

# MID-CONTINENT BANKER

*The Financial Magazine of the Mississippi Valley & Southwest*

ABA CONVENTION ISSUE

OCTOBER, 1971

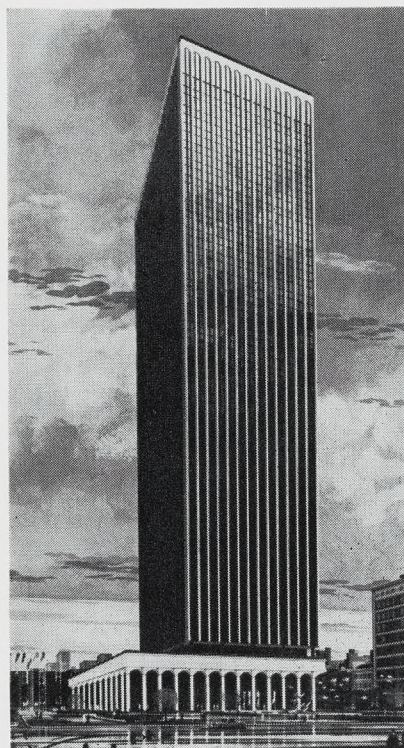


ABA President Clifford C. Sommer

SPECIAL COLOR SECTION

*What Every Banker Should Know  
About Career Apparel*

**open a  
new  
door...  
and call  
a new  
number:**



**231-6163**

We're in our tall new home at One Hundred Broadway. It's easier to reach us now. We have a special new number . . . that lets you reach the CORRESPONDENT DEPARTMENT direct. Call us at 231-6163. We're planning to show you our new banking home very soon at a special early fall get together. All your friends at Liberty are looking forward to serving you in our new building.

**CORRESPONDENT BANKING**

**AT YOUR**



**LIBERTY**

**THE BANK OF MID-AMERICA**

**LIBERTY NATIONAL BANK AND TRUST COMPANY OF OKLAHOMA CITY ONE HUNDRED BROADWAY P. O. BOX 25848 73125 MEMBER F.D.I.C.**



**An  
overline  
problem  
bothering  
you at a  
barbecue?**

A weekend barbeque shouldn't be spoiled by business worries. And if you've got an overline problem with your customer, FIRST NBC can help. Give us a call, and if it's a sound proposition we'll make up the difference for you.

We can help in a lot of other ways, too. With technical know-how, for example. We have credit specialists in real estate, oil, term loans and many other departments that you'll find only in a bank with a full, 100% credit service department. Plus credit analysts to supply you with an analysis. We can also accommodate you in loan participations.

So, if you've got an overline problem—or any other banking problem—dial our Hot Line and we'll give you some action. Fast! In Louisiana our Wats number is 1-800-363-8350. In Mississippi, Alabama, Arkansas, Oklahoma and East Texas it's 1-800-535-8542. All other areas call collect 1-504-529-1371. Ext. 237.

**Think  
"FIRST"**



**and dial  
our  
hot line**



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

Member FDIC

MID-CONTINENT BANKER is published 13 times annually (two issues in May) at 408 Olive, St. Louis, Mo. 63102. October, Vol. 67, No. 11. Second-Class postage paid at Fulton, Mo. Subscription: \$7

# THE FIRST TEAM



Les Bjork and Tom King head the team that serves Illinois.

## We find just the right loan assistance plan for you.

There's more than one way The First can assist you with commercial loans. Les Bjork, Tom King and their associates know every one.

Term, interim construction, holding company operations, working capital — all types of loans and overlines. Your First correspondent may suggest a Liquidity Line of Credit for your bank—a one-year advance commitment to participate in your credits to mutually approved customers.

When you need loan assistance, commercial or agricultural, your correspondent banker at The First can get right to work finding the plan best suited to you.

So talk to a banker whose only customer is his correspondent—you. Phone (312) 732-4105.

  
**The  
First National Bank of Chicago**

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

**MID-CONTINENT BANKER for October, 1971**

# 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.

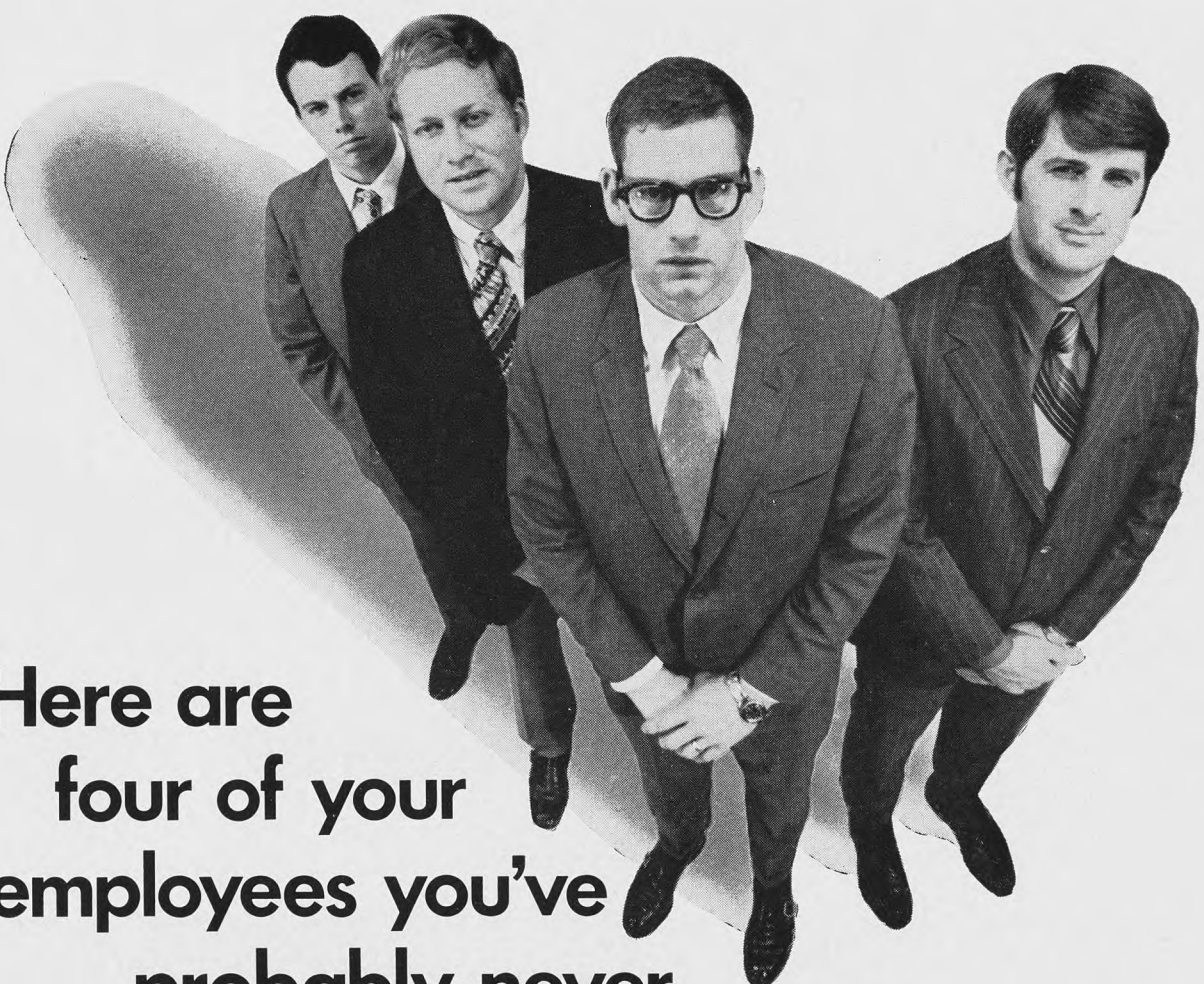
Heller-bank participations are nothing new; they've been used to the advantage of both banks and their customers for over 30 years.

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.*



**Here are  
four of your  
employees you've  
probably never  
even met.**

They work in the Investment Department of Union Planters. And if you're one of our correspondent banks, you know that all of our employees work for you. These four men have two things in common. One, they want to do a good job for you. Two, they all work on a salary, not a commission. That means we don't have to put a high mark-up on the bonds they sell. They have nothing more to gain from their sales than your trust and satisfaction.

Call free on our incoming WATS line 1-(800)-238-7501, meet and talk to your men. If you want municipals, ask for Reggie Barnes or Tommy Gaines. If you're interested in government bonds, ask for John Meador or Dan Martin. You'll soon discover why Union Planters is the bank that makes it happen.



**Union Planters**

NATIONAL BANK OF MEMPHIS / Member Federal Deposit Insurance Corporation

# First Place.



## New Financial Center For America's Newest Port City.

Our new \$20 million First Place is already going up on 4th street between Boston and Main. We're building the largest single commercial development in the history of downtown Tulsa — to fill a need.

The 41-story Tower (tallest in Oklahoma) will increase Tulsa's total "Class A" office space by almost 30 percent. The new structure will connect to our existing 20-story bank building at every level, making on-the-spot financial services available to every occupant. A plaza and pedestrian area will connect at street level with a landscaped shopping arcade. First Place is our expression of faith in Tulsa's fantastic future. We're honored to have a hand in providing for its progress.

*you deserve **more...** Think First!*

## The First National Bank & Trust Company of Tulsa



MID-CONTINENT BANKER for October, 1971



## **Charlie Baker knows banking outside in.**

For over ten years, Charlie Baker has been working inside our bank, learning data processing inside out.

But now, we've put Charlie's ten years inside on the outside.

As the newest member of Fifth Third's Correspondent Banking team, his job is to spend his time calling on correspondent bankers. Talking with them. Working with them. Understanding their particular needs.

And then, with the knowledge of ten years in data processing, tailor our services to those needs.

So Charlie's ten years on the inside help you on the outside.

And, because we have people like Charlie Baker, who know banking both inside out and outside in, more and more bankers are turning to Fifth Third to get the most out of their working funds, provide computer services, pension and profit sharing trust counseling, investment counseling, marketing assistance and loan participation.

Call Charlie at (513) 579-5276. If he's outside, someone inside will help you.

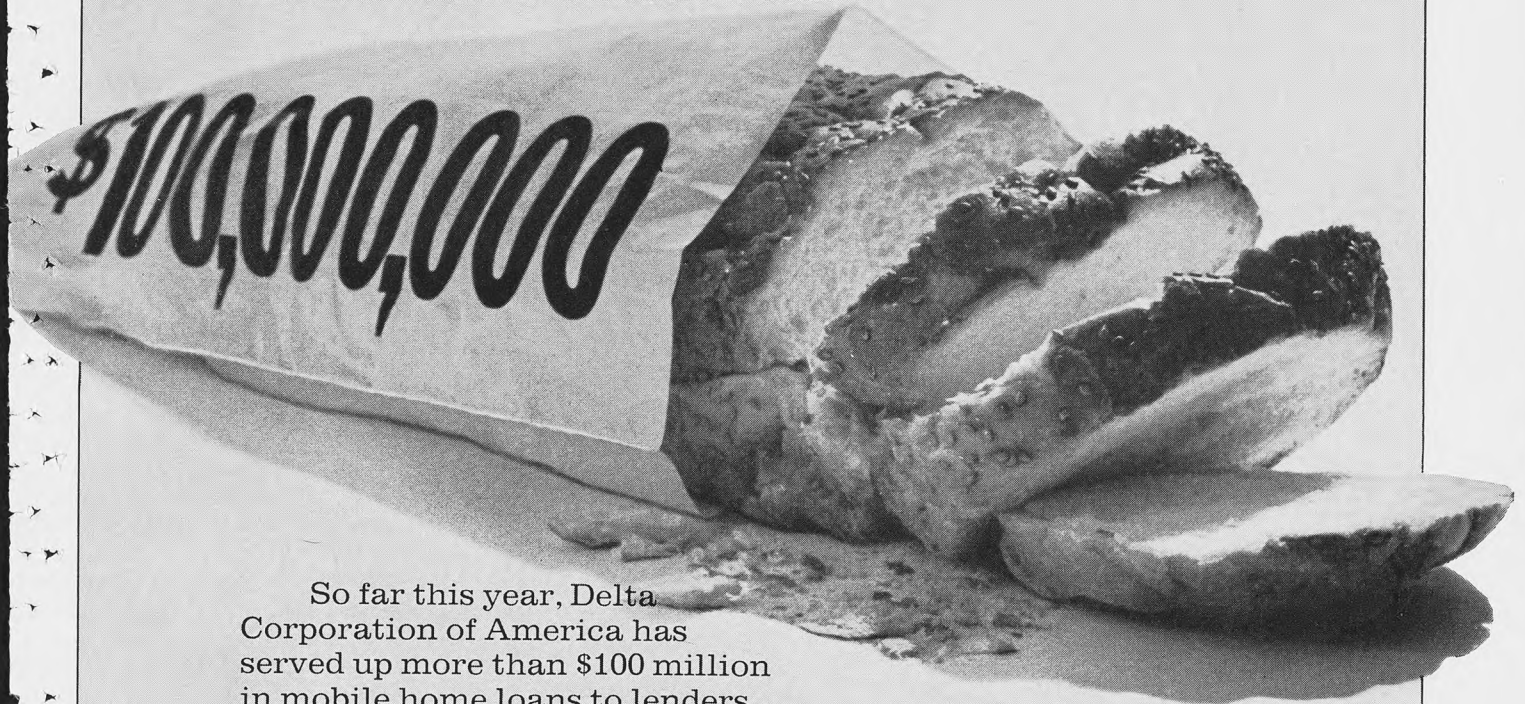


We understand.

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



# NO MATTER HOW YOU SLICE IT, THAT'S A LOT OF BREAD



So far this year, Delta Corporation of America has served up more than \$100 million in mobile home loans to lenders just like you.

Think of it. **One Hundred Million Dollars** in profitable, protected loans for more than 300 participating banks and savings & loan associations.

And we didn't get there by loafing.

Give us a call right now. We'd like to show you how the Delta Plan will work for you... by locating qualified dealers in your area, providing protection against credit losses, and performing many other related services.

The telephone number is **800/327/9679**. And it's on us. After all, we know which side our bread is buttered on.

## **DELTA CORPORATION OF AMERICA**



2930 Biscayne Blvd., Miami, Florida 33137  
Phone 800/327-9679

# NEWS OF THE BANKING WORLD

• **First National**, Dallas, has announced several top management advancements.

Harry A. Shuford, chairman of the trust committee and head of trust and legal activities, has been given additional responsibility for the economics, advertising and public relations and organization planning and policy administration divisions. He also serves as a director of the bank.

J. Rawles Fulgham Jr., formerly executive vice president, was advanced to chairman of the loan committee. He is in charge of all credit policy matters as well as supervising all activities of general banking services.

George C. Anson, previously senior vice president and associate general counsel, was promoted to executive vice president and general counsel. Formerly a senior vice president, James M. Spellings was advanced to executive vice president in charge of international services.

Howard O. Robinson, in charge of the electronic data processing division, was elected a senior vice president.



CARVILL



HUBBARD

• **New officers** of the Southern Conference of Bank Association Executives recently were elected at the group's 1971 meeting. The new officers are: president, H. C. Carvill, executive manager, Arkansas Bankers Association; vice president, Robert N. DuRant, executive vice president, South Carolina Bankers Association; and secretary-treasurer, John R. Hubbard, executive director, Mississippi Bankers Association.

• **Thomas Buford**, vice president, First American National, Nashville, Tenn., has been named governor-elect of the Kentucky-Tennessee district of Kiwanis International. He will serve as governor-elect for one year and auto-



SHUFORD



FULGHAM



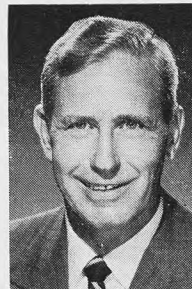
ANSON



SPELLINGS

matically will become governor of the district for the year ending October 1, 1972.

The district covers Kentucky and middle and east Tennessee and includes approximately 175 Kiwanis clubs in that area with 7,500 members. Mr. Buford has been with First American National since 1946.



BUFORD



KURTZ

• **William O. Kurtz Jr.** has been named president, chief executive officer and a director of Metropolitan Bank, Chicago. He will assume his new post November 1.

Mr. Kurtz formerly was senior vice president of American National, Chicago. He joined the bank in 1935, worked in every division and served as chief of the correspondent bank division.

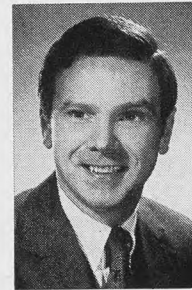
• **Indiana National**, Indianapolis, has promoted Thomas M. Miller and



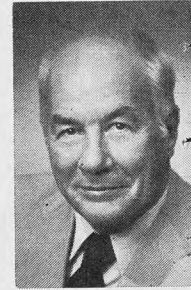
MILLER



NELL



PAINE



TULLY

O. Leslie Nell from senior vice president to executive vice presidents.

Vice President Andrew J. Paine Jr. has been named head of the metropolitan division, succeeding Mr. Miller.

Mr. Miller, formerly in charge of the metropolitan division, now heads corporate banking. He has responsibility for the metropolitan, national, Indiana and leasing divisions. He has been with the bank since 1954.

Mr. Nell will continue to be in charge of consumer banking, including supervision of branch banks, installment loan and BankAmericard divisions and the travel department. Mr. Nell, with the bank since 1956, is vice chairman of Consumer Marketing Services, Inc., an affiliate of the bank.

Mr. Paine joined INB in 1961 and has been an officer in the metropolitan division since 1965.

• **Duncan D. Tully** has joined Missouri State, St. Louis, as vice president and secretary. He formerly was vice president in the consumer credit department at Mercantile Trust.

Mr. Tully's banking career dates back to the old Security National Bank, where he was vice president. He now joins three other officers at Missouri State, who formerly were with Security National.

• **Kenton R. Cravens**, who retired as CEO and chairman of Mercantile Trust, St. Louis, in 1967, died last month in a New York City hospital. He was 67.

Mr. Cravens, a resident of Clayton, Mo., began his banking career in 1938 when he became a vice president of Cleveland Trust. He joined the old Mercantile-Commerce Bank in St. Louis in 1943 as vice president in charge of the banking loan division.

He left the bank for 11 months in 1953 to serve as administrator of the Reconstruction Finance Corp. in Washington, D. C. He directed the liquidation of the agency.

Upon his return to St. Louis, Mr. Cravens was elected president of Mercantile Trust. Two years after his retirement, he entered the general business aircraft industry, marketing jets for Jetstream Corp.

In addition to his stint with the RFC, Mr. Cravens served as a consultant to the Fed on selective credit controls during World War II and as administrator of the War Loans Committee in its projects with war production contractors, also during World War II.

He was instrumental in organizing the Voluntary Credit Restraint program of the Fed in 1951, served as chairman of the ABA credit policy commission, served on the Consumer Credit Council and was a member of the executive committees of the Committee on Federal Legislation and the Research Council.

He served as president of the Association of Reserve City Bankers in 1959.



**CRAVENS**



**OSTLUND**

• **Dow Ostlund**, executive vice president, Valley National of Arizona, Phoenix, has been elected to the presidency of Robert Morris Associates. New RMA first vice president is John J. Fawley, president, United Virginia Bank/First & Citizens National, Alexandria, Va. Norman J. Collins, senior vice president, South Carolina National, Columbia, is second vice president.

Mr. Ostlund began his banking career in 1941 in Los Angeles. He joined Valley Bank in 1944 and is presently in charge of the asset management division.

**MID-CONTINENT BANKER for October, 1971**



# SHREWD BUYERS AUTOMATE WITH AUTOMATIC COIN WRAPPERS

Automatically Indicates Amount And Denomination In Red Bordered Windows\*

## AUTOMATIC COIN WRAPPERS

- Precision made on special machines from finest quality materials.
- \*Patented Red Bordered Windows automatically indicate the total amount and denomination of contents.
- Diameter of coin automatically positions value of contents in red window openings.
- Save time for tellers, buyers, stockkeepers and depositors. Eliminate errors.
- For years a favorite with leading banks and financial institutions.
- Wrap all coins from 1¢ to \$1.00 in following amounts:
 

50¢ in pennies	\$10 in quarters
\$2 in nickels	\$10 in halves
\$5 in dimes	\$20 in dollars
- Packed 1,000 to a box. Tapered edges. Available Imprinted. For details on other high quality "Steel-Strong" Coin Handling Products, call your dealer or send coupon.

**The C. L. DOWNEY COMPANY / HANNIBAL, MISSOURI, DEPT. MC**

PLEASE SEND FREE DETAILS ON "STEEL-STRONG" COIN HANDLING PRODUCTS TO:

Name \_\_\_\_\_ Title \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

**AROUND MONEY THE FINEST IS "STEEL-STRONG"**

# Bond Portfolio.

## Could computer analysis boost your profits?

Ask the men  
who wrote the book.



Your bank's bond portfolio, given the proper care and attention, can provide a significant portion of your bank's profits.

The Northern Trust's newly developed Bond Portfolio Analysis Service for evaluating *all* bonds in your portfolio can help you produce maximum net earnings with minimum demands on your organization.

This new service combines modern management science techniques, computer technology, and our extensive experience with our own bond portfolio. Using these skills, your Northern Trust banker will work closely with you to develop an investment program that suits your precise needs.

For further information, contact your Northern Trust banker who will be pleased to discuss this service with you—or call N. Hall Layman, Vice President.

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



50 S. LA SALLE STREET AT MONROE  
CHICAGO 60690 • Financial 6-5500 • Member F.D.I.C.

## Keith G. Cone Retires From LaSalle National After 46-Year Career

CHICAGO—Keith G. Cone retired September 30 as executive vice president of LaSalle National after 46 years in banking. Mr. Cone frequently was referred to as "Mr. Retail Banking."

Mr. Cone is a past president of the Consumer Bankers Association and the installment lending division of the Illinois Bankers Association and, for three years, headed the ABA's installment credit committee. He was on governmental advisory committees studying consumer credit and student loans. He was a member of the U. S. Commissioner of Education's Advisory Council on Insured Loans to Students, Advisory Council on Insured Loans to Vocational Students and the advisory committee to the Special Committee on Retail Installment Sales, Consumer Credit, Small Loans and Usury of the National Conference of Commissioners on Uniform State Laws.

In addition, Mr. Cone was on numerous ABA committees and is a former member of the IBA's legislative committee. He is a former faculty member of the Stonier Graduate School of Banking at Rutgers University; School of Banking of the South at Louisiana State University; the AIB; National Installment Credit School; University of Chicago Center for Continuing Education and the Graduate School of Banking at the University of Wisconsin.

The veteran banker—a graduate of the Detroit College of Law and the Walsh Institute of Accountancy—entered banking in 1925 with Industrial National, Detroit. He went to LaSalle National in 1948 as vice president in the consumer credit department. He became executive vice president in 1969.

### First Pacific Bank, Chicago, Plans Opening in November

CHICAGO—The new First Pacific Bank recently received its charter and is capitalized at \$4.5 million. The bank will open in temporary quarters in November and will be permanently located in the new Mid-Continental Plaza Building in November, 1972.

Dai-Ichi Bank, Ltd., of Japan, is the major stockholder of First Pacific Bank.

**MID-CONTINENT BANKER for October, 1971**

# MID-CONTINENT BANKER

The Financial Magazine of the Mississippi Valley & Southwest

Volume 67, No. 11

October, 1971



COPE

## FEATURES

- 21 SAN FRANCISCO READY TO HOST ABA  
Speaker lineup headed by Treasury Secretary Connally
- 26 DELEGATES TO VOTE ON ABA RESTRUCTURE PLAN  
Amendments to constitution will transform association
- 32 COMMUNITY INVOLVEMENT  
Banks meet challenge with varied programs
- 46 ENVIRONMENT AND THE BANKER  
Banks' role in solving environmental problems
- 50 ZION STATE INSTALLS ECOLOGY CENTER  
Ecology 'data bank' available to customers
- 70 CAREER APPAREL SECTION  
22 pages of 'what's new' in outfitting information
- 100 MISSOURI GROUP MEETING REPORT  
Groups Five, Six, Seven elect new officers

Rosemary McKelvey

Robert H. Aldrich

## DEPARTMENTS

- 10 BANKING WORLD
- 14 THE BANKING SCENE
- 16 CORPORATE NEWS
- 19 NEWS ROUNDUP
- 92 IDEA PAGE
- 104 SELLING SERVICES

## STATE NEWS

- 108 ILLINOIS
- 110 INDIANA
- 113 KENTUCKY
- 122 TENNESSEE
- 124 ALABAMA
- 126 MISSISSIPPI
- 128 LOUISIANA
- 130 ARKANSAS
- 132 TEXAS
- 142 MISSOURI
- 134 NEW MEXICO
- 136 OKLAHOMA
- 138 KANSAS

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

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

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. Publication office, 1201-5 Bluff St., Fulton, Mo. 65251. Second-class postage paid at Fulton, Mo.

EDITORIAL & ADVERTISING OFFICES: 408 Olive St., St. Louis, Mo. 63102. Telephone (Direct Dialing) 314-421-5445.

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.

## THE BANKING SCENE



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

# Banks, Unions and Paradoxes

**T**HIS IS an opportune time to consider some of the implications for bankers of President Nixon's wage and price freeze. During the freeze unions are precluded from obtaining additional benefits for their members and banks. Even if bank management wished to come to an agreement with a union, it could not currently provide additional salary or fringe benefits for employees.

This hiatus provides time for cool reflection on a number of paradoxes facing banks—their employees and unions—and society as a whole.

A number of the following developments may be viewed as individual pieces of a jigsaw puzzle. However, all the pieces are not at present available, and you, the reader, may wish to fill in some of those that are missing. Yet, some idea of the final picture starts to emerge.

*Paradox I.* The proportionate number of union members to the labor force has been decreasing in the U. S. for several years. It is down to 22.6% of the labor force now. Yet, at a time when industry has fewer union members, we note a growth of the unionization concept in a number of professional occupations, including relatively highly paid airline pilots, well-paid government employees and personnel in the school systems. College—and even university—professors are union members. A few years ago this would have been unthinkable; today it is an accomplished fact.

Bankers are openly girding for more aggressive attempts by unions.

*Paradox II.* If one travels in Europe or Latin America for a long period of time, he is bound to be affected by a local bank strike. The organized labor forces of banks in much of the world outside North America are not only highly organized, they are aggressive and militant—and they strike frequently.

Banks in the U. S. have been relatively free from union organization efforts. This remains true even when one views the current situation of at least one midwestern bank having successfully weathered a strike of 70% of its labor force for several months.

*Paradox III.* Of the 13,000+ banks in the U. S., only a handful acknowledge being owned or controlled by unions. A somewhat larger number have substantial deposits by unions or handle trust or pension funds for unions. Union leaders sit on a number of bank boards.

Yet, union activities by bank employees are minimal at such institutions. It is reported—though I cannot verify it—that unionization activities are not encouraged and, in fact, are frowned upon by the typical “union-controlled” bank. This is notwithstanding the call of union leaders for unions to move their balances to banks that welcome unions.

*Paradox IV.* At both the national and state bank association levels, conferences and seminars on such topics as wage and salary administration have been offered. Implicit in the seminar literature is the concept of keeping unions from bank doors.

Yet, while there are exceptions, these seminars have not drawn the attendance that their sponsors have anticipated. Is it that most country bankers are convinced that an attempt to unionize their banks would not be made, or, if made, would be summarily rejected? Or is it simply an ostrich-like reaction? Or lethargy? Or indifference?

*Paradox V.* At a time when women, who comprise the majority of the banking labor force, are taking the concept of equal pay for equal work to heart and are joining together in associations, they by and large have steered clear of joining unions, of threatening to join unions or inviting union organizations to address their meetings. Is there

something about unions that bank women do not identify with?

*Paradox VI.* The Federal Reserve Board has, in effect, indicated that FRS policy would be not to resist union activities of its employees and staff. Yet, there have been no surprising labor confrontations. In those cities where Fed units are located, there have been relatively few organizational efforts, considering the “hands off” policy of the Fed.

*Paradox VII.* In those modest efforts at unionization brought by a number of different types of unions, one would be tempted to rationalize that pro-union bank employees would identify with unions with clerical or professional memberships and with titles so indicating.

Yet, when one reviews the unions that have been active, and at times successful, in organizing banks, their titles include such diverse and non-related descriptive words as “maritime,” “machinist,” “teamster,” etc.

Are these unions—some of which have been losing members—turning to organizing bank employees out of some Parkinson's law that organizations such as unions must grow—even if out of the trade named in their titles—to stay viable? Are they realizing that their past successes, such as in hiking the salaries of American seamen far beyond those of any other nation, have drastically reduced the number of jobs American seamen can find? Has their union success upped the individual wage, but in so doing, drastically reduced the number of jobs?

Thus would membership fees from unionized bank clerks help stiffen the resolve of union members in other trades and crafts by building up their strike coffers.

*Paradox VIII.* At a time when bank recruiting and hiring of newly graduated college and university degree-holders is down from previous years,

(Continued on page 30)



## CORPORATE NEWS ROUNDUP

- **Walter E. Heller & Co.** Maynard I. Wishner, formerly senior vice president, has been elected executive vice president of Walter E. Heller & Co., Chicago. He also is senior vice president, director and member of the executive committee of the parent company, Walter E. Heller International Corp.



WISHNER

Mr. Wishner fills the post vacated in 1969 by Franklin A. Cole, upon his promotion to president of the parent corporation and of the subsidiary.

Before joining Heller in 1963, Mr. Wishner was a partner in a Chicago law firm. Earlier, he served the city of Chicago in various executive and staff counsel capacities, including chief city prosecutor and director of the mayor's commission on human relations.

- **Insured Credit Services, Inc.** William F. Schumann has been elected president of Insured Credit Services, Inc., Chicago. Mr. Schumann, who formerly was executive vice president, succeeds the late Leland C. McCallum as president.



SCHUMANN

Before joining Insured Credit Services in 1965, Mr. Schumann was an officer in the installment loan department of First National, Evanston, Ill. He began his credit career in Evanston with General Finance Corp.

- **Financial Counselors, Inc.** Russell Montgomery Jr. and William A. Swink recently joined Financial Counselors, Inc., headquartered in Austin, Tex., as field representatives. Mr. Montgomery will work with mobile home dealers and commercial banks in Arkansas and Mr. Swink in Louisiana and Mississippi.

Mr. Montgomery was a national bank examiner and commercial loan officer from 1964 through 1970. Mr. Swink has more than 20 years' experience in the credit and financial field.

## News of Firms Serving Banks



- **Newbury & Molinare, Inc.** A new company, specializing in marketing consulting to banks, has been formed by James H. Newbury (left) and Roderick A. Molinare. Newbury & Molinare, Inc., is headquartered in Winston-Salem, N. C.

Both men formerly were with Wachovia Bank, Winston-Salem. Mr. Newbury was senior vice president and director of marketing, and Mr. Molinare was vice president of marketing planning/marketing services.

The new company will offer counsel in every major area of bank marketing, including development of growth strategies, marketing objectives and marketing plans and programs. Mr. Newbury and Mr. Molinare will design marketing approaches for specific services and for individual markets such as retail, corporate, trust, correspondent banking and international.

- **Scarborough & Co.** David Hopson has joined Scarborough & Co., Chicago, as sales representative for Missouri and southern Illinois.

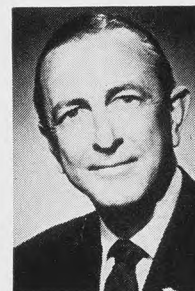
Mr. Hopson previously had been associated with American Mutual Liability Co., St. Louis, and with American Credit Indemnity Co. of Baltimore.

### Security Corp. Has New Logo



Security Corp., Santa Ana, Calif., has adopted a new logo. Legally, the firm's name remains unchanged as Security Safe Deposit Box Corp. However, all business will be conducted from now on as Security Corp. A factor influencing the logo change was the company's addition of a full line of equipment for financial institutions, including vault doors, alarms and drive-up banking equipment.

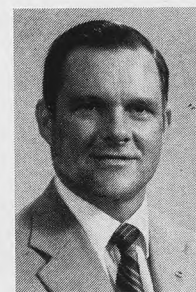
- **Bank Building Corp.** Winslow E. Pike has joined the banker associate advisory group program of Bank Building Corp., headquartered in St. Louis. The banker associates are a group of retired financial executives who provide professional assistance to Bank Building and its clients.



PIKE

Previously, Mr. Pike was administrative director of Bank Administration Institute. Before that, he was vice president and controller, First National Bank of Atlanta, following 26 years' service with the Federal Reserve Bank of Atlanta.

- **Sellers Investment Co.** E. B. "Ted" Fox, vice president, Sellers Investment Co., Memphis, will be branch manager of the firm's first West Coast office, which will open late this month in Los Angeles. The firm is a member of Sellers Corp., a financial holding company, and is a distributor and underwriter of municipal bonds.



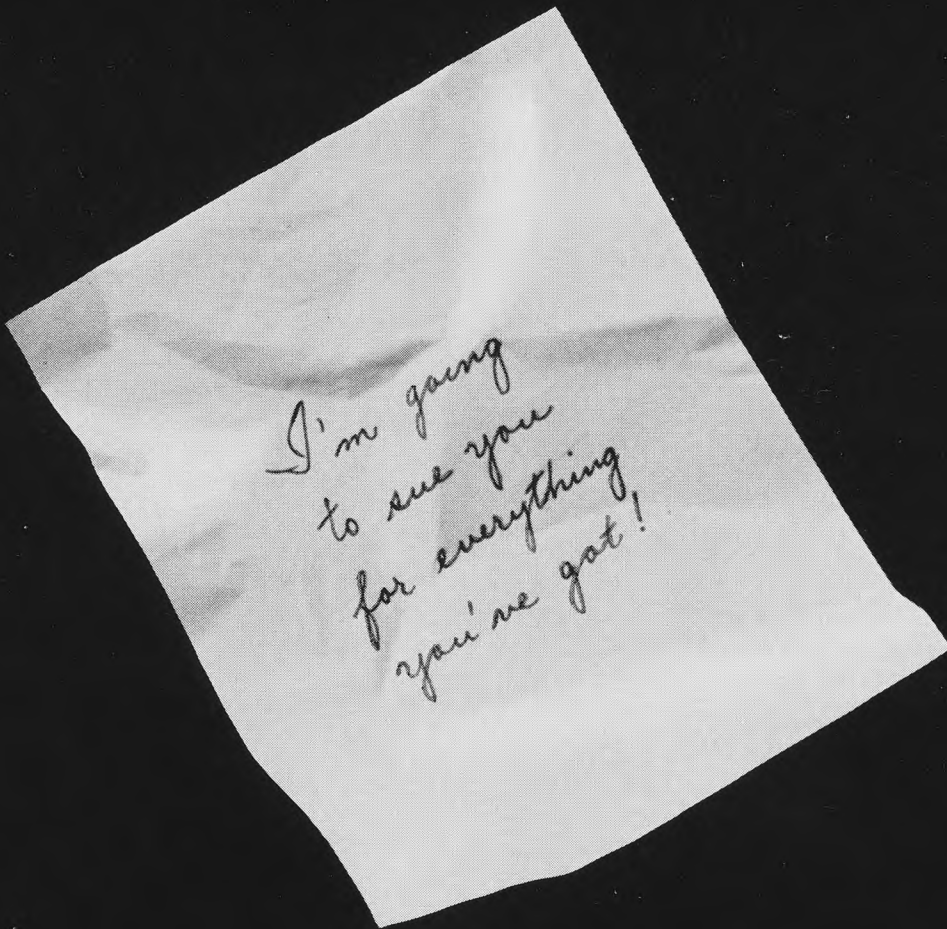
FOX

Expansion to Los Angeles gives three branch facilities to the firm, including Sellers Investment Co. of Miami and the Wall Street office of Sellers Securities, Inc., in New York City. Sales for 1971 will total about \$350 million. Last year, the firm participated in underwriting issues totaling more than \$1.75 million.

- **Docutel Corp.** A new Magnetic Ink Character Recognition (MICR) Printer has been introduced by Docutel Corp., Dallas. The Docutel "Total Teller" is the first automated teller system providing automatic MICR output to the banking industry, according to the manufacturer.

The standard "Total Teller" provides the bank with a transaction receipt containing optical readable characters. The MICR Printer, housed in a separate enclosure, is cable-connected via a plug-in unit to the "Total Teller" system. It prints out automatically on the receipt the transaction amount, customer account number, routing and transit number, transaction code and appropriate symbols in MICR characters and is printed simultaneously with the customer's banking transaction.





## Today, it's not just the tellers who get terrifying notes.

In this age of rising consumerism, there's a rising threat of legal action against bank directors and officers.

You can't toss it off as something only big banks need worry about. Every bank of every size is vulnerable. Even if the grounds for a lawsuit are totally unwarranted, you can't dismiss the often stratospheric legal expenses of proving it. You need protection, and you need it now.

As experienced bank insurance managers, Geo. F. Brown & Sons offers solid, comprehensive Directors and Officers Liability Insurance to suit the individual bank.

One bank's needs aren't the same as another bank's needs. So we take your specifics into account and come

up with the D&O Liability plan for you and you alone. No unnecessary frills. No duplication with existing primary coverages. All bases covered.

The D&O Liability coverage customized by Geo. F. Brown starts with a conference call. Just get in touch with Bob Carney, our financial insurance expert, and put your needs on the line. His proposal may well give you a better night's sleep.

---

*Geo. F. Brown & Sons, Inc. is the underwriter for the Directors and Officers Program offered to banks in Iowa through the Iowa Bankers Association.*

## **GEO. F. BROWN & SONS, INC.**

• Since 1912 •

175 West Jackson Blvd. • Chicago, Illinois 60604 • (312) 427-4737

New York • Boston • Los Angeles • St. Petersburg • Minneapolis • San Francisco • Dallas • Atlanta

# The automated egg

... or how Franklin helped two upstate New York banks get things rolling for one of the biggest "egg farms" in the Northeast.

The name Avian Bates, Inc. may not mean much to you. But ask any egg farmer in the Northeast. He'll tell you it's the only "in-line fully automated egg farm" in this part of the country.

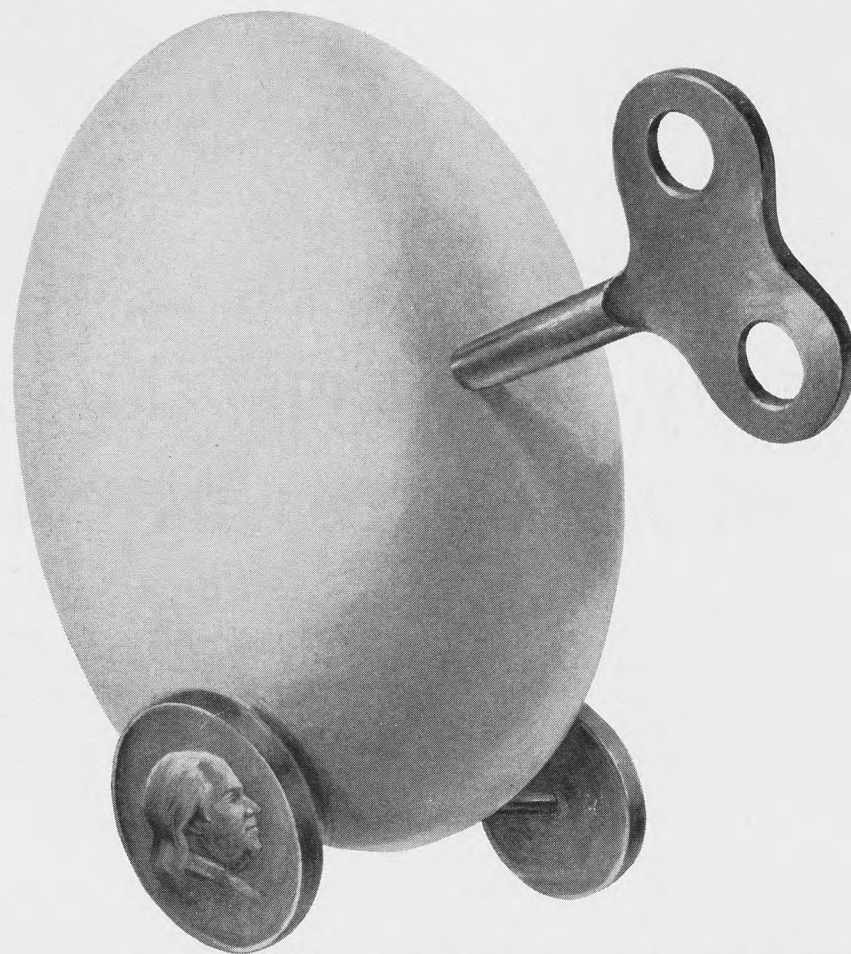
Avian Bates' revolutionary operation involves 280,000 laying hens. As the hen lays an egg, the egg drops onto a production belt, is carried through various service areas where it is cleaned, graded and packaged. From laying to shipping, the egg is untouched by human hands.

To get started in 1968, Avian Bates turned to two local banks for financial help—Sullivan County National Bank,

Liberty, N. Y., and Valley National Bank, Walden, N. Y. The capital requirements were in excess of the banks' combined legal limits... so they invited Franklin's National Division to assist with the financing. Franklin, in cooperation with the New York Business Development Corporation, quickly completed financial arrangements.

Franklin's National Division is ready to offer worthwhile enterprises of every kind the impetus for growth. We have a staff of seasoned professionals ready to give friendly, understanding assistance. For imaginative financial help... call on Franklin National.

Address inquiries to Roger D. Elton, Executive Vice President, National Division, Franklin National Bank, 410 Madison Avenue, New York, N.Y. 10017.



**FRANKLIN NATIONAL BANK**

Where Money Has Imagination

Member Federal Deposit Insurance Corporation



# MID-CONTINENT BANKER NEWS ROUNDUP

News From Around the Nation

## PEOPLE

• W. BOARDMAN JONES JR. was named vice chairman of St. Louis' Mercantile Trust last month. Mr. Jones, who was senior vice president, continues as head of the trust department. The post of vice chairman had been vacant several years.

Mr. Jones originally joined Mercantile Trust in 1958 as vice president and was named trust head in 1960. He was a senior vice president when he left the bank in 1969 to join the St. Louis brokerage house of A. G. Edwards & Sons as vice president. He returned to the bank last November.



JONES



MAYER



PATRICK

• JAMES E. PATRICK will retire at year-end as chairman of Valley National of Arizona, Phoenix, but will remain on the board. He plans to devote his time to private business interests and community activities. He will be succeeded as chairman by JAMES B. MAYER, who has been a director of the bank for 15 years. Mr. Mayer is retiring as president and chief executive officer of Producers Cotton Oil Co., which operates an extensive agri-business enterprise in Arizona and California.

Mr. Patrick joined Valley Bank in 1945 and has been president and vice chairman.

• JOSEPH A. McFADDEN, 66, retired executive vice president and senior lending officer, Chemical Bank, New York City, died September 13.

