checks Outstanding	50,000.00
Other Liabilities	304,044.69
TOTAL	\$21,003,067.38

OFFICERS

CHAS. K. JOHNSON, President
 FRED COLE, Vice-President
 C. F. HAMMETT, Vice-President
 BILL HART, Vice-President
 VERNON WATSON, Asst. Vice-President
 GEORGE H. FERRIMAN, Cashier—
 Trust Officer
 DAVID T. SIMONS, Asst. Vice-President
 FLOYD E. HALL, Asst. Cashier
 E. G. HUBBARD, Asst. Cashier
 BRENT HAMMETT, Asst. Cashier

Convention Calendar

MID-CONTINENT AREA

- Arkansas, May 9-11, Hot Springs, Arlington Hotel
- Illinois, June 2-4, Palmer House, Chicago
- Indiana, June 9-10, French Lick, French Lick-Sheraton Hotel
- Kansas, May 5-7, Kansas City, Kan., Holiday Inn Towers
- Kentucky, Sept. 12-14, Louisville, Brown Hotel
- Louisiana, May 8-11, New Orleans, Roosevelt Hotel
- Mississippi, May 17-19, Biloxi, Buena Vista Hotel
- Missouri, May 9-11, Kansas City, Hotel Muehlebach

GIVE... so more
 will live

**HEART
 FUND**



MID-CONTINENT BANKER for May 15, 1971



warm welcome to the
 NMBA 60th Annual Convention
 in Carlsbad . . . June 3, 4, 5.
 from

FIRST NEW MEXICO BANKSHARE CORPORATION

The combined talents of five
 New Mexico Banks
 working for a greater New Mexico.

- ALBUQUERQUE NATIONAL BANK, Albuquerque, N. M.
- FIRST NATIONAL BANK OF RIO ARRIBA, Espanola, N. M.
- THE MERCHANTS BANK, Gallup, N. M.
- FIRST NATIONAL BANK IN RATON, Raton, N. M.
- SECURITY NATIONAL BANK OF ROSWELL, Roswell, N. M.

"we're here on your account"

FREE

With New and Renewal
Subscriptions to
The **BANK BOARD Letter**



BANK DIRECTORS and Their Selection, Qualifications, Evaluation and Retirement

This 24-page study (size 8 1/2 x 11) can be a useful guide in helping your bank establish guidelines to be used in creating a board that has balance in experience, judgment, in influence, creativity and enthusiasm.

It will help you evaluate present directors and their contribution to the growth of your bank. It will help a prospective director evaluate his own potential contributions.

It discusses director retirement. Should your bank have a policy on director retirement? If so, how should you arrive at one?

These and many more questions are fully explored in this study. And it is yours FREE with one-year, new or renewal subscriptions to The **BANK BOARD Letter**.

Now in its third year of publication, The **BANK BOARD Letter** has proved to be a valuable tool for directors and managers of banks that want to keep ahead of the trends in the fast-changing financial world.

Annual subscription rate

\$25 per year

Additional subscriptions

\$10 each

SEND ORDERS (WITH CHECK) TO:

The BANK BOARD Letter

408 Olive St. (Room 505)
St. Louis, Mo. 63102

Oklahoma News

Pullen Retires After 45 Years With First National, Tulsa



PULLEN

TULSA—Homa L. Pullen, vice president in the business development section, First National, has retired after 45 years with the bank. He joined the bank in 1926 as an office boy, later was transferred into the savings and install-

ment loan department and then to the discount section.

For many years, Mr. Pullen made calls throughout the Tulsa area and helped establish First National's business development department. He was named a vice president in 1957.

Hodges, Nelson Promoted to VPs At Liberty Nat'l, Oklahoma City

OKLAHOMA CITY—Liberty National has promoted Bert Hodges Jr. and Leland C. Nelson to vice presidents.

Mr. Hodges has served as president of Home Mortgage & Investment Co. for the past 10 years and is a past president of Oklahoma Mortgage Bankers Association.



NELSON



HODGES

Mr. Nelson first joined Liberty National in 1964 and last year served as marketing manager for National Sharedata Corp. Upon returning to the bank in March, he was assigned duties as systems analyst in the operations department.

Others promoted at the bank include: James L. Hill and Mrs. Bessie Stephenson, loan administration officers; Jimmy R. Sales, legal officer; and Larry A. Walker and William F. Weisert, trust officers.

First State Holds Annual Tour

KETCHUM—First State recently held its 22nd annual bank tour and banquet for the senior students and faculty members of two local high schools.

The tour of the bank included explanations of machines and equipment and a question-and-answer period about banking in general. Following the tour, the group attended the banquet and each high school senior was presented with a small gift.

Bank Control Changes Hands

PURCELL—Ownership of First American changed hands when the bank's directors purchased the majority of outstanding stock from H. E. Rainbolt, one of the directors. No changes in officers, directors, personnel or bank policies are planned.

MANAGEMENT BOOKS For Your Bank

PRACTICAL OPERATIONS AND MANAGEMENT OF A BANK—By Marshall C. Corns, Management Consultant . . . \$28.75. This 976-page book contains indispensable facts covering every phase of modern bank operation, with operating procedures spelled out for every department. The book updates all previous books on this subject.

ORGANIZING JOBS IN BANKING—The Use of Job Descriptions and Operating Instructions, by Marshall C. Corns, Management Consultant . . . \$28.00. This is a practical manual containing job descriptions covering 117 positions in banking and 72 operating instructions. Many of these can be modified with only minor changes to fit positions in any bank and thus help standardize procedures.