MID-CONTINENT BANKER for October, 1971

## Missouri Bank Strike Ends

Missouri's first bank strike—at Baden Bank, St. Louis—ended last month when picket lines were removed in compliance with President Richard Nixon's request that employees return to work during the wage-price freeze. The strike began last May 17.

According to Thomas O'Brien of Local 13, Office and Professional Employees International Union, 16 of the striking employees returned to work, and 20 others, who had been replaced, were put on a preferential hiring list.

Key issues in the dispute between the bank and the union, which the employees joined last winter, involved pay, grievance and promotion procedures.

## Justice Dept. Sues Ft. Worth HC

The Justice Department last month filed its first antitrust suit to prevent a bank or a bank holding company from acquiring an S&L. The department filed its suit against Fort Worth National Corp., parent of the Fort Worth National Bank, in an effort to stop the HC's acquisition of the Mutual Savings & Loan Association, also of Fort Worth.

Last August 25, the Federal Home Loan Bank Board denied approval of the HC's planned S&L acquisition, saying that the transaction would be anti-competitive. Then, Fort Worth National Corp. sued the board, and a federal district judge in Abilene, Tex., ruled that the firm could buy the S&L. Justice immediately followed up with its suit.

Despite the Justice Department's action, Fort Worth National Corp.—acting under authority of the federal district judge's September 13 ruling—concluded, on September 15, acquisition of 100% of Mutual S&L's stock. The HC received the Mutual stock in return for cash and notes amounting to \$6.5 million, the total consideration of the transaction. In accordance with the judge's order, the Mutual stock has been placed in escrow with First National, Dallas, pending the final outcome of litigation in the U. S. Court of Appeals, Fifth Judicial Circuit. According to Lewis H. Bond, the HC's president, his firm, also in accordance with the court order, will allow Mutual S&L to be operated by its present management in the same manner as it has been operated in the past.

## Property Management for HCs?

The Federal Reserve Board last month proposed a regulation that would allow bank holding companies to perform various property-management services. These services would include management of single-family dwellings, air rights or oil and mineral rights of particular parcels of land.

This latest in the lengthening list of activities the Fed proposes to allow bank HCs to perform is added to other proposed services such as insurance and data processing.

## Independents Challenge Justice Dept.

The Independent Bankers Association of America has challenged a U. S. Justice Department recommendation to the Council of State Governments that individual states liberalize their statutes regulating multi-office banking.

IBAA President Donald Carlson, president, Elmhurst (Ill.) National, wrote the council that banking, perhaps more than any other field, does not lend itself to the uniformity the Justice Department seems to advocate. "Each of America's 50 states is a unique personality, and the banking structure must be shaped and fashioned to fit the particular needs of each state," said Mr. Carlson.

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

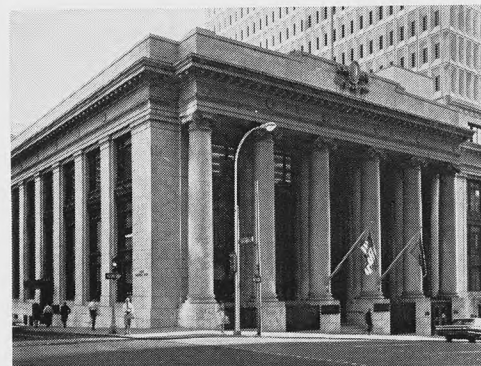
**Try us.**

**First National Bank  
of Kansas City**

**10th & Baltimore, Kansas City, Mo.**

Member Federal Deposit Insurance Corporation

**20**



**MID-CONTINENT BANKER for October, 1971**

# San Francisco Ready to Host ABA Delegates

A HOST of popular speakers and entertainers will parade across the stage at the 97th annual convention of the American Bankers Association in San Francisco October 16-20.

Included in the lineup are Secretary of the Treasury John B. Connally; James B. Reston, New York *Times* columnist; Frank Wille, FDIC chairman; William B. Camp, Comptroller of the Currency; Dr. Paul Nadler, Rutgers University professor; Dr. Elie Abel, dean of Columbia University's School of Journalism; Lewis H. Young, editor-in-chief of *Business Week*; Gordon Manning, vice president, CBS News; Dr. S. I. Hayakawa, president, San Francisco State College; and Dr. Norman Vincent Peale, clergyman.

Other speakers include Representative John J. Rhodes (R.-Ariz.); Senator Alan Cranston (D.-Calif.); W. Smoot Brimhall, president, Conference of State Bank Supervisors; John MacKinnon, treasurer, U. S. Postal Service; and ABA officials.

Entertainment will be provided by Victor Borge and the Young Americans.

Theme of the convention is "You Set the Pace." More than 12,000 bankers and their wives are expected to attend. Most major activities will take place in the San Francisco Civic Auditorium, including registration, exhibits, two general sessions and Tuesday evening entertainment. Other meetings will be held at nearby hotels.

The convention opens at 10 a.m., Saturday, October 16, when the registration area will open and exhibits will go on display. The opening social event—the convention reception—will be held from 3-5 p.m., Sunday, October 17, in the Continental Ballroom of the San Francisco Hilton.

Annual meetings of the ABA's four divisions will be held Monday, October 18.

The State Bank Division, the Marketing/Savings Division and the Trust Division will convene at 9:30 a.m. The National Bank Division will convene at 2 p.m.

G. Clarke Bean, chairman and CEO, Arizona Bank, Phoenix, will preside at the State Bank Division meeting. Speakers will include Congressman Rhodes, FDIC Chairman Wille and CSBS President Brimhall.

Gerald E. Warren, vice president, National Bank of Detroit, will preside at the Marketing/Savings Division session. The program will include an audio-visual presentation entitled "Excel and Grow" and will feature six speakers who will describe new bank marketing and savings programs.

Richard P. Brown, senior vice president and executive trust officer, First National, Denver, will preside at the Trust Division meeting. Officers will be elected, but no outside speakers are scheduled.

Lester W. Herzog Jr., president, National Commercial Bank, Albany, N. Y., will chair the National Bank Division session. Speakers include Senator Cranston, Comptroller Camp and Mr. MacKinnon of the Postal Service.

General sessions will be held on Tuesday and Wednesday, October 19 and 20, in the Civic Auditorium convention hall. ABA President Clifford C. Sommer, president, Security Bank, Owatonna, Minn., will preside. Mr. Reston will speak at the first session, Dr. Peale at the second.

Delegates will vote on constitutional amendments that embody a plan or reorganization for the ABA at the first

## ABA Officers—1970-71



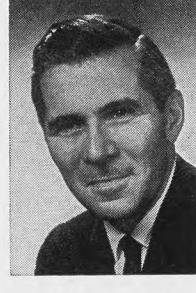
SOMMER



STULTS



STUTTS



ALEXANDER

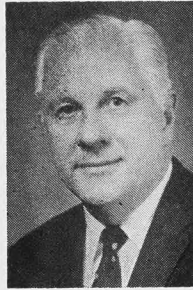
general session. They will also elect new officers, expected to be as follows: Allen P. Stults, chairman, American National, Chicago, ABA president; Eugene H. Adams, president, First National, Denver, ABA vice president; and Joe H. Davis, executive vice president, First National, Memphis, ABA treasurer. Mr. Davis is expected to succeed Clyde L. Stutts, outgoing ABA treasurer, who is president, Union Trust, Shelby, N. C.

The second general session will see the inauguration of new officers. ABA Executive Vice President Willis W.

### Incoming V.P., Treasurer



ADAMS



DAVIS

Alexander will report on the state of the association.

Four concurrent forums will be held Tuesday afternoon, October 19.

The Banking Professions Group will sponsor a program on "The Community Banker—His Many Dimensions." Speakers will include William J. Filkosky, president, Newark (O.) Trust; William J. Kirchner, president, Richfield (Minn.) Bank; Sam L. Hunter Jr., president, Bank of New Madrid, Mo.; and J. Rex Duwe, president, Farmers State, Lucas, Kan. Dr. Nadler will also speak to this group. His topic: "Your Community's Future and You."

The Government Relations forum will present a panel discussion on bank taxation with an emphasis on bank tax planning and its problems for commercial banks.

"Changing Communications of the Seventies" is the topic for the Communications forum. Key speakers will be Dr. Abel, Mr. Young, Mr. Manning and Dr. Hayakawa.

A special forum, entitled "Campaign," will be held for all wives who are registered for the convention. Object of the forum is to urge women to

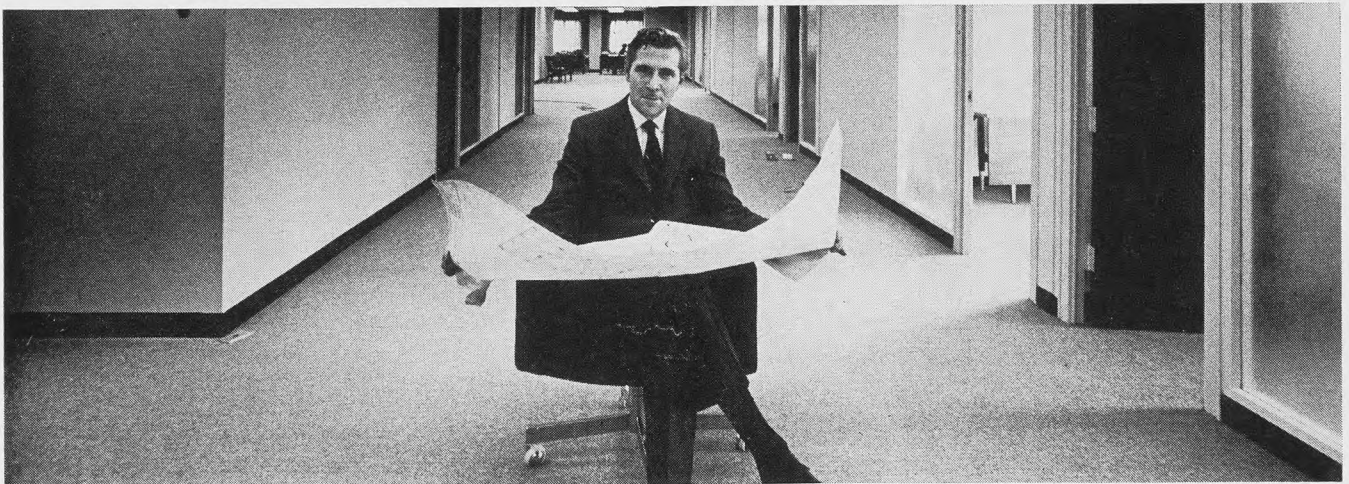
become more involved with key issues. The forum will center around a multimedia presentation by Human Horizons, the educational division of Linkletter Enterprises, on the generation gap. Moderator will be Jack Linkletter. Other speakers scheduled are Mrs. Thomas J. McIntyre, wife of the senator from New Hampshire, and Dr. Bessie Moore, executive director, Arkansas State Council for Economic Education and coordinator of economic and environmental education in the Arkansas State Department of Education. • •

### Morthland Candidate for V.P.



Rex Morthland, chairman, Peoples Bank, Selma, Ala., is the only announced candidate for ABA vice president for the '72-'73 term. Mr. Morthland's candidacy has been endorsed by a number of state banking associations.

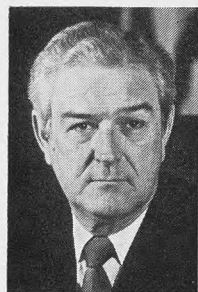
## ABA Consolidates Offices in New Washington Headquarters



"You can't find anybody at ABA's new Washington headquarters office without a diagram," Executive Vice President Willis W. Alexander seems to be saying. No doubt things were a bit hectic at moving time, as the organization's two former offices—one in Washington and one in New York City—were consolidated into new quarters at 1120

Connecticut Avenue, N.W., in the nation's capital. The move was accomplished over a two-month period and at a minimum of disruption to members. The new headquarters is six blocks from the White House and within minutes of most agencies concerned with banking regulation.

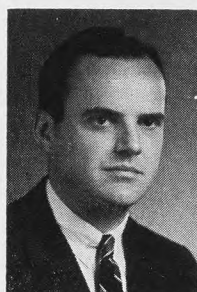
## These Speakers Will Appear on Convention Program



CONNALLY



RESTON



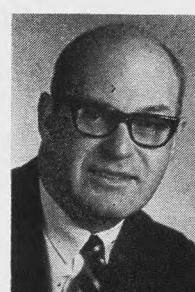
WILLE



CAMP



NADLER



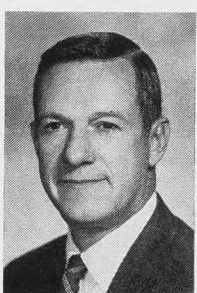
YOUNG



MANNING



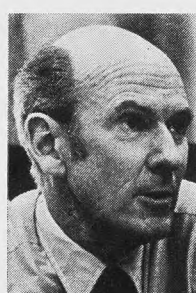
HAYAKAWA



FILKOSKY



RHODES



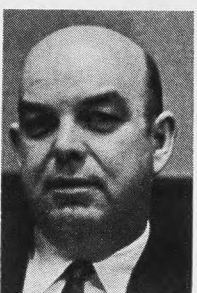
CRANSTON



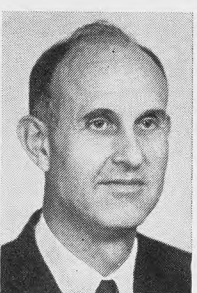
BRIMHALL



MacKINNON



HUNTER



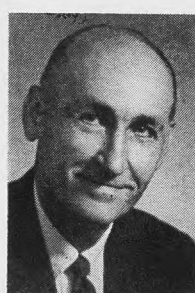
KIRCHNER



MRS. McINTYRE



DR. MOORE



DUWE

## Consolidate ABA, Foundation for Full Service Banks, Task Force Urges

**A** RECOMMENDATION that the ABA and the Foundation for Full Service Banks be integrated into one organization has been made by a special ABA task force. The task force was appointed by ABA President Clifford C. Sommer at the request and with the approval of K. A. Randall, chairman of the Foundation's board of trustees and chairman, United Virginia Bankshares, Inc., Richmond. Mr. Sommer is president, Security Bank, Owatonna, Minn.

The task force urged that a study be made to determine the scope and level of spending for a "significant program of communications for the industry" and also recommended relocation of the Foundation office from Philadelphia to ABA headquarters in Washington, D. C. Such a move would consolidate the Foundation's 15 employees with the

ABA's 275. The Foundation—founded in 1958—has an annual budget of \$3 million; the ABA's is \$12 million. The task force also suggested continuation of the joint ABA-Foundation "Banking Serves America" program.

The Foundation's trustees will discuss the recommendations at a meeting October 16 in San Francisco during the ABA convention.

Mr. Randall said the banking industry has seen a need "to speak with one voice," and bankers across the country have urged that a positive approach be taken to avoid constraint on advertising necessarily imposed by having two organizations working toward the same goal.

He emphasized the need for "continuing support of the 6,500 Foundation member banks during the interim

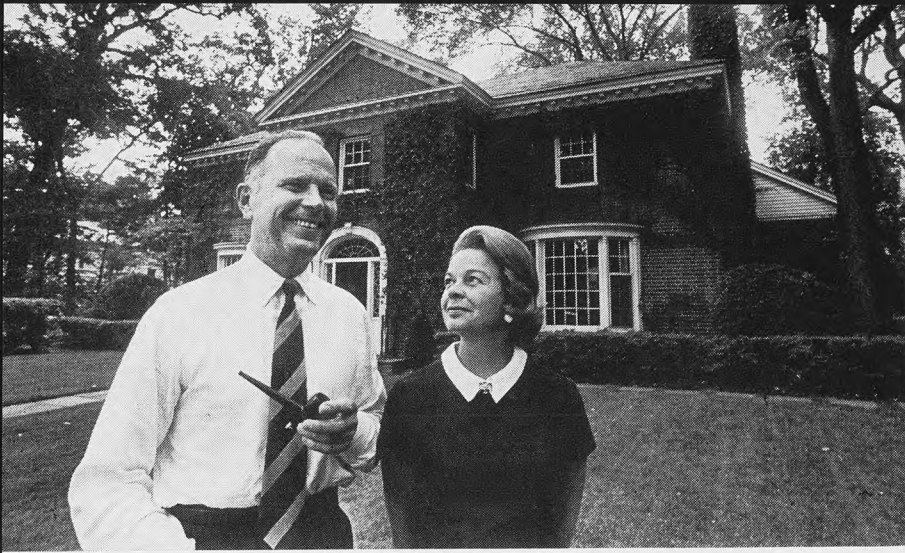
period while the joint industry study group is preparing its report." This study group will be selected by the staff and officers of both organizations. No date has been set for completion of the study or for selection of the members.

ABA President Sommer said the purpose of the study will be to learn what bankers want in the area of national advertising and public relations. He pointed out that consolidating the two groups would mean better advertising for the same or a smaller amount of money and would mean less expense for member banks.

As the public relations work of the ABA and the Foundation has grown in size and scope, more and more bankers across the country are beginning to believe that the industry could best be

*(Continued on page 28)*

MID-CONTINENT BANKER for October, 1971



Incoming ABA President Allen P. Stults and Mrs. Stults stroll on the lawn of their home in the quiet, tree-lined Chicago suburb of Wilmette. Mr. Stults, ABA vice president the past year, is chairman and CEO of American National, Chicago.



Both Allen and Betty Stults enjoy golfing. Here Mr. Stults coaches his wife on her swing.

# Allen Stults— Next ABA President

Mrs. Stults, an accomplished pianist and organist, plays their electric organ while Mr. Stults plays bass chords and sings along. Their favorite song is "Dirty Old Bill."

Much of the Stults' free time is spent in the library of their home.







Mr. Stults' first order of business at 8 o'clock each morning at American National is to meet with key members of senior management to review current policy and problems, often related to a briefcase-full of reading matter Mr. Stults took home the previous night. Shown clockwise from lower right are: Ira Frank, administrative vice president; Tom Haddow, executive assistant; Stefan S. Anderson, executive vice president (in charge of commercial banking); Mr. Stults; and William G. Ericsson, president.



In the course of a normal business day, Mr. Stults frequently walks through the bank. In fact, associates say, "Between Monday and Friday, he will be in and out of virtually every department of the bank." He is shown greeting a customer in the public vault.



The ABA vice president visits American National's upper banking floor, which is being completely remodeled in warm, classic Williamsburg decor. Mr. Stults keeps a daily eye on each detail of the remodeling and reconstruction.

Arriving characteristically early (7:45 a.m.) at the bank, Mr. Stults transfers material from his briefcase to his desk before beginning his business day.

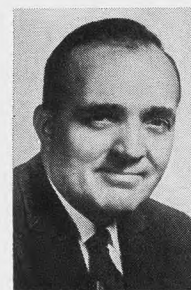
Mr. and Mrs. Stults enjoy a game of bumper pool in the basement recreation room of their home.



MID-CONTINENT BANKER for October, 1971



# Delegates to Vote On Restructure Plan At ABA Convention



**EDGAR T. SAVIDGE**  
ABA  
Executive  
Manager

**I**F THE delegates vote "aye" at the San Francisco convention, the ABA will undergo a transformation in its structure—one that will enhance banker participation in association activities.

The plan is embodied in a series of proposed amendments to the ABA constitution, but the outline for these changes is the report of a special task force charged with improving the pattern of organization.

The reorganization task force was appointed some 14 months ago by Nat S. Rogers, then president of the ABA. Sixteen men drawn from all parts of the country were named to serve under the leadership of Allen P. Stults, vice president of the ABA. They took their job seriously, meeting eight times in nine months.

They produced a reorganization plan that reflects a series of essentials: the industry's recognition of the growing importance of consumer banking; the essential need of industry-wide, long-range planning and interest and involvement by bankers in public affairs.

In discussing the proposed plan, ABA President Clifford C. Sommer warned one audience that "this is not the last

word you will ever hear about reorganizing the ABA. From the beginning," he said, "the task force committed itself to redesigning the association so it would lend itself in the future to further redesigning in its efforts to continue its tradition of service."

Under the task force plan, the general convention remains as the primary source of policy-making power. Embodied by the general convention under the new structure is the governing council, performing a function similar to that being performed today by the executive council. This 150-man body will be a reflection of the makeup of the membership and will represent it between sessions of the convention.

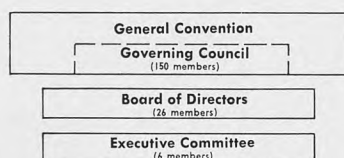
Members of the governing council will be chosen in three ways: elected by states in proportion to association membership; through appointments and ex officio. The group will be chaired by the immediate past president of the ABA.

Under the new plan, the number of officers will be slightly expanded. There will be the president, the president-elect, chairman of the governing council and the treasurer.

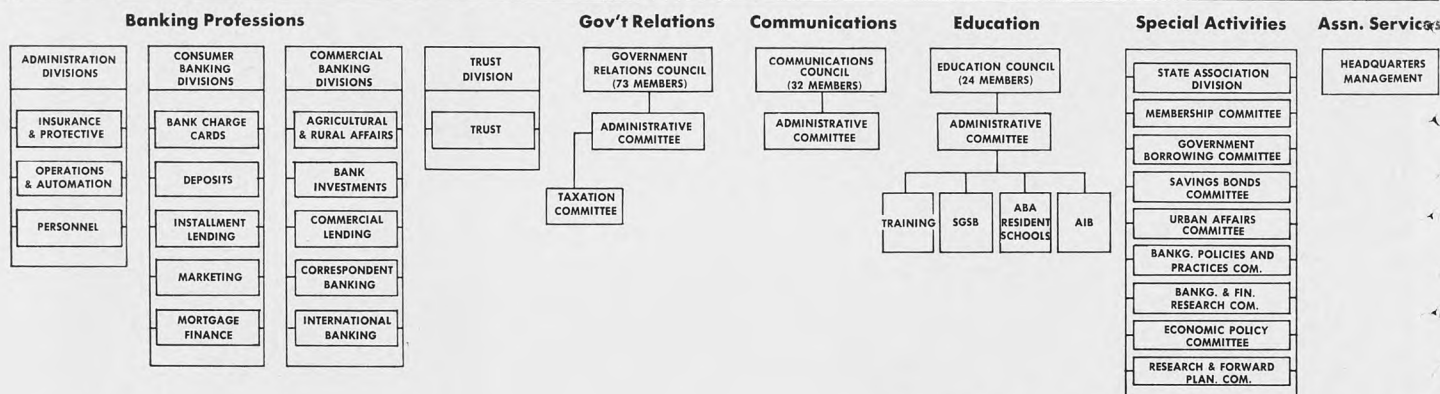
Interim stewardship of association affairs will be placed in the hands of a board of directors, a group roughly comparable to the current administrative committee. This board will have full authority to act (with the exception of making constitutional changes) and will be accountable to the governing council.

One carefully honed concept suggested by the task force is aimed at providing an avenue for closer contact with the elected membership. The task force has recommended dividing the country into six geographical regions with a balanced proportion of banking units in each. The elected state membership from each of the six regions serving on the governing council would elect one of their number to serve on the 26-man board of directors.

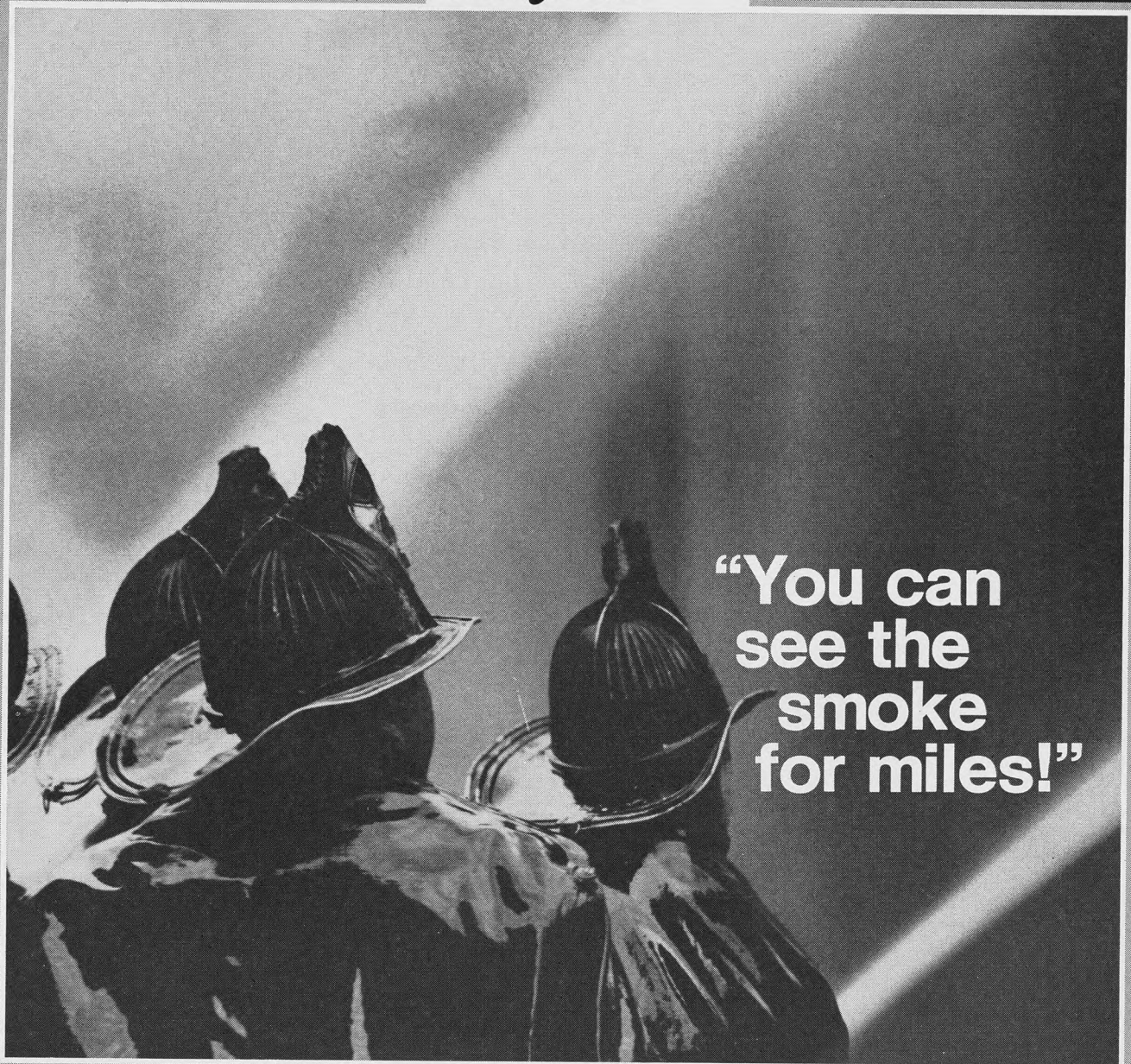
Also serving on the board will be two of the 12 at-large appointees to the governing council previously named by the association's president, two members serving the second year of their two-year appointed terms, having been appointed by the immediate past president, the four elected officers of the association, the two senior staff officers,



## FUNCTIONAL ORGANIZATION



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

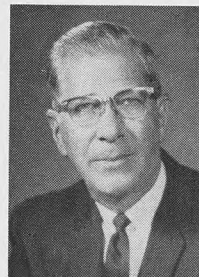


**“You can  
see the  
smoke  
for miles!”**

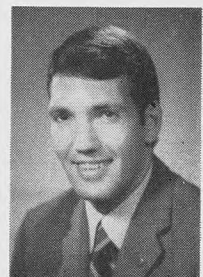
A bank building burning to the ground is a ghastly sight. And the effects of the fire present unique and immediate problems.

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



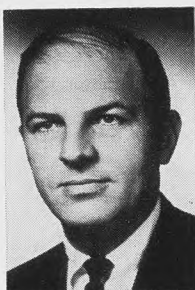
CURT COOK



**ABA Executive Directors**



**CHARLES R. McNEILL**  
Gov't Relations



**GERALD M. LOWRIE**  
Banking Professions



**WARREN W. SCHWED**  
Communications



**JACK J. EARLY**  
Education



**ROY W. TERWILLIGER**  
Special Activities



**DONALD E. STEVENS**  
Association Services

the last two past chairmen of the governing council, the chairmen of all councils, the chairman of the state association division and four banking professions divisions chairmen appointed by the president.

Meeting as often as necessary to conduct ABA business between meetings of the board will be the executive committee. This group will be made up of the four elected officers and the two senior staff officers.

Functional organization of the ABA will be divided under the task force recommendations into five major membership groups. These include banking professions, government relations, communications, education and special activities. A sixth group—association services—will handle the day-to-day administrative support operations of the association.

Most of the bankers will serve in the banking professions group, where they will be charged with the responsibility for developing policies and programs reflecting the needs and interests of each of the banking professions represented.

Activities in the government relations area will be similarly focused on committee participation. These committees, working with the banking professions, will be concerned with the formulation of association policy on matters of legislation and regulation. They also will work on development and implementation of programs directed at gaining acceptance of these policies.

Membership activities in communications will focus on programs aimed both at the ABA's membership and at the various publics served by the banking industry. This group also will assist in developing awareness within the industry of public policy matters requiring industry attention.

The education group, predictably, will be concerned with development and direction of the association's formal educational activities. It will tie together various ABA educational efforts and also will maintain liaison with and provide assistance to nonassociation organizations involved in banking education.

Work in special activities consists of service on the state association division, the membership committee or one of the special committees charged with development of special-interest programs or projects requiring high visibility and direct coordination with the executive committee and board.

These four specific elements—banking professions, government relations, communications and education—will be linked together through a series of committee interlocks. This will guarantee

**FELIX LeGRAND**  
President,  
ABA State  
Association Section  
1970-71



the cooperation and communication so necessary to the association's functioning.

All of these recommendations result from a detailed study of the association's structure and functioning. And to insure that tomorrow's ABA will be a better organization, elements of the present structure have been given a posture of greater strength and cohesiveness. • •

**Consolidate ABA**

*(Continued from page 23)*

served by consolidation of the two organizations, said Mr. Sommer. He added that the two groups have felt for some time that they should try to avoid duplication of effort in the bank-advertising field.

According to the ABA president, how much money should be spent on advertising and PR and on how the funding should be done will be the primary consideration in working out details of the proposed consolidation.

T. G. Brown Jr., chairman of the Foundation's advisory group, foresees two years of working out all the details. The only disagreement he foresees is one of timing.

"The Foundation has definite advertising commitments that must be honored," said Mr. Brown, vice president and head of marketing, State

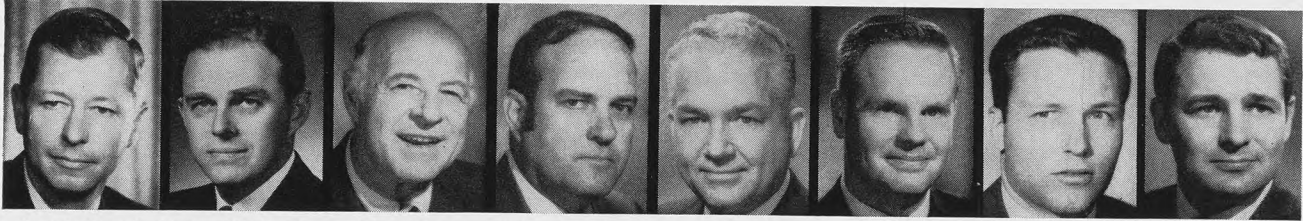
**Bolger to Perform**

Ray Bolger, well-known actor, dancer and comedian, will perform at the annual bankers meeting of the Foundation for Full Service Banks preceding the ABA convention in San Francisco.

The meeting is scheduled for October 16 at 4 p.m. in the grand ballroom of the Hilton Hotel. Included in the agenda are a review of the Foundation's 1971-72 national advertising and promotion program and a report on the activities of the organization.

Mr. Bolger's portion of the program is entitled "Ray Bolger's World."





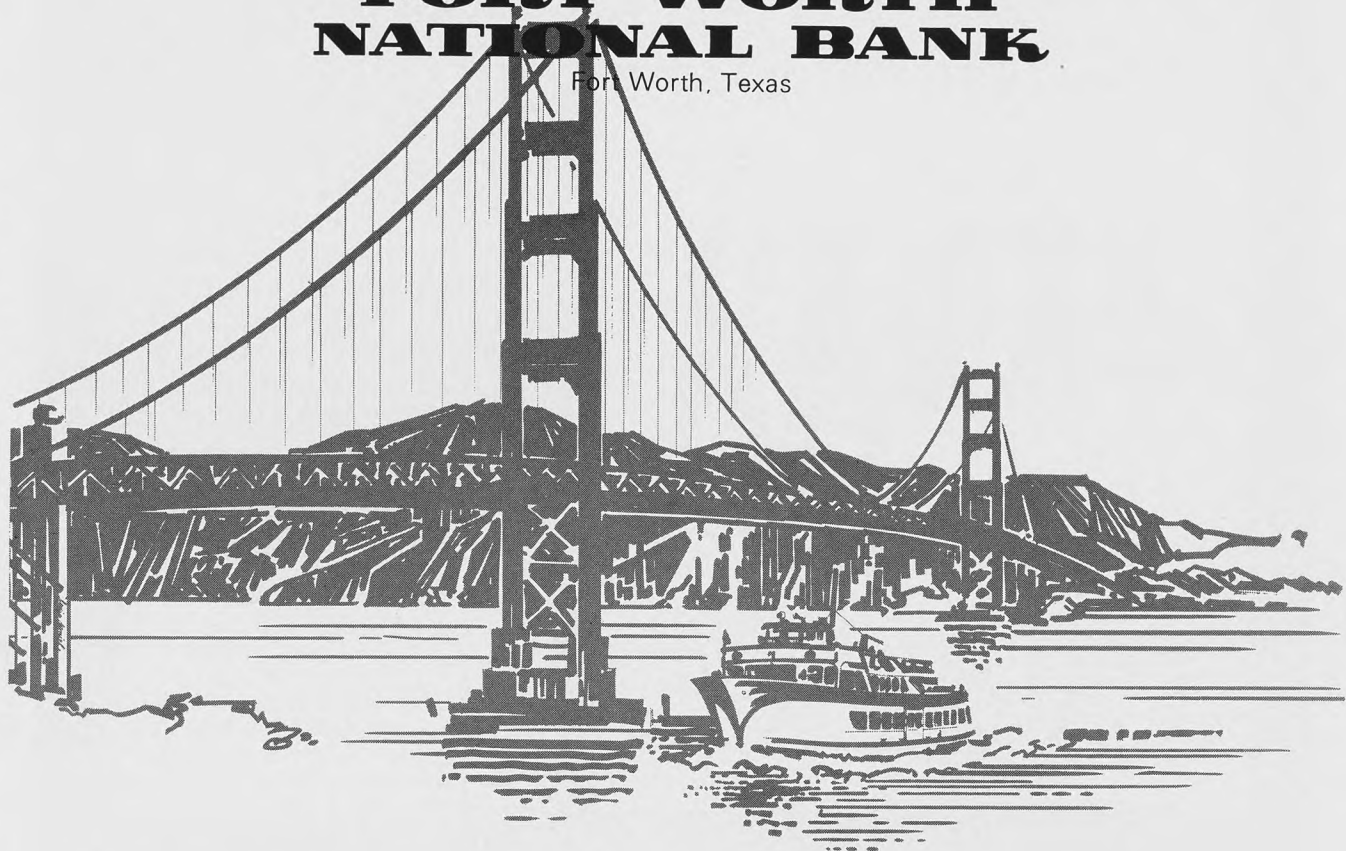
Lewis Bond Bayard Friedman Reed Sass John Goodwin John Hubbard Dick Mason Dick Hamilton Buddy Iles

# CALIFORNIA, HERE WE COME!

See you at the ABA meeting.

## FORT WORTH NATIONAL BANK

Fort Worth, Texas



Street Bank, Boston, "plus several on-going programs that will continue. The advisory group—the working group of the Foundation—fully intends to keep on with its programs during the time the integration discussions are going on."

He noted that the Foundation has its own bylaws and regulations and that an ABA-Foundation consolidation will be a hard-won achievement.

Former ABA President Nat S. Rogers, chairman of the task force, calls the recommendation "a good first step" and sees the job ahead as "exploration of the ways and means of closer integration." Mr. Rogers is president, First City National, Houston. • •

## Banks, Unions

(Continued from page 14)

there appears to be an interest on the part of unions to add formally educated people to their staffs. These degree-holders are able to bring to unions some of the tools of business organization efficiency. These tools are useful in planning union pension funds, computer records of membership dues, benefits, etc.

Will the increased interest of unions in better-educated staffs portend a more sophisticated approach—the soft sell, the Madison Avenue approach—

to union recruiting?

*Conclusion, or non-conclusion:* The preceding paradoxes are certainly not all-inclusive. They come at a time when many economists are questioning some of their long-held beliefs on supply and demand being equated and at equilibrium; that competition would bring prices and wages down; that price and wage controls are involved with national emergencies such as major wars, rather than when there is excess capacity in our productive facilities and no real shortages of goods, either raw, semi-finished or finished, as exists today.

The major paradox I have observed is that the dominant point made by those who have publicly and critically addressed themselves to the problem of the wage and price freeze is that it is "not fair or equitable." To me this is the height of naivete. Writing as a former government executive and senior economist with the Office of Price Stabilization, I must point out that it should be clearly understood that wage and price freezes never were, never will be, and never can be fair and equitable. Talking about trying to make them fair and equitable may make political hay for politicians, but each such attempt reduces the limited effectiveness of wage and price con-

trols. Continuing controls could only accentuate the inequities.

Freezing interest rates and profits similarly would result in nightmares of incomprehensible counterproductive regulation—and would be of doubtful legality. So many exceptions have to be made that it is only a short time before these holes in the regulated economic game plan will be breached. For example, all prices of stocks, bonds (including federal funds, governments), all real estate, all artifacts, would have to be frozen and this would result in economic paralysis.

Since there are more voters who are wage earners than there are business executives, the first break in price and wage freeze and subsequent guidelines will be in wages. Then workers, both union and non-union, will have to look at what their own individual status is—not on the current dollar wage but on the constant dollar value of the wage.

Perceptive bankers can profitably use this current freeze uncertainty to instill confidence in their staffs that management is sincerely interested and dedicated to improving their financial welfare. If they are successful, union efforts will not be successful. Yet, paradoxically, few bank personnel men have capitalized on this feature. • •

## Our "Fall Fling" Can Tell Your Story . .



**CAREERgirl**

9212 CHANCELLOR ROW DALLAS, TEXAS 75247

A Career Girl Fall Fling does just that—"tells 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 flaired pants, capes and coulottes, the story is your organization, and our Fall Fling 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

# Some timely news for your man in personnel.

Whoever he is, he probably has a problem with employee turnover among bookkeepers and tellers.

That's why we think he'll be pleased to hear about our new self-teaching, audio-

graphic course in check-paying and signature verification for tellers and bookkeepers.

We developed it to train our own people and it has been very effective. Now we're offering it to our correspondents to help increase their efficiency

in check paying operations.

We hope you'll pass the word on via the memo below.

**American National  
The Idea Bank**

# MEMO!

**TO:** \_\_\_\_\_

**RE: Training new tellers/bookkeepers.**

American National, our correspondent in Chicago, has a new self-teaching audio-graphic instruction system that covers the basics on check paying and signature verification.

The new employee works by himself, at his own pace, using pre-recorded lessons (playable on a tape cassette), a workbook and progress tests.

His supervisor (working from a special manual) administers the short tests at certain checkpoints, and keeps an eye on his general progress.

Most students complete the course in two sittings, about 2 hours each. When they're finished, they know all the terminology, the 5 elements of a check, when not to cash or pay checks. And they have learned the basics of signature verification.

The man to call is Bill Aldrich, at (312) 661-5050. I think it's worth looking into.

Regards,

American National Bank and Trust Company of Chicago • LaSalle at Washington 60690 • Phone (312) 661-5000 Member FDIC

MID-CONTINENT BANKER for October, 1971



Tennis tournament sponsored by Louisville's First Nat'l culminates in presentation of trophy (being held by bank hostess Suzie Krue) to tournament winner Tom Okker (l.). J. V. Norman Jr. (r.), former chairman of First Nat'l and Kentucky Trust, makes presentation. Looking on in background is Hugh M. Shwab, chairman, First Nat'l and Kentucky Trust.

# Community Involvement

*Banks Are Meeting This Challenge With Programs Ranging From Granting Loans to Minority Businesses To Sponsorship of Neighborhood Cleanup*

**S**Ocial responsibilities—community involvement—public affairs—ecological movement. These are terms with which bankers today are extremely familiar and which present them with challenges their predecessors never dreamed of. And many bankers are meeting these challenges with programs ranging from interest-free loans to rebuild rundown areas to getting inner-city youths involved in organized sports.

Just how many such projects are in operation or in the planning stages was brought home graphically to editors of MID-CONTINENT BANKER when they sent letters out around the country asking bankers what their institutions were doing in the "corporate-responsibility" field. The answers—written and over

By **ROSEMARY McKELVEY**  
Managing Editor

the telephone—were numerous and extremely descriptive of many kinds of programs designed to aid the various banks' communities. In fact, what was originally planned as a "one-shot" feature in the October issue of MCB has developed into at least two articles and perhaps more, so important do the editors believe this subject to be.

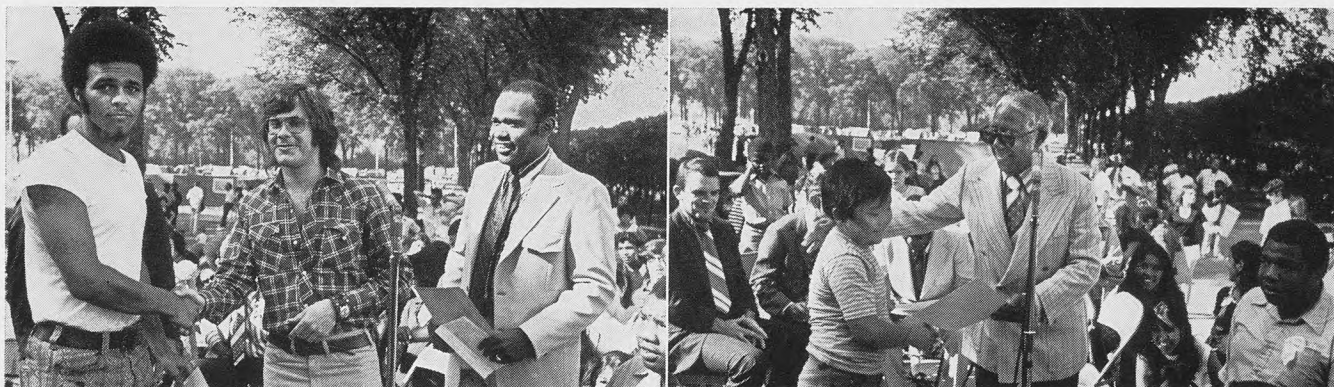
The following programs illustrate the wide variety of community-service activities in which commercial banks are active. They are not listed in order of importance because we believe they are all important. Nor are they the only such programs now going on. As we said above, banks everywhere seem to

be heavily "involved," as the young people say. It would be impossible to describe all of the programs. Also, as we get information on other projects, we will publish it in future issues of MCB.