CREDIT-CARDSMANSHIP—How to Survive the Credit Card Nightmare, by Martin J. Meyer . . . \$7.95. This 200-page book is written basically for the consumer, telling him how to avoid being trapped by over-use of credit cards. But it also contains a section that clearly spells out "con" games that can be played against banks, causing thousands of dollars of losses, with little recourse for recovery.

THE BOARD OF DIRECTORS AND EFFECTIVE MANAGEMENT—\$8.50. In this 256-page book Harold Koontz takes a critical look at the corporate board of directors—its functions and responsibilities, areas of decision and control, and the relationship of success to more productive management.

HOW YOU CAN BEAT INFLATION—\$7.95, by David L. Markstein. A top investment counselor gives a veritable arsenal of anti-inflationary weapons—specific steps out of the grip of inflation—into the arms of affluence. Tips you off on real estate opportunities, off-beat investments, legal tax evasions, and many more ingenious and profitable ideas.

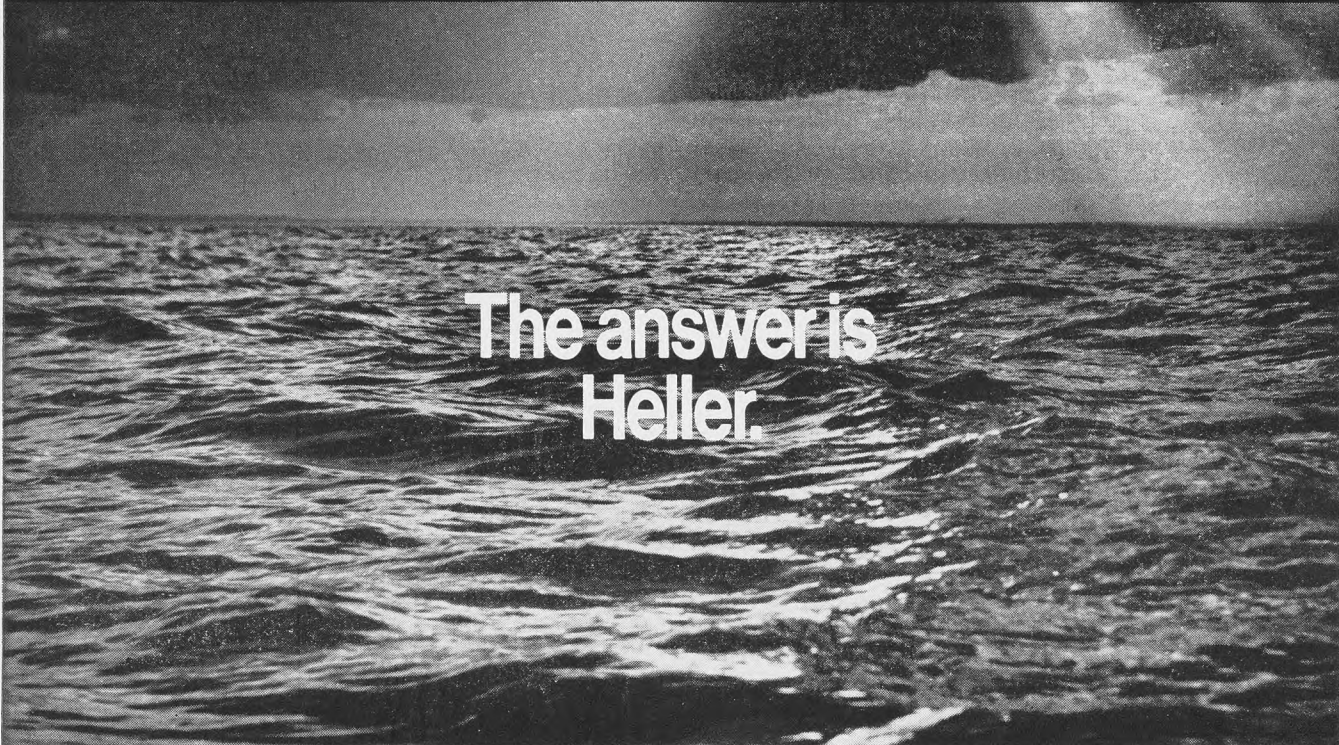
SEND CHECKS WITH ORDERS TO:

MID-CONTINENT BANKER

408 Olive St.
St. Louis, Mo. 63102

Question:

Who expands the credit horizons of smaller and medium-sized banks?



The answer is
Heller.

When you're facing a good customer or prospect whose needs exceed your lending limits, you can let him go elsewhere—or you can consider a Heller-bank participation.

A lending "partnership" with Heller creates additional borrowing capacity by the change to secured financing, with the arrangement *supplementing*, rather than replacing, the bank's own lending activities. In this way, the bank demonstrates its ability to structure a major loan, and at the same time, benefits by the depository relationship with a larger customer.

Heller-bank participations are nothing new; they've been used to the advantage of both banks and their customers for over 30 years.

And, they do give you a new outlook, don't they? Call us if you have any questions.

Walter E. Heller & Company

105 West Adams Street, Chicago, Illinois 60690

New York • Boston • Philadelphia • Atlanta • Miami • New Orleans •
Dallas • Los Angeles • San Francisco • Portland • Santurce, P. R.
• Brussels • London • Paris • Mainz, West Germany •
Utrecht, Holland • Milan • Barcelona • Johannesburg • Sydney
• Manila • Copenhagen • Bergen, Norway • Stockholm • Mexico City •
Buenos Aires • Kingston, Jamaica.
Heller services also available in Canada.