## Art Fair

The Buckingham Fountain Art Fair was sponsored last summer for the second successive year by the Reach Out program of Chicago's Department of Human Resources and Continental Illinois National. The fair, designed to provide activities for the city's youth during the summer, is open to anyone 21 years or under. Cash prizes total more than \$3,000.

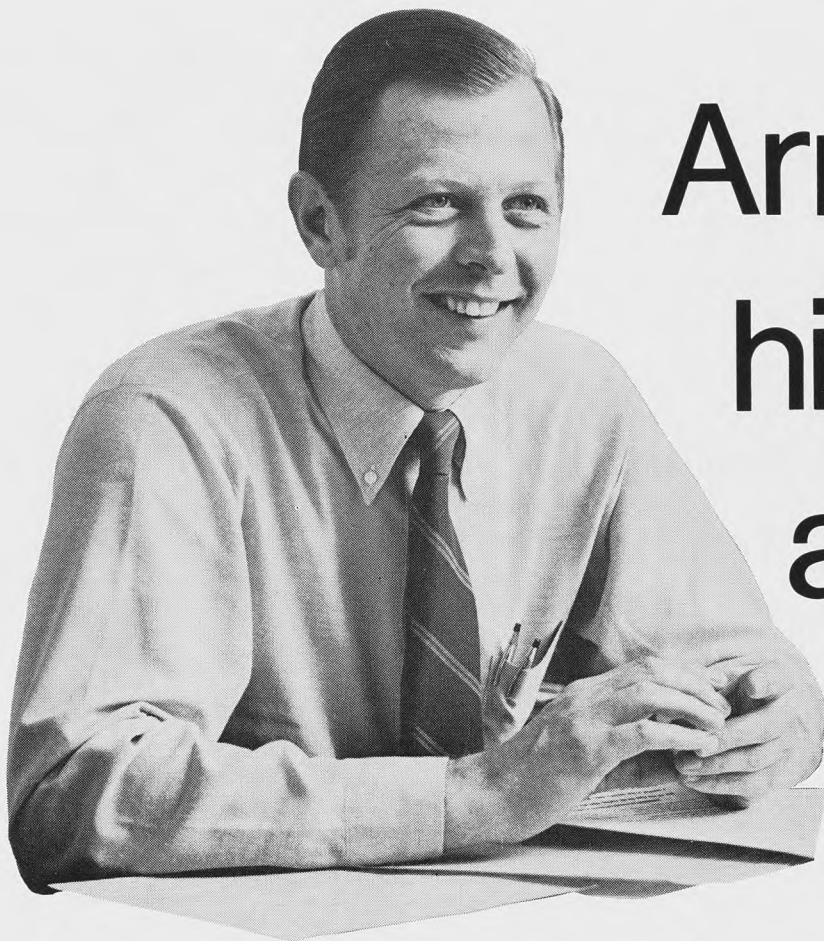
Entrants exhibited their work from May to August in school and neighbor-



LEFT: Robert Long (l.), 21, receives \$300 check from singing star, Oliver, at Buckingham Fountain Art Fair, co-sponsored by Chicago's Continental Bank and Reach Out program of city's Department of Human Resources. Mr. Long placed first in senior painting category. Looking on (r.) is Kermit Lee, bank's director of urban affairs. RIGHT: Andrew

Matsui, 11, is given \$50 check by Dr. Deton J. Brooks, commissioner of Chicago's Department of Human Resources. Andrew placed second in "peanut gallery" painting category at Buckingham Fountain Art Fair, which was held for two days in Grant Park.





# Army has his own army...

ARMISTEAD SMITH  
Vice President and Manager,  
Correspondent Bank Division

You'll probably be seeing Army at the ABA Convention in San Francisco this month. He won't look like Arnold Palmer on the golf

course with a multitude at his heels. But Army does have his own army. It's the whole correspondent bank division at First National Bank. It's the group that backs up local banks all over the mid South. If you're looking for a strong team to lend a hand at your bank, look for Army at the convention.

## CORRESPONDENT BANK DIVISION

Member of

ACCOUNTS RECEIVABLE	THE CORPORATE GROUP	COMMODITY DIVISION
CORRESPONDENT DIVISION	AREA DEVELOPMENT	NATIONAL DIVISION
	INTERNATIONAL DIVISION	

**FIRST NATIONAL BANK OF MEMPHIS**



MEMPHIS, TENNESSEE / MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Where the focus is on you

hood competitions. These local contests were supervised by groups such as the Boy Scouts, Chicago Park District, YMCA and public and parochial schools. Local contest winners then displayed their art work during the fair August 21-22 in Grant Park.

Four categories were open in this year's fair: painting, sculpture, photography and handicraft. Prizes up to \$300 were awarded in each medium. In addition, there was a special "peanut gallery" competition for children 11 years old and younger. Winning works of art were displayed at the bank last month.

"The art program seeks to provide a means whereby young people can express themselves creatively and develop talents from which they may derive both pleasure and profit," said Donald M. Graham, Continental Bank's chairman. He added that he hopes the bank's efforts will encourage other large Chicago-area firms to support similar projects.

#### Tennis Classic

Two years ago, First National, Louisville, began sponsorship of the First National Tennis Classic. At that

time, it was a \$25,000 tournament with 16 of the world's top tennis players taking part. This past summer, the tournament was expanded to a \$50,000, 32-man tournament. It is now only one of 20 stops on the International World Championship Tennis Tour. Additionally, Louisville is one of only 10 cities in the U. S. on the tour. According to the bank, its sponsorship of the tour accomplishes two things:

1. It brings exciting top-flight professional action to the city.
2. Inasmuch as stories go out all over the world giving results of the tournament, the bank thus is promoting the city as a major sports community.

## American National Fights Pollution With 'Clean Air Caravan,' Loans

THE SLOGAN of American National, Chattanooga, is "For us, just being a bank isn't enough anymore."

And the bank really means what it says.

Take, for instance, its recent "clean air caravan," designed to enable motorists to determine if their cars are contributing significantly to the air pollution problem.

The bank, with the assistance of the Chattanooga-Hamilton County Air Pollution Control Board, set up an exhaust testing center that was operated in various sections of the city. The unit is capable of processing an auto every two minutes and was in operation for eight hours each day.

The equipment measures the amount of unburned fuel that escapes through an auto's exhaust system. Auto owners taking the test can tell at a glance whether their cars are contributing to the pollution problem.

The "clean air caravan" was praised by U. S. Senator Bill Brock from Washington. He said, "American National's 'clean air caravan' will enable car owners to test their cars for levels of pollu-

tants, such as hydrocarbons, that they are emitting into Chattanooga's air. Social responsibility from financial institutions such as American National will be the key toward helping to solve many of the major problems that we face in this country today."

In another attack at pollution, the bank has made a \$2 million loan to Signal Mountain Cement for the purchase and installation of pollution abatement equipment. The loan is said to be one of the largest anti-pollution loans ever made in the Southeast.

The loans, made at preferential rates, are available to any qualified industry or individual to finance ecological improvement, according to Sam I. Yarnell, chairman of American National.

The loan will be used to finance the installation of new combustion control equipment at the cement firm, including a new highly efficient dust-removal system and improvement and modernization of the plant's existing precipitators.

The bank is participating in special loans in other areas, such as education and low-cost housing. • •

#### Public Affairs Workshop

The ABA and the Bank Marketing Association plan to hold a public affairs workshop next spring in Atlanta. Dates and headquarters will be announced later. The Public Affairs Council of America will be a co-sponsor.

Last summer, the BMA published a comprehensive reference to banking's public role and responsibility called "Public Affairs and Banking . . . An Action Report." The book was the climax of a year-and-a-half effort on the part of BMA's public affairs council and was edited by Robert M. Martindale. The book contains case histories of BMA-member banks' public affairs programs and highlights of other public affairs projects.

Earlier last summer, First National sponsored an appearance of the Mormon Tabernacle Choir in Freedom Hall in Louisville. The choir rarely makes an appearance outside of Salt Lake City. With the cooperation of Third National, Nashville, and the local Mormon Mission, First of Louisville was able to arrange to have the choir appear in Nashville on August 6 and in Louisville the following night. Nearly 15,000 persons turned out for the Louisville performance.

Said Vice President Barksdale F. Roberts: "Our bank is willing to take action to bring to the city of Louisville high-caliber events or attractions that might otherwise go to some other city. We feel that this is a significant contribution to the improvement of the quality of life of the people who live here. That, in our opinion, is a very vital contribution to a community's growth."

Mr. Roberts said that naturally, resources, location, transportation and labor are needed for a city to grow and prosper, but, then, what do people do with their lives? He pointed out that Louisville has made great strides in the



## At the A.B.A. Convention...



Jim Kemper  
Chairman



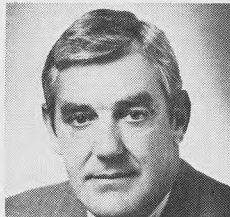
P. V. Miller  
Vice Chairman



Chuck Battey  
President



Frank Boesche  
Sr. Vice-President



Fred Coulson  
Vice-President

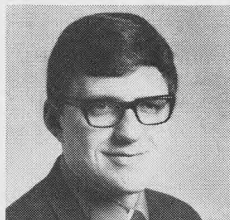


Tom Cannon  
Vice-President



Ron Francis  
Vice-President

## Meanwhile, back at the bank...



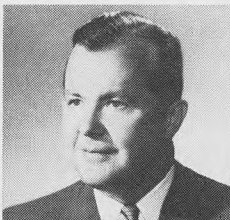
Ben Caldwell  
Vice-President



Ernie Harms  
Vice-President



Ed Kerrigan  
Vice-President



Bob Selby  
Vice-President



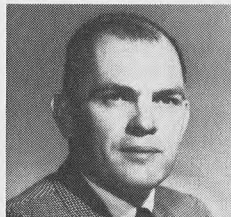
Jerry Ward  
Vice-President



Warren Wiedenmann  
Vice-President



Jim Fowler  
Asst. Vice-President



Dick Muir  
Asst. Vice-President



Garry Karrer  
Commercial Banking Officer

**All on the job, as your correspondents**



**COMMERCE BANK** *Kansas City, Missouri*

MID-CONTINENT BANKER for October, 1971

arts, and his bank has quietly supported these efforts. In the past two years, however, the bank decided to take a more active role in contributing to the things that can make its city a more interesting place in which to live. Hence, its tennis tournament and Mormon Choir promotions.

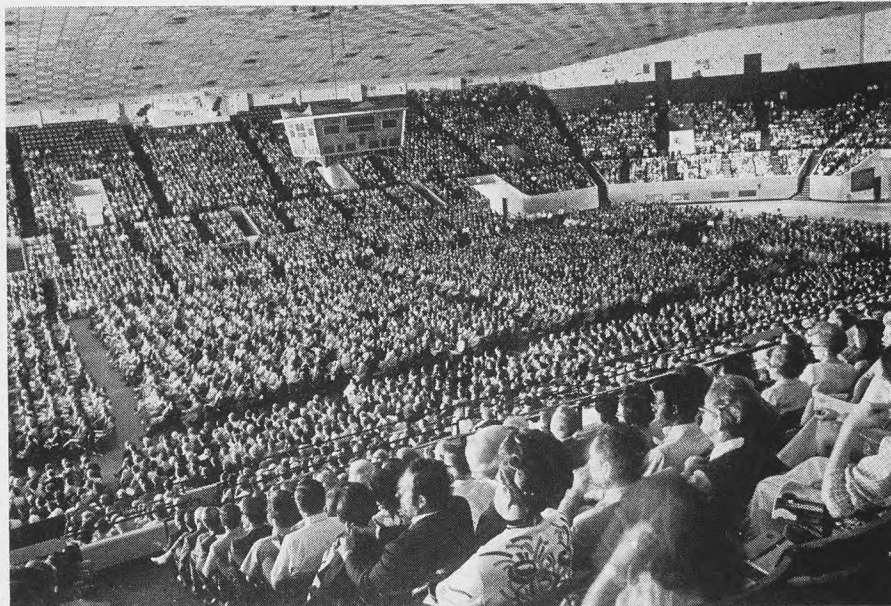
### Interest-Free Loans

A substantial amount of money has been set aside by Chicago's Lawndale Trust to be used for interest-free loans to area businessmen for the modernization and rebuilding of their store fronts or building exteriors. The loans will be granted to financially qualified merchants for a period of six months and will be renewable for an additional year or more at nominal rates.

Urban F. Myers, president of the bank, said this action is in line with his bank's policy of community involvement and dedication.

### Artists' Exhibit

First American National and Watkins Institute, both of Nashville, are sponsoring the 11th annual Tennessee All-State Artists' Exhibition. The latter is open to resident artists throughout the state and offers top purchase prizes



Crowd of approximately 15,000 attended Mormon Tabernacle choir performance in Louisville in August. First National of Louisville sponsored event.

of \$1,000 in both painting and sculpture.

Entries are being received at the Parthenon Galleries in Centennial Park between September 27 and October 16. The works will be judged in late October by a panel of three artists from out of the city. The exhibition will begin November 7.

In addition to the \$1,000 purchase prize for work in oil or mixed medium and the \$1,000 purchase prize in sculpture, there will be a \$500 purchase prize in painting, a \$200 purchase prize in pastel, a \$400 purchase prize in transparent or opaque watercolor and a \$100 purchase prize in graphic arts. A third award in oils or mixed

**BOND  
MARKET  
GOT YOU  
CONFUSED?**

Buying and selling government and municipal bonds can be complicated.

At First National Bank we have a capable staff who handles these investments every working day.

Let us make it simple for you.

**INVESTMENT DIVISION**

**FIRST NATIONAL BANK  
OF MEMPHIS**

MEMPHIS, TENNESSEE / MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



Where the focus is on you



# San Francisco, here we come!

Open up your Golden Gate for a big delegation from "Music City, USA,".....all looking forward to renewing old acquaintances, prospecting for new ones, and exchanging ideas at the ABA Convention! Let's get together for conversation and conviviality in the conventional manner!

THIRD NATIONAL BANK  
IN NASHVILLE

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

MID-CONTINENT BANKER for October, 1971

medium and second and third awards in other categories will be recognized.

Entries awarded purchase prizes will become a permanent part of the Tennessee All-State Collection owned by Watkins Institute.

### Civic Center Bonds

Louisiana National, Baton Rouge, and associates recently purchased \$30.1 million in excess revenue bonds from the City-Parish Council in Baton Rouge. The bonds will finance a new governmental complex and civic center as well as various other capital improvements in the city. The project will include a 2,300-seat theater and convention facilities.

LNB and associates were low bidders, purchasing the bonds at 4.48622%, described as a low rate of interest and advantageous to Baton Rouge residents because it will save them \$1.5 million over the only other bidder, which bid 5.2%.

A representative of the losing bidder said, "It (Louisiana National's bid) is a very excellent bid based upon the market today. Believe me, it saved you (Baton Rouge) quite a bit of money."

Baton Rouge officials said they were appreciative of the 4.4% bid. Glen Coats, vice president and investment



Mayor-President Dumas of Baton Rouge signs documents accepting bid of Louisiana National and associates for purchase of \$30.1 million in excess revenue bonds. At right is Glen Coats, vice president and investment officer of LNB. Associates include Scharff & Jones, Hibernia National, New Orleans, and First National of Jefferson Parish, Gretna, La. Bonds will finance new governmental complex and civic center.

officer at LNB, said the bank's investing groups had a great interest in seeing that the public facilities be built because they would be great assets. In addition to the economic stimulus the

civic complex should provide, added Mr. Coats, the governmental complex—including parks and walkways along the Mississippi River—will further beautify the downtown area.

"There is a strong feeling among the majority of Baton Rouge's citizens that this complex will be a great development for the city," said Mr. Coats, "and LNB is proud to have played a part in it."

### Cultural Ambassador

As part of its community service program, First National, Birmingham, Ala., has engaged Larry Logan for a year as its cultural ambassador. Mr. Logan is described as one of America's leading harmonica virtuosos.



Through First of Birmingham, Mr. Logan is being "loaned" to civic, school and charitable organizations, is playing for correspondent banks throughout Alabama, helping local fund drives, appearing at sports events, flower shows, graduations and many other community affairs.

In a special series of student concerts, "A Classical Thing for Children," Mr. Logan—as articulate a speaker as he is musically talented—will help school children learn about classical music.

Mr. Logan, who previously demonstrated the public service role of the harmonica under sponsorship of banks in his native Louisiana, says he is going to work "to spread the message of the First National Bank of Birmingham—"We Help Wherever We Can"—to people young and old, in all walks of life, and to customers and potential customers."

### Consumer Education

In the fall of 1970, First National of Memphis launched a pilot program on consumer education in the city's schools through a contact with the Board of Education. The bank undertook the project in recognition of its obligation to provide practical money-management counseling to prepare young people for the future.

The program was given at six schools, chosen by school board members after they had examined the printed material the bank provided. The board also selected the teachers to administer the program. The information provided by the bank is suitably pro-



We're  
here on  
your account...

We believe in SERVICE.  
PHONE 615-546-0220

the  
**Hamilton**  
NATIONAL BANK OF KNOXVILLE

MEMBER F.D.I.C.

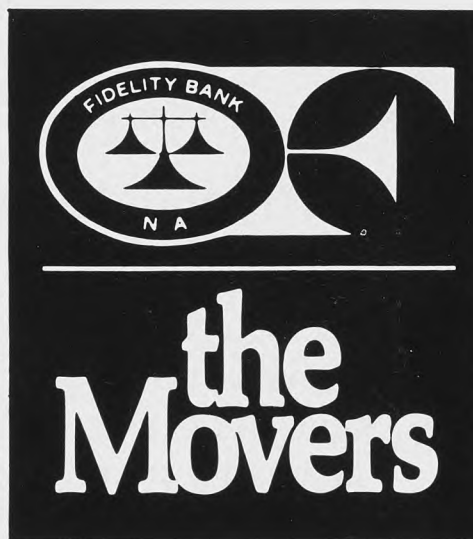


# Fidelity Presents the best Move for you in San Francisco

Your best move in San Francisco is the Annual Moonlight Cruise for the Correspondents of Fidelity Bank.

The Movers have planned a gala evening complete with food, refreshments, and entertainment, coupled with a tour of San Francisco bay aboard the S.S. Harbor Emperor.

You'll start and end your tour at famous Fisherman's Wharf . . . and see other points of interest such as Alcatraz Island, Treasure Island, Telegraph Hill and a unique view of breathtaking Golden Gate Bridge. Join the Movers at the ABA . . . your best move!



**FIDELITY BANK**

Oklahoma City

Member F.D.I.C.

jected for students in senior high school. It gives them some practical application in dealing with money matters involving things with which young people this age would be concerned.

In addition to printed material, First National has made available representatives from its 30 branches to give periodic lectures on financial matters in the classroom. Thus, branch employees have personal contact with people in their immediate areas. Also, because these employees are familiar with their neighborhoods, they can more readily identify with the students.

### Economic Development

One of Missouri's multi-bank holding companies, Commerce Bancshares, Inc., based in Kansas City, devotes a considerable part of its energies to promoting the economic and cultural development of the communities in which the firm's affiliate banks are located. A good example of this can be found in Brunswick, where a glove factory has been located largely through the professional assistance given through the holding company.

When Commerce Bancshares learned that the Mid-West Glove Co. in Chillicothe, about 50 miles from Brunswick, was looking for a city in which to open an additional factory, the HC took steps to secure this facility for Brunswick. Thomas J. Brown, vice president in charge of the HC's industrial development department, and four Brunswick community leaders sold Mid-West on the idea of choosing Brunswick. Commerce Bancshares arranged for purchase of the land, construction of the 14,000-square-foot



Livestock scale was given by Peoples State, Coldwater, Kan., to Comanche County Beef Improvement Association. Shown with scale are (l. to r.): Garth W. McMillen, president of bank; Gene Gates, president of association; Woody Beeley, member of association; Bob Stewart, vice president of bank; and (far r.) Myrtle Clinesmith, cashier and chairman of bank.

building and installation of equipment. Cost of the building and equipment was approximately \$200,000.

As a result, Brunswick has a glove factory that now employs 60 persons and eventually will employ 100, with a projected payroll of \$300,000.

There's a small airport, too, in Brunswick, due indirectly to the HC. Some time ago, the city's residents voted down a proposal to build an airport that would have cost \$65,000. Then, a farmer donated a strip of land on his property, and Commerce Bancshares assisted in financing installation of the landing strip, which will serve private planes that are used mostly for crop dusting, duck hunting and to take people to and from livestock sales. As a result of the land donation, the cost

was minimal and the facility became a reality.

Commerce Bancshares continually tries to sell the entire state of Missouri to businesses and industries located elsewhere. The HC commissioned Midwest Research Institute—at a cost to the HC of \$25,000—to do a study of Missouri's resources. Data found in this study were put together in a six-brochure portfolio called, "Missouri, Its Business and Living Environment." This package is now used as a sales tool by HC representatives when they call on firms in such cities as New York and Chicago.

Five of the brochures are regional studies of different sections of the state. The sixth is devoted to Missouri as a whole. The five sections are: Kansas City, St. Louis, northern, southwestern and southeastern Missouri. Each brochure contains photos, statistics and descriptive texts.

### Livestock Scales

A portable livestock scale has been made available to the Comanche County Beef Improvement Association by Peoples State, Coldwater, Kan. The bank hopes the scale will help form the basis for a production-performance program among members of the association, whose primary purpose is to help livestock producers recognize and identify within their respective herds animals that might have superior genetic traits.

According to President Garth W. McMillen of the bank, the production-performance program is simply a systematic method of recording the differences in certain traits among animals and then to develop and build on to the desirable characteristics evidenced

## MONEY BROKERS FOR BANKS AND BANKERS

# NATIONAL MONEY MARKET

IN

FEDERAL FUNDS

BROKERS LOANS

EURODOLLARS

REPURCHASE AGREEMENTS



**George Palumbo & Company, Inc.**

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

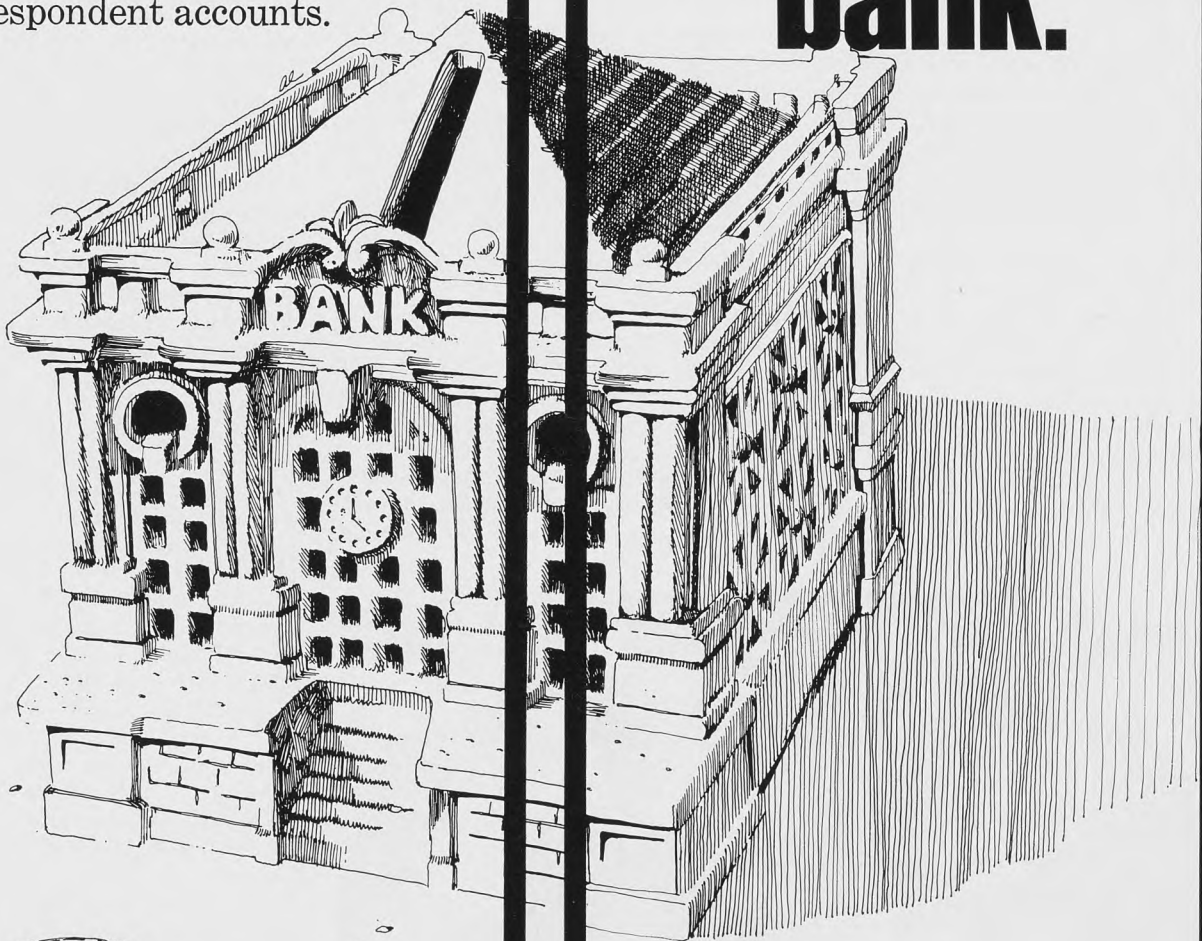


# We do banking for 400 other banks.

Bankers, we believe, are pretty good judges of other banks.

That's why we're not unwilling to pass the above statistic along for your consideration.

With 400 banks doing business with us, United California Bank is now second in California in number of domestic correspondent accounts.



We believe it's because our people try harder. And did, long *before* we became No. 2.

What can we do for you?

# The banker's bank.

**UCB** United  
California  
Bank

600 S. Spring St., Los Angeles, CA 90054/(213) 624-0111.  
405 Montgomery St., San Francisco, CA 94104/(415) 397-2022.

MID-CONTINENT BANKER for October, 1971

by selecting replacement animals that exhibit superiority in the areas of cow-mothering ability, rate of growth, efficiency of growth, carcass desirability and structural soundness.

The bank hopes the association, with the aid of the livestock scale, will help ranch managers improve the overall management of their beef herds by selecting bulls and heifers with superior growth rates, culling and producing bulls and cows and improving the growth rate and quality of calves produced in the herds.

The association is responsible for the use, care and promotion of the scales.

Mr. McMillen said that by donating these scales, the bank wants to illustrate to cattle producers that banking encourages better management practices that will improve their profitability and make them better customers.

### Zoo Support

Hubert, the lion trademark of Chicago's Harris Trust, has a live counterpart at the city's Brookfield Zoo. The bank began supporting the real lion, also named Hubert, after Dr. W. Peter Crowcroft, the zoo's director, asked the bank to contribute to the upkeep of an animal.

Lions are costly to maintain because each one eats 72 pounds of meat a week. Add to this the other expenses of vitamins and minerals, cage maintenance and keeper's wages, and the costs of running a zoo become very high. Thus, it was necessary to obtain outside support for some of the animals.

Harris Bank's contributions committee accepted this opportunity to be-

come involved in the community. By providing support for Hubert (the live one), Harris Bank became the first local institution to sponsor one of the zoo's animals.

The lion has been the symbol of the Harris Bank since Norman Wait Harris, the bank's founder, adopted the code name "lioness" in signing his business telegrams. When the original Harris Bank building was erected in 1911, the facade was ornamented with two bas-relief lions cast in bronze. From these bronze casts developed the formal lion insignia that is used as the bank's symbol.

As the Harris Bank established more retail services, the stylized cartoon lion developed to explain these services to the public. He was officially named Hubert and went to work for Harris in 1958.

### Minority Business Aid

Marine Midland Bank-Western, Buffalo, N. Y., established a community development division 2½ years ago to promote ownership of businesses by minority group members in inner-city areas of Buffalo, Niagara Falls and other smaller towns in the bank's marketing area.

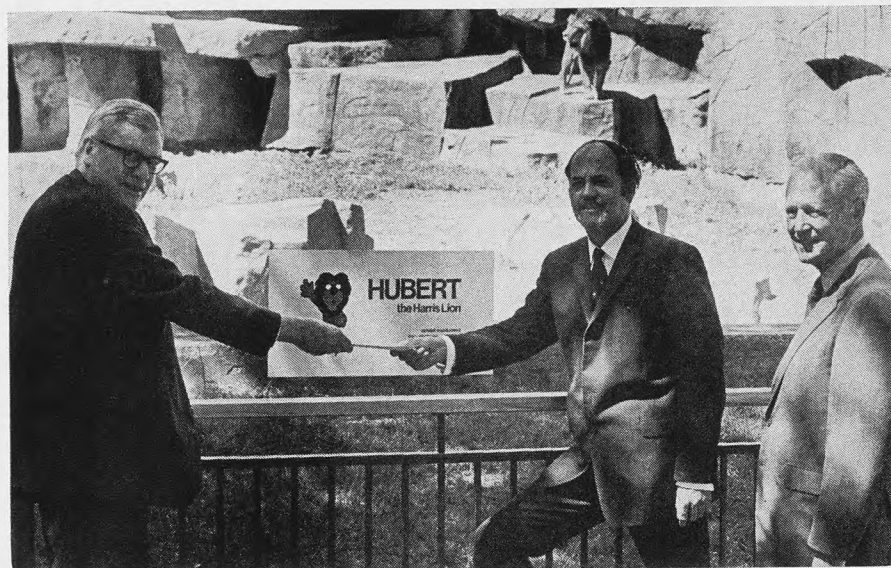
The bank's portfolio figures reflect selected "special-effort" loans and not total bank figures in risk-classification categories. Loans granted to date exceed \$4 million, 99% of which was used to finance small businesses. The rest of the money was committed to construction, home improvement, residential mortgage, debt consolidation and working capital. Concentrating then on financing new and existing

businesses, the division makes extensive use of the Small Business Administration's economic opportunity loan guarantee. Business loans have ranged from as little as \$600 to as much as \$500,000, with nearly half of them guaranteed by the SBA. The latter will finance one of the largest black-owned supermarkets in the country.

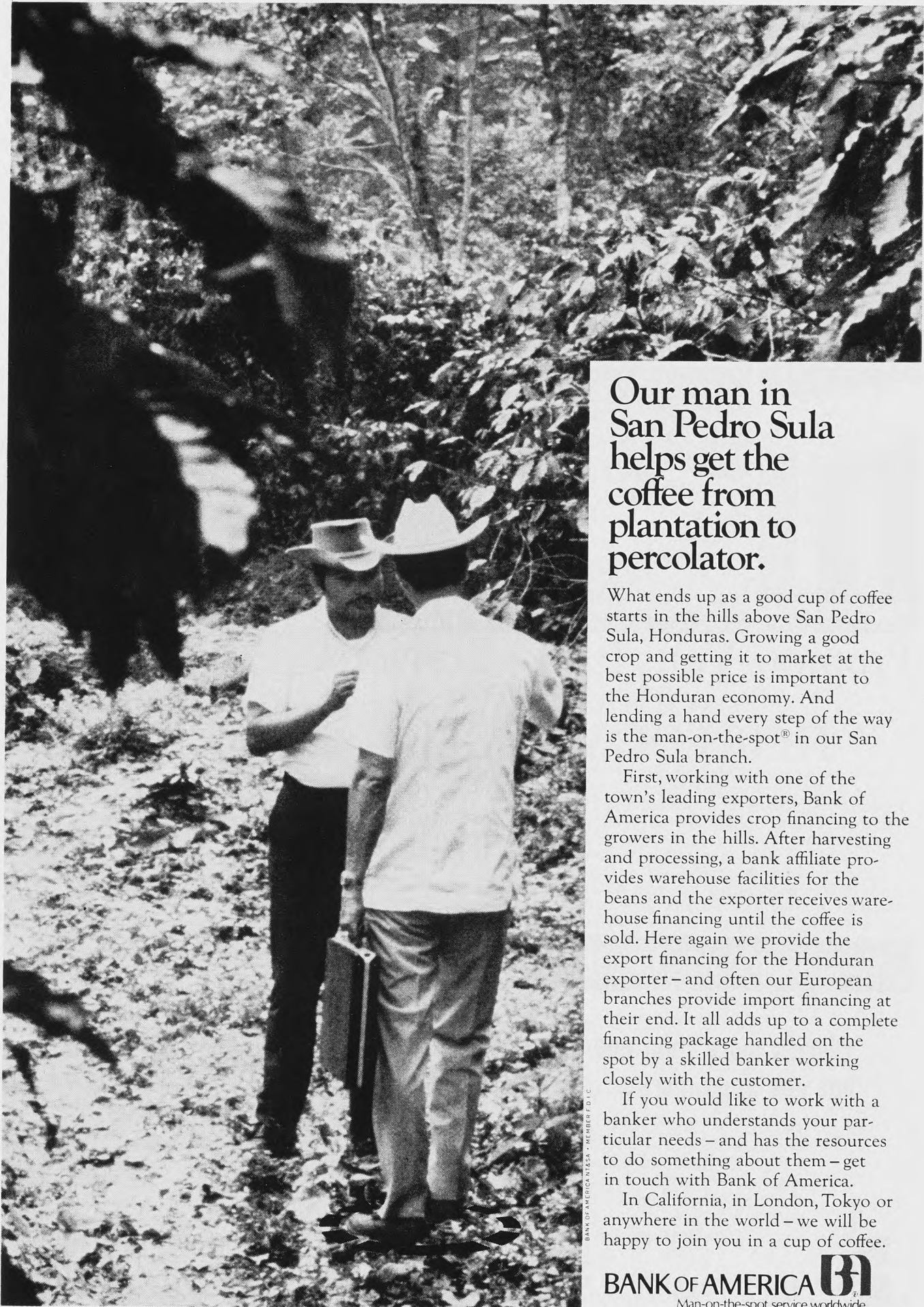
The average loan is just over \$15,000, and total volume and loan average have been climbing steadily. The bank reported that it is vigorously supporting this trend. Of the businesses the bank has financed, the preponderance represent service outlets such as franchises, dry cleaning operations, supermarkets, restaurants, retailers in clothing and consumer goods, heating, plumbing and trucking services. However, the bank is vitally interested in fostering development of black-owned industrial and manufacturing ventures. One of the largest loans to date financed a chemical plant of considerable sophistication. Because of the use of the SBA's financing vehicle, Marine's exposure from loans charged off has been 1.25% for both business loans and overall volume.

Early in the program, it became apparent that money alone was not enough, that assistance in bookkeeping, marketing, legal counseling and inventory management was essential. Therefore, Marine encouraged formation of management assistance groups such as Reckful Consultants, Inc. This organization is composed of concerned young men and women who have special talents to lend to a needy situation. Lawyers, architects, accountants and management executives are finding themselves involved in assisting struggling minority businessmen. MAP, an assistance program by the School of Management students of the State University of Buffalo, and the SBA's SCORE participants have helped several loan recipients. In a joint effort, the bank and Reckful developed a six-week bookkeeping course using basic principles and simple terminology. It has been made available, gratis, to the public evenings at the State University of Buffalo.

Within the last year, Marine has been experiencing the "coming of age" of many of its loans. Some of the businesses have been in operation long enough to expect a reasonable profit. Some find themselves with growing pains, others with deadly inactivity, particularly in sales. The general economic slump has had a pronounced effect on many of these businesses because of their service nature and sales lines. The bank's commitment to non-monetary support has been extended,



Chalkley J. Hambleton (l.) presents check to Dr. W. Peter Crowcroft, director of Chicago's Brookfield Zoo. At right is bank's contributions committee chairman, Robert W. Rogers. This committee has agreed to support annual maintenance costs for 3-year-old male lion at zoo. Animal has been named Hubert after bank's lion trademark.



## Our man in San Pedro Sula helps get the coffee from plantation to percolator.

What ends up as a good cup of coffee starts in the hills above San Pedro Sula, Honduras. Growing a good crop and getting it to market at the best possible price is important to the Honduran economy. And lending a hand every step of the way is the man-on-the-spot<sup>®</sup> in our San Pedro Sula branch.

First, working with one of the town's leading exporters, Bank of America provides crop financing to the growers in the hills. After harvesting and processing, a bank affiliate provides warehouse facilities for the beans and the exporter receives warehouse financing until the coffee is sold. Here again we provide the export financing for the Honduran exporter – and often our European branches provide import financing at their end. It all adds up to a complete financing package handled on the spot by a skilled banker working closely with the customer.

If you would like to work with a banker who understands your particular needs – and has the resources to do something about them – get in touch with Bank of America.

In California, in London, Tokyo or anywhere in the world – we will be happy to join you in a cup of coffee.

**BANK OF AMERICA**   
Man-on-the-spot service worldwide.

BANK OF AMERICA N.T.S.B. • MEMBER F.D.I.C.

MID-CONTINENT BANKER for October, 1971

resulting in an expansion of the bank's staff to provide full-time assistance from within the bank.

Follow-up activity on loans includes periodic calls. The bank learned that "no news is bad news." Marine seemed to be the last one to learn of a businessman's problems, frequently not until the business was unable to meet its obligations. The bank encourages informal communications and the filing of financial statements at regular intervals. Through branch offices, the bank participates in local businessmen's associations. Marine is in the enviable position of having access to many resources throughout the city, and if the bank cannot remedy a specific situation, it

can utilize this potential for helpful referral.

In the field of high-risk and real estate loans, the community development division maintains a close relationship with the bank's mortgage department, which is flexible enough to handle such loans directly. Community development has supported the mortgage department's efforts to make urban home ownership available under the FHA 235 Program and has been involved in commercial mortgages of varying sizes. William R. Bailey, assistant vice president and manager of the community development division, warns that it's important to tailor the terms, including interest rates, to avoid an excessive

burden in repayment. Also, many of the bank's clients find tax burdens staggering unless a provision for escrow accounts is built into the loan, Mr. Bailey added.

Marine's present successes have been predominantly service outlets, such as a rental franchise, supermarkets, 24-hour convenience stores, a meat market, an automobile repair shop, a heating and air conditioning store and two cleaning enterprises. In addition, the bank has been successful with loans to building contractors and to a machine parts manufacturer.

The bank has published a brochure—"Marine Midland Sharing the Social Progress of Its Community"—which tells the story of its minority loans in words and pictures.

### Neighborhood Cleanup

A Decatur, Ill., neighborhood is cleaner now because of efforts initiated by that city's Soy Capital Bank. Together with the Community Council of Block Clubs, the bank sponsored a cleanup day, the first step of a citizen group effort to upgrade an area of Decatur.

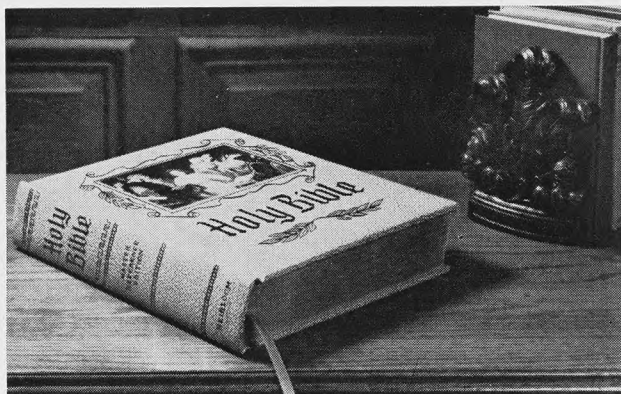
On the cleanup day, members of the block clubs and volunteers in two trucks picked up trash and debris. Before this was done, city employees went down all the alleys in the neighborhood cutting weeds and trees and grading.

The beautification chairman of the Community Council of Block Clubs said his group decided to co-sponsor the project after Soy Capital Bank contacted the Decatur-Macon County Opportunities Corp.

According to Frits R. Pronk, vice president and cashier of the bank, this is just the first step in the bank's plans for aiding in the upgrading of the neighborhood. The next step has not yet been decided on. Mr. Pronk said the bank is considering making low-interest loans available to those who want to fix up their properties. Consideration also is being given to buying some of the dilapidated structures in the neighborhood and either remodeling them or razing them and erecting new buildings in their places.

Mr. Pronk said the bank is trying to get residents in the neighborhood interested in what they themselves can do to make their area a better place in which to live.

Although Decatur businesses have aided in cleanup campaigns before, a Decatur newspaper article indicated that the Soy Capital Bank's cleanup day project was believed to be the first time a business started a neighborhood-upgrading program. ••



## Promote Your Bank's Services with the HEIRLOOM BIBLE

Your bank can attract new checking and savings accounts when you offer the Heirloom Family Bible to depositors for less than \$10. It normally sells for much, much more. Your cost is only \$7.95 each direct from the publisher. We provide promotional materials free of charge, including display stands, newspaper ad mats, glossy photos and radio and television scripts. In addition, we supply statement stuffers, brochures, filmed TV spots and taped radio commercials at cost.

It's a proven promotional program with guaranteed sale arrangement—and it's a program that will not compete with your present bank customers. Write us for complete details and a sample copy on approval.

**HEIRLOOM BIBLE PUBLISHERS**

P. O. Box 132 M  
Phone (316) 264-8385  
Wichita, Kansas 67201

## There's more than one ad service around, but one does more...

Lowest cost . . . highest quality . . . completely personalized and coordinated. Newspaper, Radio, Custom radio jingles, Outdoor, Lobby displays. Proven by banks across the country. Write or call collect for information. (405) 842-2150.

Dick Bray and Roy Smith, owners  
(both former bankers)



**BANK MARKETING SYSTEMS, INC.**  
2801 N.W. EXPRESSWAY, OKLAHOMA CITY, OKLA. 73112

# Republic Bank and Japan look to the year 2000

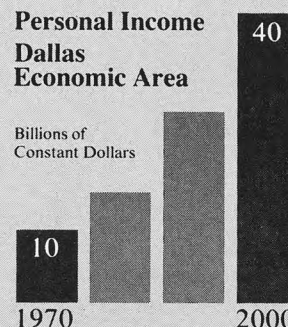


“It has been projected that between 1965 and the year 2,000 Japan’s gross national product will increase by more than 500%. During that same period, the GNP of the United States will double. This staggering growth will intensify the needs for large and efficient systems of financial services between our nations.

“Predictions are that Dallas Economic Area buying power, now measured by personal income of \$10 billion annually, will quadruple (in real terms) by the year 2,000, at a growth rate far exceeding the United States as a whole. The new Dallas-Fort Worth Airport — largest in the world — to open in 1973 with unexcelled cargo and passenger capacity, will bring the economies of Japan and North Texas closer together. Republic National Bank of Dallas — largest in the Southern United States, with \$2.5 billion in resources — is at the financial heart of this dynamic region.