➤ MID-CONTINENT BANKER for May 15, 1971

105

Kansas News

KBA Bank Management Clinic To Be Conducted June 1-3 At Univ. of Kansas, Lawrence

The Kansas Bankers Association will hold its 1971 Bank Management Clinic June 1-3 at the University of Kansas, Lawrence. The theme of the clinic is "Management by Objectives."

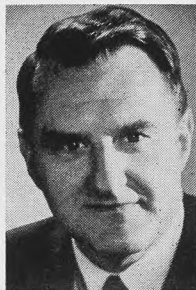
On the first day of the conference, bankers will hear Jack Yianitas of Motivation Unlimited, Beaumont, Tex., as the keynote speaker and will divide into three groups to discuss the MNO Bank Case.

Clifford C. Clark, dean of the School of Business, University of Kansas, will preside over the dinner session and Frederick Heldring, vice chairman, Philadelphia National, will speak on "Management by Objectives Really Works!"

A new development session on the second day of the conference will feature speeches on "Lending to Small Business in Your Community" by Jack Eachon, associate administrator for fi-



EACHON



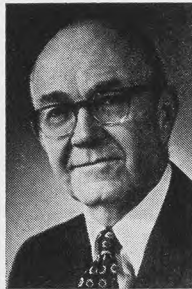
HELDRING

ancial business, Small Business Administration, Washington, D. C., and "A New Secondary Market for Small Business Loans" by George Doak, executive vice president, Kansas Development Credit Corp., Topeka.

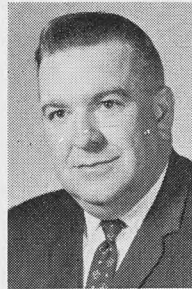
A legislative report will be given by R. H. Jennison, president, First State, Healy, and chairman, state legislative

committee; W. C. Hartley, president, Miami County National, Paola, and chairman, federal legislative committee; and Harold A. Stones, KBA director of research, Topeka.

Later in the day, bankers will divide up for size-group sessions and will hear an audio-video tape on "Some Economic Implications for Kansas" by Dr. Charles N. Kimball, president, Midwest Research Institute, Kansas City, Mo. Gerald W. Lowrie, executive director, banking professions, American Bankers Association, Washington, D. C., will discuss the monetary and payments system.



ADAMS



DOAK

Evening activities will feature a speech by Frank Wille, FDIC chairman, and bull sessions covering federal and state legislation, secondary market for small business loans and new personnel concepts.

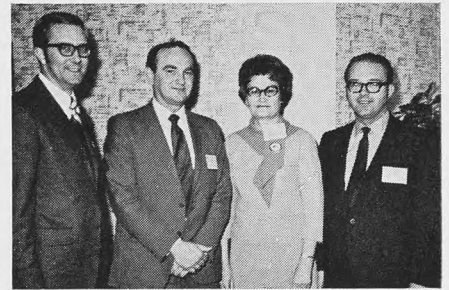
At the outlook session on the last day of the conference, bankers will hear Eugene Adams, president, First National, Denver, and chairman, ABA task force on one-bank holding companies. He will speak on "The Outlook for One-Bank Holding Companies—and Congressman Patman's New Banking Reform Act."

A special guest will appear at the last session of the management clinic. He is Dr. Nikki Nyetski, visiting Soviet cultural delegate, who will discuss "Two Societies—a Comparison."

■ **FIRST STATE**, Thayer, elected Stephen McAllister vice president, cashier and a director.

■ **CITIZENS NATIONAL**, Eureka, added Francis H. Campbell to its board of directors. He is a mortician.

KBA Trust Div. Elects Officers



The trust division of the Kansas Bankers Association elected new officers at the annual trust conference held recently in Overland Park. From left are: v.p., Lynn L. Anderson, v.p. & t.o., First National, Lawrence; immediate past pres, George K. Corbett, v.p. & t.o., Johnson County National, Prairie Village; sec.-treas., Mrs. Shirley Lang, t.o., Hutchinson National; and pres., Glenn E. Tague, v.p. & t.o., Citizens National, Emporia.

■ **SECURITY NATIONAL**, Kansas City, named William D. Wingfield assistant trust officer. A graduate of the University of Missouri School of Law, he was formerly area claims manager for an insurance company.

Schwartz Elected Paola Mayor


PAOLA—L. M. (Mike) Schwartz, president, trust officer and director of Citizens State, was elected mayor of Paola on April 6.

■ **REMODELING PLANS** have been completed by First State, Junction City. The front of the building will be renovated and a second drive-in window added.

■ **AFTER 15 YEARS' SERVICE**, Melvin Dean retired as assistant vice president and cashier of Ottawa County Bank, Minneapolis. He remains a director.

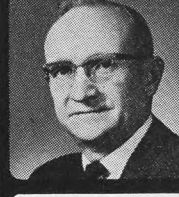
■ **CITY NATIONAL**, Pittsburg, appointed Bob Stalnaker vice president and cashier. He was formerly vice president of Arkansas State, Siloam Springs.

■ **PAUL ENGBORG** has been elected an assistant cashier and agricultural representative, Plainville State. Previously, he was a high school instructor.



FRED DUNMIRE
Exec. Vice President

CORRESPONDENT BANKING IS FOR PROFESSIONALS



MAX DICKERSON
Senior Vice President

COMMERCIAL NATIONAL BANK

6th & Minnesota Avenue 371-0035 Kansas City, Kansas Member F.D.I.C.

CALL YOUR COMMERCE MAN

Bankers who know Elmer Erisman know he's as informed on correspondent banking as he is willing to pitch in and help out with any sort of problem. Call on Elmer for personal help, anytime. His wealth of experience can make your banking day a little brighter.



**COMMERCE
BANK**
of Kansas City



Elmer Erisman

Missouri News

Missouri's Junior Bankers To Meet June 15-16 At Columbia's Ramada Inn

COLUMBIA—W. Darrell Meyer, chairman of the Junior Bankers' committee of the Missouri Bankers Association, will call the seventh annual Junior Bankers Seminar to order at 9 a.m. June 16. The two-day seminar will be held at the Ramada Inn here. Mr. Meyer is vice president, First National, Kansas City. Vice chairman of



MEYER



THOMAS

the committee is G. Wayne Thomas, assistant vice president, Commerce Bank, University City.

The special-interest sessions this year will feature these topics: "Agricultural Loans," Frank Kelso, vice president, Hannibal National, and Jerry N. Benson (moderator), assistant cashier, Bank of Carthage; "Analyzing Financial Statements," John R. Shearer II, assistant vice president and manager, credit department, First National, Kansas City, and William W. Gilmor (moderator), cashier, Missouri Bank, Kansas City; "Accrual Accounting," William D. Schulte, manager, Peat, Marwick, Mitchell & Co., Kansas City, and Merle Gray (moderator), cashier, Brookfield Banking Co.; and "Basic Instruments in Banking," J. Richard Skouby, secretary, Mercantile Trust, St. Louis, and J. Michael Searles (moderator), vice president, Mercantile Trust.

Size-group meetings will be divided according to bank's assets as follows (bankers listed are co-moderators): up to \$5 million, David S. Shain, vice president and cashier, State Bank, Fisk, and Ivan D. Wilson, cashier, First State, King City; \$5 million-\$12 million, Dale E. Van Huss, assistant cashier, Paris National, and Tapley McCune, assistant cashier, Community

State, Bowling Green; and \$12 million-\$20 million, Robert E. Cullers Jr., assistant cashier, Trenton National, and Thomas H. Kinsey, senior vice president and cashier, Bank of Kennett. Bankers whose institutions have assets of more than \$20 million may attend any of the above meetings.

Topics to be discussed include "Loan Collections" and "Survival in the '70s." Sam E. Overfelt, MBA general counsel, Columbia, will give a legislative report, and Mr. Thomas will report on the Junior Bankers' state-wide economic education program.

Registration will be held 4-6 p.m. June 15 and 8 a.m.-6 p.m. June 16. A social hour and buffet dinner are planned for 6 p.m. and 7 p.m., respectively, June 16. A luncheon also will be held that day.

Mr. Meyer is in First National's correspondent bank division. He joined First National in 1962 after three years with the Arizona Bank in Phoenix. He became a vice president in 1967.

Mr. Thomas joined Commerce Bank of University City last July as assistant vice president and business development officer. He previously had been in the correspondent bank departments of St. Louis' Tower Grove Bank and First National.

■ **FIRST NATIONAL**, West Plains, advanced Jack McFarland from executive vice president to president. He succeeds Howard Kellett who remains chairman. Ralph F. Cox was promoted from vice president to executive vice president.

Lull Joins Columbia Union Nat'l

KANSAS CITY—Lamont Lull, former assistant national bank examiner, has joined Columbia Union National as a representative in the correspondent bank department. He is the son of Linton C. Lull, president, Smith County State, Smith Center, Kan.

Two 50-Year Men Honored



Walter A. Smith (l.), a trust officer, and C. L. "Ted" Richardson, an assistant vice president in new accounts, were honored when Mercantile Trust, St. Louis, held its annual 21 Club dinner recently. Both men have served the bank 50 years. Six new members joined the club.

First Calves Dropped In Cow Production Contest of St. Joseph Stock Yards

ST. JOSEPH—Cows entered by the first group of contestants in the cow production contest sponsored by St. Joseph Livestock Market interests are now dropping calves, Ivan Kanak, contest director, said.

The contest is intended as a two-pronged means of boosting the income of farmers in the St. Joseph market area, which covers northwest Missouri, northeast Kansas, southwest Iowa and southeast Nebraska. When the contest was announced at the "Market Day" of St. Joseph's First Stock Yards Bank last fall, it was pointed out increased calf production would use roughage now being wasted and that retention of calves in the area until slaughter or at least until feeder stage would swell cow production profits.

Calves now being dropped will complete the contest around June 1, 1972, Mr. Kanak pointed out. Additional contestants will be enrolled this fall and again in spring, 1972.

An effort has been made to keep rules as simple as possible. A folder giving complete details may be obtained by writing Ivan Kanak, St. Joseph Livestock Market Foundation, South St. Joseph, Mo. 64488.

Awards totaling \$1,000 in cash plus trophies and other prizes are offered in two divisions: cow to slaughter and cow to feeder. Twenty cows must be entered and identified. A disinterested party such as a county agent, vocational agriculture instructor, Production Credit representative or bank representative must vouch for cow identification, calf weights, calf identification and other items that need verification. All males from the 20 cows are to be sold through the St. Joseph market. Judging will be primarily on the basis of weight and quality.