“With the opening of our new office in Tokyo, Republic has already taken the first step toward this future. We cordially invite you to explore with us the many ways in which Republic may serve you today and tomorrow.”

James W. Aston, Chairman of the Board



## Republic National Bank of Dallas

C. S. Cooper, Jr., Vice President and Far East Representative  
601 Yurakucho Building, 5 Yuraku-cho,  
1-Chome, Chiyoda-ku, Tokyo

**N**O LONGER can the banker plead ignorance or technical incompetence regarding environmental concerns, because he *can* play a major role in solving our environmental problems.

The role is becoming a more familiar one. It involves concern for the economic and social health of his community, economic guidance and financing.

The results of environmental degradation are readily apparent and well known to us all. Certain words—sword fish; SST; DDT; carbon monoxide; garbage; bald eagle; swimming—now carry new meanings and bring to mind some environmental problem we have heard or read about, or one that has been a personal threat to our health and well being.

Pollution is a direct result of increasing population, concentration of population in and around major urban cen-

Government is responding to these demands with meaningful and powerful legislation. The Environmental Protection Agency, founded in December, 1970, has been quickly pressed into action to enforce these laws and to set national standards. State and local agencies are now armed with a wide array of new pollution ordinances and programs.

Banks find themselves with one foot planted firmly on each side of this major issue. On the one side is their deep concern for environmental quality—a concern, unfortunately, often challenged by environmentalists' demands that we stop or reverse our established economic growth patterns. A "clean" town provides a more attractive and satisfactory community in which to live and work. A "clean" town also has economic advantages in terms of increased recreational opportunities, reduced cleaning and maintenance costs and lower medical bills. Even discounting health care, it is estimated that in New York City the average household spends \$547 per year more than its rural counterpart, due to pollution.

On the other side is the bankers' recognition that an expanding economy is vital to the well-being of the community. Too-large expenditures by local industry and municipalities on pollution control equipment could result in higher prices, higher taxes, reduced municipal services or, in extreme cases, plant shutdowns and layoffs.

The banks' role is to work with all sectors of the community to define the key environmental problems of the community; to evaluate the economic impact that "cleaning up" will have on the community (in whole and in parts); and to provide the kind of technical and financial guidance to industry and municipalities which will help them work out solutions to their environmental problems, while at the same time allowing for healthy expansion of the economy.

Each community has its own unique set of environmental problems, depending on the type and balance of local industry, population patterns and natural resources or limitations. The fundamental problems are usually associated with land usage or with the type, quantity and source of air pollutants, water pollutants and solid waste.

Guidance in defining and understanding these problems can best be attained by meeting with local, state and federal environmental agencies, local industrial representatives, environmental conservation groups and local pollution control consultants and engineers. Because of their dual concern, banks are logical candidates to bring

# Environment and the Banker

ters and increasing demand for more products and services. Total population may not be the most urgent problem today in the U. S., but the urban concentration of population with its concomitant high levels of industrial activity, transportation and waste products, has put an inordinate strain on the natural assimilation capacities of many regions.

The more basic problem is the growing volume of material demanded by and consumed by this congested population. For example, while population was doubling in the U. S., the gross national product increased eight-fold, there was an 1100% increase in automobile production, and a 1300% increase in electrical output. Because environmental factors were not taken fully into account during this intensive growth period, an undue load has been put on nature. The time has come, as it must in any finite system, when any increase in pollution must spill back on society in great quantity and in a most unpleasant manner.

The public is conscious of the environmental crisis and has reacted in a dramatic fashion. Polls have shown that in 10 years, concern for air and water pollution has risen from a non-vocal 55% to a very vocal 93% among city dwellers. Private citizens, civic organizations and community groups everywhere are organizing and speaking out against pollution and against polluters.



By **ROBERT H. ALDRICH**  
Coordinator—Environmental Systems  
Chase Manhattan Bank  
New York City

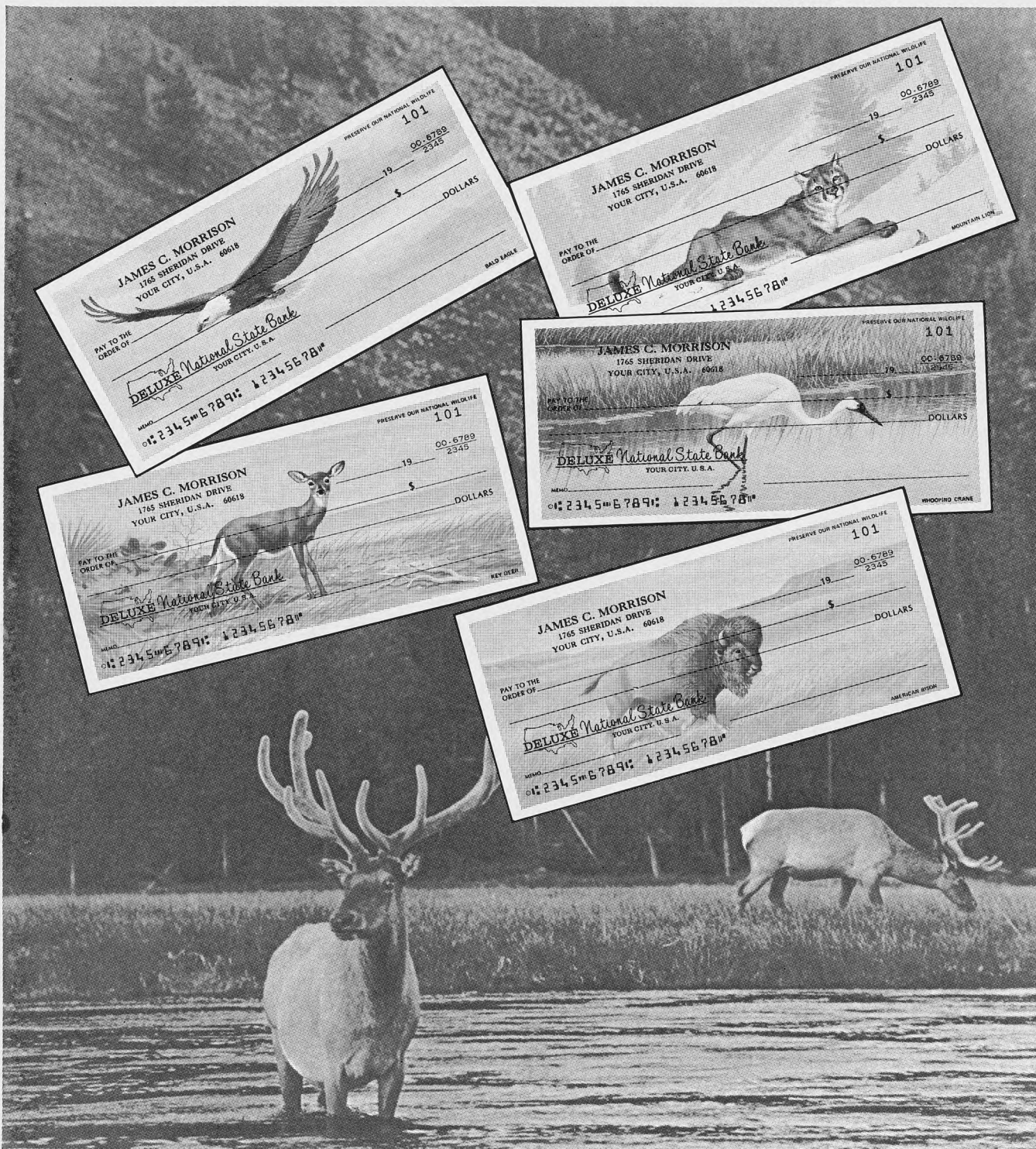
# National Wildlife Checks to help in the preservation of endangered animals and birds.

Who needs wildlife? Would its loss make any difference? For many of us, wildlife is pretty much removed from our lives, yet all animals, birds and fish require the same necessities as man—food, shelter, clean water, air and space to live. Americans throughout the country are joining in concern over our environment . . . and con-

cern for the preservation of what was once an abundant wildlife.

This beautiful new series of checks features endangered wildlife species in the hope that awareness of their plight will result in hope for the remaining population and concern for all wildlife throughout America.

These checks are just one of five new Distinctive packages, in full four-color lithography, offered by DeLuxe to help promote the sale of checks to your customers. A complete advertising and marketing program is available for you without any additional charge through your DeLuxe representative.



*There is a difference...*

**DELUXE** CHECK PRINTERS, INC.

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

MID-CONTINENT BANKER for October, 1971

Digitized for FRASER  
<https://fraser.stlouisfed.org>  
Federal Reserve Bank of St. Louis

# Environment (Cont.)

these diverse groups together for meaningful and productive dialogue.

At Chase Manhattan, we have centralized this responsibility by creating a new position—coordinator of environmental systems. As the present coordinator, I have been working with various groups, separately and together, to gain insight into environmental problems on a national level, as well as within New York City.

Once the major environmental problems have been properly identified, the task of the banker is to determine what the positive or negative impact will be on industry and the surrounding community if the desired legislated solutions are implemented. Again, banks must work with government agencies and local industry in measuring the financial commitment necessary to achieve environmental goals.

Since ongoing expansion of the local economy is also important, consideration must be given to the types and quantity of industrial activity that can be accommodated by a given population within a given area while still retaining the desired environmental quality.

At Chase, we are working with other banks, government and industry on a test program within the Connecticut River basin to define the economic impact and restrictions on that region due to existing and proposed environmental regulations. We hope to develop econometric systems there which will be applicable anywhere and will be of assistance to local banks assessing their own environmental economies.

In the final analysis, environmental quality control depends on the technical and financial ability of a large number of separate units to solve their own particular problems for the benefit of the whole. Most frequently, this will require financial sacrifice on the part of the individual, company or municipality, since pollution control investments seldom provide for a financial return. For municipalities, the result is increased taxes or decreased services. For industry, where higher prices may be ruled out by regulatory or competitive factors, the result may be reduced profitability, slower growth, or, in some cases, closing down.

Banks have an interest in sustaining local industry, but not to the ultimate detriment of either the company or the community at large. Banks should provide industry with financing alternatives to meet their new economic re-

quirements. Tax incentives for pollution control investments are available, and it is important to structure these into your financial program.

Banks have already developed a wide range of special financing instruments for pollution control investments:

- *Environmental bonds.* Several banks have sold environmental bonds to local citizens with the guarantee that the money raised through these deposits would be used to provide low interest-rate loans to industry for pollution-control purposes. Some banks have extended this concept to matching funds.

This type of program could be more successful if the banks involved would more clearly define the problems, predetermine the financial requirements and sell their bonds to the public on the strength of proven or anticipated results.

In New York City, one bank concentrated on a specific environmental problem—air pollution from apartment house incinerators and oil burners. It developed and promoted an excellent bond and loan program geared to this particular problem.

- *Leasing pollution control equipment.* Leasing represents an attractive alternative for financing pollution control equipment. In New York City, Chase Manhattan is leasing a new pollution control incinerator to a major company to operate for municipal uses. The financing costs are competitive with municipal bonding but, equally important, the city is able to venture into “cleaner” and more advanced methods of solid waste disposal with less direct financial risk or commitment.

Leasing to private industry can be attractive, depending on the abilities of the leasor and lessee to utilize available tax incentives.

- *Government grants and loans.* Federal grants are available for certain types of pollution equipment, particularly in the areas of new technology and novel approaches to regional problems. In some states, special environmental loans are available to industries and the small business administrator is also sensitive to the needs of local industry. It is important for banks to make themselves and their customers aware of these expanding programs.

Other environmental opportunities for banks include

- *Lending decisions.* A few banks have been experimenting with selective loan review procedures designed to en-

courage their industrial customers to undertake projects that will improve environmental conditions. These banks work closely with local and state officials in applying such policies which, in some cases, apply to investment decisions as well.

Admittedly, these are difficult policies to develop in view of wide inconsistencies in existing and proposed legislation, the inadequacy of available research in many areas and the lack of generally agreed upon environmental standards.

- *Employee education.* It is important for your own employees to be knowledgeable and concerned with environmental quality both on the job and in their community activities.

- *Public education.* The public must be better informed on the true economic costs of pollution control and who must ultimately pay. It must be demonstrated that what the public pays for provides them with a genuine improvement in their quality of life.

- *New technology.* A new environmental industry with new technology is going to flourish in the 1970s. This industry now needs financial assistance. Chase Manhattan is working with a large number of these developing companies to help them mature so they can keep pace with the growing demand for their products. • •

## American Express Expands Holiday Emergency Service

American Express Co. has expanded its weekend and holiday financial “rescue service” into the Far East, Africa, Australia, Eastern Europe, Latin America and Canada.

Travelers whose American Express cheques are lost or stolen on weekends and holidays in those parts of the world will be able to obtain emergency refunds at offices of the international Avis car rental system. A similar service is already operating in Western Europe, as well as in the United States, where the emergency refunds are made through Western Union offices.

The new arrangement enables a tourist to claim an emergency refund of up to \$100. When the actual loss exceeds \$100, he can pick up the balance on the next business day at the nearest American Express, subsidiary or representative office.

“During the present currency crisis, American Express offices overseas are the centers for solving travelers’ foreign money difficulties,” said the firm.

■ NEW YORK—First National City has elected Dean B. Seltzer a vice president. He is a district head in the commercial banking group.



# The less you know about California, the more we can help you.



Nicholas Price  
Vice President

Andrew E. Germer  
Vice President

John J. Stine  
Vice President

James M. Brown  
Asst. Vice President

They're headquartered at California's Security Pacific Bank, one of the ten largest banks in the country.  
561 S. Spring St., Los Angeles, CA 90013. Phone (213) 620-6211/One Embarcadero Center, San Francisco, CA 94111. Phone (415) 445-4000.

CENTRAL REGIONS/CORRESPONDENT BANKING DIVISION

## SECURITY PACIFIC BANK



©1971 SECURITY PACIFIC NATIONAL BANK

MID-CONTINENT BANKER for October, 1971

MEMBER FDIC



Zion State's ecology data bank is available to customers and others in bank's lobby. Customers can check books out for two-week periods.

## Zion State Bank Installs Ecology Information Center

**H**OW CAN a bank help educate its customers so they can make intelligent decisions regarding ecology?

Just ask James Hotham, senior vice president at Zion (Ill.) State. He'll tell you that an ecology library is one of the best educational tools he's seen in a long time.

And he should know, for Zion State has been offering its customers access to an extensive ecology "data bank" for over a year.

The information center for ecology evolved after bank officials became aware of the scarcity of factual information about the ultimate ecological effects from a new nuclear generating station that was under construction in the area. Although the bank was not involved in discussions between the generating station's builders and concerned citizens, it set about to gather information that could be helpful.

The information was found right in Zion, where a supplier of scholarly books for university and research libraries—Richard Abel & Co.—had a ready-made core environmental information center available.

Called an ecology "data bank," the material consists of some 128 books on all aspects of ecology. Richard Abel, founder of the book firm, had developed the library during a year of research.

Zion State arranged to install the library on its premises and then offered the books for free loan to its customers. "Everyone is invited to come to the bank and browse in the library," says

Mr. Hotham. The bank has provided a reading nook with comfortable chairs and soft music.

One compelling reason why the bank installed the library was that less than 8% of U. S. citizens use libraries after their formal education ceases. Since almost everybody uses a bank, it was reasoned that the ecology data bank would have excellent exposure at Zion State.

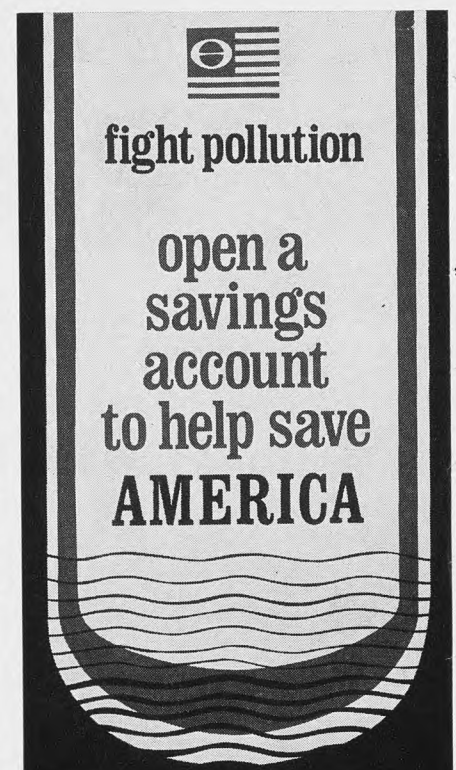
The bank's officers and directors wanted their institution to become involved in the solution of environmental problems. These people realized that one of the most important steps toward cleaning up the environment would be better public understanding, concern and cooperation, Mr. Hotham said. Bank management reasoned that threats of impending doom and radical demands for "overnight" solutions could only serve the causes of alienation and disruption. Short-term solutions are not the way to solve long-term problems like those involving the environment. Hence the enthusiasm for installing the ecology data bank at Zion State.

Each book in the library has been individually selected and evaluated, Mr. Hotham says. The 128 titles of the original library were chosen because they offered something for each level of interest and education—from environmental readers and stories for small

children to exciting, informative books on a variety of specific topics for readers of all ages. Subject areas range from air, water and noise pollution to the population crisis; from the politics and economics of conservation to selected studies of wildlife and natural resources. Authors include the Sierra Club and the National Academy of Sciences, Rachel Carson, Paul Ehrlich, Ansell Adams, Joseph Wood Krutch and ex-Secretary of the Interior Stuart Udall.

In addition to the library, Zion State

Zion State encourages customers to pledge their savings to supplement bank's \$250,000 special anti-pollution loan fund.



# Brain-sharing: to speed up the job of bond pricing.

Constantly changing market conditions have turned municipal bond pricing into a job that takes more time than most bankers have to give to it.

That's why so many are speeding up the process through Brain-sharing with the Harris. Our computerized Municipal Bond Pricing Service gives them access to vital facts—average maturity of portfolio, distribution of portfolio (by Moody's rating as well as geographically by states), and comparison of yields (at cost and at current market).

Every display of information needed to make sound, well-timed decisions. It's presented in regularly-issued, easy-to-scan reports so anyone, from your own management to the bank examiners, can see the condition of your portfolio at a glance.

Want to see a sample report? Write or phone David L. Webber at the Harris. 312/461-2813.

**HARRIS** Trust and Savings **BANK** 

111 West Monroe Street, Chicago, Illinois 60690.  
Organized as N. W. Harris & Co. 1882. Incorporated  
1907. Member F.D.I.C. . . Federal Reserve System.





# Bonds underwrite the American Dream

Just yesterday a child.  
A tiny, warm thing, soft in  
your arms. Looking out  
solemnly on the grown-  
up world. Full of confi-  
dence and trust. And  
hope.

Turn away for a moment  
and she learns to tie a  
bow in the laces of her  
shoes and the ribbon in  
her hair.

And finds another to  
love. And leaves you.  
Alone.

We help shape the quality  
of life through all these  
years.

With hospitals, where life  
begins. And ends.  
The schools where minds  
learn to grow. With high-  
ways that lead to  
tomorrow. And bridges  
over streams of time.

Then we help secure the  
winter years of those who  
dreamed the dreams.

When spring comes  
again, new life brings  
new needs.

And bonds will under-  
write these, too.

**Sellers Investment Company, Inc.**  
*Underwriting the American Dream*

*Municipal bonds are tax-  
free, safe, offer a steady,  
guaranteed income, and  
a ready market if you sell.*

# Sellers Investment Co. Now Serving from Coast To Coast

LOS ANGELES, Oct. 1 (NEA) — Sellers Investment Company, Inc., of Memphis, Tennessee, underwriter and distributor of municipal bonds, has announced the opening of an office in Los Angeles. Located at 1888 Century Park East, the new office is the company's first on the West Coast.

## Fox Heads New Operations



Directing the activities of the West Coast operation will be Edward B. (Ted) Fox, Vice President and Branch Manager. Mr. Fox is a veteran of the municipal bond business, and formerly was investment Account Executive and training manager for Sellers Investment Company.

## Coast-to-Coast Scope

Opening of the Los Angeles office is the most recent of a number of steps undertaken by the company to provide investors with detailed, up-to-the-minute services on a coast-to-coast scale. Other offices of the rapidly-growing investment company are:

- New York City—100 Wall Street
- Miami—300 Biscayne Boulevard
- Memphis—2701 Union Avenue Ext.

## Educating the Public

"Because too few people know enough—or think enough—about municipal bonds"—this is the reason behind the graphic new "educational" approach to Sellers Investment Company's marketing program.

"'Underwriting the American Dream' tells the public what municipals do, in a context that makes it interesting to them," states the company's president, Bob L. Sellers. "If only a relative handful of people begin to understand — and pay attention to — how bonds affect these things that touch upon our daily lives, it can bring about a significant improvement in the quality of life."

MID-CONTINENT BANKER for October, 1971

## Zion State

(Continued from page 50)

has distributed ecology information to all schools in the county, has earmarked funds for special anti-pollution loans and is encouraging savings deposits to build up its special loan fund. The bank has also distributed ecology flag decals and emblems.

Last spring, Zion State sponsored an Earth Day essay contest, inviting area high school students to participate. Top prize was a \$100 savings deposit in one of the bank's "stop pollution" special savings accounts. The special accounts were created to enable customers to help provide funds to enable the bank to provide loans to firms desiring to remedy situations that were responsible for pollution. • •

## Grand Avenue Bank Holds 'Vault Pouring' Reception At Site of New Building

KANSAS CITY—Grand Avenue Bank recently held a "vault pouring" reception at the site of its new building at Crown Center. The two 16,000-pound vault doors are being supplied by Mosler.

The reception, held in lieu of a groundbreaking ceremony, allowed guests to inspect construction of the new vault, as well as displays and photographs of the new bank and Crown Center project. Guests received bright yellow construction hats and folders explaining the new vault.

The bank is scheduled to open in its new building early in 1972. Also scheduled for completion in the project's first phase are the Crown Center Hotel, a retail complex, 600 apartment units and an underground garage that will hold 4,000 cars.



Viewing a replica of Mosler's early 20th-century Cannon-Ball safe at Grand Avenue Bank's "vault pouring" reception are: (from l.) Lynn Bauer, pres., Crown Center; Lyle Wells, pres., Grand Avenue Bank; and Nathan Stark, ch., Crown Center.

## Mercantile Trust to Raze Downtown St. Louis Block Beginning Next Spring

ST. LOUIS—Mercantile Trust recently announced plans to raze an entire block in the downtown area beginning about March 1. At present, the land is scheduled to become an attractively landscaped parking lot.

Charles Buxton, vice president of operations, said, "We really are not sure yet what we will do after the buildings are torn down. I can promise, however, the block will not be a sea of asphalt, but will provide a spot of greenery until we can move ahead with our more ambitious plans."

Mercantile originally acquired the property for a major banking expansion. This included construction of a 40-story office building to cost more than \$30 million. The project, at this time, is still in the planning stage and is not being abandoned. According to Donald E. Lasater, chairman, "It's not dead, just stalled."

## General Bancshares Corp. Plans New Central Bank of Clayton

ST. LOUIS—General Bancshares Corp., bank holding company, has filed an application for a charter for the new Central Bank of Clayton, to be capitalized at \$2 million. The new bank, 11th in the General Bancshares system, would occupy the first floor of the 17-story Chromalloy Building now under construction in Clayton.

Organizers of the new bank are all officers of the holding company and of its largest bank, Bank of St. Louis. The organizers and their titles at Bank of St. Louis are: J. G. Butler, chairman; Jack W. Minton, president; Leo A. Fisher, chairman of the executive committee; Daniel S. Hapke, senior vice president; and Harry L. Bell, vice president.

## American Bank, Baton Rouge, Hosts Dr. Paul S. Nadler

BATON ROUGE—Dr. Paul S. Nadler recently spoke to American Bank's correspondent bankers from Louisiana. He also appeared before the bank's Young Americans Club and before the Baton Rouge Rotary Club.

Dr. Nadler is recognized as one of the nation's leading economists. He is a professor of business administration at Rutgers University and is a faculty member of the Stonier Graduate School of Banking and the Life Officers Investment Seminar. In addition, he is a well-known columnist in banking magazines.

# Bill to Curb Bank HCs In Missouri Proposed By Independent Bankers

By **ROSEMARY McKELVEY**  
Managing Editor

**T**HE INDEPENDENT Bankers Association of Missouri climaxed nearly two days of testimony against bank holding companies last month by proposing a bill that would severely restrict future expansion of such firms in the state. The Independents appeared at a hearing held jointly at the Clayton Inn in Clayton by the Missouri Senate Committee on Banks, Banking and Financial Institutions and the House Committee on Banks and Financial Institutions.

Only opponents of HCs were heard September 1-2. Proponents will testify, also at the Clayton Inn, on October 12-13.

The 1½-day meeting was conducted by Senator Albert Spradling Jr., a Cape Girardeau Democrat and head of the Senate host committee. He was assisted by the House committee chairman, Representative Fred E. Copeland, Democrat from New Madrid. At the start of the hearing, Senator Spradling made it clear that he is an officer and director of three non-holding company banks (including Farmers & Merchants Bank, Cape Girardeau, where he is chairman).

In unveiling the bill, the Missouri Independents admitted that it could never be made retroactive, that, if passed, it would apply only to future HC activities.

The suggested bill would compel the Missouri commissioner of finance to disapprove of any HC acquisitions if:

- The HC seeks to acquire a bank located more than 50 miles from its subsidiary with the greatest amount of total deposits.

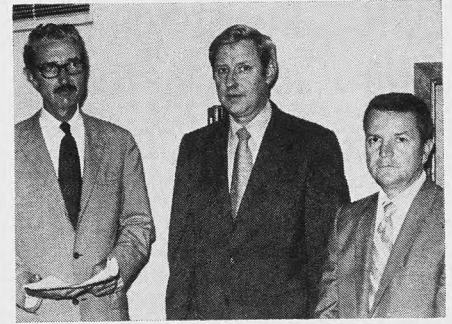
- The result would be that the total commercial bank deposits in subsidiary banks controlled by a HC would exceed 10% of the total bank deposits in all commercial banks in the state.

- It's not affirmatively proved by the applicant that such acquisition, merger or consolidation is required to meet the convenience and needs of the area to be served or to prevent the imminent failure of a bank.

- The result would be that the HC would control more than one bank in any municipality or would control a bank in an adjoining municipality to one in which the firm controls a subsidiary bank.

Under the proposed bill, no bank HC organized or based in any other state or country would be able to operate any business of any kind in Missouri, directly or indirectly, unless it is proved affirmatively that such operation would supply a function or service not furnished by any company or other supplier located within the state.

The bill would make it unlawful for any bank HC or its subsidiary to acquire direct or indirect ownership or control of any voting shares of a bank if, after the acquisition, such firm or subsidiary would directly or indirectly



Three representatives of Missouri Independent Bankers Association discuss their efforts to curb holding companies in state during 1½-day hearing on HCs last month in Clayton. L. to r. are: John C. Harris, pres. of Missouri Independents and pres., Callaway Bank, Fulton; Donald L. Campbell, exec. v.p., Exchange Nat'l, Jefferson City; and Mack H. Miller, exec. v.p., Farmers & Valley Bank, Tarkio.

own or control more than 5% of the voting shares of the bank.

Under the bill, a holding company or a subsidiary could not acquire all or substantially all the assets of a bank. This prohibition would not apply to additional shares acquired by a bank HC in a bank in which the HC owned or controlled a majority of the voting shares prior to the acquisition.

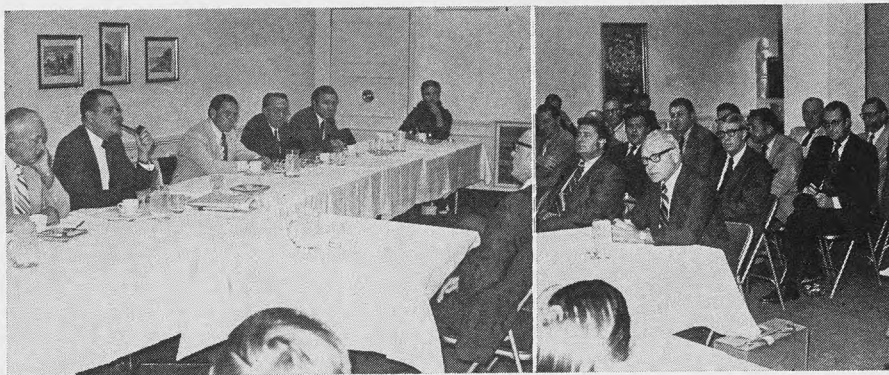
The Independents' bill contains an anti-tying provision that would prevent a firm from owning an interest or exercising any control in any other company. Neither would the bill allow a firm to merge or consolidate with another company.

**Penalties.** Under the bill, a bank, HC or other firm or any subsidiary that violates any provision would, on conviction, be fined not more than \$1,000 for each day the violation continues. Any individual who participates in a violation of any provision would, on conviction, be fined not less than \$1,000 nor more than \$5,000 or imprisoned not more than one year, or both.

If enacted into law, this bill would supersede the Bank Holding Company Act of 1970 passed by Congress, except that a domestic company would be permitted to engage in nonbanking activities allowed under the federal act.

The bill was introduced to the joint Senate-House committee by Horace R. Hansen, general counsel for the Independent Bankers Association of America and a practicing attorney in St. Paul. Before unveiling the bill, Mr. Hansen underwent several hours of close questioning by Senator Spradling and other senators and representatives present.

On September 1, the first day of the hearing, testimony against bank HCs was led off by John C. Harris, president of the Missouri Independents and president, Callaway Bank, Fulton. Mr. Harris said that he could see no difference between holding company banking and



LEFT: Missouri State Senator Albert Spradling Jr. (with pipe) conducts hearing on bank HCs at Clayton Inn in Clayton. With him are other senators and representatives who are members of their respective banking committees. RIGHT: Horace Hansen of St. Paul, Minn. (at table), general counsel, Independent Bankers Association of America, presents testimony against further expansion of HCs in Missouri.

**THE AUTO LOAN  
NOBODY WANTED  
—UNTIL NOW**

Introducing a new way to make *money* in auto flooring. With the Lawrence Auto Dealer Service, banks can now extend credit to a dealer with confidence. You gain better control of collateral, expand the bank's marketing area, eliminate many costly book-keeping and auditing services and get adequate return on the loan.

It all adds up to a highly profitable lending situation—and without headache, or heavy expense. Find out about this attractive new Lawrence service. Call your local Lawrence man, or mail coupon to Lawrence's headquarters.



LAWRENCE SYSTEMS, INC.  
37 Drumm Street  
San Francisco, Calif. 94111

Please send me information on the new  
Lawrence Auto Dealer Service (LADS).

your name

name of bank

address

city, state, zip

telephone

*Offices in  
principal U.S. cities,  
Canada and Puerto Rico*



# A GUARANTEED YIELD OF 12% TO 14%! HOW?

**Avoid losses in your Home Improvement Loan Portfolio...**



**BANKRUPTCY**



**SKIPS**



**MARITAL DIFFICULTIES**



**STRIKES-LAYOFFS**



**OVER-OBLIGATION**

**... by lending only "protected dollars"!**

Are you facing a shrinkage in net earnings? Operating costs continue to rise. So does the cost of money. Let us tell you how you can have a *guaranteed* yield of 12% to 14% on your portfolio of home improvement loans.

Write today for informative brochure

**Don't take chances—  
Shift the risk to I.C.S.**

Arthur J. Frentz, Chairman of the Board  
William F. Schumann, President



307 North Michigan Avenue  
Chicago, Illinois 60601

branch banking, except, of course, the legal differences.

"But these differences," he continued, "will be lost on the individual credit seeker who suddenly finds that his local bank is receiving its policy directives from a holding company board far removed from the local business community."

He reminded his listeners that voters in Missouri, which he described as traditionally a unit-banking state, disapproved branch banking 2½-to-1 in 1958. According to Mr. Harris, the people of Missouri knew then and they know now that transfer of credit control from the local community to a holding company head office cannot possibly benefit them in their day-to-day banking needs. He spoke of a poll of Missouri bankers taken last year, when 81% of the respondents asked for legislation to regulate multi-bank HCs.

Mr. Harris said that formation and expansion of these HCs in Missouri have reduced a bank customer's choice by 70-odd banks within the past two years. He believes that bank HCs actually are more harmful than branching because the HCs reduce competition by absorbing independent banks into combines wherein there is no competition among associated banks.

Other bankers appearing against HCs were: Harvey B. Young Jr., president, Bank of Kirksville; G. Woodrow Ballew, president, Blackburn Bank; A. F. Berger, president, Citizens Bank, Owensville; Donald L. Campbell, executive vice president, Exchange National, Jefferson City; and Donald M. Carlson, president, Independent Bankers Association of America, and president, Elmhurst (Ill.) National. ••

### **Harmon Purchases Control Of Jackson County State**

KANSAS CITY—Adrian Harmon, president and director, Citizens Bank, Warrensburg, has purchased approximately 70% of the stock of Jackson County State from the E. H. Green family of Springfield. Mr. Harmon will be chairman of the bank and Lynn A. Harmon, vice president, Citizens Bank, will be a director of Jackson County State. Both banks are in Missouri.

Personnel of Jackson County State will remain the same, Adrian Harmon stated, and there will be no changes in personnel at Citizens Bank.

Adrian Harmon also is president and a director of Barton County State, Lamar, and of Citizens Bank, Liberal. He is vice president and a director of Bank of Knob Noster and of Farmers Bank, Stover; president of Central Mortgage Co., Inc., Springfield; and chairman, First Missouri Development Finance Corp. of Missouri, Jefferson City.



# Trust Company of Georgia is the Southeast's financial center for banks, corporations and individual investors.

## Bank Investment Advisory Services.

A professional staff aids bankers in managing their bond portfolios by providing monthly accounting and pricing reports through analysis of their banks' portfolios and financial conditions. Projected effects of swapping securities are provided on request. Call (404) 588-7588.

## Federal Funds Service.

We buy and sell Federal Funds with banks of all sizes located anywhere in the United States. We buy and sell billions of dollars each month. Call (404) 588-7586.

## Bond Department.

Our Bond Department is the oldest and largest bank dealer department in the Southeast. The department is a major dealer in governments, government agencies, public housing authority and municipal bonds. In municipals, although

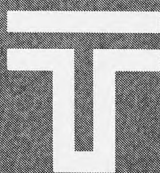
concentration is on the Southeastern states and their governmental units and agencies, the department's operation is national in scope. We participate in underwriting issues of municipalities across the United States. The department services individuals, corporations, institutions, banks and governmental units. Call (404) 588-7981.

## Personal and Corporate Money Management.

Our Money Management Department provides centralized information on all forms of short-term investments. We specialize in higher profit investment of surplus cash adjusted to the term limits and fluctuations of your available funds. The service is fast and efficient, making the most of every investment opportunity. Call Trust Company of Georgia, Atlanta (404) 588-8161.

**Trust Company: the more-for-your-money Bank.**

Member FDIC



Trust Company  
Bank



Member FDIC  
Federal Reserve Bank

# The BANK BOARD Letter

The Publication Edited Exclusively for Bank Directors

408 Olive St. • St. Louis, Mo. 63102

Telephone: 314-421-5445

## FREE

With New and Renewal  
Subscriptions to  
The BANK BOARD Letter



This newly published 24-page booklet contains valuable answers to the problem of selection, retention, and eventual retirement of directors. One section also provides the "prospective" director with ways to evaluate his own contribution to the bank.

## SALES . . . NEW BUSINESS

### Can Your Directors Help Your Bank? Do You Want Them to Help?

Are *your* directors working for *your* bank? Do you *want* them to? Do you know that directors, *when properly motivated*, can work for growth and profits at your bank?

Can you imagine board members engaging in a sales campaign that could easily add 5% in deposits to your bank in as few as three months . . . and increase your bank's stock value by as much as 25%!

Possible?

You bet! Directors of an eastern holding company are doing just that . . . and having fun besides. And perhaps even more importantly they are learning something about their own banks and they are beginning to appreciate some of the day-to-day problems faced by bank management.

A full description of this innovative new-business program was given to our regular subscribers as a special "Bonus Study" under the headline: SALES: How Bank Directors Can Help! This study can be yours NOW, when you subscribe to The BANK BOARD Letter.

Not only will you receive details of this innovative sales program (which will pay dividends to your bank for years to come),

## REFUND GUARANTEE

The unused portion of your subscription payment will be returned to you promptly, any time you feel that The BANK BOARD Letter ceases to be profitable reading.

## Check and Return this Form Promptly

The BANK BOARD Letter  
408 Olive Street, St. Louis, Mo. 63102

Name \_\_\_\_\_  
(Person authorizing order)

Bank \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

please enter subscriptions  
as checked below:

1 year, \$25.00

additional, \$10.00 each  
subs

6 months, \$12.50

additional, \$ 5.00 each  
subs

Total Amount \$ \_\_\_\_\_

bill me

payment enclosed

One-year orders ONLY receive  
FREE Bonus Study & Booklet

but with your subscription (ONE-YEAR . . . NEW or RENEWAL) you will receive a copy of the 24-page booklet illustrated on the opposite page.

This booklet ALSO will be an invaluable aid to your bank in the selection, evaluation and retirement of bank directors. It will be particularly valuable as you approach the need for *year-end changes* in your board.

It will help in answering these questions: How *do* you evaluate present directors and their contribution to the growth of your bank? How should a *prospective* director evaluate himself? What are the *questions* he should *ask of himself* when he is invited to join your bank?

What about director retirement? Does your bank have a policy? Is it up-to-date . . . realistic? How do you create such a policy . . . NOW . . . and without creating hurt feelings? (This booklet will be used over and over by management . . . and the board. You can't afford to be without it!)

Naturally, you'll begin receiving monthly copies of The BANK BOARD Letter, which analyzes and interprets a wide range of information that is important . . . both to management and the board, in helping them arrive at vital decisions, quickly *and harmoniously*.

The BANK BOARD Letter is published in the popular, easy-to-read four-page newsfolder format. It is punched for easy notebook filing and once each year an index of all topics is made available so that you may refer quickly to a topic of current interest.

As you know, banking has changed and will continue to change dramatically in the years ahead. But those banks that prepare for this change . . . those that plan, plan, PLAN ahead will be the ones that lead the pack!

That is why it is so important today for management and the board *to work together as a team*. Information in The BANK BOARD Letter can help provide the background for this team spirit . . . and in many instances motivate management and the board to make that "extra" effort that often means the difference between mediocrity and excellence.

Fill out the accompanying order form and mail today (or drop us a note on your bank's stationery). The sooner you act, the quicker your bank will profit from the penetrating forecasts, judgments and advice in each monthly letter and frequent "Bonus Studies."

Sincerely yours,  
Ralph B. Cox  
ASSOCIATE PUBLISHER

P.S. If you haven't seen The BANK BOARD Letter, ask us for a sample.

## REFUND GUARANTEE

The unused portion of your subscription payment will be returned to you promptly, any time you feel that The BANK BOARD Letter ceases to be profitable reading.

Send The BANK BOARD Letter  
to those listed below

(Enclose typewritten list for additional names)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

## ABA Agricultural Meet To Be Nov. 14-17

The American Bankers Association will hold its annual national agricultural and rural affairs conference November 14-17 at the Muehlebach Hotel in Kansas City. This year the conference has been expanded from two days to three.

With "Agricultural Banking, Scope and Skills" as its theme, the conference will feature workshops on farm management analysis standards, financing irrigated agriculture and foodlot cattle, bank and government agency joint loan

programs and relationships with correspondent banks.

Experts in a number of areas will answer questions at early-morning technical sessions. At a general session, the agricultural credit task force will deliver a preliminary report on alternate sources of loan funds for rural banks and panelists will discuss ecology and food and fiber production.

Speakers at the conference will include: Allen P. Stults, incoming ABA president and chairman and chief executive officer, American National, Chicago; Senator Herman E. Talmadge (D., Ga.), chairman of the Senate Com-

mittee on Agriculture and Forestry; Gayle Gupton, vice president, Third National, Nashville; and Willis W. Alexander, ABA executive vice president.

## ABA 40th Trust Conference To Be Nov. 10-12 in Dallas

The American Bankers Association will hold its 40th annual Mid-Continent trust conference at the Statler-Hilton Hotel in Dallas November 10-12.

Speakers scheduled for the conference include: Mrs. Mary Wells Lawrence, president of the advertising agency of Wells, Rich, Greene, Inc.; James J. O'Leary, vice chairman and economist, United States Trust, New York City; Owen M. Quattlebaum, vice president, Bank of New York, New York City; and Walter P. Stern, partner, Burnham & Co.

Harry A. Shuford, chairman of the trust committee and general counsel of First National, Dallas, is the conference general chairman.

## T G Bancshares Plans to Form Data Processing Corp.

ST. LOUIS—T G Bancshares Co. and United Computer Services, Inc., of Illinois, have announced plans to form a data processing corporation.

The new company, to be known as United Computer Services, Inc., of Missouri, will provide data processing and bookkeeping services for T G Bancshares' subsidiaries and correspondent banks and will establish centers throughout Missouri. The company, subject to approval by the Federal Reserve Board, will have its headquarters in the offices of T G Bancshares.

T G Bancshares, holding company of Tower Grove Bank and Bank of House Springs, recently received approval from the Federal Reserve to acquire Continental Bank, Richmond Heights.

## 12 Promotions Announced At Harris Trust, Chicago

CHICAGO—A number of promotions were announced recently by Harris Trust.

Richard C. Kowal, vice president, was given the additional title of cashier. Elevated to vice presidents were John T. Slowiak and Robert M. Schaller in Chicago and James W. Forsyth and Barry P. O'Brien in New York.

New assistant vice presidents include Robert O. Beavan, Richard J. Braun and Elwayne W. Hardtke in Chicago and Jerry La Forgia and Mel J. Swanborn in New York.

James A. Grabsky was promoted to assistant cashier and Ronald M. Beacon was named trust officer, both in Chicago.

# 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

**ABA Delegates...  
have a  
good time!**



**Hibernia  
National Bank  
IN NEW ORLEANS**



Mrs. Mary George Waite (r.), president, Alabama Bankers Association, advised students at evening seminar to make use of special talents of women. Of 834 students at 1971 session, 32 were women bankers.

## Bankers Keep Abreast of Changing Times At Bank Administration Institute School

WHAT DO the vice president of a \$6 billion California bank, a trust officer at a \$1.4 billion Indiana bank and a bank examiner from the state of Alaska have in common?

Keeping up with the times, according to a recent MID-CONTINENT BANKER survey of bankers attending the 19th session of the School for Bank Administration, sponsored this summer at the Madison campus of the University of Wisconsin by the Bank Administration Institute, Chicago.