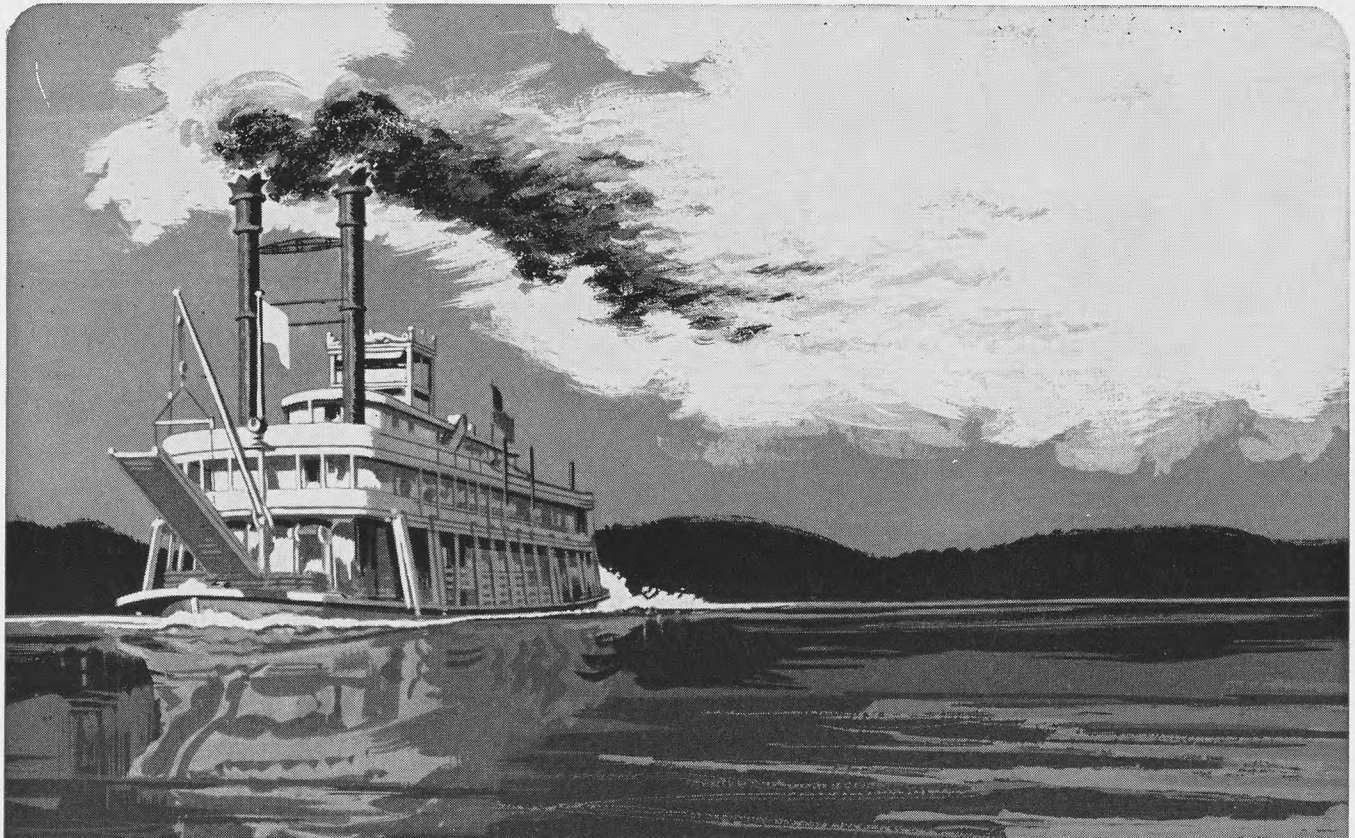
Agricultural officers of area banks are urged to interest local farmers in the contest.

Arthur E. Poth Dies April 16

ST. LOUIS—Arthur E. Poth, 52, vice president in the commercial loan department of Mercantile Trust, died April 16.

Mr. Poth entered banking in 1936 with Mississippi Valley Trust Co., predecessor of Mercantile Trust. He joined Mercantile in 1951 and became a member of the loan department in 1954.

A past president of the St. Louis Chapter of Robert Morris Associates, Mr. Poth also was an instructor for the American Institute of Banking for 17 years.



The river bank

"Palaces on paddle wheels" the steamboats were called . . . and there were scores of them plying the river when Boatmen's National Bank began some of its correspondent affiliations which endure to this day.

Lasting relationships with the Oldest Bank West of the Mississippi are founded on Boatmen's complete facilities, personal attention, full loyalty and cooperation, and more than a century of experience.

Whatever your correspondent needs in the great Mississippi Valley, you'll find it's good business to do business with Boatmen's. Can we help you? Aye, Aye!

BOATMEN'S



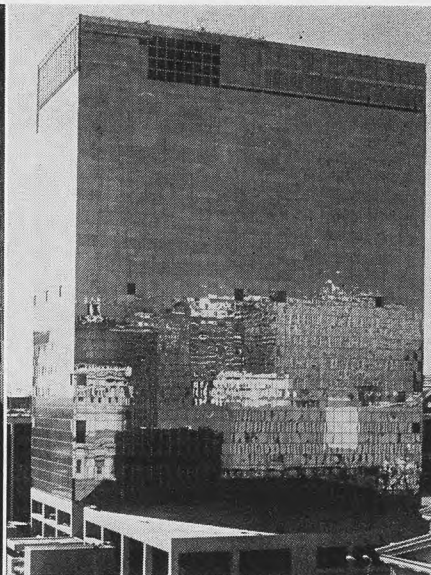
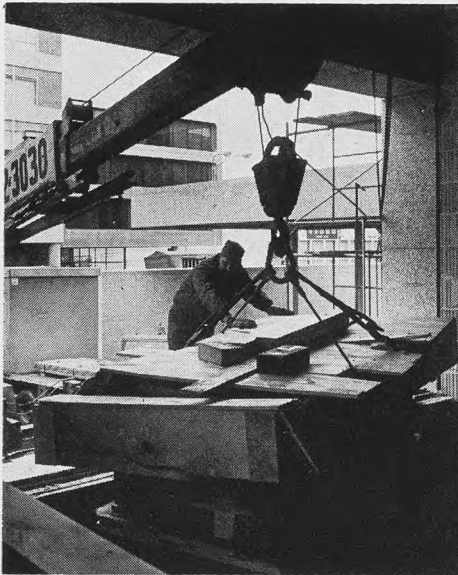
NATIONAL BANK OF ST. LOUIS

Broadway and Olive • (314) 421-5200
Oldest Bank West of the Mississippi
Member F.D.I.C.