"The most challenging demand in my position," said Wallace G. Thompson, trust officer, Indiana National, Indianapolis, "is coping with, evaluating

and utilizing the ever-increasing flow of information, innovations, equipment and programs being offered. It's like being caught in an information explosion and grabbing for the pieces that will be most valuable."

W. T. Clarke, operations officer at the Wells Fargo Bank, San Francisco, agrees: "Bankers have a tendency to become complacent—spending most of their banking hours solving today's problems with yesterday's solutions. And yesterday's solutions are not working as well for me personally as they have in the past."

Alaska Bank Examiner Monte B. Cady also felt the need for keeping

abreast of new concepts and methods while maintaining a solid grasp of the basics. "Bankers can no longer be passive and require more collateral and build bigger vaults," he said. "We must be willing to accept the financial leadership of our communities and of our states. This requires a greater knowledge and expertise than has ever been felt necessary."

MID-CONTINENT BANKER interviewed a number of banker-students at the two-week school and now shares the following capsule comments with its readers:

- Byron Bohannon, branch auditor, Federal Reserve Bank of Atlanta-Birmingham, Birmingham, Ala.: "Inasmuch as I am employed by the Federal Reserve System, my knowledge of commercial banking must be unlimited if I am to contribute to the Fed's objective of offering better service to its members."

- Clarence W. Saunders, Banco Nacional de Nicaragua, Managua, Nicaragua: "The planning function is the most critical area in banking for me. Effective planning serves to provide reports that will help management exploit the bank's resources."

- J. P. Wigner, controller, Fort Wayne (Ind.) National: "Banks are slowly leaving the era of 'profits in spite of themselves' to the era of 'management by objectives' and 'management by exception.' The day of the one-man rule is turning to the team effort created by this new atmosphere."

- Lois T. Baker, Westchester National of Dade County, Miami, Fla.: "Bankers need exposure to a wider spectrum of problems and their solutions than those found in their own day-to-day routines."

- Mary Hardy, First National, Milton, Fla.: "More women bankers should enroll in banking schools since they do not tend to change jobs as often as men and therefore need assistance in expanding their outlook and setting future goals."

- G. M. Rostrup, Bank of Montreal, Head Office, Montreal, Quebec: "The trend toward greater mechanization of bank routines will enable banks to improve their operating and reporting procedures."

- Daniel Lam, Liberty Bank, Honolulu: "Banks have the common problem of more awareness of cost and profits. Solutions are sought after by different means."

- L. B. Chasteen, First National, St. Louis: "The complexity of the EDP audit function becomes less difficult when discussed with other bankers from across the country with a wide variety of experience."

- Therese H. Dion, Androscoggin County Savings, Lewiston, Me.: "Au-

## Wright Patman, James Saxon to Be Special Speakers At BAI Convention Nov. 7-10 in Miami Beach

Congressman Wright Patman (D., Tex.), chairman, House Banking and Currency Committee, and James J. Saxon, attorney-at-law and former Comptroller of the Currency, will be featured speakers at the 47th national convention of the Bank Administration Institute. The convention is to be held November 7-10 at the Fontainebleau Hotel in Miami Beach.

Raymond C. Kolb, BAI president and senior vice president and cashier, Mellon National, Pittsburgh, said an estimated 2,500 bankers are expected to attend the three-day meeting, which will feature more than 40 banking experts from across the country speaking on a wide variety of banking subjects.

General chairman of the convention is Frank Smathers Jr., chairman, United Bancshares of Florida, Inc., Miami Beach.

Registration and an early bird reception will be held on Sunday, November 7. The general session on Monday morning will feature a call to order by Mr. Kolb and introduction of



PATMAN



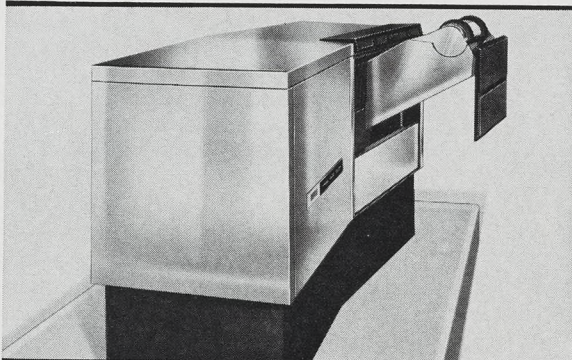
KOLB

speakers by Mr. Smathers. Monday afternoon will begin a series of concurrent sessions covering discussions on audit, operations, control and bank holding companies. Other sessions on Tuesday will include talks on computers and personnel.

The annual business meeting will be conducted by Mr. Kolb on Wednesday morning and that afternoon a panel session will cover accounting, personnel administration, federal taxes and operations.

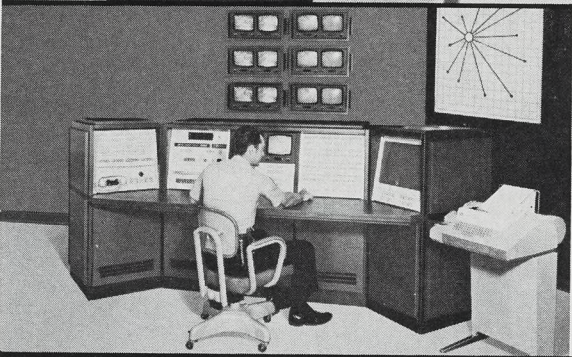
# New from Diebold

## A Report on Products and Services of Interest to Bankers



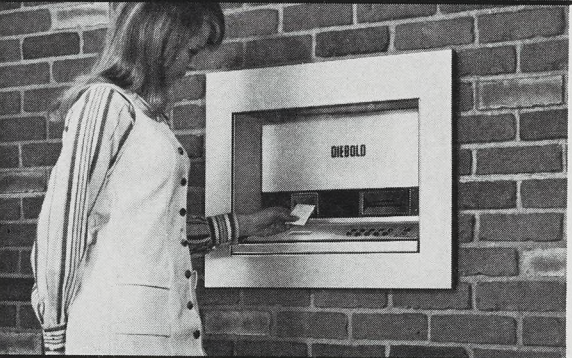
### Helping Your Bank Reach Your Customers

Our Visual Auto Teller III offers a new twist. The carrier reaches for the customer instead of the other way around, much like a deal drawer in a drive-in window. This means easier transactions, and when they're easier, transactions are faster, so you get a higher return on your equipment investment. There are many other impressive features about the new Diebold Visual Auto Teller III — its complete adaptability for television banking, for example. We'll gladly send detailed information.



### The First Step Toward Total Security

The essence of genuine security is constant vigilance, and this is the function of the Diebold DGM-320 Security System. Utilizing a computer-driven scanning technique, the DGM-320 checks every security-sensitive area in your bank and its branches once every millisecond . . . provides a written status report for every given point. Each system capability tailored to your bank's individual requirements. Full color literature available now.



### New Ways To Build Deposits & Attract Customers

Diebold Futura Automatic Banking Systems offer exciting marketing opportunities by giving you new ways to take your bank to your customers. The convenience of having currency available at all times — particularly over week-ends—is a significant new account builder. And when cash is continually available, customers tend to maintain higher account balances. In addition, automatic banking marks your bank as innovation-minded and a leader. Isn't this the reputation you want for **your** bank?



**DIEBOLD**<sup>®</sup>  
INCORPORATED  
CANTON, OHIO 44711

**DIEBOLD Incorporated**  
CANTON, OHIO 44711

**Gentlemen:** Please send additional information on  Visual Auto Teller III,  DGM-320 Security System,  Futura Automatic Banking.

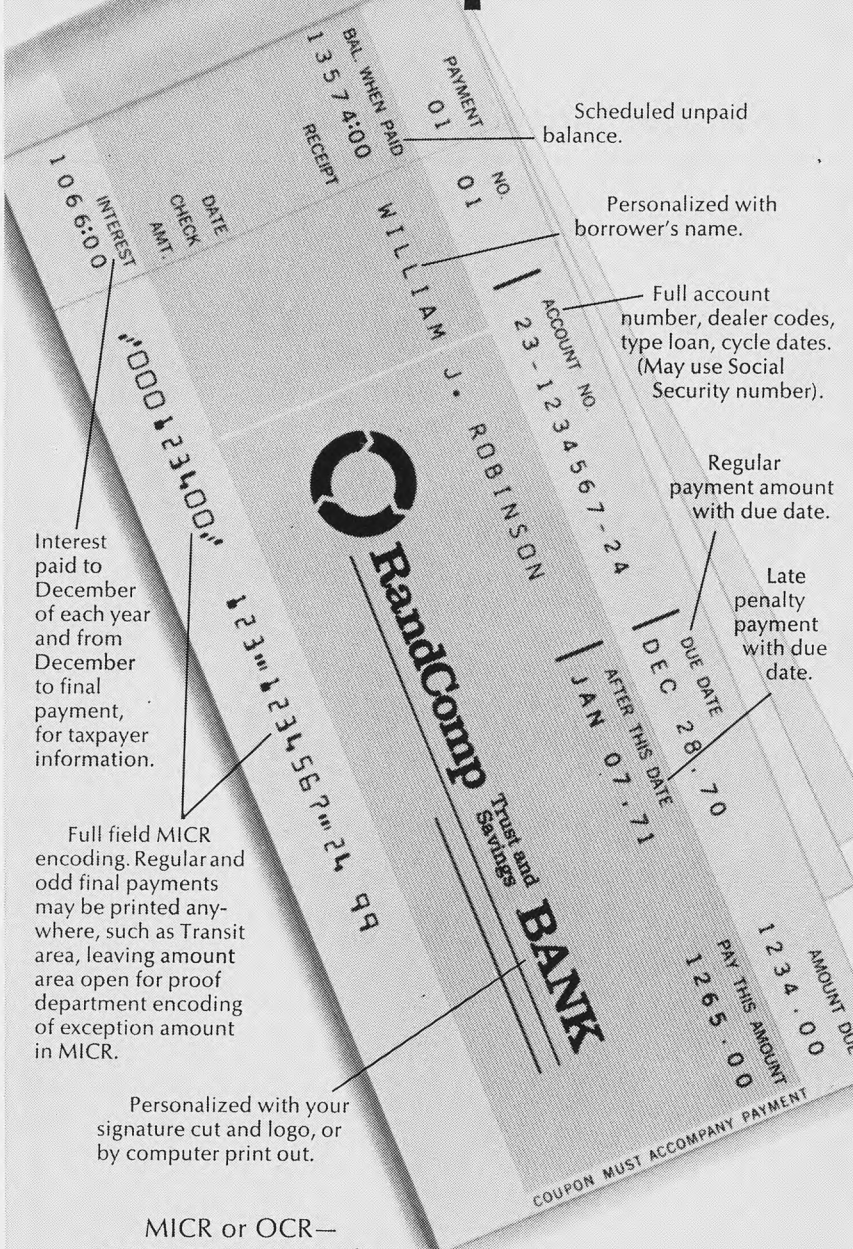
NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

DIB-4000

# For turnaround documents, turn to RandComp.



Scheduled unpaid balance.

Personalized with borrower's name.

Full account number, dealer codes, type loan, cycle dates. (May use Social Security number).

Regular payment amount with due date.

Late penalty payment with due date.

Interest paid to December of each year and from December to final payment, for taxpayer information.

Full field MICR encoding. Regular and odd final payments may be printed anywhere, such as Transit area, leaving amount area open for proof department encoding of exception amount in MICR.

Personalized with your signature cut and logo, or by computer print out.

MICR or OCR—your computer entry is RandComp's order to produce your coupon payment books.

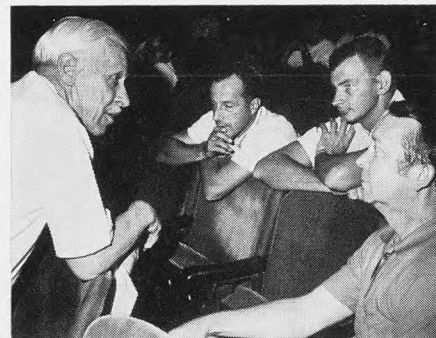
End transcribing errors—get faster coupon book delivery (within 48 hours)—reduce costs.

Write for RandComp's special plan for producing books for your correspondents.



**RAND McNALLY**  
Bank Publications Division

Box 7600, Chicago, Ill. 60680  
405 Park Ave., New York, N.Y. 10022  
206 Sansome St. at Pine, San Francisco, Calif. 94104



Economist Dr. Arthur P. Upgren (l.) holds informal discussion with students at BAI school prior to addressing student body.

ditors should meet with other auditors to discuss mutual problem areas no matter what the bank size. This will lead to a sound audit program."

The School for Bank Administration is geared to provide persons with bank auditing, operations controllership and personnel administration responsibilities an opportunity to improve their professional skills, according to School Director Julius E. Burges, vice president and controller, Citizens and Southern National of South Carolina, Charleston. Thus far, 2,242 bankers have successfully completed the course of studies at the school, which was founded by Bank Administration Institute in 1953.

## Clarke Harvey Is New President Of Citizens Bank, Albuquerque

ALBUQUERQUE—Clarke Harvey has been named president of Citizens Bank.

Previously, he was senior vice president at El Paso (Tex.) National where he was in charge of the commercial loan, consumer credit, real estate loan, credit and discount departments. He also has been associated with First National, Dallas, and with Carlsbad National.

## Mark Twain Northland Bank Promotes Smith and Jensen



SMITH JENSEN

ST. LOUIS COUNTY — Mark Twain Northland Bank has elected R. William Smith senior vice president and Richard C. Jensen vice president.

Mr. Smith has been with the bank since 1965 and has been serving as vice president, primarily in operations. Mr. Jensen joined the bank last May as marketing director. He formerly was with American National, Chicago, as a loan officer and with the international banking department.



Correspond with the bank that initiated the concept of correspondent banking. And still maintains its first correspondent relationship.

Correspond with the bank that today spends more of its talents and revenues on investment skills than any other major commercial New York bank. Provides every usual correspondent service (including EDP accounting, cash letters, demand deposits) with unusual care, thoroughness and personal attention. And helps you approach your corporate and trust customers' financial problems on the basis of a complete and in-depth analysis of the total investment picture.

Correspond with The Bank of New York. The bank with money management skills.



Correspond  
with us.

**The Bank Of New York. The bank that manages money.**

Main Office: 48 Wall Street, New York, N.Y. 10015 Member of The Bank of New York Company, Inc. Member FDIC



## Northern Trust Co. Begins Construction On New Building

**C**ONSTRUCTION is now underway on a new building for Northern Trust, Chicago, called the Northern Building. Site of the structure is the northeast corner of Adams Street and Wacker Drive.

The new building will provide additional facilities for some of the bank's operations and will have drive-in and walk-in banking facilities. In addition, the 31-story building will have rental office space. Occupancy is scheduled for late 1973.

The main offices of Northern Trust will remain at 50 South La Salle Street.

The contemporary style of the Northern Building will feature an exterior of granite and glass. The structure will extend 195 feet along Wacker Drive and 87 feet on Adams Street.

Two drive-in teller stations will be located on the east side of the building, with an entrance from Wacker Drive. The main floor will be recessed to provide a protected arcade for pedestrians on Adams and Wacker. The main entrance to the building will be at 125 South Wacker Drive. There will be entrances to the walk-in banking facility from the lobby and from Adams Street.

Each of the upper floors will provide 18,700 square feet of space. Twelve high-speed elevators will be installed.

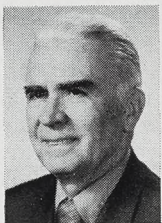
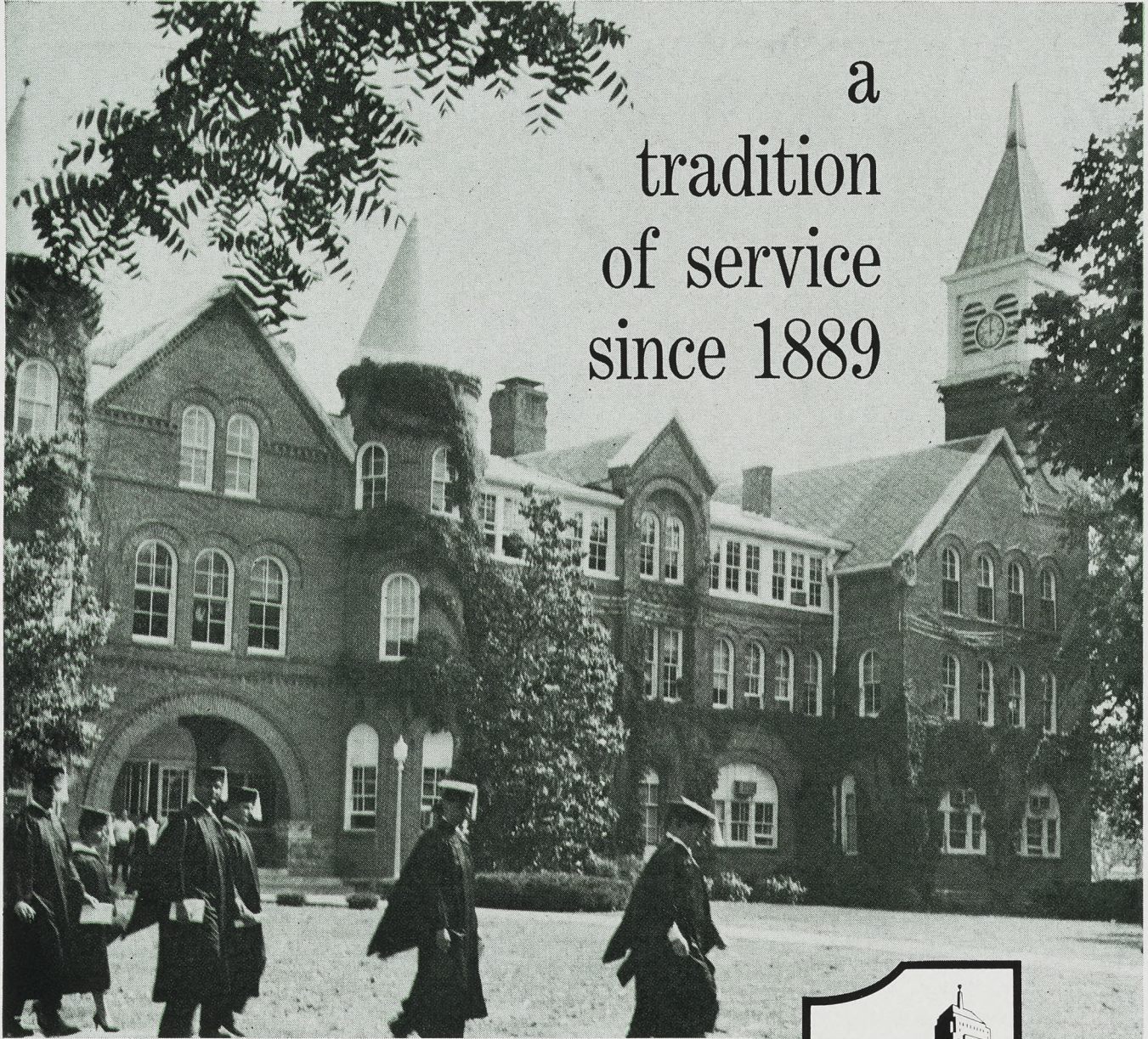
In addition to the banking facilities, Northern Trust initially will occupy approximately 25% of the building's 600,000 square feet of office space, plus three levels below ground. The remaining space will be available for rental.

Perkins and Will Architects designed the Northern Building. Turner Construction Co. is the general contractor. Frazier, Orr, Fairbank & Quam, Inc. are the interior design consultants. Rental space will be handled by Scribner & Co.

Students and alumni share a rich, unique educational tradition at Northeastern State College. The school had its beginning in 1864 in the capital of the Cherokee Nation, Tahlequah, located in the scenic foothills of the Ozarks. Today, Northeastern is the center of teacher education in Oklahoma, training more teachers than any other educational institution in the state. The Cherokee Seminary Hall,

pictured below, has been the scene of Northeastern's traditional Cherokee Student's Homecoming celebration each year since it was built in 1889. Established that same year, the First National Bank has also earned a tradition of service since 1889 . . . creative, resourceful service by its Correspondent Bank Department to banks throughout the area.

a  
tradition  
of service  
since 1889



HASKELL McCLAIN  
Senior Vice President



HAROLD HOPKINS  
Vice President



CHARLES HILL, JR.  
Vice President



RON MURRAY  
Vice President



JOHN M. PARRISH III  
Vice President



OVER \$55,000,000 CAPITAL STRUCTURE / LARGEST IN OKLAHOMA / MEMBER F.D.I.C.

MID-CONTINENT BANKER for October, 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-1071

**PRODUCT**   
**INNOVATIONS, Inc.**

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

Qualified dealer inquiries invited.

## Allow More Facilities, But No HCs Is Recommendation of KBA Committee

**K**ANSAS' bank facility law should be liberalized but no changes should be made in the statute prohibiting multi-bank holding companies in the state.

The above was the recommendation of a bipartisan committee of the Kansas Bankers Association, which has been exploring possible changes in the state's unit banking structure during the summer.

The committee's recommendations will be presented to the KBA executive council in Topeka on December 1. The committee's views are expected to carry considerable weight with the executive council.

Known as the Committee on Banking, the 12-man group was created in May. It is composed of an equal number of bankers representing opposing views on branching and multi-bank holding companies.

The group has stated as its goals the presentation of a united banking front before the legislature as well as the preservation of the unity of the bankers association.

The liberalizing provision is contained in a resolution that recommends increasing the number of detached

limited-service facilities a bank can maintain to three from the present limit of one. The committee also recommended that distance requirements be broadened to the city limits of the bank's home office. Present distance limit is 2,600 feet from the home office.

The committee recommended that banks in the Johnson County area adjoining Kansas City could branch within any group of seven or more contiguous incorporated cities.

The committee's proposed amendment to the state facility law also would provide that the granting of additional facilities be governed by the state banking board.

A resolution to remove the statutory prohibition on the formation of multi-bank holding companies was defeated by a tie vote of committee members. The vote indicated that neither side of this controversial issue is willing to compromise. Half the committee members represent the Kansas Committee for Independent Banking, which is against multi-bank holding companies; the other half favor the Committee on Better Banking Service, which is for the creation of multi-bank holding companies. • •

#### **Livestock Nat'l Plans Affiliation With 1st Nat'l Charter Corp.**

**KANSAS CITY**—First National Charter Corp., multi-bank holding company, has announced an affiliation agreement with Livestock National.

If the affiliation is approved by regulatory authorities and Livestock National shareholders, the bank will become the eighth member bank of the holding company. Officials said Livestock National will continue to operate from its current location with its present management and directors.

First National Charter also recently received approval from the Federal Reserve Board of Governors to acquire Citizens Bank, Belton.

#### **New Name and Symbol For Mo. Bancshares**

**KANSAS CITY**—Shareholders of Missouri Bancshares have voted to change the name of the holding company to United Missouri Bancshares, Inc.

Each of the firm's eight affiliates will adopt a new corporate symbol as a part of its advertising and promotional programs (see illustration).

Three affiliates will be renamed. First Security in Kirkwood will become United Missouri Bank of Kirkwood, Bank of Ferguson will become United Missouri Bank of Ferguson and Arnold



Savings Bank will become United Missouri Bank of Jefferson County.

The remaining five banks in the holding company will not be renamed in the immediate future.

The holding company has announced an agreement in principle to add Brookfield Banking Co. as an affiliate. A proposed acquisition of Bank of Jacomo, Blue Springs, is pending.

**MID-CONTINENT BANKER for October, 1971**

# The great sack race.

## Citibank challenges all comers.

Checks from Citibank correspondents fill sacks like this every day. We clear them by moving faster than you'd believe possible, using every means of transportation from hand to helicopter. Because as long as those checks remain unprocessed, our correspondents have funds tied up that should be producing earnings. So Citibank races against time to get them cleared faster than anyone else. To get the jump for your checks, write our Correspondent Bank Department, 399 Park Avenue, New York, N.Y. 10022. Or call (212) 559-2411. Put your money on (and in) the fast sacks.

**FIRST NATIONAL CITY BANK**





Covington County Bank, Andalusia, Alabama

## *Satisfied With Hamiltons Since 1966!*

***Hamiltons are the choice  
of many banks that  
have outfitted personnel  
in career apparel.  
We believe that  
you'll like Hamiltons too!***

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

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

At the Covington County Bank of Andalusia, Ala., President L. R. Deal (pictured with three of his employees) has this to say about Hamilton suits:

"We have been reordering Hamilton suits since 1966 when we first started our program. Our girls are proud to wear them . . . great morale boosters for our staff . . . and customers are complimentary, too!

"Bank monograms on the jackets also give us distinctive advertising."

Need we say more? When you consider career suits, talk to us *before* you make a final decision. It will pay!

***The Hamilton Tailoring Co.***

490 E. McMillan Street  
Cincinnati, Ohio 45206  
AC 513/961—0200



## Suppliers Answer Queries About Career Apparel

**Y**OU ARE the bank officer who has been selected by top management to launch a career apparel program for your bank.

And you're wondering how to go about it.

Perhaps you're even tearing your hair out because you have a million questions about career apparel and the implementation of an outfitting program at your bank and you don't know where to get the answers.

Hundreds of bank officers have gone through the same agonizing experience. Some have come up with successful programs, either by accident or by an influx of divine guidance. Others have botched their way through to unsuccessful programs that have been terminated.

In an attempt to preserve decorum on the part of bankers charged with the implementation of career apparel programs, this publication has formulated a typical list of questions that a novice career apparel coordinator would be likely to ask—and has asked a number of leading career apparel suppliers to answer them.

The following questions and answers are designed to enable any banker to become reasonably knowledgeable about career apparel as it applies to banking.

. . .

*1. What benefits can a bank expect to gain from a career apparel program?*

Career apparel tends to identify bank employees, to build a progressive image for the bank, to boost employee morale, to eliminate excesses in dress among employees, to serve as advertising for the bank (especially when outfits are worn off premises), to provide the appearance of corporate integrity, to reduce employee turnover, to attract well-qualified job applicants, to improve customer relations.

Image improvement is one of the principal reasons why a bank should consider inaugurating a career apparel program. The combination of career apparel and a well-designed banking facility can create a modern, organized business atmosphere that is conducive to increased business.

*2. How does a bank go about deciding whether to lease or purchase career apparel?*

The size of the bank could be a major consideration here. A large bank

may wish to lease apparel so it does not tie up a considerable sum in the garments. Leasing also permits the bank to concentrate on banking rather than clothing.

However, a smaller bank may find its outlay for clothing to be minimal. If the garments are washable, there is no need for one of the principal benefits of leasing—dry cleaning at reduced rates. A rule of thumb is that four month's rental or leasing fee will pay for a year's supply of garments.

If the employee owns the garment, there is an advantage of that person exercising pride of ownership, resulting in better maintenance of the clothing.

The question involves writeoffs, depreciation, tax advantages and capital investment versus fixed expense.

*3. What considerations should be paramount when selecting a supplier of career apparel?*

This is one of the primary keys to a successful program; yet, it is probably

the most difficult decision for a banker to make. He has so many firms from which to make a selection, but usually has small knowledge of textiles generally and even less knowledge of the needs of a good career apparel program. The bank being a local business, the banker sometimes feels an obligation to do business with local clothing retailers; therefore, he will buy career apparel from a local ready-to-wear store. This is his worst possible course of action for the following reasons:

- The fabric and fabrication used in producing standard retail clothing—even good quality clothing—is not designed for the severe wear conditions to which career apparel is subjected. It will show signs of wear, or actually fall apart, much too soon.

- Standard retail clothing lines offer no continuity of colors or styles. Shortly after inaugurating a program with standard retail wear, the banker is not able to buy a matching outfit for a new employee.

Unfortunately, even selecting a source that claims to be a career apparel supplier does not assure the banker a successful program. The newness of the career apparel concept, recent publicity, and the market's growth have attracted manufacturers and suppliers who do not understand the needs of the market in terms of garment design and fabrication, fabric qualities, continuity and program servicing.

Suppliers who are members of the Career Apparel Institute have pledged themselves to high standards of manufacture and service. However, one of the best tests of a supplier is to seek recommendations from banks that have used career apparel for some time. Narrow these recommendations down

to two or three, then request samples from each. Query suppliers about continuity of style and color. Make sure the supplier will maintain a backup supply of garments so you can outfit new employees in a reasonable length of time.

Make sure adequate arrangements are available for alterations, preferably through a local outlet.

#### *4. What are the best ways to sell employees on career apparel?*

Some of the most convincing arguments include the great savings employees will realize by not having to purchase clothing for the job and the fact that often every employee does not have to wear the exact same outfit each day because all components are coordinated. The quality of the outfits is such that employees will be pleased to wear them.

Once the decision to outfit employees has been made, the bank should tell employees how the program will operate. It should give them an opportunity to give their opinions concerning color, design and types of accessories. Most competent suppliers are equipped to present the concept of a career apparel program to employees in a convincing manner.

Often, the fact that employees no longer have to decide what to wear to work is a great relief. For the most part, those who have opposed career apparel have changed their minds once the garments have been worn on the job. It is essential that participation among customer-contact personnel be 100%.

#### *5. Should outfits be given, loaned or rented to employees?*

Most suppliers agree that the employee should pay at least a portion of the cost of the outfits. This is often

done on a 50-50 basis. Some banks provide the initial garments, then ask employees to share the cost of succeeding outfits. If one new garment is added annually, 50% of the cost still constitutes a major saving on the part of the employee's clothing budget.

#### *6. How should a bank go about introducing career apparel to the public in a way that realizes the maximum public relations value?*

The appearance of the apparel on the banking floor will usually attract considerable attention from customers. One bank introduced its new pantsuit outfits on the same day its rival opened a new office. The first bank heavily outdrew the second because the public was more interested in fashion than architecture.

The introduction of apparel at the time a bank has remodeled or opened a new office provides an excellent opportunity to gain maximum publicity. In other instances, the bank can simply advertise its "new look" in various media.

#### *7. What kind of maintenance schedule should the bank establish?*

Sufficient outfits or combinations should be provided to enable employees to wash or dry clean a minimum number of garments per week. Employees do not relish washing their banking clothes every night! Coordinated outfits permit longer periods between cleaning and outfits last longer, if they are not cleaned too often.

Most banks require employees to provide garment maintenance—washing or dry cleaning. Often, in the case of dry cleaning, the bank will arrange for employees to have their garments cleaned at a certain dry cleaner at a discount. This encourages regular cleaning of garments.



If the bank leases apparel, the leasor usually provides all maintenance. Sufficient outfits are provided so that each employee always has one garment fresh from the cleaners.

8. *What rules should be established for the wearing of garments?*

Many banks provide dress schedules that specify what portions of a coordinated wardrobe should be worn on a given day. Often employees are encouraged to vary their accessories so they will not all dress identically. Other banks permit employees to wear any combination of their coordinated outfits, since the outfits are designed to harmonize, no matter what combination is worn. This flexibility permits pantsuits, skirts or dresses to be worn on the same day, which enables employees to express some individuality without destroying the over-all appearance career apparel is designed to create.

Banks often insist on fairly rigid hemline lengths, setting minimums of four inches above the knee, for example. Rules must be practical, and they must be enforced.

9. *How does a bank secure garments for a new employee after the apparel program has been in operation for some time?*

If the bank requires departing employees to turn in their garments, these can often be reconditioned to fit new employees. Some banks maintain a reserve stock of garments and alter them to fit new employees. It is a common practice to not outfit a new employee until she has served a probationary period to make sure she will remain on the job.

It takes a great deal of time for a supplier to manufacture a second order of any given garment, unless he main-

tains a backup supply. One advantage of adding a new garment annually (or semi-annually) is that new employees can be allowed to go without career apparel until the new garments are received. • •

#### Contributors

*Suppliers and manufacturers of career apparel participating in this question-and-answer session include the following:*

*Angelica Career Fashions, Inc., New York City; Angelica Uniform Co., St. Louis; Creative Image, Dallas; Custom Leasing, Inc., Chicago; Davis Clothing Co.—Career Classics, Brockton, Mass.; DuPont Textile Fibers Dept., Wilmington, Del.; Donald S. Lavigne, Inc., Miami; King Louie International, Inc., Kansas City; Koret of California, San Francisco; Martin's Uniforms, Tampa, Fla.; Uniforms Unlimited, St. Paul, Minn.*

## Banker Supplies Tips For Smooth-Running Apparel Program

MRS. EDITH M. Nixon, who is in charge of the career apparel program at Fourth National, Wichita, Kan., has had considerable first-hand experience with outfitting bank employees.

She offers the following advice to bankers embarking on apparel programs:

- Find a supplier that will operate through a local dealer to facilitate fittings and alterations.
- The most satisfactory method for ordering sizes is for the manufacturer to send samples in all sizes, of all garment styles selected. This enables personnel to try on the garments and order the size that fits best, making for a minimum of alterations when the order arrives.
- Insist that all alterations be made by a local distributor or agent for the manufacturer, if the garments remain bank property. This insures maximum care of garments that may be worn by another employee later on.
- Make sure the supplier can furnish additional garments in the same color, fabric and style for the period of time any set of garments is worn (usually two years).
- Survey employees as to their choice of colors, styles, fabrics; but management should make the final decision, based on the project coordinator's recommendation.
- Give consideration to summer and winter fabric weights and the fact that some employees are "cold" or "warm" blooded and require heavier or lighter fabrics than the majority.
- Suit the fabric to the type of work. Garments must be comfortable and material must not wear excessively due to contact with furniture.
- Garment material should be easy to maintain. Dacron Polyester washable knits are excellent. Bone buttons are the most practical.
- Inform personnel how to maintain their garments.
- It is difficult to maintain uniformity with blouses, due to individual laundry habits of employees that cause shrinking and fading. Try to find an outfit that does not require a blouse.



## If your employees are doing their own thing on your time

A company is often judged by its employees who deal with the public. And Career Apparel is smart, simple, practical clothing that gives your employees—and your company—an efficient, businesslike look.

More and more banks, public utilities, insurance companies, hotels, motels, stores and other industries are putting their employees in Career Apparel. A company benefits when its personnel are attractively attired and the firm is not embarrassed by "overdressed" or careless employees. Company identification aids customers,



## ... it's time you looked into Career Apparel with Dacron®

improves morale, reduces absenteeism and turnover, and creates better public relations.

Employees like Career Apparel. It gives them a sense of belonging. It shows their company cares about them. Dignity and pride become more meaningful as employee identity is enhanced.

The finest Career Apparel is made with Dacron® polyester. It's your assurance that you're getting the function, fashion, and performance you need for the very specialized type of apparel required for your business.

We're at your service. Du Pont has a special Consulting Service on Career Apparel—and we'll help you with information on fabrics, styles, colors, manufacturers, anything you'd like to know. Write Du Pont Co., Suite 31J6, Centre Road Building, Wilmington, Del. 19898, or call (302) 999-3813.

\*Du Pont registered trademark.



Better things for better living...through chemistry

Identity Designs of Koret of California, San Francisco, offers fashions of 100% Dacron polyester designed expressly for banks.

A-line dress, blazer, skirt, blouse, vest permit seven coordinated changes. Two Virginia banks use these outfits by CGC, Inc., Richmond.



Entire female staff of Beloit (Wis.) State was outfitted in poppy-hued three-piece creations by T. G. Kanvick, Inc., Northbrook, Ill.



Dress, jacket are part of nine-piece ensemble worn at First Bank, Kankakee, Ill., supplied by G. Carlyle Struven, South Holland, Ill.

Omaha National features this reversible coordinate look in 100% Dacron polyester, supplied by Career Girl Manufacturing Co., Dallas.



Coordinated outfits such as these have been supplied to banks such as National Bank of Commerce, Pine Bluff, Ark., by Creative Image, Dallas.





Personnel at Imperial Bank, Los Angeles, are outfitted in Portrait Clothes by Barco of California, Los Angeles.



Angelica Career Fashions, New York City, offers A-line dress (left) and tunic vest over straight pants in 100% Dacron polyester doubleknit.



International Creations—Dorcia Originals, Abilene, Tex., supplied these outfits to Security National, Roswell, N. M.



Third generation of career apparel, including hot pants, is modeled by employees of First Pennsylvania Bank, Philadelphia, supplied by Profiles, Inc., Philadelphia.

# Career Apparel for Banks

... from traditional styles to hot pants, designers offer vivid colors and stylish fabrics



# *Money isn't the only thing getting interest at some Banks!*

Angelica has added a new fashion note to banking—the fashionable new look of bank personnel. Their professional appearance results from our Huntley designs for him and our Evan-Picone designs for her—tasteful expressions of today's quality fashions. A further attraction of many Angelica creations is the easy maintenance that stems from carefree **Dacron\* polyester** by **DuPont**.

If you want to improve *your* public image, bank on . . .

*Angelica*<sup>®</sup>  
CAREER FASHIONS



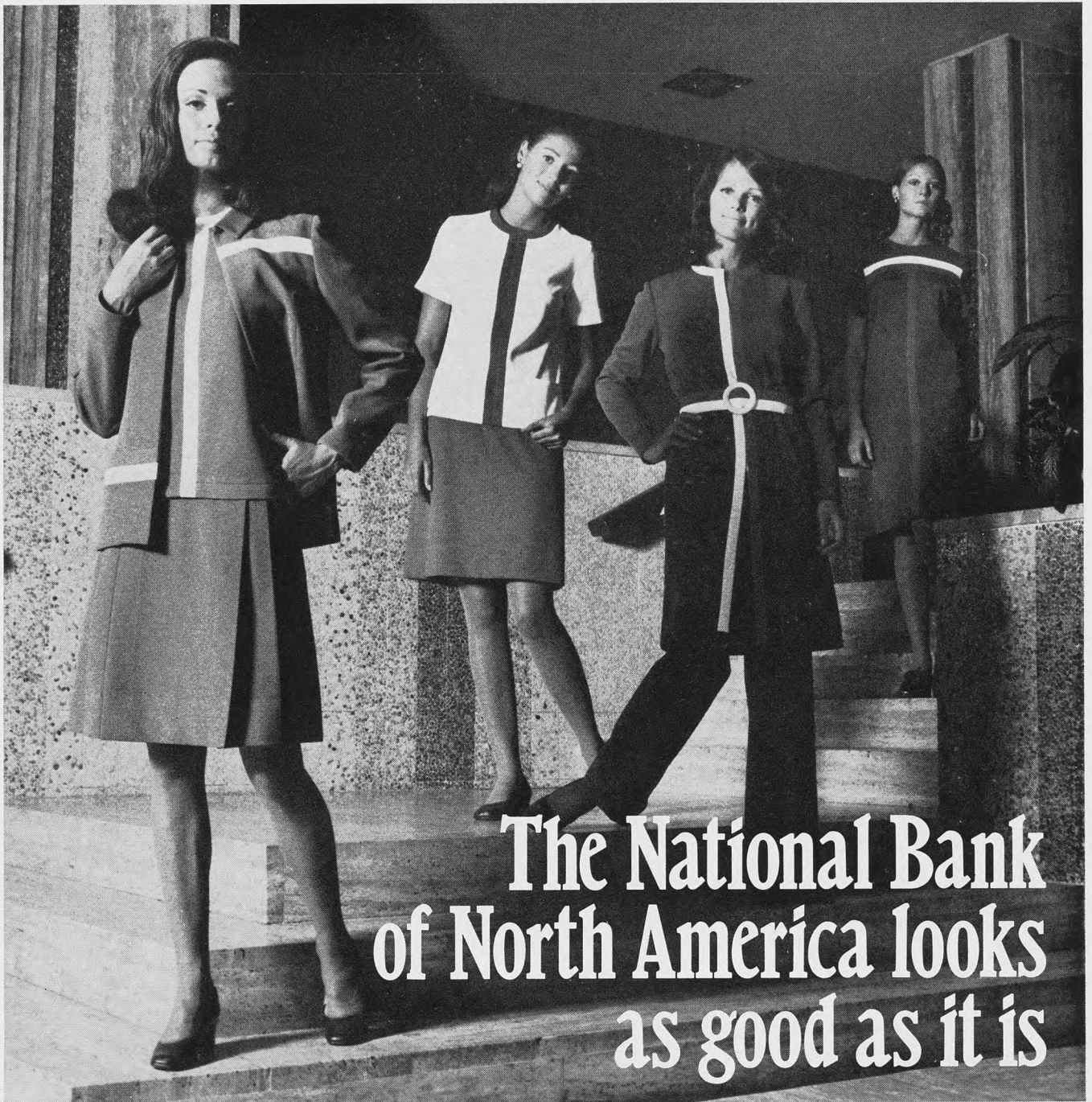
SEE OUR DISPLAY AT BOOTH 131

ANGELICA CAREER FASHIONS, INC., 1407 Broadway, New York, N.Y. 10018/Tel: (212) 695-2822

\*DuPont's registered t.m.

MID-CONTINENT BANKER for October, 1971

79



# The National Bank of North America looks as good as it is

Official career apparel of the National Bank of North America.

First impressions count. And the National Bank of North America forms a lasting impression with customers and visitors alike. Career apparel makes the difference. It creates instant identification, improves customer confidence and strengthens employee morale. Whether your organization has 10 employees or 10,000, you need to look the professional you are. Put us on and see the difference!

Send for our free color brochure today.

CREATIVE IMAGE  
1709 N. Market  
Dallas, Texas 75202  
Dept. 10 MCB

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Co: \_\_\_\_\_

No. to participate in program: \_\_\_\_\_

City \_\_\_\_\_

State: \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_

80

**Creative  
Image**

A SUBSIDIARY OF *Herman Marcus, Inc.*  
DALLAS

Tailored from carefree Celanese® Fortrel® Polyester doubleknits.  
Fortrel® is a trademark of Fiber Industries, Inc.

See us at Booth 812 ABA Convention Oct. 16-20

MID-CONTINENT BANKER for October, 1971





These career apparel outfits add distinctive color to premises of NBC, Pine Bluff. Great variety of outfits was made possible by giving each employee a large basic wardrobe. Uniformity is maintained by dress calendar issued by bank's career apparel committee. Outfits were supplied by Creative Image, Dallas.

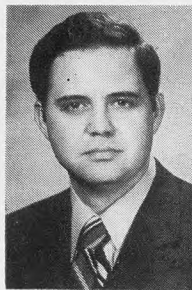
In Pine Bluff, Ark.

## Reduced Turnover, More Applicants Result From Apparel Program

**W**OMEN EMPLOYEES of National Bank of Commerce have, for almost a year, had the option of participating in a career apparel program that gives them the maximum in flexibility. Late in 1970, they began wearing our new red, white and blue polyester double-knit ensembles. This program, which features over 30 separate outfit combinations, includes nine basic pieces as well as a number of optional items that add even more to the flexibility of the apparel.