6902

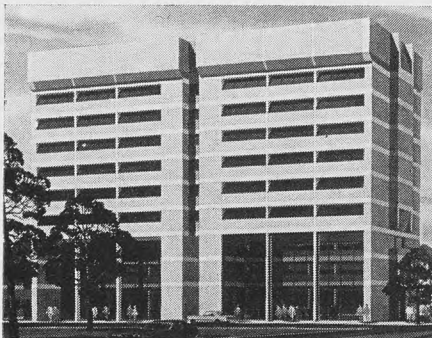


Boatmen's Nat'l to Open Facility in New Downtown Building



Boatmen's National, St. Louis, is preparing to open its new walk-in, drive-in banking facility on the ground floor of the new downtown St. Louis Equitable Building. Completion is scheduled for June. LEFT: A 9,000-pound vault door for the new facility is off-loaded by crane at the site. The door, made of steel seven inches thick, was constructed and installed by Mosler Safe Co. RIGHT: The Equitable Building is nearing completion in the downtown area near the Gateway Arch and Busch Memorial Stadium. Boatmen's will occupy about 10,000 square feet of floor space and about 4,000 square feet of drive-up access space.

Bank Plans New Structure



Bank of Springfield, Mo., has revealed plans for a nine-story, \$2-million bank and office structure. The 90,000-square-foot building will have an adjacent three-story parking area and landscaped garden plaza. The building's exterior will have strips of bronze environmental glass, tilted inward.

Monetary Policy Lecture Series Planned for Banking School

BATON ROUGE—Darryl R. Francis, president, Federal Reserve, St. Louis, will give the first annual monetary policy lecture at the School of Banking of the South at Louisiana State University. Mr. Francis' talk, to be given the evening of June 1, is expected to contain major policy statements that will have broad significance.

The Francis talk will be the first in a new series of lectures on monetary policy at the school.

The St. Louis Federal Reserve Bank is one of the most authoritative sources of monetary and economic statistical

research in the country, according to Bradley Currey Jr., director of the school and senior vice president and controller, Trust Co. of Georgia, Atlanta.

Index to Advertisers

Albuquerque National Bank	103
Alton Banking & Trust Co.	64
Alvis & Co.	89
American Fletcher Nat'l Bank & Tr. Co.	59
Bank Board Letter	94, 104
Bank of New Orleans	86, 90, 92
Bank of Santa Fe	102
Bankers Dispatch Corp.	7
Bankers Equities Underwriters, Inc.	42
Bensdorf & Co., Inc., Herman	78
Betsy Ross Flag Co., Inc.	20
Boatmen's National Bank, St. Louis	109
Canton Exchange Bank	89
Career Girl Mfg. Co.	8
Central National Bank, Chicago	69
Chase Manhattan Bank	98
Chemical Bank	49
Chicago Mercantile Exchange	9
Citizens Fidelity Bank & Trust Co., Louisville	75
Citizens National Bank, Decatur	62
City Nat'l Bank & Tr. Co., Kansas City	25
Commerce Bank, Kansas City	107
Commercial National Bank, Kansas City, Kan.	106
Continental Illinois Nat'l Bank & Tr. Co.	41
Culbertson King Condiles	23
Delta Corp. of America	10
De Luxe Check Printers, Inc.	27
Deposit Guaranty National Bank, Jackson, Miss.	91
Detroit Bank & Trust Co.	29
Douglas-Guardian Warehouse Corp.	55
Downey Co., C. L.	33
Edwardsville National Bank & Tr. Co.	66
Elmhurst National Bank	66
Executive Ideas, Inc.	56
Federal Land Bank, Wichita	102
Fifth Third Union Trust Co., Cincinnati	39
Financial Counselors, Inc.	20
Financial Insurance Service, Inc.	45
Financial Systems Consultants	46
First City National Bank, Houston	47
First National Bank, Artesia	103
First National Bank, Belleville	68
First National Bank, Chicago	31
First National Bank, East St. Louis	64
First National Bank, Fort Worth	97

First National Bank, Jackson, Miss.	84
First National Bank, Kansas City	12
First National Bank, Louisville	43
First National Bank, Memphis	79
First National Bank, St. Louis	112
First National Bank & Trust Co., Alton	68
First National Bank of Commerce, New Orleans	3
First National City Bank, New York	35
Gittings	101
Hamilton National Bank, Chattanooga	76
Hancock Bank	87
Harland Co., John H.	83
Hegco Industries, Inc.	110
Heller & Co., Walter E.	105
Hibernia National Bank, New Orleans	88
Indiana National Bank, Indianapolis	70
Liberty National Bank & Tr. Co., Louisville	51
Liberty Nat'l Bank & Tr. Co., Oklahoma City	2
Louisville Trust Co.	21
Love Co., J. S.	90
Mercantile Trust Co., St. Louis	95
Merchants & Farmers Bank, Meridian, Miss.	90
Merchants Bank, Cleveland, Tenn.	80
Merchants Nat'l Bank & Tr. Co., Indianapolis	73
Mississippi Bank & Trust Co.	86
Mississippi Southern Bank, Port Gibson	89
Mobile Homes Manufacturers Assn.	53
Murdock Development Co., David H.	57
National Bank of Tulsa	19
National Boulevard Bank, Chicago	50
National Stock Yards National Bank	111
Northern Trust Co., Chicago	4
Palumbo & Co., Inc., George	46
Peotone State Bank	64
Product Innovations, Inc.	40
Second National Bank, Jackson, Tenn.	80
Security Bank, Corinth, Miss.	90
Springfield Marine Bank	65
Standard Life Insurance Co.	89
Studley, Shupert Trust Investment Council	24
Talcott, Inc., James	61
Third National Bank, Nashville	81
Tower Grove Bank & Trust Co., St. Louis	67
Trust Co. of Georgia	37
Union National Bank, East St. Louis	66
Whitney National Bank, New Orleans	93
Womeldorf & Lindsey	94

Classified Ads

Want New Deposits!