The basic group consists of two blouses, a princess style dress, two weskits, two tunics and two skirts in either box pleats or A-line. The optional items include two pairs of pants and a double-breasted, long sleeve coat. The blouses—one short sleeve and the other three-quarter sleeve—feature reversible ties that fit neatly through a roll collar. In addition, each girl received a blue and white polka-dotted scarf.

At this point I can say with no hesi-



SNIDER

By **ED SNIDER**  
**Vice President**  
**National Bank of Commerce**  
**Pine Bluff, Ark.**

tation that both management and the 80 employees involved in this program are very pleased.

It was the feeling of management that any program, to be successful, would have to be designed in such a way that the women of our bank would give it their full endorsement. As a result, we invited them to elect a nine-member steering committee to work with management in the formulation of the ensemble program. We asked for representatives from each branch and department. The committee held about 15 meetings over a five-week period. Some meetings were in the afternoon and some were in the evening.

It was my responsibility as management's representative to conduct the meetings and to define the boundary lines for the committee.

Our first step was to interview firms that were interested in supplying outfits to the bank. Company representatives met individually with the com-

mittee and answered questions on workmanship, delivery dates, wearability, flexibility, styles, etc.

After interviewing all interested companies, we narrowed our selection to two and asked each to submit samples of the ensembles described in the first part of this article. After the ensembles arrived from both companies, we compared them and made our selection. We then had a meeting of all female employees and explained the program. Our plan was for the bank to purchase the ensembles and lease them to all employees who wanted them. We explained that the program was entirely optional and not a condition of employment. At the conclusion of the meeting we had a vote, which resulted in over 90% acceptance. It was the general feeling that the committee had done a good job of expressing the consensus of the work group.

Prior to placing the order, we held a meeting of all female employees and once again explained the rules governing the program. We presented each woman with a copy of the rules and a contract prepared by our attorney. The contract clearly stated that the employee was willing to pay \$5 a month as long as the program was in existence

**If . . .**

You are an aggressive administrator and are looking for a way to make your institution a better one by minimizing employee problems,

**Then . . .**

Consider an apparel program for your contact personnel. You will build more pride in each employee, reduce turnover and enhance a positive attitude. On top of all this, your attractive uniformity of appearance will reflect good, sound organizational management to your clients.

**Don't  
Wonder . . .**

Call us collect now at (312) 333-2886. We'll brief you on the most popular types of programs, total cost and send you a list of financial institutions in your category who are now enjoying the benefits of an apparel program initiated by us. Also, without obligation, we'll send you a copy of the full survey conducted by the Beloit Bank in reaching their decision to offer an apparel program to their employees.

**G. Carlyle Struven**

1343 EAST 158th STREET  
SOUTH HOLLAND, ILLINOIS 60473  
PHONE (312) 333-2386

and that the bank was in full control of the program.

We then set about the task of measuring each girl who wished to participate in the program. We contracted with a local seamstress, who, over a two-day period, measured and weighed each girl in the bank. (If we had to do it over, we would insist that the supplier supervise the sizing and that a local merchant do the fitting, for we had some alteration problems.) When the ensembles arrived, we gave the girls about two weeks to complete alterations.

We then arranged a style show for the press and the public to introduce the new garments. Favorable publicity resulted.

At first, our girls thought they would like the option of wearing just about anything they wanted each day. As we progressed into the program, they decided it was better for management to specify an exact combination for each day. We now issue a schedule during the last week of each month that designates the combination for each day of the forthcoming month.

We have had a minimum of problems, and most of our girls are still as enthusiastic about the program as they were at its beginning. Our personnel manager reports that the apparel has definitely improved the morale in our bank and has increased the number of quality job applicants. He says the first question applicants usually ask concerns the ensembles.

Our outfitting policy with all new employees is to require them to wait a minimum of 30 days and have recommendations from their department heads in order to participate in the program.

Employee turnover at our bank is about 30%. After the first six months of the program, we had to order only four additional ensembles. Replacements usually can wear one of the ensembles that have been turned in by departing personnel.

One mistake we made involves part-time employees. We tried to design a half ensemble for them. This has not been satisfactory. Part-timers have six combinations, and it is a rare occasion that they can match outfits with the permanent group. We were trying to save money. If we were doing it again we would have part-time employees participate fully or not at all.

The strongest points in this program, in addition to improved morale, are the wearability of the garments—the polyester double-knit is holding both its shape and color very well—and the styles, which are flattering to various types of figures.

This program has been time-consum-

ing and has required much patience because of details. Since the garments have a direct effect on the bank's image, a portion of the advertising budget has been allocated to support it.

Our bank has long recognized that its people are among its strongest assets. When employees are dressed in consistently high quality outfits, they take on a new glow—a glow that directly reflects on customer satisfaction and, therefore, on bank profits. • •

■ NEW YORK—William H. Dolan and Richard B. Stearns Jr. have been promoted from second vice presidents to vice presidents at Chase Manhattan Bank.



Progressive banks, airlines, insurance companies and many more have discovered the benefits of clothing their employees in career apparel. We know. We've helped many of them via our in-stock or custom services. Shown here is one of our best Designer Pinfeathers, available in navy with white binding, in misses and junior PROPORTIONED sizes 5/6 thru 20. Three pieces to mix; just a few from our numerous IN-STOCK companion pieces made in self-care polyester & cotton. Write for our brochure. You'll also find double-knits of 100% Fortrel® polyester in a variety of in-stock silhouettes. Consider career apparel for your personnel. It will improve your public image. You can bank on that.

**BOOTH #310 AT THE CONVENTION**

**d'Armigene®**  
BAY SHORE, L.I., N.Y. 11706

**MID-CONTINENT BANKER for October, 1971**

# LET US DRESS YOUR DOLLS

*And They'll Think You're One Too*



Some years ago, career apparel was a new, somewhat bitter-sweet idea. Executives were a bit wary about putting their girls into "uniforms" and so were the girls. Since then, the whole idea has worked out beautifully for employers and employees alike. Financial institutions can glow with a new image of low key chicness with original, individually designed fashions. And the smart career woman loves what it does for her budget in reduced wardrobe and cleaning costs. We have some beautiful ideas and we'll show them to you if you'll contact us at . . .

Jean N. Richardson, President

**cgc inc.** of richmond 715 bowe street, richmond, virginia 23220 (703)643-6413

Although George A. Butler, executive vice president, First Pennsylvania Bank, should be the center of attraction as he cuts ribbon opening bank's 81st branch, chances are his hot pants-clad assistants are stealing the show! Apparel was supplied by Profiles, Inc., Philadelphia.



# HOT PANTS

## Make the Scene at First Pennsylvania Bank

THE ADOPTION of career apparel by banks is an increasingly commonplace occurrence. Recently, however, when George A. Butler, executive vice president of Philadelphia's First Pennsylvania Banking and Trust's metropolitan department, announced such an adoption, he made news—and for two reasons.

First, hot pants are among the items being offered to female employees. Secondly, the new fashions are the third issue of career apparel the bank has made to its employees, a practice first decided upon in 1967. Initially, the program called for new styles every two years, and the bank is right on schedule.

Regarding the hot pants, Mr. Butler stated, "They demonstrate that the bank is tuned to the changing needs and tastes of the society which it serves. Hot pants bring us as up-to-date fashionably as we are financially." Perhaps for aesthetic reasons, the largest hot pants available are size 14s.

Actually, hot pants are just one of 14 coordinated garments being offered. Employees may select any nine items from the overall wardrobe at the bank's expense and additional garments may be purchased at the bank's costs. All items are designed to be mixed and matched for year-round use.

The new styles came on strong during their first public appearance. They were officially introduced during the

opening of the bank's 81st branch in August. In addition to ribbon-cutting ceremonies, a sidewalk cafe (complete with tables and chairs for snacks) and a fashion show were part of the opening celebration.

The people at the newly opened branch are acting as a test-wear team, as are secretaries and others at corporate headquarters. Final changes—if any—will be made by the end of the year. At that time, company-wide distribution will take place.

Since this is the third time around for First Pennsylvania, its management has had more time than most to evaluate the benefits of career apparel, from the standpoints of both institution and employee. Management also has had an opportunity to refine techniques for including employees in career apparel decisions—a basic ingredient in any successful career apparel program.

At First Pennsylvania, employee support for the program is overwhelming, as shown by a recent company-wide survey.

Key to employee participation is a career apparel panel—a group of 17 employees responsible for deciding everything from styles to colors. Composition of the panel is well thought out, including female representatives from each of the bank's nine regions and from each of its three personal loan outlets. The ladies represent a variety

of ages, shapes and sizes, so that many viewpoints are heard. Two male tellers, one older and one younger, are also included.

Interestingly, the men are quite vocal concerning the women's styles. "Well," they said, "we have to look at them don't we?"

Panel personnel are changed every two years when new fashions are to be adopted. This widens the base of participation and also permits new ideas to be presented. Actually, the panel base is much broader than its membership implies. Members are always notified well in advance of any meetings and are requested to contact fellow workers to obtain their suggestions and ideas. Most do.

The method for selecting clothing has become more sophisticated over the years. Originally, the employee panel met with various manufacturers who simply showed their wares. The styles were adopted "as is," and selections were made on the basis of price and styling.

Currently, the panel actually designs the clothes. A fashion artist meets with the group and starts rough sketching. Over a period of several meetings, sketch changes are made as the panel suggests them. When designs are finally agreed upon, the artist puts together final sketches and brings them back for the panel's review. At that time, colors




Since when  
is the  
Banking business  
the  
Fashion business?

Since Koret of California introduced Identity Designs. Identity Designs are contemporary fashions in 100% Dacron® Polyester Knits. Created expressly for the career girl. Created expressly for the banking business. Created expressly for you. To project your image to the public. Properly. With good taste. How important is the fashion business to the banking business? Invaluable. We can prove it to you. For the Identity Design Center nearest you write or call

*Identity Designs*®  
by KORET OF CALIFORNIA®

611 Mission St., San Francisco, CA. 94105

A KORET CORP. COMPANY 

and various accessories are also explored. Sketches are then given to a manufacturer, who makes up sample items.

After samples of actual clothing articles are available, a number of manufacturers are asked for bids.

Even the colors are the bank's own. The panel chose special hues that have been officially named "Bala blue" and "Cynwyd green." As you might suspect, the bank's headquarters are in Bala Cynwyd, a Philadelphia suburb.

One of the interesting design variations brought about by the panel's suggestion is a specially lined pocket for holding keys, etc. Tellers love them.

It is also worth noting that the panel has the full assistance and encouragement of the bank's top executives. Not only does it meet in the corporate executive board room, but an officer's assistant is specifically assigned to work with the panel. In this case, the assistant is Mrs. Anne Roberts, a pert and most capable choice.

After assuming her responsibilities, Mrs. Roberts found she had to become something of an expert on fashions and textiles—and in a hurry. Calling upon various manufacturers, she soon became quite capable in her new role. "The Du Pont man spent a lot of time teaching me about the advantages of various weights and knits," she said. "I was able to choose a fabric just suited for our needs. When various manufacturers submitted fabrics for our consideration, I was proud when I was able to spot a sample that was slightly overweight. I felt I had become some kind of home economics expert."

A survey questionnaire returned by employees indicated several major likes and wants insofar as fabrics were concerned. Mainly, the women wanted

wash-and-wear items that required minimum care. In response, this year's basic fabric, for men's and women's items, is a doubleknit of 100% Du Pont Dacron polyester. A woven Dacron worsted blend is used for one set of men's slacks.

Mrs. Roberts also had to test-wear the first items available. She attests to the fact that the skirts, jackets, etc. are strictly wash-and-wear because she wore them, took them home, and threw them into the washing machine. "They came out looking like they had never been worn," she said.

To allow for an individualistic touch, men will be permitted to wear shirts and ties of their own choice.

In explaining why ties and shirts were excluded from the program, Mrs. Roberts said, "They (employees on panel) felt the tie is an individual thing and the choice should be left to the man."

"The bank's policy on men's shirts is a rule of reasonableness," she explained. "Many of the men in the program are seeking advancement to executive ranks, and the bank considers suitable attire one area of training for these men."

#### Employees Save Money

According to Mrs. Roberts, the program seems to be most attractive to new employees and married women returning to the working world. These people do not have to spend extra money outfitting themselves for work; and indeed, can save money by using the easily maintained Dacron doubleknits for non-work use.

The cost of the program is not inconsiderable—about \$140,000 over the next two years. Men's outfits will cost about \$200 and women's about \$175.

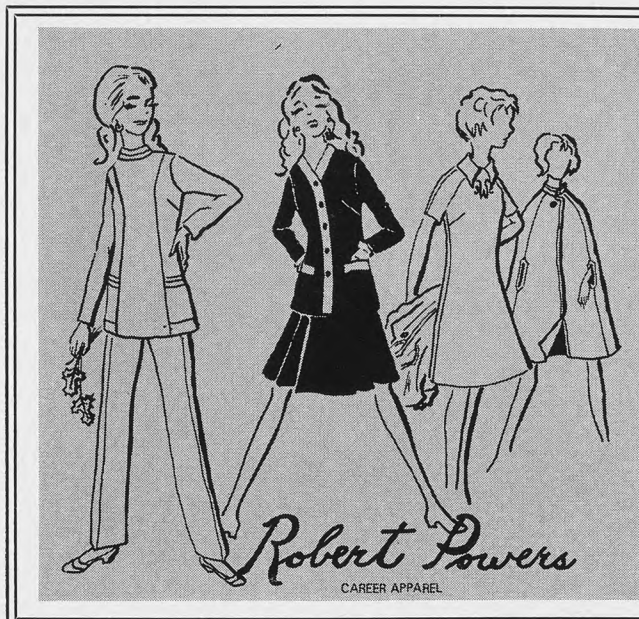
In summarizing the bank's feelings, Mr. Butler had this to say, "The program provides our employees with good-looking clothes at no cost to them, and since implementing the career clothes we have found an increase in employee morale. Our customers are assured of being served by well-groomed, professional looking bankers. The clothes give our bank an image that is not duplicated by other banks and we are able to convey a modern, forward looking institution that keeps pace with the times by introducing up-to-the-minute styles, such as our new hot pants."

The big questions are—how many of the size 14 and under ladies are going to opt for the hot pants?? (Initial requests indicate they'll be popular.) And what is First Pennsylvania going to come up with for its 1974 career apparel program? • •

#### Apparel in Alabama



Personnel at City Bank, Roanoke, Ala., model career apparel outfits supplied by Hamilton Tailoring Co., Cincinnati.



ROBERT POWERS "Career Costumes" made of easy-care, machine washable, wrinkle-resistant polyester double knits is a new adventure in costumes for the businesswomen of America.

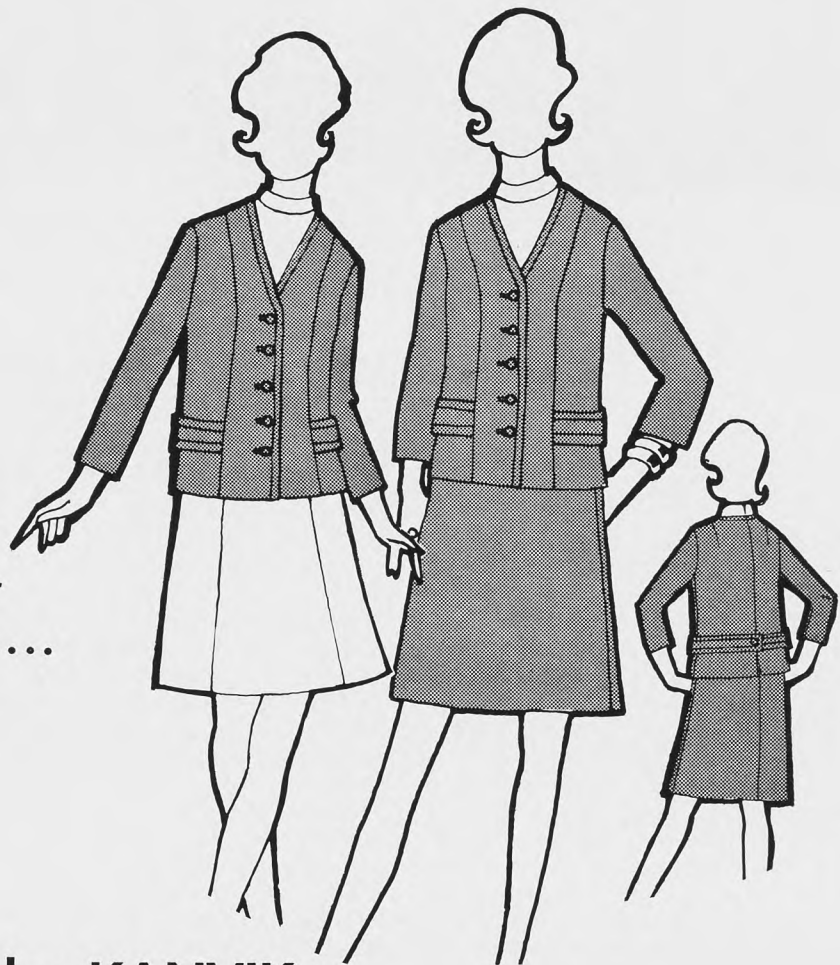
Banks, business firms, and other organizations can now create their own image, design and coordinate their own ensembles at a very reasonable cost. The success and acceptance of this fringe benefit, with valuable advertising advantages for the business, has been evidenced by consistent reorders.

We are small enough to be interested in pleasing each individual customer and flexible enough to process larger orders.

Consider "Career Costumes" for your organization. Write or telephone us at Robert Powers Dresses, P. O. Box 390, Sweetwater, Tennessee 37874, Telephone (615) 337-7161.

our thanks to Beloit State Bank

the  
image  
builder....



## "Business Fashions" by KANVIK

When progressive financial institutions decide to enhance their image through career apparel, they turn to us in surprisingly large numbers.

Perhaps this is because "Business Fashions" by Kanvik was founded to serve exclusively the financial sector with a comprehensive, modern apparel program. Or, maybe it's because of our recognized quality fabrics, designs and precision tailoring. Then, again,

the reason may be due to our reliable service and guaranteed continuity.

Whatever the explanation, a "Business Fashions" program can provide for you the same dramatic apparel image it has for so many hundreds of our financial clients. Let us show you how "Business Fashions" can serve you.

Contact us at your convenience or write to Dept. A for our new, colorful 24 page catalog.



**"Business Fashions" by T. G. KANVIK & ASSOCIATES, INC.**

310 Melvin Drive • Northbrook, Ill. 60062 (312) 498-3737

MID-CONTINENT BANKER for October, 1971



Newly outfitted female staff of Beloit (Wis.) State poses for official photo, which was published in color in local newspaper. Outfits were supplied by T. G. Kanvik, Inc., Northbrook, Ill.

## Bank's Investigation of Neighboring Programs Precedes Plunge Into Career Apparel

**F**EW, IF ANY, banks have made more thorough investigations into the subject of career apparel than Beloit (Wis.) State.

And the investigation has paid off in a smooth-running, popular career apparel program for the bank's women employees.

Prior to the exhaustive investigation, the bank's cashier, Larry Spooner, saw there was a need for the bank to present its employees collectively as a team of people dedicated to serving the bank's customers. Mr. Spooner realized that firms utilizing career apparel had found that the outfits did much to promote the "team" feeling among employees and the smart look of the outfits made personnel feel they were part of an up-to-date organization. He reasoned that chic apparel would tend to make employees feel better, from a fashion standpoint, and that this would result in happier people who would be more likely to want to serve the bank's customers well.

The more Mr. Spooner and his assistants considered career apparel for employees of Beloit State, the more they realized the complexities of such a program and the need for rules and procedures to keep the outfitting project under control.

"It became obvious then that an extensive amount of research would have

to be made before any decision was reached," Mr. Spooner said in a written report to the bank's management.

Management agreed, and approved the formation of a special women's committee which would study present and new services connected with career apparel. One of the committee's first assignments was to research and study a career apparel program in depth.

The committee set out to visit 11 neighboring banks in two states, to correspond with a number of more distant banks and to contact career apparel manufacturers and salesmen. The committee queried banks that had used career apparel in the past to learn just what problems were encountered and how these problems had been solved. Banks that had discontinued apparel programs were also contacted.

The most serious problems encountered by other banks were poor-fitting garments, slow delivery of garments and poor service from manufacturers. The committee inquired at each bank it visited for recommendations as to dependable suppliers.

After the fact-gathering aspect of the committee's work was completed, the committee (composed of a dozen women employees) was asked to make a recommendation, based on its findings.

The recommendation was that the

entire female staff of the bank be outfitted in three-piece suits and that this apparel be worn at the bank daily. The recommendation further stipulated that the bank purchase two outfits for each employee to initiate the program (at no cost to employees). The outfits would be introduced when the bank completed its building program.

The recommendation further stated that employees purchase a third outfit at their own expense a year after the program was begun; and that, from that time on, the cost of succeeding outfits be split 50-50 between the bank and the employee.

Part-time employees were provided with one free outfit at the outset of the program.

The bank made arrangements with a local dry cleaner to enable employees to have their garments cleaned at reduced prices. Each outfit is cleaned at least one a month.

According to Mr. Spooner, the bank is 100% sold on career apparel, for the following reasons:

- With the staff in identifiable apparel, customers have no difficulty locating someone to serve them.

- The uniformity of the apparel clearly gives the impression that the bank is well organized, is neat and that its staff stands ready to serve as a team.

*(Continued on page 91)*



A NICE  
REFLECTION  
OF YOU



PORTRAIT  
CLOTHES.

by Barco  
of California

DESIGNS IN DACRON®

shaped for fashion  
and made with care.  
with an eye  
for function  
and perfection.

for a representative  
in your area, contact:  
portrait clothes  
350 west rosecrans avenue  
gardena, california 90248  
(213) 770-1012



Left: First of Chicago teller wears one of three summer dresses with coordinated scarf. Right: Page girls from First of Chicago model new coordinated outfits. The year-round outfits include pants, tunic and three dresses, all provided by Custom Leasing, Inc.

## First of Chicago Finds Leasing Program Solves Career Apparel Care Problems

By **KATHY FLOOD**  
Assistant Editor

**W**HILE CAREER apparel programs have been welcomed enthusiastically by employees and bank customers, they sometimes give headaches to the managements responsible for them.

First National of Chicago, along with other large banks that outfit considerable numbers of employees in career apparel, has found that leasing clothing instead of buying it outright can solve some of these headaches.

By leasing the clothing on a monthly basis, it is not necessary for the bank to tie up vast sums of money in career apparel. Also, much of the time-consuming administration of a program can be passed from the bank to the leasing company.

The bank has found the program to be economical, since the leased garments are made with lasting quality and durability. Also, the problem of disposition of garments when an employee terminates is eliminated, since the lessor guarantees the bank will not pay for anyone not using career apparel.

Garments turned in by terminating employees can be used again, provided they have not been worn often. These garments are completely reconditioned, resized and put back in stock. If the bank approves, they can be reissued to a new employee. The lessor also maintains a back-up stock of new garments for new employees.

The lessor's maintenance program also is a boon for employees, because

clothes are freshly cleaned and pressed weekly, at no cost to the employees. And if an employee gains or loses weight, her outfits are altered accordingly.

Custom Leasing, Inc.—the firm servicing First of Chicago—offers a bonus with its leasing program—a person termed a “professional grooming expert.” This person helps female em-



Custom Leasing representative helps First National pages fit new career apparel outfits.

ployees improve grooming habits, hair styles and make-up procedures.

First of Chicago has 488 persons in career apparel and leases 2,800 articles of clothing. Page girls, male and female tellers, bank police and safety deposit personnel are outfitted.

Page girls wear all-year apparel, including tunics, pants with coordinated tops and three dresses. The garments can be worn in seven different combinations. Female tellers wear three summer dresses in lemon yellow, royal blue and mint green, all of which can be worn with a coordinated scarf. The garments are made of 100% Dupont Dacron polyester double-knit fabric. One full-time employee is in charge of handling the outfits.

The career apparel program works like this: At all times, an employee has one outfit to wear, one in the closet at home and one at the cleaners. The weekly cleanings furnished by the lessor include all maintenance, alterations and repairs necessary to keep the outfits in perfect order.

Tellers are required to wear clean outfits twice weekly—usually on Wednesdays and Fridays. However, any time an employee wants a clean outfit, she can go to the bank's storage room and pick up the one that has most recently been cleaned. She turns in the one she has been wearing so it can be sent to the cleaners and returned to the storage room. All outfits are numbered

and a cross-reference file can be used to locate the name of an employee.

When a new employee is hired, she fills out a card giving her measurements and receives three different dresses. There is no regimented setup concerning what color dress to wear on what day.

The apparel program has been well received by employees and customers, according to Donald Tuuk, operations department. He said, "It's easier to identify people doing a certain kind of work and the outfits create a better public image with colorful and attractive styles."

Custom Leasing has been handling

## NEW PROFESSIONAL IMAGE FOR CAREER WOMEN



*Distinctive fashions for the lady executive designed to project the "Total Image" of progressive financial institutions*

**IC** International  
Creations, Inc.  
*Dorcia*  
ORIGINALS

Sales Office: 308 West 15th  
AUSTIN, TEXAS 78701  
Plant: 1205 South Danville Dr.  
ABILENE, TEXAS 79605

MID-CONTINENT BANKER for October, 1971

career apparel for banks and other public-contact businesses for the last 10 years. The company started out by providing career apparel to First of Chicago in 1960 on a straight-sales basis. In 1961, it began its leasing program.

The company also has career apparel programs with Harris Trust, Continental Illinois National and American National, all of Chicago.

Custom Leasing is responsible for cleaning and pressing 11,000 garments, altering 475 garments and replacing an average of 25 garments per month. ••

### First Tulsa Bancorp. Plans To Acquire Mortgage Firm

TULSA—First Tulsa Bancorp., Inc., holding company of First National Bank, has announced plans to acquire Hall Investment Co., a mortgage firm. The firm, which is First Tulsa's first acquisition, will become a wholly owned subsidiary of the holding company upon approval of regulatory authorities.

■ NEW YORK—Chase Manhattan Bank has promoted Matthew J. O'Reilly and Arthur Sommers from second vice presidents to vice presidents. Mr. O'Reilly is division executive in charge of production, planning and control in the operations department. Mr. Sommers is division executive in charge of retail credit in the Shapiro Factors division of the institutional banking department.

■ CITY BANK of St. Louis' shareholders have approved a 100% stock split and sale of stock and subordinated capital notes. The sale is to raise \$500,000 additional capital. The bank announced a December completion date for its new six-story, bank-office building.

## Investigation

*(Continued from page 88)*

- The outfits tend to tone down the competition in dress among employees.
- The apparel definitely enables employees to cut down on their clothing expenditures. By splitting the cost of new outfits with the bank, employees are expected to spend less than \$50 each on work-related apparel in a year's time.

A study of the cost of ready-to-wear apparel available in local stores revealed that a normal annual clothing expenditure per employee would range between \$100 and \$300. When employees were made aware of the great savings career apparel would provide, they were most appreciative of the career apparel program. ••

"Put in an appearance"  
with

# Means Career Fashion Services

May we take this opportunity to introduce you and your bank to the exciting Career Apparel line of "MEANS CAREER FASHION SERVICES."

We are a self-contained Career Apparel organization, designing very fashionable apparel keyed to complete function and maintenance. "MEANS CAREER FASHION SERVICES" has developed three (3) distinctive programs to suit your needs.

### Outright Purchase Straight Lease of Apparel Lease and Complete Maintenance of Apparel

Career fashions, through the design of apparel and color schemes, have created fashionable image recognition apparel for your customer contact, sales and identification personnel. Our ladies' and men's Career Apparel are geared to enhance your corporate image, distinctive recognition, sales aid and service aid, as well as attracting and retaining desirable personnel.

We have a "MEANS CAREER FASHION SERVICE PROGRAM" that can be developed to your needs. We invite your inquiry and will be delighted to have our Fashion Consultant visit with you at your bank and have a fashion presentation of our complete Career Apparel line.

PLEASE CONTACT

# MEANS

CAREER FASHION  
SERVICES

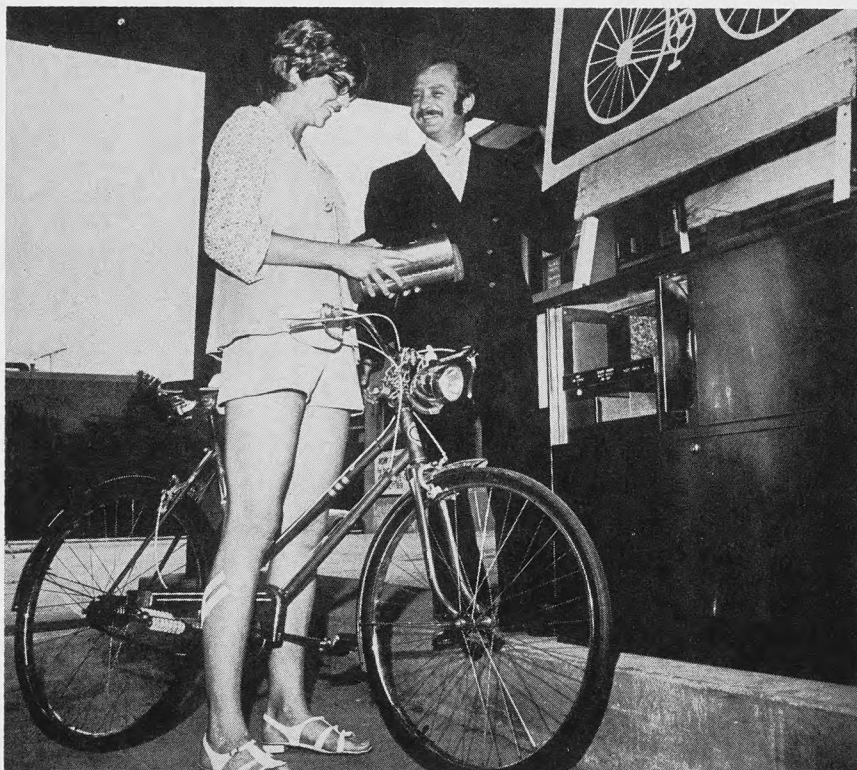
DIVISION OF F. W. MEANS & COMPANY  
2516 S. Wabash Ave., Chicago, Ill. 60616  
312/842-5707



WHEN a downtown building is demolished for parking space, the walls of adjacent buildings often leave much to be desired esthetically. The advertising department staff of Old Second National, Aurora, Ill., was quick to note that such an unsightly wall, which faced the bank's new parking lot, could be vastly improved by the erection of a sign that would provide the

bank with excellent advertising space as well as an opportunity for the bank to win friends by posting messages of interest to the community. Due to the bank's efforts, Aurora now is home of the "largest and most unusual sign of its type in the country," developed with the cooperation of several firms in the Chicago area. The photo shows how the bank has used the sign.

## idea page



MEETING a unique need of bicycling university customers for efficient bike-up banking, University National, Chicago, recently converted a lane of its drive-in to create the city's first "peddle-up" facility. Bikers were reluctant to leave their vehicles unattended while using the bank's lobby facilities; hence, the unique bike-lane drive-up. Assistant to the President George Kratt assists customer who suggested the service.

# MINIMUM RISK BANKING

A seminar presenting an original concept in bank security education and administration to set up and coordinate proven techniques for action before, during and after emergencies, including civil disorders, holdups, threats, and other risks of current concern to the security officer.

## Nov. 15th & 16th

HILTON INN ST. LOUIS, MISSOURI

presented by

**EXECUDEEC, INC.**

Internal Security Consultants

in cooperation with

**SCARBOROUGH & COMPANY**

Bank Insurance Specialists

For additional information, call Scarborough  
at 312/346-6060.

# 'Minimum-Risk Banking' to Be Subject Of Security Seminars in November

"Minimum-Risk Banking" will be the theme of two bank security seminars scheduled for next month. The first will be held November 1-2 at the Sheraton-Oak Brook Motel in Oak Brook, Ill.; the second November 15-16 at St. Louis' Hilton Inn. Both will be presented by Execudec, Inc., Wausau, Wis., internal security consulting firm, in cooperation with Scarborough & Co., Chicago firm specializing in bank insurance.

Topics to be discussed will include "Internal Controls in Relation to Insurance," "Bomb Threats, Civil Disorders and Emergency Procedures," "Preparing the Foundation for Police and FBI Investigations," "Personnel Training," "Fair Credit Reporting Act, Personnel Hiring Procedures," "Analysis of Electronic Security Devices, Alarms and Surveillance," "Cash Control and Security," "Analysis of Bank Equipment—Vault, Safes, Night Depositories, Drive-Up Equipment, Etc." and "Bank Charge-Card Security."

Registration for both seminars will be held from 8-8:45 a.m., to be fol-

lowed by a welcome from Norman Clark, Scarborough executive vice president, who will describe the purpose, scope and objectives of the seminars.

Purpose of the seminars is to concentrate on the specifics of the security function and methods of how to design and implement this Minimum-Risk Banking program. They will consist of in-depth courses of study in specific techniques on how to establish—and, most important, how to implement—procedures before, during and after emergencies, including civil disorders, threats, robberies and other risks of current concern. According to the sponsors, the objective is to establish predetermined action rather than reaction as the goal of a comprehensive security program by designing a continuing security educational system that is interesting and challenging to employees.

■ AMERICAN FLETCHER NATIONAL, Indianapolis, has promoted Dorrell V. Skiles to data processing officer. He joined the bank's systems and programming department in 1969.

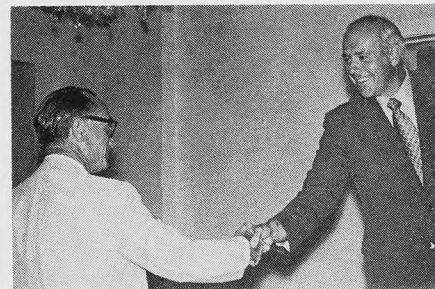
## 32nd Annual Gathering of Correspondents Held by Citizens Nat'l, Decatur

DECATUR, ILL.—Citizens National held its 32nd annual correspondent bank party September 9 at the Country Club of Decatur with 330 bankers in attendance.

The party featured the traditional golf tournament, stag dinner and awarding of golf and attendance prizes. Missing from this year's gathering was the party's founder, John Crocker, retired chairman of the bank, whose famous stories have been a highlight of past parties. Illness forced him to pass up this year's gathering.

A healthy 174 bankers played golf on a rather warm day.

Presiding at the festivities following dinner were William Barnes III, chairman, and J. L. Hunter, president. Dale P. Arnold, vice president, who handles the bank's correspondent relationships, awarded golf and attendance prizes.



Willard Bunn Jr. (l.), pres., Springfield Marine Bank, receives congratulations from Dale P. Arnold, v.p., Citizens Nat'l, on receiving low gross score in the golf tournament.



J. L. Hunter, pres., Citizens Nat'l, greets guests as they pass through the buffet line.

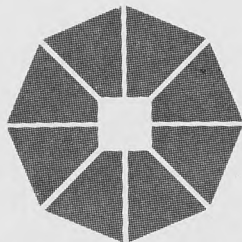


LEFT: Chatting at the social hour preceding dinner are (l. to r.) Leroy G. Ward, sr. v.p., Citizens Nat'l, and James L. Archer, ch. and pres., Charleston Nat'l. RIGHT: William Barnes III, ch. of the host bank, visits with Lewis H. Clausen, Illinois Bankers Association president and pres., Champaign Nat'l.

When it comes to Correspondent Banking, we go all out for you. Try us.

# Guaranty Bank

Alexandria, Louisiana



GUARANTY BANK & TRUST COMPANY/MEMBER FDIC

# Meet the men whose services correspond with your needs.



## The Men:

(Left to right) W. J. Keitt, Senior Vice President; Burney Parker, Jr., Vice President; William R. Boyd, IV, (foreground) Senior Vice President; Grant Hollingsworth, Assistant Vice President; Robert C. Baldwin, Correspondent Bank Representative; Jack B. Good, Vice President.



William R. Boyd, IV, heads up our correspondent department. Bill knows what makes our business go . . . he's been at it for 15 years. Add the other human and financial resources of Houston's largest bank to Bill's unique flair for getting things done and you have correspondent banking at its best. Let Bill show you how our services correspond with your needs. Call him, or any of our other men, today. (713) 225-1271.



# How to Sell More Travelers Checks—and Win a Contest

ALL 350 OR MORE Beverly Bankers were thrilled to learn that the bank had won the First National City Bank contest which awarded an interest-free deposit of \$1,000,000 to the bank that sold the greatest number of Citibank travelers checks during 1970.

When asked by MID-CONTINENT BANKER how this feat was achieved, Edward Maciejewski, assistant vice president and teller manager said, "First of all, we have congenial, customer-oriented tellers." The teller department was credited by the bank's management with having the greatest effect on the sales of the travelers checks, although all members of the staff were urged to participate in using the checks and urging their contacts to use them.

The bank has 10 main lobby tellers, seven outer lobby tellers and eight drive-up tellers. Regular banking hours provided 63 hours of selling opportunities each week. All tellers in all facilities except the drive-up carry a stock of FNCB travelers checks.

During the month of May when FCNB offered to supply \$5,000 worth



Beverly Bank officials accept plaque honoring bank for selling greatest amount of First National City travelers checks in 1970 from Citibank's Joseph Maher (r.). From l.: Arthur A. Baer, ch.; Thomas V. Markle, pres.; and Jerry C. Bradshaw, exec. v.p.

of checks for a maximum fee of \$2, Beverly Bank decided (as it had in previous years) to offer the checks completely free of charge for the month, absorbing the service costs itself. This offer was communicated to the bank's savings and checking customers through statement enclosures.

Small posters were placed on all teller counters and oversized travelers checks were displayed in several of the bank's wall-hung shadow boxes. Good point-of-sale merchandising has always been effective in selling travelers checks and other services at Beverly Bank. The bank employs a display coordinator in its marketing division, Mrs. Jan Dunn. She also plans and coordinates special events.

Last year, in May, she staged an Irish fashion show in the auditorium of the local art center which attracted more than 800 persons. Fashions displayed were by Irish designers and were imported for the special showing by Irish International Airlines, which also supplied the pretty colleen who served as commentator, Anne Flanagan. Models were members of the bank's staff. Literature distributed to the audience included mention of the travelers checks.

Prior to the beginning of the May travelers checks promotion, tellers were notified by memo of the objects of the campaign and of the possibility of winning the \$1,000,000 deposit. Special tellers meetings were also held and successful sales people (tellers) were given an opportunity to exchange success stories. The art of casually leading customers into a discussion of their future business or personal travel plans was one of the most frequently mentioned sales techniques.

Tellers also urged customers to carry their "everyday" spare cash in the form of travelers checks for safety's sake.

Many customers have already discovered this form of protection for their funds and make it a habit to always carry travelers checks. As one customer tells another of this practice, the habit spreads and it's a profitable one for any bank in the travelers check business.

Some eager bank employees even turned their payslips into travelers checks and paid their monthly bills with them. When admonished to "think travelers checks," some staff members participated in a number of informal lunchtime brainstorming sessions. Among some of the "way-out" suggestions which were volunteered were: (1) letters to area school teachers who are avid travelers; (2) letters to local travel agents asking referrals; (3) "sandwich man" wearing enlarged travelers check posters to walk up and down outside bank; (4) travelers check announcements over bank's public address system; (5) pay all employees with travelers checks; and (6) pay bank's bills with travelers checks.

While not all of the above were implemented, a few of the better suggestions were employed and, with the entire staff pulling toward the award of a cool million, *the goal was reached!* Joseph Maher of First National City Bank flew out to Chicago to make the presentation and was accorded a warm reception by the bank's top officers, Chairman Arthur A. Baer, President Thomas V. Markle and Executive Vice President Jerry C. Bradshaw. While their pictures were being taken, the bank's teller department had a celebration of its own and was feted by Mrs. Marian Carter, vice president of the bank's customer service division, which embraces five retail departments—teller, personal banking, safe deposit, customer accounting and public relations. Each teller was personally thanked by Mrs. Carter and the manager of tellers. • •

■ HENRY C. GOODRICH has been elected a director of Indiana National Corp., Indianapolis, holding company of Indiana National Bank. Mr. Goodrich is president and chief executive officer of Inland Container Corp.

## Quote from one farm lender to another:

“ I'd like to see 50 HARVESTORES on our skyline. ”

(Pete Mesling, Vice President First National Bank & Trust Co. Dickinson, North Dakota)

**FREE**

"Farm lenders Look at a BLUE CHIP INVESTMENT" Write today to:

A. O. Smith Harvestore Products, Inc. 550 W. Algonquin Road Arlington Heights, Illinois 60005

GIVE... so more will live

**HEART FUND**



# Behind every good man, there are other good men at First American.



FINIS L. NELSON  
First Vice President



RUDOLPH LAUPER  
Vice President



ED BROWN  
Assistant Vice President



LES BATES  
Assistant Vice President



MRS. ANN RICE  
Assistant Cashier

Our correspondent representatives can help you with everything. But if for some reason you can't reach your man when you need him, don't worry. There is a team behind the team.

#### **BOND DEPARTMENT**

For your specific need, you can go directly to an expert. Let the bond department team up with you on any of these services: new municipal bond issues . . . trading in government or municipal bonds . . . federal funds . . . portfolio analysis.

In Tennessee use WATS line 1-800-342-8392,  
bordering states use WATS 1-800-251-8514.

## FIRST AMERICAN NATIONAL BANK

Nashville, Tennessee / Member F.D.I.C.

MID-CONTINENT BANKER for October, 1971

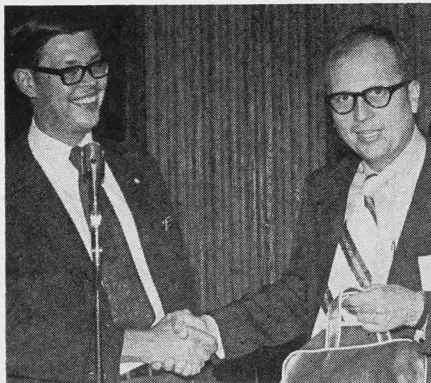
# Can outside advice on mortgage loans be of help?

If you need help with this question, ask it of a 100 year old, \$225 million bank. We have the facts and the desire to help you. Call 1-800-392-5795 and correspond with us.

**The First National Bank of Montgomery, Alabama**  
Member F.D.I.C.

## Millikin Nat'l of Decatur Plays Host to 225 Bankers at Correspondent Party

DECATUR, ILL.—Millikin National played host to 225 bankers at its 31st annual correspondent bank party held September 16 at the Country Club of Decatur.



Winner of the top attendance prize was Bill McCarthy (r.), pres., Tuscola Nat'l. Congratulating him is Milton Brahier, a.v.p. of the host bank. The prize was a round trip ticket for two to either St. Louis or Chicago from the nearest city served by Ozark. The bank sponsored the prize in connection with its travel services.

Approximately 60 golfers participated in a golf tournament. Ed Zilm, vice president and trust officer, Citizens National, Toluca, won the top golf prize for achieving low gross score. Donald



Chatting during the social hour are (l. to r.) Harry Petrie, pres., Corn Belt Bank, Bloomington; William Fox, v.p., First Nat'l, Champaign; Ray G. Livasy, pres. of host bank; and Edmond J. Arseneault, pres., Soy Capital Bank, Decatur.



Three IBA 50-year club members were recognized at the dinner. They are (l. to r.) H. E. Vogelsinger, Pontiac Nat'l; E. M. Culp, Northtown Bank, Decatur; and H. F. Nalefski, Millikin Nat'l.

E. Savage, vice president, Weldon State, won top honors for the low net score.

The annual function features a golf tournament, social hour, buffet dinner and the awarding of golf and attendance prizes. Ray G. Livasy, president of the host bank, welcomed guests and Milton Brahier, assistant vice president, awarded golf and attendance prizes.

## Bank Aids Anthropologists

NASHVILLE — Construction crews working on First American National's new office tower recently unearthed a prehistoric cave containing bones of three human beings, a saber-toothed tiger and as many as six species of animals.

Management of First American National and Equitable Life Assurance Society of the United States, co-developers of the office tower, invited two anthropologists to examine the cave and its contents. The two



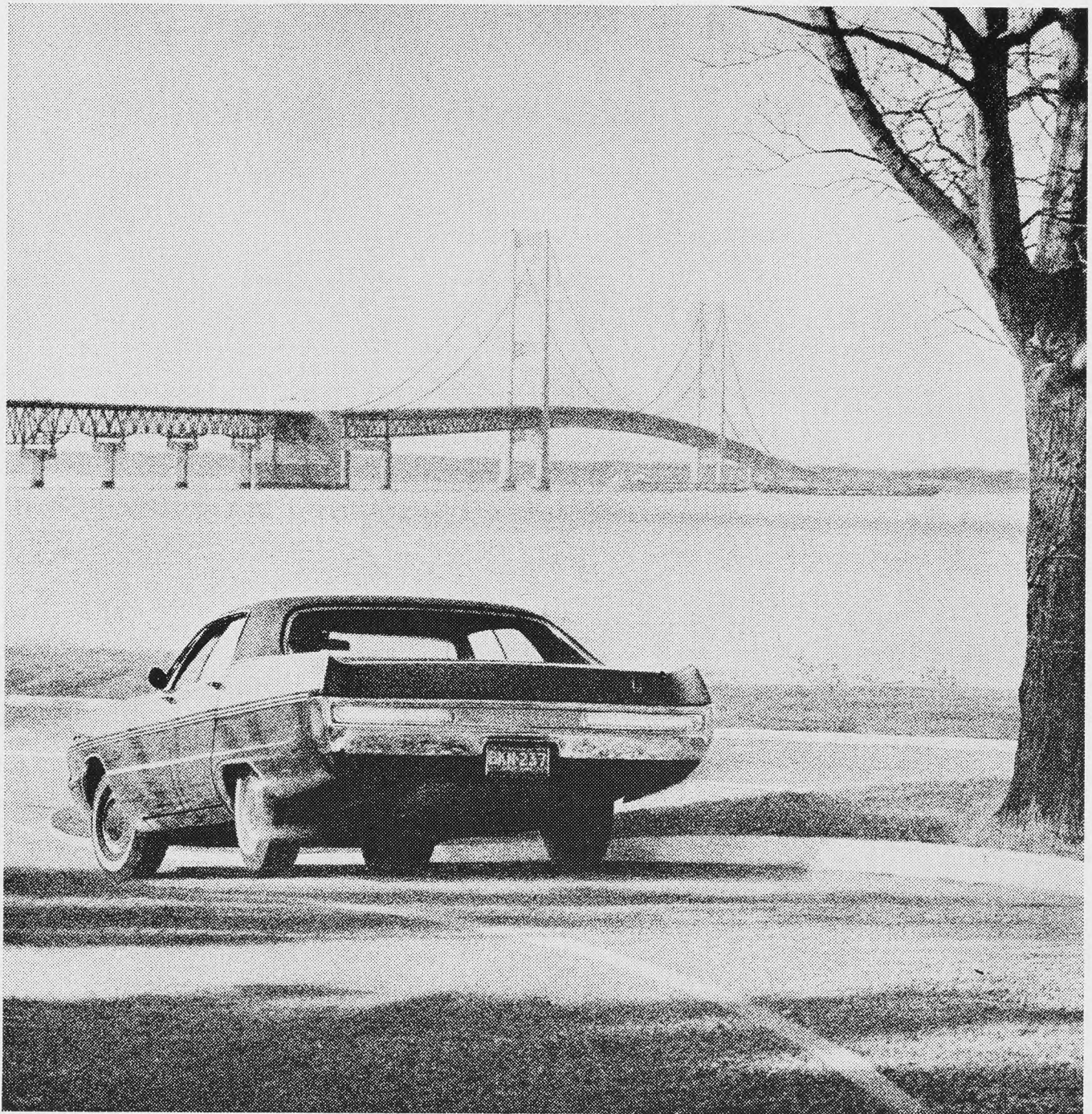
Pretty sidewalk superintendent takes advantage of the "world's largest knot-hole" in the barricade surrounding the construction site of First American National's 28-story office tower and interlocking four-story banking center. The project is being developed by First American National and Equitable Life Assurance Society of the United States.

institutions announced they would alter plans of the \$20-million structure to provide permanent access for scientists to continue their study after construction is completed.

The anthropologists will analyze pollen samples removed from the dirt surrounding the burial site. These samples can determine the nature of the Nashville environment at the time the bones were placed in the cave. Radio carbon determination will be conducted to establish the age of the bones.

The proximity of the human bones to the animal bones may enable scientists to learn more about the existence of prehistoric man and could possibly predate currently accepted evidence of early man.

Anthropologists officially recorded the name of the project as the First American Site and rank it among the most significant yet discovered in America.



**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**

# Bankers Asked to Hold Lid on Interest Rates At Missouri Bankers Assn. Group Meetings

MISSOURI Bankers Association President Larry E. Lumpe called on bankers attending the MBA group meetings to support President Nixon's economic policies by holding the line on interest rates. The plea was made at the first three MBA group meetings, held in Springfield, Poplar Bluff and St. Louis last month. The remaining meetings were being held as this issue of MID-CONTINENT BANKER was going to press.

President Lumpe also warned members against the practices of unscrupulous bond dealers. He advised bankers

to always know whom they were dealing with in the bond area.

He asked for support for the Missouri Development Corp., which provides loans to firms that don't qualify for bank loans. Banks are normally asked to contribute 1-2% of their capital to this organization.

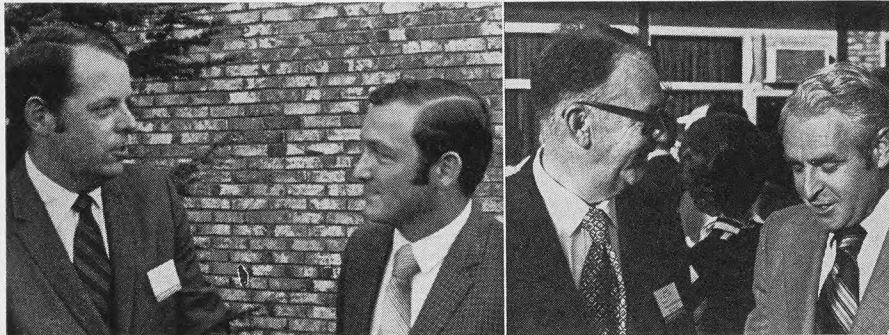
Other topics touched on by Mr. Lumpe included BankPac ("It's not dead!"); the recently concluded state legislative session ("The MBA legislative program was successful"); the completion date for the new MBA headquarters in Jefferson City ("December

1 or January 1"); and the announcement of a special task force committee to study the possible restructuring of MBA.

President Lumpe also reported that interviewing was in process to fill the vacant public relations directorship of MBA, and he introduced Dick Dale, new MBA general counsel.

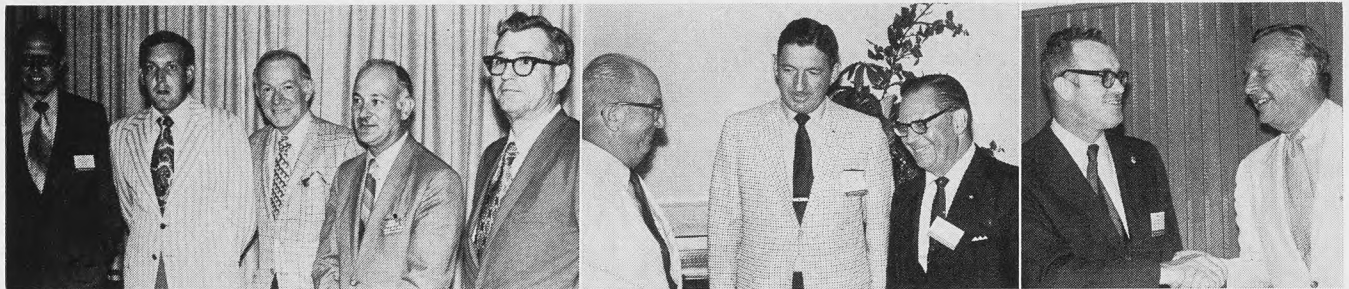
Group Five met at the Norwood Hills Country Club, St. Louis, on September 9. Attendance was about 550 and the meeting was chaired by Richard J. Pflieger, group chairman and president, Bank of St. Ann.

Speakers included Charles H. Spoehrer, attorney and special counsel to the Associate Bankers of St. Louis and St. Louis County; Ted Schafers, financial editor of the St. Louis *Globe-*



LEFT: Chatting at the Group 6 meeting in Poplar Bluff is George Scott (l.), correspondent bank officer, Tower Grove Bank, St. Louis; and Thomas Seimers, First Nat'l, Cape Girardeau.

RIGHT: At the same meeting, Paul V. Helein, pres., Insurance Enterprises, St. Louis, visits with Joseph F. Going, second v.p., Chase Manhattan Bank, New York City.



LEFT: Following the Group 7 business meeting, Larry E. Lumpe (l.), MBA president, poses with those responsible for the meeting: (l. to r.), Steve E. Krebs, a.v.p., Union Nat'l Bank, Springfield, in charge of local arrangements; James Craig, ch., Credit Bureau of Springfield; John A. Venditto, v.p., Union Nat'l Bank, Springfield; and A. C. Kolb, exec. v.p., Security Bank, Mountain Grove. CENTER: Two of the Group

5 speakers visit with Richard J. Pflieger (c.), group ch. and pres., Bank of St. Ann. At left is Ted Schafers, financial editor of the St. Louis *Globe-Democrat*. At right is Paul J. Rodgers of Ozark Airlines. RIGHT: MBA Vice President Ben A. Parnell Jr. (r.) offers congratulatory handshake to new ch. of Group 5, Donn R. Harrison Jr., exec. v.p., Citizens Bank, Eldon.



LEFT: At social hour preceding Group 6 meeting, Richard Davis (l.), v.p., Cape County Savings Bank, Jackson, visits with Sam Blasco, sr. v.p., City Nat'l, Kansas City; Fred N. Coulson Jr. (3rd from r.), v.p., Commerce Bank of Kansas City, visits with Mrs. Davis. At right are Dick B. Dale (2nd from r.), new MBA general counsel, and Mel Schroeder (r.), correspondent bank officer, Mercantile Trust Co., St.

Louis. RIGHT: Chatting at the Group 7 meeting in Springfield are (l. to r.) S. W. Brookhart III, v.p., Peoples Bank & Trust Co., Branson; James E. Cunningham, v.p. & secy., Commerce Bank of Joplin; Paul M. Ross, v.p., First Nat'l, St. Louis; and Dick B. Dale, new MBA general counsel.

# 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.

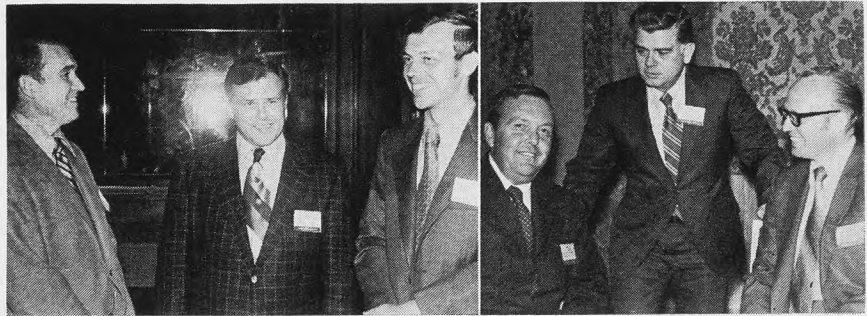


*Democrat*; and Paul J. Rodgers, senior vice president and special assistant to the president, Ozark Airlines.

Mr. Spoehrer traced the beginnings and rise of union activities in St. Louis area banks. He said the Baden Bank case should slow any unionization drive, as it turned out to be a debacle for the union. He reported that General Bancshares, of which Baden Bank is an affiliate, shifted personnel from other affiliated banks to keep Baden Bank operating during its strike. He said that, at the conclusion of the strike, the bank expected to rehire any striking employees whose jobs had not been permanently filled and that it expected to place other striking employees on a waiting list for job openings.

He called on banks to examine their employment practices to keep their personnel from desiring union representation. He reported that a recent survey showed a few local banks paid less than did the unionized institutions. He said everything possible should be done by management to improve human relations, and concluded by saying bankers should service their employees as well as they do their customers.

Mr. Schafers criticized the proposal by the Missouri Independent Bankers Association to limit membership of



**LEFT:** At Group Three in St. Joseph, Missouri's banking commissioner, H. Duane Pemberton (c.) is flanked by Group Chairman John F. Gach (r.), a.v.p., 1st Nat'l, St. Joseph; and incoming chairman, James H. Hull, exec. v.p., Wells Bank, Platte City. **RIGHT:** At Group Four in Kansas City, Chairman Carl B. Abbott (c.), exec. v.p., Garden City Bank, visits with MBA President Larry E. Lumpe (r.) and James J. Lanning, pres., Red Bridge Bank, Kansas City. Mr. Lanning, chairman of the MBA restructuring committee, discussed the procedures of his committee as well as the need to study the functions of the MBA. Recommendations are to be made to the 1972 convention. In ST. JOSEPH, Commissioner Pemberton told bankers he would ask the state's attorney general for a moratorium on new applications for charters and facilities. His office currently has 21 legally filed charter applications, he said, as well as 28 applications for new facilities. The number is too great, he said, for serious study.

holding companies to five banks. He expressed surprise that commercial bank interests had permitted S&Ls to obtain branching privileges without more of a fight.

He said the main thing banks should be considering now are the selling of Missouri as a site for new industry, halting inflation and finding better ways to sell young people on the importance of free enterprise.

New officers for Group Five are Donn R. Harrison Jr., executive vice president, Citizens Bank, Eldon, group chairman; Frank K. Spinner, senior vice president, First National, St. Louis, group secretary; Richard J. Pflieger, president, Bank of St. Ann, member of the nominating committee; and William Dierks, chairman, Arnold Savings, alternate member of the nominating committee.

The 1972 meeting will be held in Jefferson City.

Group Six met in Poplar Bluff on September 8. Group Chairman M. Gene Shain, executive vice president, State Bank, Fisk, presided. More than 750 attended.

There was no business meeting, but MBA President Lumpe spoke briefly. New officers include Leo J. Miederhoff, cashier, Home Trust, Perryville, group chairman; James P. Reinagel, vice president, Farmers & Merchants, Cape Girardeau, group secretary; Mr. Shain, member of the nominating committee; and L. D. Harper, president, National Bank, Caruthersville, alternate member of the nominating committee.

The group will hold its 1972 meeting in Cape Girardeau.

Group Seven met September 7 at the Holiday Inn in Springfield. About 475 were in attendance and the meeting was presided over by Group Chairman A. C. Kolb, executive vice president, Security Bank, Mountain Grove.

A panel on the fair credit reporting act was held following the business meeting. Panelists included John A. Venditto, vice president, Union National, Springfield, and James Craig, chairman, Credit Bureau of Springfield.

New officers are L. W. Meier Jr., senior vice president, Bank of Urbana, group chairman; Dayton Mackey, vice president and cashier, First National, Monett, group secretary; Truman Baker, vice president and cashier, First National, Cassville, member of the nominating committee; and Francis H. Babbs, executive vice president, Peoples Bank, Miller, alternate member of the nominating committee.

Next year's meeting will also be held in Springfield.

Banquet speaker at all 1971 group meetings was Ray Monsalvatage of Dayton, O., whose subject was "The Only Real Security."

Reports of the remaining group meetings will appear in the November issue.

■ **NEW YORK**—Chase Manhattan has promoted John L. Blundin and Nicholas J. Santora to vice presidents. Both were second vice presidents. Mr. Blundin is division executive in charge of United States investment management in the fiduciary investment department. Mr. Santora is division executive in charge of operations and systems in the community banking department.

■ **CARL R. KOESTERS** was named an investment officer at American Fletcher National, Indianapolis. He joined the bank in 1952 and since 1964 has been assigned to the bond division of money management and investments. The bank also recently opened its new Beech Grove Banking Center. John A. Goldsmith, assistant vice president, is manager.

**Angling for more and better full service customers for your bank ???**



For better results, try "The Picture" publications—newsletters professionally created to help sell bank services in a friendly, informative way. They help you keep customers, lure new accounts.

Send for details of our new 2-month plan for testing these Bankvertising lures in your own market:

- The Living Picture*—for business and home
- The Farm Picture*—for farm and ranch

**BANK SERVICES**  
Incorporated

1300 Hagan Street  
Champaign, Illinois 61820

Phone 217/356-1339

"THE BANKVERTISING Company"



# Get together with Scrooge and the NFL.

This year, the Foundation for Full Service Banks is sponsoring one of the outstanding TV specials of the year. It's Charles Dickens' "A Christmas Carol," dramatically animated in the style of the illustration shown above. Nothing like it has ever been seen on television. And we expect it will become a classic. You can see it on Tuesday, December 21, over the ABC Network.

The Foundation is continuing its participating sponsorship of NFL football on CBS and NBC, starting with pre-season games in September and ending with the Super-Bowl and All Star games in January!

Effective tie-in material is available to members from the Full Service Banks Advertising Company, 330 Madison Ave., New York, N.Y. 10017.

If you'd like to join the Foundation and take advantage of our national advertising schedule, just fill out the coupon.

.....

Foundation for Full Service Banks  
 Philadelphia National Bank Building  
 Philadelphia, Pennsylvania 19107

Gentlemen:

Scrooge and the NFL working for me? Sounds interesting. Please send me information.

I'm sold! Enroll me as a member and bill me.

I can't wait! Here's my check for \$ \_\_\_\_\_ (@ \$15 per million of deposits.)

Name \_\_\_\_\_ Title \_\_\_\_\_

Bank \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**FOUNDATION FOR FULL SERVICE BANKS**

.....

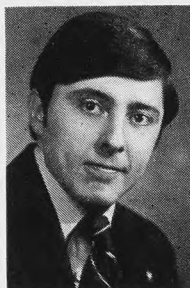


# Selling Bank Services

## Silent Shopper Program Permits Bank To Evaluate Its Customer Services

By **DON J. McGRATH**  
Manager  
Advertising & Research  
Illinois National Bank  
Springfield, Ill.

A CUSTOMER walks up to the teller window and places his deposit and passbook on the counter. The teller glances up and then goes back to her telephone conversation. A minute passes; the customer waits while the teller discusses her plans for the weekend. The teller eventually finishes her conversation, completes the transaction and hands the customer his receipt while telling the girl in the next window about her weekend plans.



McGRATH

The above transaction is one that would strike fear into the heart of any marketing man. Given today's competitive situation in banking, it could result in one less customer for the bank. Today's customer demands more! Service is the watchword and it can make the difference when a bank across the street offers the same products.

### Customer's Viewpoint

No banker wants to believe that bad customer contacts are taking place in his teller line. And yet it's often difficult for management to get a true feel for the quality of service that the bank's customers are receiving. The problem is: How can management see the bank from the customer's point of view?

This question particularly intrigued us at INB since we had recently completed a teller sales-training course. We had attempted to equip our tellers with the proper techniques, both to improve customer relations and cross-sell our bank services. What we needed was a way to measure just how effectively we were doing in both areas.

We turned to a technique long used in retailing to measure performance—The Silent Shopper Program.

The Silent Shopper is a researcher

paid to go through the motions of a customer and evaluate the service given to him. Employees are unaware of the shopper's presence and perform as they would normally. In this way, the program can portray to management a true picture of day-to-day operations.

For our shoppers, we hired four local housewives on a part-time basis and set up a training session to prepare them to evaluate teller performance. Each woman was given a schedule of transactions that she was to complete during a particular month. The schedule listed when and where to make the transaction and gave a short sales clue the shopper was to mention to the teller. After completing the transaction, the shopper rated the teller on performance in seven areas on a rating card. The seven evaluation criteria in which the tellers were rated referred directly to the skills practiced in the teller-training program. Four of the seven were our "Steps to a Good Teller Contact." These steps are:

1. Smile.
2. Call the customer by name (the name is almost always in front of the teller in the form of a deposit ticket, check, etc.).
3. Say something pleasant.
4. Thank the customer.

Of the other three evaluation points, two were designed to measure cross-selling efforts of the tellers in response to the clue the shoppers gave indicating that they could benefit from another bank service. The teller was rated on: 1. Knowledge of the service and 2. Her ability to refer the customer to the bank department responsible for the service. The final rating was a measure of the teller's appearance and grooming.

### Tellers' Meeting

We introduced the Silent Shopper idea to the tellers in a group meeting just before beginning the program. It was important that the tellers not see the program as a method of checking up on them, but as an attempt to increase the quality of our service. We explained the seven criteria the program would evaluate and emphasized the importance of each one. As an added incentive, each time a teller performed well in all seven, she received

# 2

## PROFIT MAKERS FOR BANKS

### AREARS II

a balance forward accounts receivable, credit management reporting system.

### CATS—A/R

Accounts Receivable—Open Item, invoicing, inventory and automatic cash application.

Let us show you how you may better service your customers and increase your own profits.

for information contact  
John E. Finch  
Vice-President, Marketing

**SI** **COMPUTER  
WARES,  
INC.**  
P.O. Box 31205  
Birmingham, Alabama 35222



# A unique marriage Financial expertise & computer Technology: we now pronounce you **FinTech**

A new service for correspondent banks, from Manufacturers Hanover—  
 to help you make financial plans and  
 decisions fast, accurately, economically.

**FinTech** is unique in the field of correspondent banking.

Unlike any other financial engineering service in the marketplace today.

#### Rare Mix

**FinTech** combines the skills of Manufacturers Hanover bankers with incredible machinery. The union is a rare mix capable of solving problems affecting all levels of correspondent bank management.

#### How FinTech works

In practice, **FinTech** professionals counsel you and maintain a close working relationship with your management, from start to finish. They quickly get to the heart of your bank's problem, however complex. From a library of over 40 analysis



programs, they pinpoint the right one, and then develop a creative solution hand-tailored to your needs. Finally, they sit down with you to explain what it all means.



On day-to-day decisions. On long-range financial forecasting.

In areas that give you banking worries. Like credit analysis, export-import participation loans. Capital adequacy reporting. Bank earnings projections. Bond trade evaluations.

In correspondent banking, you name it—**FinTech** has solved it. Or will solve it. Fast.

#### Say you're a bank with resources over \$250 million

**FinTech** is ideal for you in financial problem solving—as a consulting service, or "second opinion". If you want immediate access to **FinTech** information, we'll even arrange to have a computer terminal installed right in your office.



#### If you're a smaller bank

**FinTech** analysis can be the central cog in your financial planning process. Can save you the expense of beefing up your accounting and research staffs. And, as with all **FinTech** users,



we're on hand to give you counsel at any time, at your request.



#### Suppose you're a corporation

Use **FinTech** to help you in things like forecasting cash flow. Evaluating sources of financing. Reviewing capital expenditure proposals. Making lease or buy decisions. As well as an ideal primary or "second" opinion. On-premises installation is also yours for the asking.

#### What about cost?

That's another of **FinTech**'s attractive features. The service is yours, in full or any part, on a fee basis—by the hour, by job assignment, or full-time.

#### For more information

To find out more about **FinTech**, and what it can do for your bank, write or call your Manufacturers Hanover account representative. Or contact Thomas R. Thompson, (**FinTech**), Manufacturers Hanover Trust Company, 350 Park Avenue, New York, N. Y. 10022. Telephone: (212) 350-3300.

**FinTech**  solving tomorrow's problems today

## Manufacturers Hanover does big things in correspondent banking

a short congratulatory note from the bank's president, along with a \$5 bonus.

The initial program lasted for two months. At this time, results were summarized and a report presented to management. The report was valuable in several ways.

*First*, it showed us both the strong and weak areas in our teller line and enabled us to take action to correct problems.

*Second*, it showed where additional training was needed to ensure that the tellers were adequately prepared to sell bank services.

*Third*, from the shopper's comments on various transactions, we gained insights as to how the customer reacts to details of a transaction.

But most important, the Silent Shopper Program at INB has provided us with an overall awareness of the quality of our teller contacts and the ways we can improve them. 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 determine the quality of service that the customer receives.

The Silent Shopper is a relatively inexpensive and very effective way to ensure that the vital teller area achieves and maintains a high level of customer service. • •

### Liberty National Appoints Two To Correspondent Department



STOUT



BROCK

LOUISVILLE—Liberty National has appointed two assistant cashiers to the correspondent bank department. They are Murphy G. Brock and Harold E. Stout Jr.

Mr. Brock has been with the bank since 1968 and formerly was sales administrator in the Master Charge department. He is a graduate of the University of Indiana.

Mr. Stout comes to the bank from Atlantic National, Jacksonville, Fla., where he was responsible for the development of trust business and the marketing of related services. He also worked with the correspondent division in the development of trust services for correspondent banks without trust departments.

■ **MERCHANTS NATIONAL**, Indianapolis, has transferred James I. Mackay, assistant cashier, to the commercial department. He had been manager of the Chamber of Commerce Office. Replacing Mr. Mackay as manager is F. Thomas Bechert, former assistant manager of the West 16th Street Banking Office.

### Eleven Receive Promotions At Third Nat'l, Nashville

NASHVILLE—Third National has announced the promotions of 11 officers.

Promoted from assistant vice presidents to vice presidents were: Joe M. Myers, manager, Green Hills Office; William E. McDonald, manager, Donelson Office; and John B. Tirrill, manager, Melrose Office.

Advanced from branch officers to assistant vice presidents were: William W. Campbell, manager, National Life Center Office; William T. Vance, manager, Madison Office; and David B. Johnson, manager, Capitol Hill Office.

Assistant managers who were promoted to branch officers included: Harold Bone, East Nashville Office; J. Michael McCarty, South Nashville Office; Robert T. Officer, Belle Meade Office; Thomas Rowan Jr., Dickerson Road Office; and Olin West III, National Life Center Office.

For an island of Luxury and Relaxation,  
Saint Louis's **Cheshire Lodge** is the Banker's Best  
Investment when stopping in Saint Louis.



**Cheshire Inn & Lodge**

6300 CLAYTON ROAD SAINT LOUIS, MO. 63117



**Grain Is Big Business in Central  
Illinois and Grain Drafts Are  
Big Business at Millikin Bank**

*Send your grain drafts direct to the Millikin*

**THE "BANKERS' BANK OF CENTRAL ILLINOIS"  
IN OUR SECOND CENTURY OF SERVICE**

**THE MILLIKIN NATIONAL BANK**

Service Since 1860

**OF DECATUR  
Decatur, Illinois**

Member F.D.I.C.



# Illinois News

## Northern Trust, Chicago, Plans Holding Company

CHICAGO—Northern Trust has announced plans to form a one-bank holding company, to be known as Nortrust Corp. Pending approval from regulatory authorities, Northern Trust will become a wholly owned subsidiary of Nortrust Corp., which will have the same directors and executive management as the bank.

Application also is being made to the Federal Reserve Board of Governors for permission for the holding company to acquire as a subsidiary Security Trust Co., Miami.

In other action, Northern Trust made several promotions. John H. Marchesi Jr., vice president, was named senior investment officer and will assume responsibility for the overall investment function of the trust department.

J. Stephen Thornborrow was promoted to vice president and director of research, investment research division of the trust department. David Aldridge was named assistant manager in the general accounting division of the administrative department.

## State Bank In New Building



State Bank, Freeport, recently moved into its new quarters in the 12-story State Bank Center. The bank occupies 33,000 square feet on two levels while 39,300 square feet of tower space is for tenants. Most banking functions are located on the street level and a lower level houses operations, employee lounge, computer department, safe deposit department, six TV drive-in units and tenant parking.

## J. W. 'Jake' Myers Retires As Pres. of Corn Belt Bank

BLOOMINGTON—J. W. "Jake" Myers has retired as president of Corn Belt Bank. He will continue to serve as an honorary director and consultant.

Mr. Myers started his banking career in 1915 with Marshall County State, Varna. He was with several other banks and served as a bank examiner for 18

years before joining Corn Belt Bank. He was elected president in 1952. From 1961-62, Mr. Myers was president of the Illinois Bankers Association.

■ JOHN E. CROWLEY has retired as president of Uptown National, Chicago, but will continue as a director. He joined the bank in 1929 and had been president since 1963. Succeeding Mr. Crowley is Emil C. Tamm, former executive vice president. He has been with the bank since 1931.

## Phipps Retires as Senior VP Of First National, Mattoon



PHIPPS

MATTOON—H. O. Phipps retired from First National on September 1, after 41 years of service. He had been senior vice president, director and secretary to the board. He joined the bank in 1930 after graduation from high school.

Mr. Phipps attended Bank Administration Association's Financial Public Relations School and taught several AIB courses.

## Union National Bank, Macomb, Marks Centennial Anniversary With Day-Long Celebration

MACOMB—Union National celebrated its 100th anniversary on October 2—the date the bank opened in 1871.

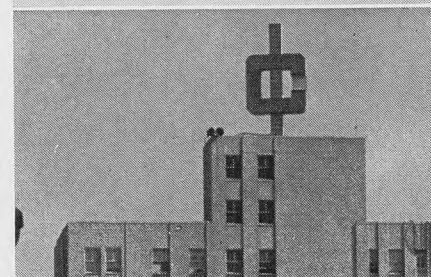
The day-long celebration began when the bank released 100 air-filled balloons over the city, each tagged with a monetary value of \$10, \$5 or \$1. Winners claimed their prizes by bringing the balloons back to the bank.

An open house featuring exhibits and refreshments was held in the lobby of the bank while six high school bands from McDonough County gave concerts under a tent on the parking lot. A pony team and wagon displaying bank advertising traveled the streets of Macomb on the anniversary day.

Burl Ives, movie and television actor, was a special guest of the bank and officiated at the drawing for the anniversary prizes which were packets of dollar bills, 50-cent pieces, quarters, dimes and nickels. The grand prize was a 15-day trip for two to Hawaii.

Closing the celebration day was a dinner at Western Illinois University for bank officers, directors, stockholders, employees and dignitaries of the community.

## Citizens Nat'l Weather Tower



Citizens National, Decatur, recently installed a weather tower, in the form of a large 'C,' atop its 14-story building. Shown above, a helicopter lifts the 30-foot tower sign in sections to the top of the building.

■ BERNARD O. WYSS has been elected trust operations officer at First National, Alton. His experience in banking includes three years of specialization in data processing operations.

■ KENNETH E. DRUMMET was named assistant vice president, State Bank of Collinsville. He had been an investment officer in the bond department of Mercantile Trust, St. Louis.

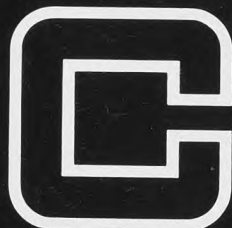
## Bank Holds Groundbreaking



First National, Evergreen Park, recently held groundbreaking ceremonies for a new two-story building, to be connected to the bank's present building. Construction is scheduled for completion in November, 1972. Shown participating in the groundbreaking are: (from l.) Alfred E. Bleeker, George Wiegel and Raymond E. Gibbs, directors; Mayor Tony Vacco; Art Talsma, pres., Talsma Builders, Inc.; Val J. Cismoski and Anthony Guinta, directors; Martin Ozinga, pres.; James Butcher, village trustee; Senator Frank Ozinga, ch.; Hamilton Maher, village clerk; and Anthony Yukich, village trustee.

*Fast action on your*  
**GRAIN DRAFTS**

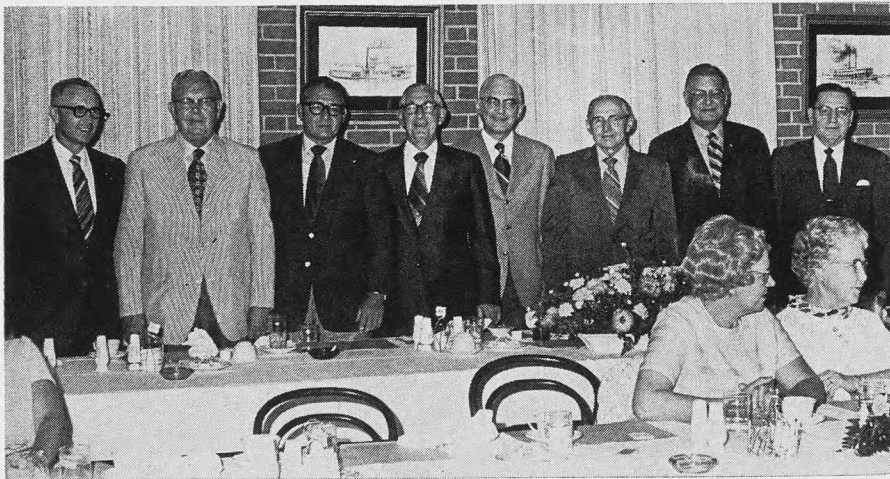
head all grain drafts direct  
to **THE CITIZENS**  
for prompt, personalized service.



**The  
Citizens National  
Bank of Decatur**

# Indiana News

## Madison Bank Holds First Annual Awards Banquet Honoring Bank Employees for Years of Service



Shown at Madison Bank's first annual awards banquet honoring bank employees are: (from l.) Richard T. Heck, P. L. Bunton and William A. Lyon, directors; P. W. McCauley, pres.; Blaine H. Wiseman, pres., Old Capital Bank, Corydon; Felix T. Gettelfinger, E. V. Talkington and John E. Lucht, directors.

MADISON—Madison Bank recently held its first annual awards banquet to honor bank employees for their years of service. Each employee received a service pin bejeweled in accordance with the number of years employed by the bank. Directors received jeweled tie tacks and cuff links.

Philip McCauley (at right in picture), president, was presented a special service award by Blaine Wiseman, president of Old Capital Bank, Corydon, and a past president of the Indiana Bankers Association. Mr. McCauley is immediate past president of the IBA.



Mr. McCauley narrated a filmstrip, made in 1954, of the opening of the bank's present building. He gave a talk honoring the bank employees and delivered a brief history of the bank.

A bank ad in a local newspaper showed photographs of all bank employees and directors and noted the years of service for each.

■ JOHN J. WOOLVERTON JR. has retired as chairman of St. Joseph Bank, South Bend, but will continue as a director. Richard A. Rosenthal, president, was named the new chairman. Mr. Woolverton, who is chairman of South Bend Range Co., had been chairman of

the bank since 1961. Mr. Rosenthal joined the bank as president in 1962.

### Sursa Receives Appointment

David Sursa, president, Industrial Trust, Muncie, has been appointed to serve as a member of the Indiana Department of Financial Institutions. He will serve out the unexpired four-year term of E. Douglas Campbell, South Bend, who has resigned. Mr. Sursa's term ends January 13, 1973.

■ LAFAYETTE NATIONAL recently promoted: Jack E. Boatright from assistant cashier to cashier; William D. Conaway from auditor to comptroller; D. Bruce Scott and Everette L. Polk from loan officers to assistant vice presidents; and Jack W. Dwiggins and John E. McDonald to loan officers.

### Frank Hurley Gets New Post At Indiana National Bank



HURLEY

National Corp., the bank's parent company.

I N D I A N A P O L I S—Frank J. Hurley has been elected vice president and auditor of Indiana National. He will have auditing responsibility for all domestic and overseas operations of the bank and of all subsidiaries of Indiana

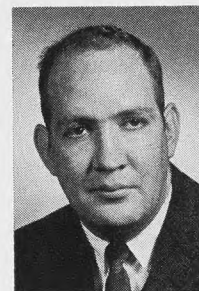
Previously, Mr. Hurley was vice president in charge of the credit department. He was elected an officer in 1957 and was promoted to assistant vice president in 1960 and to vice president in 1964.

■ DONALD R. BRONSON, RCA plant manager, and F. Howard East, vice president of finance and secretary of Bell Fibre Products Corp., have been elected directors of Marion National. They replace Leonard F. Hopen, who resigned, and M. H. Taylor, who recently retired as secretary to the board.

## Merchants Nat'l, Indianapolis, Forms Two New Departments; Announces Three Promotions



SITES



WEST

INDIANAPOLIS—In a major organizational realignment and separation of responsibility, Merchants National has formed a new commercial department and retail banking department.

Kennard King was promoted to senior vice president and senior credit officer. He is responsible for the development of over-all credit policies for the bank, as well as for loan portfolios. Mr. King joined the bank in 1954 and was elected vice president and senior loan officer in 1966.



KING

Howard R. Sites has been named vice president and senior retail banking officer and is responsible for banking requirements for all individuals and families. Mr. Sites has been with the bank since 1956 and was appointed vice president and senior consumer credit officer in 1966.

The bank elected Robert D. West vice president and senior commercial banking officer. He will oversee the acquisition and servicing of all commercial accounts. With the bank since 1957, Mr. West was elected a vice president in 1965.

## 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.

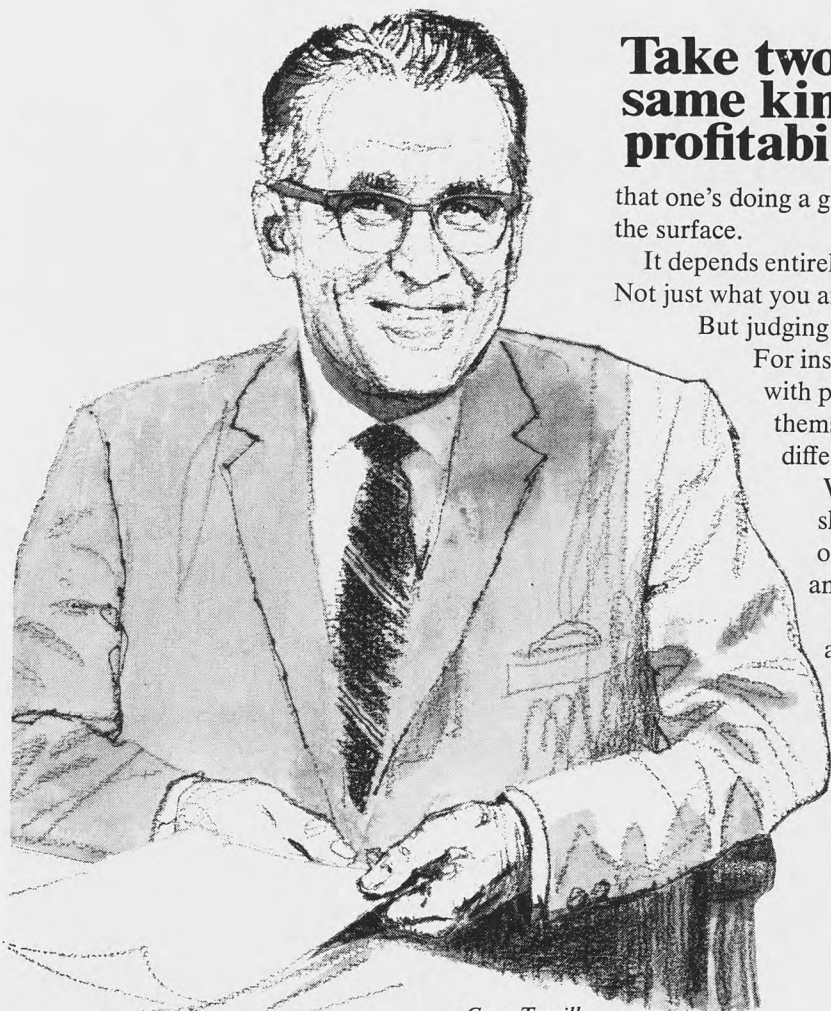
But judging potential isn't easy.

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.



*Gene Tamillo*



*Holly Rademacher*

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



*Jim Hickok*



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 October, 1971

# Banking internationally? Bank on us.

Are some of your bank's customers involved in international trade? Our International Department can help you give them the services they need:  
arranging letters of credit • advice on foreign collections or currency exchange rates • trade development loans to importers • credit information on foreign firms.

For more details about this additional service to bankers and their customers, dial Area Code 502/587-1151. I'll put you in touch with our international expert,  
Charles Waters.

*Joe L. Hamilton*

Joe L. Hamilton



**Citizens  
Fidelity  
Bank**

LOUISVILLE, KENTUCKY

Member Federal Reserve System, Federal Deposit Insurance Corporation

**COME GROW WITH US**



# Future of Banking Structure Concerns Kentucky Bankers

By RALPH B. COX  
Editor & Publisher

THE EXPLOSIVE subject of possible changes in Kentucky's banking structure received the rapt attention of Kentucky bankers during their 77th annual convention last month in Louisville. A panel "debate," plus an address by an out-of-state banker who operates in a holding company structure, provided the impetus for discussion.

The changes currently being discussed in Kentucky (with considerable controversy) involve proposals to permit further branching and/or to permit formation of multi-bank holding companies.

E. Frederick Zopp, acting state banking commissioner, told Kentucky bankers they should be concerned about the "out-migration" from areas suffering from credit shortages under a banking system oriented to small, rural banks.

Another speaker, Georgia banker T. H. Milner Jr. (ch., 1st Nat'l, Athens), challenged the idea that "little old country banks" aren't well equipped to serve their communities. He asserted that "this system has stood our country in pretty good stead for a long time."

In the end, however, the convention passed a resolution stating that Kentucky bankers "are not opposed to enlightened and beneficial changes."

Each bank was urged to take part in a survey to be used in formulating recommendations that KBA officials would make to the next session of the state legislature. This survey will deal in part with recent reports prepared for the state banking commissioner's office by Spindletop Research of Lexington, Ky.

The "Spindletop Report," as it is known, criticized performances of many of the rural banks that have a degree of protection (according to the report) from outside competition under existing state laws.

This report suggested that banks be allowed to branch within specified regions (a total of 15 regions were recommended) around their home counties. Currently, Kentucky banks cannot branch across county lines.