Twenty-four-page premium booklet describes how banks have successfully used premiums in deposit-building programs, as credit card activators and in employee incentive programs. Send \$1 to Mid-Continent Banker, 408 Olive Street, St. Louis, Mo. 63102.

For Sale

Franchise rights for use of The Living Picture and The Farm Picture in direct mail advertising and public relations. These modern newsletters talk money and credit from a banker's point of view. They help develop "Full Bank Customers"! Samples for inspection. Bank Services, Inc., P. O. Box F, Urbana, Illinois 61801. Phone 217-367-6578.

For Your Banking Equipment Needs, Call HEGCO!

Drive-Up Windows
After-Hour Depositories
Vault Ventilators
Safe Deposit Boxes
Burglar Alarms
Metal Under Counter Equip.
Formica Counters
Mobile Teller Buses
Fire Resistive Products
Used Equipment of All Types
Vault Engineering Service

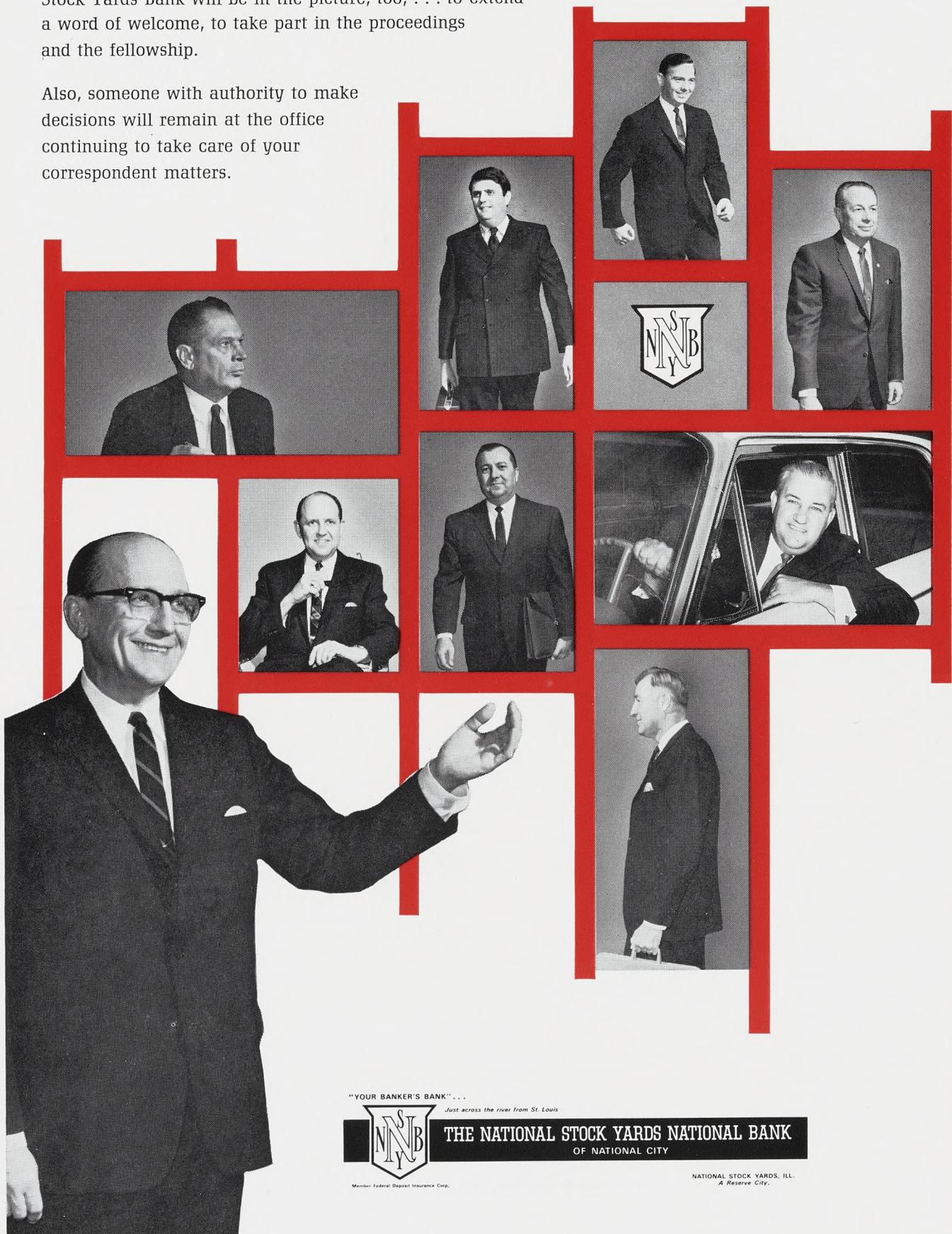
HEGCO Industries, Inc.

4618 N. Post Rd., Indianapolis, Ind. 46226

when you convene

A gallery of Correspondent Banking Specialists from Stock Yards Bank will be in the picture, too, . . . to extend a word of welcome, to take part in the proceedings and the fellowship.

Also, someone with authority to make decisions will remain at the office continuing to take care of your correspondent matters.



"YOUR BANKER'S BANK" . . .

Just across the river from St. Louis

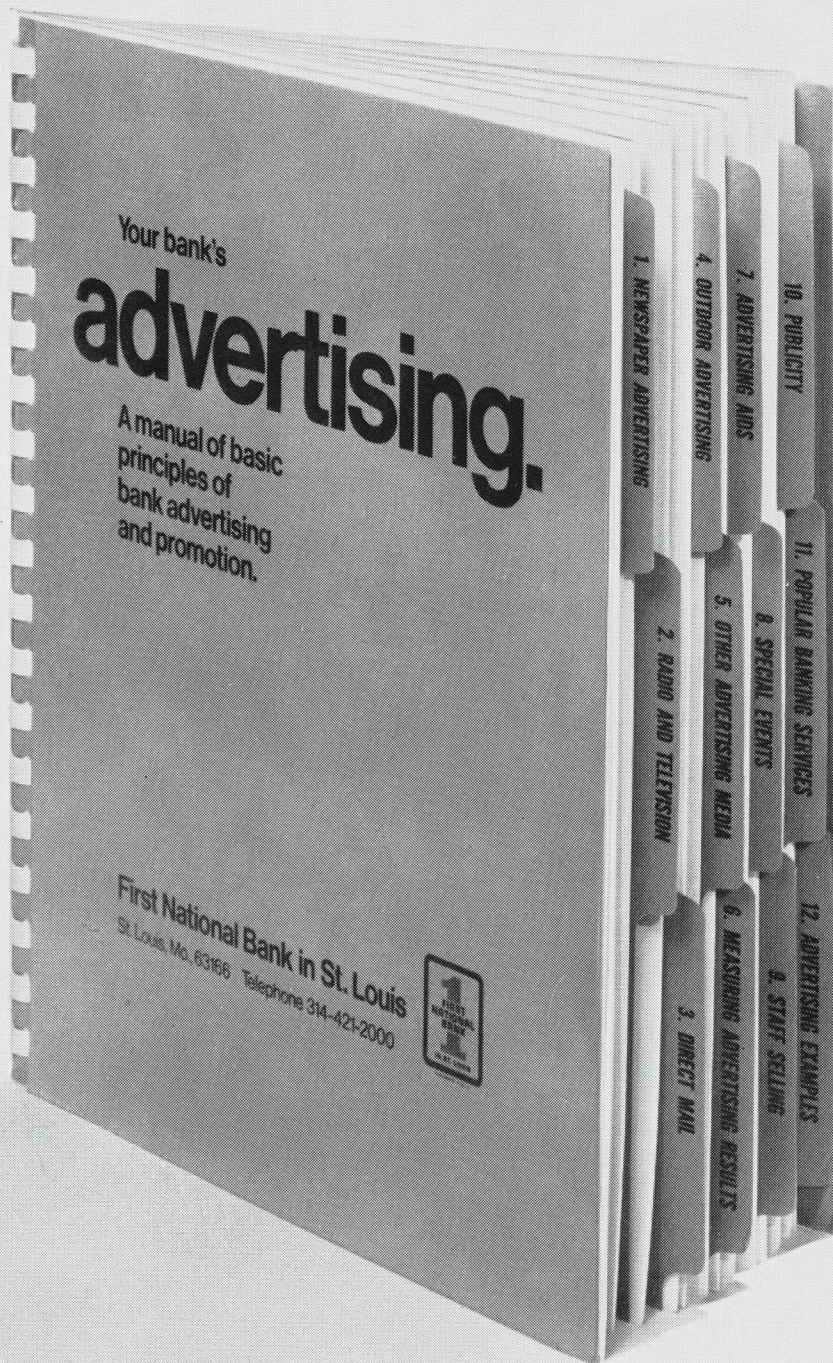


THE NATIONAL STOCK YARDS NATIONAL BANK
OF NATIONAL CITY

Member Federal Deposit Insurance Corp.

NATIONAL STOCK YARDS, ILL.
A Reserve City.

It's free.



Do you know why some people read an ad, and others simply ignore it?

Chances are you are reading this one because we are offering something for nothing.

And it's a valuable something: a 117-page manual on bank advertising, marketing, public relations and sales promotion.

Actually, the manual is a condensed text of current bank advertising theories and practices.

Theories and practices that work.

For instance, the manual explains and evaluates advertising in newspapers, radio and television, as well as direct mail, outdoor, premiums, novelties, window and lobby displays, exhibits and films.

Also, the manual points out the common problems you can expect from each medium. And its advantages.

Most important of all, it offers suggestions and solutions to many of your advertising, marketing and public relations problems.

For your copy of "Your Bank's Advertising," write to your Correspondent Representative, First National Bank in St. Louis, St. Louis, Missouri 63166.

Better yet, since the manual is free, invest in a phone call to us. (314) 421-2000.



First National Bank in St. Louis

Your First National Representatives

Joseph Orlando, Vice President
Louis E. Straub, Vice President
Raymond T. Swancutt, Vice President
Roger L. Huber, Commercial Banking Officer
Robert W. Knapp, Commercial Banking Officer
Harold G. Kuhlman, Assistant Vice President
Michael D. Flier, Correspondent Representative
Paul M. Ross, Vice President
Harry L. Smith, Senior Vice President