NEW OFFICERS OF KBA—President-Elect John L. Williams Jr., pres., Farmers Bank, Princeton; Treasurer Mrs. Jane E. Caudill, cash., Peoples Bank, Sandy Hook; and President Howard Gosney, pres., West Side Savings Bank, Newport.

In addition, the report recommended that the state clear the way for holding companies by changing a state law that prohibits any person or company from owning more than 50% of any bank.

Mr. Zopp supported the Spindletop recommendation that more branch banks and holding company groups are needed to stimulate the flow of capital and to meet local business needs around the state.

Mr. Milner suggested that the thrust for all this change was not coming from the public, but from inside banking itself. The true test, he said, should be whether changes are in the public interest.

Another speaker, featured earlier in the convention, had fully explored the holding company structure in his own state of Colorado, reciting (rather mildly) to Kentucky bankers how (in his opinion) holding companies had benefited the state and had paved the way for expanded services and credit facilities for banks in his holding company.

The speaker—Eugene H. Adams, president, First National and vice chairman, First National Bancorp., both of Denver—assured his listeners that he was not there to tell them what to do in Kentucky. He explained that he

offered Colorado's experience as guidance for them, even though growth patterns and concentration of population are quite different in the two states.

Mr. Adams described his state's banking structure (which prohibits branching) and compared it and Kentucky with the latter's neighboring states of Alabama, Georgia, Indiana, Ohio, Tennessee and West Virginia. He also pointed out how Colorado's population had grown 64% between 1950 and 1970, while Kentucky's had grown just 7.3% in the same period. He described how a special bankers' study committee a decade ago had proposed allowing a limited number of full-service branches in Colorado's standard metropolitan statistical areas, but the Colorado Bankers Association voted against the proposal. As a result, he continued, because of the explosive combination of a rapid growth of population in a relatively confined area, plus the complete inability of the state's major banks to reach the "newcomers to town," bankers turned to the only expedient available—multi-bank HCs.

Mr. Adams discussed the advantages he believes holding company banking has over unit banking. He emphasized

that his points were not listed in any particular order of importance:

1. Holding company shares have better marketability than do shares in a unit bank.

2. A holding company has much greater ability to provide additional capital to its units than do individual, independent banks, thus providing larger lending limits for HC units and for the holding company in aggregate.

3. Recruitment of management talent and training of that talent are much easier through a holding company.

4. The potential advantages in trust administration, especially through a major anchor bank in a state's largest city or cities, cannot be over-emphasized. It is almost futile for small, independent banks to acquire the staffs and expertise to administer efficient and profitable trust departments in this era of very high costs.

5. Pension and profit-sharing plans, as well as all other fringe benefits, can be uniformly applied to all units and

can be administered from one office in an efficient program greatly benefiting all units.

6. Coordinated advertising programs may be applied to all units, individually tailored, if necessary, to particular localities.

7. If the anchor bank has a bond department, the bond portfolio of each unit can be administered more economically and more expertly than can individual banks where the president, for example, runs his own bond program.

8. Finally, but by no means least, centralized and uniform accounting and auditing systems, as well as computer programs, may be administered by the anchor bank throughout the whole chain of individual banks. This is manifestly more economical, more efficient and more secure, added Mr. Adams.

He also pointed out other collateral benefits that accrue to HCs through their centralized administration, including development of new business, mar-

---

## Kentucky Bankers Will Raise \$100,000 To Aid Camp for Underprivileged Boys

---

**A**T THEIR annual convention last month, Kentucky bankers launched a drive to raise a minimum of \$100,000 for "Trooper Island," a camp for underprivileged boys of Kentucky founded by the Kentucky State Police.

Kentucky bankers have agreed to offer for sale prints of a painting created especially for this project by the well-known wildlife artist, Ray Harm. The original painting, labeled "The Great Horned Owl," was unveiled at the convention.

Frame House Galleries of Louisville will donate 1,000 reproductions of the painting, which will carry a special seal signifying that the print was made available through the KBA and for the special purpose of providing funds for improvements on Trooper Island.

Bankers will offer the prints in their respective communities and will ask \$100 per print. Paintings by the wildlife artist, Ray Harm, are much in demand and similar prints have sold for approximately \$60. These same prints are valued today in excess of \$500.

Ralph Fontaine, KBA executive vice president, will head the drive. He expressed the hope at the convention that the Internal Revenue Service would



Noted wildlife artist, Ray Harm, is pictured here with his painting, "The Great Horned Owl," and KBA President Innes W. Dobbins Jr., ch., Liberty Natl, Louisville.

grant a tax deduction on the differential of \$60 and the \$100 asking price for the prints. The \$40 "premium," he said, could be considered as a contribution and, therefore, tax deductible.

Mr. Fontaine observed that the project offered bankers in the state a unique opportunity to help provide recreational facilities for underprivileged boys and at the same time demonstrate a spirit of cooperation with the state's law enforcement officials.

---

### New KBA Officers

**PRESIDENT**—Howard Gosney, pres., West Side Savings Bank, Newport.

**PRESIDENT-ELECT**—John L. Williams Jr., pres., Farmers Bank, Princeton.

**TREASURER**—Mrs. Jane E. Caudill, cash., Peoples Bank, Sandy Hook.

#### Executive Committee

**GROUP 1**—Robert H. Clausner, v.p., Peoples First National, Paducah.

**GROUP 2**—Macon B. Brown, pres., Southern Deposit Bank, Russellville.

**GROUP 4**—Leon Page, pres., Franklin Bank, Franklin.

#### ABA Officers

(Delegates to 1972 Convention)

**NOMINATING COMMITTEE**—Fred B. Oney, pres., First National, Carrollton.

**ALTERNATE MEMBER**—Elbert Burcham Jr., pres., Citizens Bank, Hickman.

---

keting studies, new services, use of a common name and logo.

The Denver banker then turned to the activities the Board of Governors of the Federal Reserve System has authorized for HCs. They are:

1. Making or acquiring loans for a HC's own account or for others' accounts, such as would be made by a mortgage, finance, credit card or factoring firm.

2. Operating an industrial bank, Morris Plan bank or industrial loan company.

3. Servicing loans.

4. Operating a trust company without a complementary bank.

5. Acting as investment or financial adviser, including being an adviser for a mortgage trust, real estate investment trust and a mutual fund.

6. Leasing personal property and equipment or acting as an agent or broker in connection with the leasing of such property.

7. Performing a broad range of data processing activities.

8. Acting as insurance agent or broker, under certain restrictions.

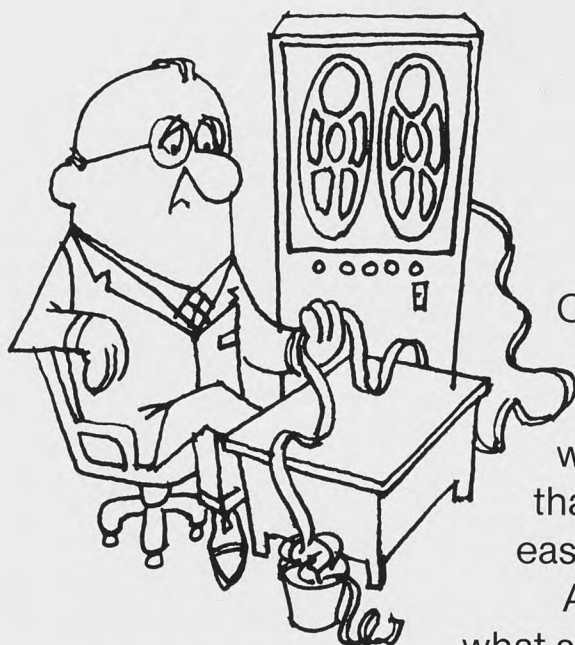
Mr. Adams reminded his listeners that the 1970 Bank Holding Company Act brought under Federal Reserve control all one-bank HCs so that the latter are now subject to the same restrictions as are multi-bank HCs.

He compared his state of Colorado, which has 46 one-bank HCs with deposits of \$750 million (as of year-end 1970), equal to 17% of the state's deposits, with Kentucky. In the Blue Grass State, there are only seven one-bank HCs, with deposits of \$51 million, a mere 1% of total Kentucky bank deposits. Mr. Adams was using Kentucky figures as of June 30, 1969.

(Continued on page 116)

# Lots of banks can help you automate your services.

## But how many can help you cash in on the results?



Our Central Information File computer data bank allows us to take the customer records we've automated for you and turn that information into one easy-to-read report.

A report that pinpoints exactly what services each customer is using.

But, more important to you, those he or she isn't using.

With that information, you can then cross-sell a new savings account, or an installment loan, or any of your other services.

We're the only bank in Kentucky to offer this kind of computer service. Probably because we've been working with computers longer than any other bank in Kentucky.

We were the first Master Charge bank in the country. And we're still selling our computerized charge card program to banks from coast to coast.

If you'd like to know more about what our computers can do for you, call Jim McKenzie, Henry Ormsby, Leonard Kernen, or Doug Steele at (502) 584-3211.

(In Kentucky, call 1-800-292-4574.)

That's our number; the name is

**Firstbank**  
FIRST NATIONAL BANK  
OF LOUISVILLE

Mr. Adams recommended to Kentucky bankers that they consider amending their present restriction on bank HCs and study the advantages he believes might accrue to Kentucky if multi-bank HCs were allowed to operate there. He admitted there are problems connected with such HCs, including a tendency for the number of banks to increase rapidly on the suspicion they may be targets for HCs. However, within reason, obstacles such as this can be surmounted, he added.

The Colorado banker concluded by offering the following advice to his listeners: "If, as and when you go to your legislature for a change in your banking structure, go to the members of that legislature with as close to a united front as you can possibly get. Don't go to the capitol building all fragmented. We have done this in Colorado a couple of times in the past three decades and each time have been sent home with the stern admonition, 'If you fellows don't know what you want and what is in the public interest, don't expect us to referee your fights, because if we do, none of your splinter groups is apt to like what we give you.'"

**P**ossible changes for banking (at the national level) were discussed by Alabama banker, Rex Morthland, chairman of the Peoples Bank of Selma. Mr. Morthland, who is a member of the Presidential Commission on Financial Structure, outlined the structure of the commission as well as its objectives.

The commission was appointed, he said, for these reasons:

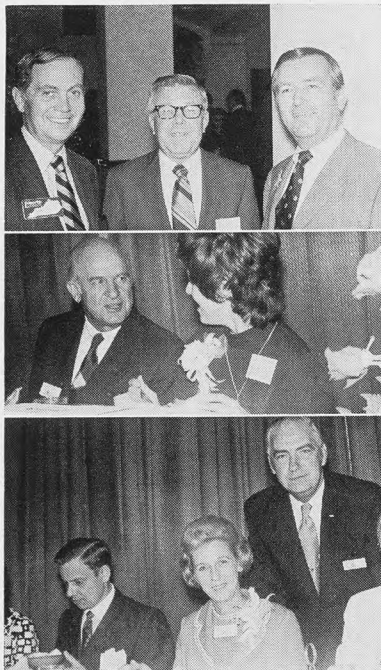
1. The financial system has not been working too well: specifically, certain areas of high social priority have not received as much funds as Congress and the public would like.

2. Concern over the possibility that the flow of savings will be smaller than the demand for additional capital in the decades ahead.

3. The problem of getting legislation through Congress. (Members of the commission hope, said Mr. Morthland, that their recommendations also will serve as guidelines for desirable revisions of state laws.)

Mr. Morthland said that the commission is working diligently on major questions relating to the structure and regulation of financial institutions operating in the private debt area. He predicted that the commission's report at year-end would be sound and influential.

He talked about the "critical mass" of housing, deposit interest rate regula-



**TOP**—Frank Hower (l.), pres., and Billy Joe Phelps (r.), exec. v.p., Liberty Nat'l, Louisville. With them is Mr. Phelps' brother, Lex Phelps, a.c., Madison Nat'l, Richmond.

**CENTER**—Maurice Johnson, ch., Citizens Fidelity, Louisville, and Mrs. E. Frederick Zopp, wife of Kentucky's acting commissioner of banks.

**BOTTOM**—E. Frederick Zopp, acting commissioner of banks for Kentucky; Mrs. Hamilton; and Joe Hamilton, 1st v.p., Citizens Fidelity, Louisville.

tion and additional powers requested by specialized thrift institutions and said that bankers are ably represented by the ABA liaison committee in studying these problems.

Guidelines used by the ABA committee in formulating its recommendations include reliance on free money-market forces, regulation being flexible and reflecting current conditions, reliance on resources of all lenders and not just specialized ones for social priority areas and competitive equality for

all financial institutions.

Using these guidelines, Mr. Morthland said the ABA committee has recommended the following: (a) that inducements for housing finance be extended to all lenders, not just specialized ones; (b) that mortgage instruments be made more flexible with respect to interest rates; (c) that deposit interest rate restrictions be removed from large, money-market CDs; (d) that the power of specialized thrift institutions be expanded to permit greater diversity in types of debt instruments used by them and to permit additional lending powers in the mortgage market; (e) that powers of specialized thrift institutions not be expanded to permit consumer loans or checking accounts; (f) that specialized thrift institutions convert to bank charters if they want to have full bank powers.

Amplifying on the regulation of interest ceilings on time deposits, Mr. Morthland stated that the ABA liaison committee had reminded the commission that the purpose of Regulation Q had shifted from the initial one of protecting banks against unsound competition, leading to high-risk, high-interest-rate loans. Major emphasis, at present, is to protect specialized thrift institutions against the outflow of funds in periods of rapidly rising interest rates.

The ABA committee, said Mr. Morthland, has recommended that the permanent removal of ceilings on large certificates of deposit would not interfere with this objective and *should be done now*. The committee has made no recommendation, he said, that interest rate ceilings be removed on passbook savings accounts.

In concluding, Mr. Morthland expressed optimism that the commission's recommendations would not be swept under a rug but would be acted upon, resulting in beneficial legislation for the financial community. • •



**LEFT**—Examining a "luggage premium" used in a savings campaign are: W. B. Samuels, pres., Bullitt County Bank, Shepherdsville; Tom Gaines, sr. v.p., 1st Nat'l, Louisville; George Ellis Jr., ch., Citizens Bank, Glasgow; and Douglas Steele, a.v.p., 1st Nat'l, Louisville. **RIGHT**—Gene Worthington, pres., Bank of Danville; Robert Powers, exec. v.p., Central Bank, Lexington; Frank Nichols, sr. v.p., Louisville Trust; H. Stephen Martin, cash., 1st Nat'l, Nicholasville; and Jim Schultz, pres., Powell County Bank, Stanton.

# 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 October, 1971

117

# Price-Wage Freeze Applauded; More Needed, Says Speaker

ONE of the speakers at the Kentucky convention "applauded" the "new economic policy" outlined recently by President Richard M. Nixon, observing that the wage-price freeze is the "pause that refreshes" on the road to economic growth and stability.

Yet, said this speaker, there are still a number of serious obstacles that need to be overcome: (1) structural problems of inflation and unemployment; (2) inequitable and unworkable international monetary relationships; and (3) a lack of balance between consumption and investment.

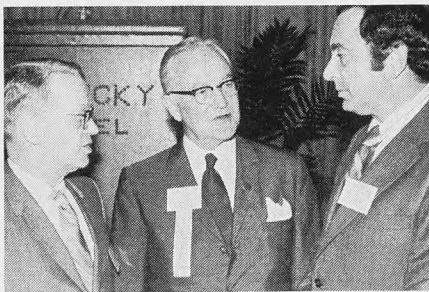
The speaker, Dr. Maurice Mann, executive vice president of the Western Pennsylvania National of Pittsburgh, acknowledged the benefits of the President's recent moves. In the year ahead, he said, real output should increase by as much as 6%, as compared with 3% this year. Inflation could be slowed to 3%, as compared with 5% this year. Unemployment could be cut to 5%.

Consumer spending should provide more strength for the economy and by the second half of 1972 business spending on plant and equipment could be as much as 10% higher than at the end of 1971.

Nonetheless, Dr. Mann had some criticisms of the new economic policy, which, he said, are a matter of "degree rather than in kind." He offered specific observations and suggestions.

The proposed fiscal actions—proposed spending and tax cuts—virtually offset each other, he said, and are essentially neutral in their impact on the economy. Example: The proposed 5% cut in federal employment is in direct opposition to the recently enacted public service jobs program. There is little logic, he said, in reducing federal employment by 130,000 and at the same time trying to increase the pace of economic activity and to reduce unemployment elsewhere.

He argued, too, that the proposed \$7 billion social security tax increase be postponed from taking effect January 1, 1972. This postponement, he said, would make the fiscal package more stimulative and would provide an opportunity to reevaluate the present system of financing the social security program, which, in his opinion, is in serious need of overhaul with respect to its unfavorable effects on the



Dr. Maurice Mann (r.), who discussed the problems of economic growth and stability at the Kentucky convention, is pictured here with speaker Rex Morthland (l.), ch., Peoples Bank, Selma, Ala., and KBA President Innes W. Dobbins Jr. Dr. Mann is executive vice president, Western Pennsylvania Nat'l, Pittsburgh. A resume of Mr. Morthland's discussion will be found on page 116.

federal budget and the economy.

Dr. Mann recommended that national leaders should take advantage of the present wage-price freeze to find permanent solutions to some of the more pressing structural problems.

During the freeze period, for example, the Cost-of-Living Council should establish a compulsory wage-price board with statutory power and to develop a workable set of quantitative wage-price guidelines that could be introduced when the wage-price freeze ends. A major purpose of such guidelines, said Dr. Mann, would be to remind everyone that inflation can be stopped if wage and price increases are reasonable.

Also, he recommended, the freeze period should be used to devise effective policies to deal with "structural aspects" of the inflation problem, such as the following:

1. Develop meaningful training programs designed to reduce unemployment among blacks, minority groups, returning veterans and others displaced by a shift from a wartime to a peacetime economy.

2. Improve the balance of power between labor and management in collective bargaining.

3. Reduce or eliminate inflationary federal programs such as the farm program, the procurement process, and the "buy American policy."

4. Reduce or eliminate import quotas and restrictions.

5. Repeal the Davis-Bacon Act, which serves to increase the cost of construction labor.

6. Repeal the Robinson-Patman Act, which has been interpreted in such a way as inhibit price cutting in many markets.

Inflation is not the only problem we have, said Dr. Mann. Another obstacle to long-range growth is our attitude toward consumption and investment. Consumption is now favored, he said, at the expense of private and public investment.

He favored investment tax credits, for example, as desirable and advantageous because they would increase the relative position of private investment in the nation's priority structure, which, he said, needs to be done.

Illustrating his point, he detailed the relationship between consumption and investment as indicated by recent compiled data. For example: Total compensation of employees as a percent of total national income reached a recent low of nearly 70% in 1965, and then increased steadily, moving up to nearly 76% in 1970 and in the first half of 1971 to 75.8%.

Conversely, corporate profits, before taxes, as a percent of national income, reached a recent high of nearly 14% in 1965, and declined virtually uninterrupted, falling to 9.5% in 1970, and then up slightly to 9.6% in the first half of 1971.

What is dramatic, he said, is that corporate profits as a percent of the nation's total output are at the lowest level in more than 30 years.

Dr. Mann expressed the opinion that the investment tax credit should be restored permanently, and that it might become necessary in the years ahead to increase, rather than reduce, the average level of personal taxation. This may become necessary, he said, "If we are at all in earnest about producing all—or even most—of the public goods that we seem to think we want . . . catering to the nation's housing needs as well as to the types of spending that fall within the province of state and local governments."

His concluding point: "If we do not move promptly and effectively, the favorable initial effects of the new economic policy will quickly dissipate, and the road to economic growth and stability will be even more rocky and more troublesome than it is already destined to be." • • •



## Growth works both ways at Louisville Trust

Correspondent bankers Frank Nichols (right) and Jim Krebs seem well pleased with progress on Louisville Trust's new 24-story home office building. Bankers all over Kentucky, and parts of Indiana and Tennessee have played an important part in Louisville Trust's growth and contributed to making it one of the fastest growing banks in Kentucky. We like to think it's because Frank and Jim, and men before them, have done an outstanding job of helping their correspondent banks grow, too. Find out how Louisville Trust can make growth work both ways, call Frank or Jim at (502) 584-2231. **Louisville Trust Bank**

# Kentucky News

## National Bank, Middlesboro, Elects Reams President

MIDDLESBORO—W. Frank Edwards has resigned as president of National Bank, a position he has held since 1962. He had been with the bank since 1939.



REAMS BISCEGLIA

Jacob T. Reams, a director of the bank for 24 years, was named the new president. He will fill Mr. Edwards' unexpired term which ends in January. Raymond Bisceglia, executive vice president, cashier and trust officer, will be in charge of bank operations. Mr. Bisceglia has been with the bank 20 years and was elected executive vice president last January.

In other action, the bank elected 10 new directors bringing the total number of board members to 17. The new directors are: Mr. Bisceglia, Edward M. Dooley, B. G. Arnold, Kirby Smith Jr., George H. Campbell Jr., Ben Cox, Harry M. Hoe, Lewis N. Melton, Bert T. Martin and George P. Cawood Jr.

■ MRS. ALICE JONES has been promoted to assistant cashier in charge of the savings department, Citizens National, Bowling Green. Mrs. Jones, who has been in banking more than five years, has been with Citizens National since March, 1970.

■ CENTRAL BANK, Owensboro, has elected Walter H. Smith senior vice president and trust officer. Mr. Smith, who holds a law degree, has served as vice president and trust officer since 1966.

■ FIRST NATIONAL, Ludlow, has acquired additional quarters adjacent to the present bank building until construction of its new building is completed.

## Kentucky Deaths

D. I. COOPER, 83, vice president and director, Bank of Shelbyville.

FRANK S. MONAHON, 89, president, Farmers Liberty Bank, Augusta, of a heart attack.

ELISHA B. O'NAN, 85, honorary director, Morganfield National.

■ CARL P. OSSMAN has retired as treasurer of Citizens Fidelity, Louisville. He served as auditor and comptroller and was promoted to treasurer in 1967.

■ WILSON B. GREER has been named senior auditor at Liberty National, Louisville. He had been auditor at Owensboro National.

■ PEOPLES BANK, Taylorsville, recently completed an expansion program that more than doubled the bank's space. The exterior of the building also was refaced.

■ BUCKNER WOODFORD has retired as president of Bourbon-Agricultural Bank, Paris, a position he had held since 1966. He had been with the bank 38 years and will continue as a director. Succeeding Mr. Woodford is Sam Clay, former executive vice president. Buckner Woodford Jr., son of the retiring president, recently joined the bank as a vice president. He is the fourth-generation Woodford to be associated with the bank.

■ EMERY E. CARDWELL has been elected president, chief executive officer and a director of Bank of Oldham County, LaGrange. He had been executive vice president of American National, Bowling Green.

■ PROVIDENCE STATE has elected Glen L. Hodge Jr. vice president and head of the consumer loan department. He previously was a national bank examiner.

■ WILLIAM J. BROWNE, assistant vice president, Citizens Fidelity, Louisville, was appointed manager of the BankAmericard department. He replaces H. Clifford Churchill, who is now vice president and manager of the operation division. Mr. Browne has been with the bank since January, 1970.

■ FIRST NATIONAL, Louisville, has named Thomas J. Madden assistant vice president in the commercial loan department. Mr. Madden came to the bank in 1953 and had been serving as an assistant marketing officer. Named new assistant marketing officers were James K. Eckler and Lawrence T. Smith.

■ HEBRON DEPOSIT has announced plans to open a branch at Petersburg.

## Waters Elected Vice President At Citizens Fidelity, Louisville



WATERS

School of Banking, Rutgers University. He is past president and director of the Kentuckiana World Commerce Council.

■ GARLAND KENNARD, assistant cashier of State National, Maysville, recently retired. He had been with the bank since 1943 and was elected assistant cashier in 1969.

LOUISVILLE—Citizens Fidelity has elected Charles L. Waters a vice president. He is manager of the international department.

Mr. Waters is a graduate of Centre College, Danville, and of Stonier Graduate

## Convention Calendar

### MID-CONTINENT AREA (1972)

- Alabama, May 17-19, Birmingham
- Arkansas, May 7-9, Hot Springs, Arlington Hotel
- Illinois, May 21-23, St. Louis, Sheraton-Jefferson Hotel
- Indiana, June 14-15, French Lick, French Lick-Sheraton Hotel
- Kansas, May 17-19, Topeka
- Louisiana, April 29-May 2, New Orleans
- Mississippi, May 22-24, Biloxi, Buena Vista Hotel
- Missouri, May 14-16, St. Louis, Stouffer's Riverfront Inn
- New Mexico, June 8-10, Las Cruces, Palms Motor Hotel
- Oklahoma, May 10-11, Oklahoma City
- Tennessee, May 14-17, Knoxville, Hyatt House
- Texas, May 7-9, San Antonio

### NATIONAL (1971)

- 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
- Bank Administration Institute, Nov. 7-10, Miami Beach
- Consumer Bankers Assn., Oct. 24-28, Phoenix, Arizona-Biltmore Hotel
- Robert Morris Associates, Oct. 23-27, Los Angeles, Century Plaza Hotel

### NATIONAL (1972)

- ABA, Oct. 7-11, Dallas
- ABA Marketing Conference, March 21-24, San Francisco, St. Francis Hotel
- AIB, May 29-31, San Francisco

MID-CONTINENT BANKER for October, 1971





**We can't  
shake your hand  
this way...**

... nor get as close to your problems as we'd like. Which is why we travel to conventions. And talk with other bankers about banking. About how we're known as "the bank that helps things happen." In operations counsel. Personnel training. Overline loan assistance. Quick collections. International service. We're looking forward to seeing *you* there. And at other times, during the year, when we drop in for a talk at your own bank. To help you "help things happen."



**THE CENTRAL TRUST COMPANY**

MAIN OFFICE: FOURTH AND VINE STREETS, CINCINNATI, OHIO 45201 PHONE (513) 852-5000

AN AFFILIATE OF THE CENTRAL BANCORPORATION, INC.

MID-CONTINENT BANKER for October, 1971

# Tennessee News

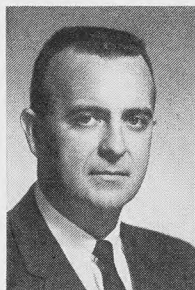
## First American National Elects Four Senior VPs, One Assistant Cashier

NASHVILLE—First American National recently promoted K. Stephen Neely, C. W. Ligon, J. L. Templeton Jr. and Fred H. White from vice presidents to senior vice presidents. Richard S. Gardner was elected assistant cashier.

Mr. Neely also was named senior vice president of First American National Corp., the bank's holding company. Head of the bank's commercial division, he joined First American in 1947. He was named assistant vice president in 1959 and vice president in 1963.

Mr. Ligon, head of the retail division, joined the bank's finance department in 1948. He was advanced to assistant cashier in 1959, assistant vice president in 1962 and vice president in 1966.

Head of the national division, Mr. Templeton has been with the bank on a full-time basis since 1949. He was elected assistant vice president in 1959 and vice president in 1963.



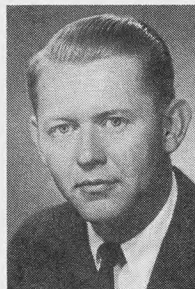
LIGON



WHITE



NEELY



TEMPLETON

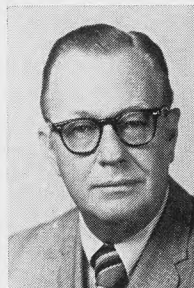
Mr. White, head of the branch administration department, began his banking career in 1947. He was named assistant vice president in 1960 and vice president in 1969.

Currently assigned to the corporate planning department, Mr. Gardner joined First American last year as a trainee at the Melrose Branch.

## Cobble, Pitt, Smotherman Promoted to Senior VPs At Hamilton National



SMOTHERMAN



PITT

CHATTANOOGA—Hamilton National has announced three executive appointments. Promoted from vice presidents to senior vice presidents were Paul R. Cobble, Dumas C. Pitt and I. J. Smotherman.

Mr. Cobble, head of the correspondent bank department, joined the bank in 1957 in the credit department. He serves as assistant secretary and treasurer of Hamilton Bancshares, Inc., and is a director of Citizens Bank of Jefferson County, White Pine, and of Marion Trust, Jasper.

Mr. Pitt joined Hamilton National in 1954 in the business development department. Previously, he served as third district field representative for the Tennessee Department of Veterans Affairs.

In 1930, Mr. Smotherman began his career with the bank as a messenger. He became a state bank examiner in 1951 and later held an executive position at Ridgedale Bank until it merged with Hamilton National in 1959. Mr. Smotherman was elected vice president and cashier of Hamilton National in 1966.

## Third National, Nashville, Advances Eight Officers

NASHVILLE—Third National has announced several officer appointments.

Promoted from vice presidents to senior vice presidents were: C. W. Combs, head of the installment loan department; Risley Lawrence, head of the new branch office division; and P. Bruce Overfield, head of the operations department.

Advanced from assistant vice presidents to vice presidents were: Don H. Hix, manager of the customer service department; Gene C. Hooper, representative in the correspondent banking

department; W. Hooper Huggins, manager of the data processing department; and John D. Moran, director of the bank properties department.

John W. Clay Jr. was promoted from branch officer to assistant vice president and manager of the West End Office.



TOP: Newly elected vice presidents at Third National, Nashville, are (from l.) John D. Moran, Gene C. Hooper and W. Hooper Huggins. John W. Clay Jr. (far r.) was named assistant vice president. BOTTOM: New senior vice presidents are (from l.) C. W. Combs, Risley Lawrence and P. Bruce Overfield.

■ JAMES C. KENT JR., vice president, Bank of Enville, has been named acting president succeeding the late Harold L. Ozier. A new president will be elected at the annual stockholders' meeting at the end of the year. Mr. Ozier, 69, was chairman and president and had been with the bank since 1946.

■ JERE M. HOLMES, manager, Royal Street Branch, National Bank of Commerce, Jackson, has been promoted from assistant vice president to vice president. He joined the bank in 1954, was named assistant cashier in 1962 and assistant vice president in 1967.

## Eoff Marks 20 Years with Bank



J. C. Eoff Jr. (second from r.), pres., First National, Tullahoma, recently was honored with a party on his 20th anniversary with the bank. From left are: Mrs. Jean Evans, cash.; B. L. Smith, exec. v.p., who presented Mr. Eoff with a 20-year pin; Mr. Eoff; and Mrs. Robbie Motlow, a.c.

**Let's get  
together for a  
good thing.**

**The convention.**

Hamilton of Chattanooga

# Alabama News

## Robert S. Bacon Dies Sept. 6; Was First of Mobile Vice Ch.

MOBILE—Robert S. Bacon, vice chairman of First National, died September 6.

Mr. Bacon joined the bank in 1939 as an assistant cashier in the bond department. He was promoted to assistant vice president in 1940, vice president in 1944 and was named a director in 1948. A year later, he was elected executive vice president and became president and chief executive officer in 1967. Mr. Bacon was advanced to vice chairman last February.



BACON

## First National of Birmingham Promotes Mrs. Elaine Shirley

BIRMINGHAM—Mrs. Elaine M. Shirley, assistant trust officer, First National, has been named head of the corporate trust division. Jack G. Paden, senior vice president and head of the trust department, said the bank's 12-member corporate trust team is now a division composed entirely of women.

Mrs. Shirley joined First National two years ago. Formerly, she was a trust officer at State National, Decatur.

In other action, Eugene W. (Gene) Brabston, trust officer, joined the estate team in the personal trust division. He came to the bank in 1955 and has worked in the corporate trust department since that time.

Jackie J. Mareno, assistant cashier, transferred to the trust department from the data processing division. He will work on the transferral to computer of key trust services.

## Bank Administration Institute Forms New Chapter in South

Bank Administration Institute recently formed the new Southern Tri-States Chapter to serve banks in Alabama, Georgia and Florida.

Chapter officers are all from Alabama. They are: president, Comer B. Corbitt, president, American Bank, Geneva; vice president, James H. Eason, vice president and cashier, City National, Dothan; treasurer, H. Austin Landers, executive vice president, Commercial Bank, Ozark; and secretary, Mrs. Frances D. King, assistant vice president, First National, Opp.

■ PLANTERS & MERCHANTS BANK, Uniontown, promoted Mrs. Vanette B. Caine to assistant cashier. She has been with the bank two years. Elected a director was Donald B. Heacock, president, Cahaba Steel Co.

## First Alabama Bancshares, Inc., Announces Five Appointments

MONTGOMERY—First Alabama Bancshares, Inc., has appointed Earl E. Jackson III administrative officer and Charles E. Lanphier corporate planning officer. Named liaison officers were Fred D. Sellers, First National; Maurice Wilhelm, Exchange Security, Birmingham; and Robert N. Sissom, First National, Huntsville.

Mr. Jackson is assistant comptroller at First National, Montgomery. He joined the bank in 1965, was elected assistant comptroller in 1967 and has served as a member of the asset management committee.

Mr. Lanphier is senior vice president and Mr. Sellers is vice president and comptroller at First National, Montgomery. Mr. Sellers joined the bank in 1946 and was elected to his current title in 1966.

Mr. Wilhelm is vice president, Exchange Security, and is responsible for bank operations. Mr. Sissom is vice president and auditor of First National, Huntsville, which he joined in 1960.

## Central Bank of Birmingham Opens Two New Branches

BIRMINGHAM—Central Bank recently opened its new Eastwood and Fourth Avenue branches. Joseph A. Bratton is manager of the Fourth Avenue Branch and C. Patrick Massey manages the Eastwood Branch.

The bank also announced several changes at its Westgate Branch. William J. Waldrop, former branch manager, has been named commercial loan officer at the Main Office. Jerry W. Wright, former assistant manager, succeeds Mr. Waldrop as manager and Otto L. Williamson was named the new assistant manager.

■ GOODLOE (BUD) PRIDE JR. has joined Shoals National, Florence, as assistant vice president. He will head the bank's new real estate financing department.

■ ROY MARSHALL has been elected president and a director of Bank of Arab, succeeding J. Lloyd Scott, who has retired after 35 years with the

bank. Wayne Scott was named executive vice president and cashier. Previously, Mr. Marshall was vice president, cashier and a director of First National, Athens.

## Approval to Form Holding Co. Sought by 1st of Birmingham

BIRMINGHAM—First National recently filed an application with the Federal Reserve Board for approval to form a bank holding company, to be known as Alabama Bancorp. Approval also will be sought from the Comptroller of the Currency and First National stockholders.

The holding company will be owned by stockholders of First National and will in turn own First National Bank and all of its subsidiaries.

## Exchange Security, Birmingham, Elects Hurley Executive VP

BIRMINGHAM—Exchange Security has elected Willard L. (Jack) Hurley executive vice president and a director. Mr. Hurley, formerly senior vice president and trust officer, will continue his supervision of the trust division.

Mr. Hurley came to the bank in 1958 to establish the trust division after a career with the office of the Comptroller of the Currency and as a national bank examiner.

■ CITIZENS BANK, Prattville, recently held groundbreaking ceremonies for its new building. The 11,088-square-foot, one-story structure will have drive-in lanes and a night depository. Completion of construction is expected in April.

■ FIRST STATE, Lineville, capitalized at \$400,000, recently opened for business in temporary quarters. President of the bank is Cecil Parke and Charles Houston is vice president.

## 1st of Montgomery Promotes 5

MONTGOMERY—First National has announced five recent officer changes.

Promoted were: Haywood M. Sport, from assistant vice president to vice president; L. Wayne Graydon and Leland C. Courson, from assistant cashiers to assistant vice presidents; Paul D. Raadt to assistant comptroller; and James R. Dorsch to assistant cashier.

■ FIRST NATIONAL, Mobile, has elected as a director Joseph N. Langan, attorney and former Mobile city commissioner.

## Alabama Death

CHARLES A. BROWN, 63, vice president and comptroller, Merchants National, Mobile. He recently had completed 50 years of service with the bank.

# Unfortunately, this may well be the only way that some of you will ever see your correspondent banker.

It just may take an electronic miracle someday for you to meet the man face to face (if you can call it that).

And the odds are if you ever do need to get together, you can bet that it'll be in his office and not in yours.

At First National it's a lot different. We visit every single correspondent regularly.

And we look forward to seeing him. Because it really gives us the opportunity to sit and talk things over, man to man.

We make an honest effort to try and help him solve his



problems. (Besides, no one minds being taken out to lunch now and then.)

It may seem that First National is old-fashioned in this day and age, but we're just trying to maintain some human contact in correspondent banking. We think it matters.

Yes indeed, the telephone is a great invention. And the picturephone<sup>®</sup>, even greater. But they'll never be as great as people in person.

So, we'll see you all soon. In person.

## First National Bank of Mobile

# Mississippi News

## Joe Hilton Named Comptroller At Deposit Guaranty National

JACKSON—Joe G. Hilton, assistant vice president, Deposit Guaranty National, has been elected comptroller. Mr. Hilton was promoted to cost accounting officer in 1968 and to assistant vice president in 1969.



HILTON

In other action, Kenneth A. Hall and Charles A. Ponder were named marketing officers and Charles G. McGhee and Robert L. Stainton Jr. were elected branch officers.

Mr. Hall joined the bank's BankAmericard department as an agent bank

representative in 1969. He presently is marketing manager for BankAmericard. Mr. Ponder has been serving as marketing research specialist in the marketing department.

Mr. McGhee is manager of the Livingston Park Office and Mr. Stainton heads the Commercial Office.

■ **BANK OF LEAKESVILLE** recently celebrated the opening of its new State Line Branch building.

■ **BANK OF UTICA** has appointed F. L. Scott to its board. For the past nine years, Mr. Scott has served as postmaster in Utica.

■ **GRADY F. TOLLISON** has joined Bank of Clarksdale as assistant vice president and trust officer.

■ **RUSH S. WELLS** has joined Commercial National, Greenville, as a trust officer.

■ **FARMERS & MERCHANTS**, Baldwin, recently held the grand opening of its new Marietta Branch. The new branch has a night depository, safety deposit boxes and drive-up window. Tommy Gamble is manager.

## First of Greenville Appoints J. Milton Taylor Senior VP

GREENVILLE—First National has promoted J. Milton Taylor to senior vice president. He joined the bank in 1957 and has served as assistant cashier, cashier and vice president in charge of consumer credit. As senior vice president, he will continue to head the consumer credit department.



TAYLOR

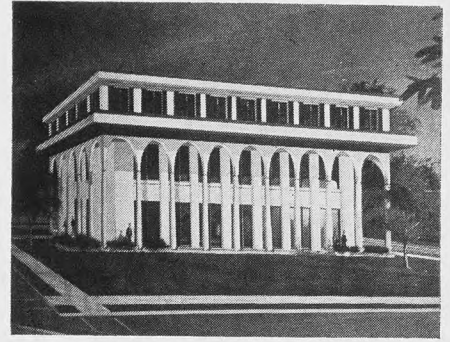
Mr. Taylor presently serves on the American Bankers Association installment credit committee advisory board and also is a member of the Mississippi Bankers Association installment credit committee.

■ **JOHN L. HUNTER**, vice president and a director, Bank of Quitman, has retired after 21 years with the bank.

■ **SOUTHERN NATIONAL**, Hattiesburg, elected William F. Porter vice president and trust officer. Mr. Porter holds a degree from the University of Mississippi Law School.

■ **FIRST NATIONAL**, Ocean Springs, has changed its name to First National Bank of Jackson County. The bank also is constructing a new building for its Pascagoula Branch.

## First State Plans Construction



Above is an artist's sketch showing the new building to be constructed by First State, Waynesboro. The three-story building will have 22,000 square feet of floor space, 12 teller stations, customer lounge and community room. Exterior features will include a night depository, two drive-up windows and off-street parking. Bank Building Corp. is the consulting firm for the project.

## Frank M. Tatum Jr. Appointed Chairman of Citizens Bank

HATTIESBURG—Frank M. Tatum Jr., former vice chairman, has been elected chairman of Citizens Bank. He succeeds his father, Frank M. Tatum Sr., who resigned as chairman but will continue as a director.

In other action at the bank, James L. Gordon and T. B. Sims were elected vice presidents and Mrs. Roberta H. Valentine was named an assistant cashier.

Mr. Gordon joined the bank last March after an association with Commercial Credit Corp. Mr. Sims joined the bank in 1968, was elected assistant cashier in 1969 and assistant vice president last February. Mrs. Valentine has been serving as supervisor of the bookkeeping department.

■ **GUARANTY BANK**, Belzoni, recently held ribbon-cutting ceremonies for its new building. The new two-story building, with more than 10,000 square feet of floor space, has a night depository, drive-in window service, safe deposit boxes, off-street parking and five teller windows.

■ **BILLY R. PARISH** was elected comptroller of First Mississippi National, Hattiesburg. He joined the bank in April, 1970.

## Mississippi Deaths

**DAVID K. GULLEDGE SR.**, 83, former vice president and manager, Goodman Branch, Holmes County Bank, Lexington.

**KINCHEN H. O'KEEFE**, 64, director, Bank of Clarksdale, of a heart attack.

**ALBERT B. COTTRELL**, 83, advisory director, First National, West Point.

## 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.

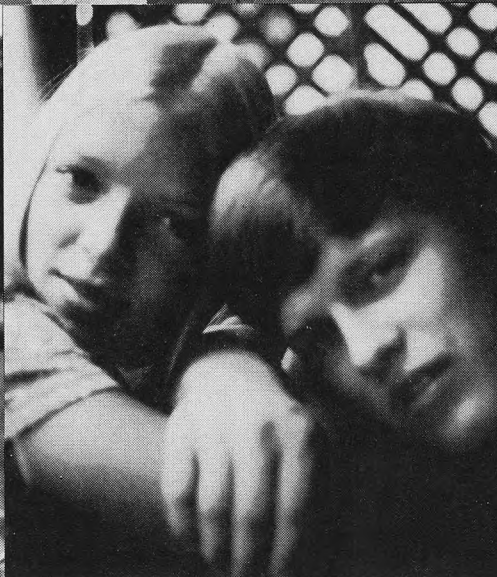
**THE BOARD OF DIRECTORS AND EFFECTIVE MANAGEMENT**—\$8.50. In this 256-page book Harold Koontz takes a critical look at the corporate board of directors—its functions and responsibilities, areas of decision and control, and the relationship of success to more productive management.

**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



**IF YOU THINK THERE'S NOTHING YOU CAN DO FOR THE PEOPLE IN YOUR TOWN BUT CASH THEIR CHECKS, WE'D LIKE TO GIVE YOU SOMETHING TO THINK ABOUT.**

One day, not too long ago, we took a good look at the people in our own home town. Not as bank customers, but just as people.

We saw people who needed help. And other people who could give it to them, if they knew how.

So, then and there, we committed a good part of our advertising budget to a new project. Getting people in Birmingham involved in this city they called home.

First we asked for volunteers for community agencies. We got hundreds of responses. Then we appealed for workers for the Birmingham hospitals. This time, the response was in the thousands.

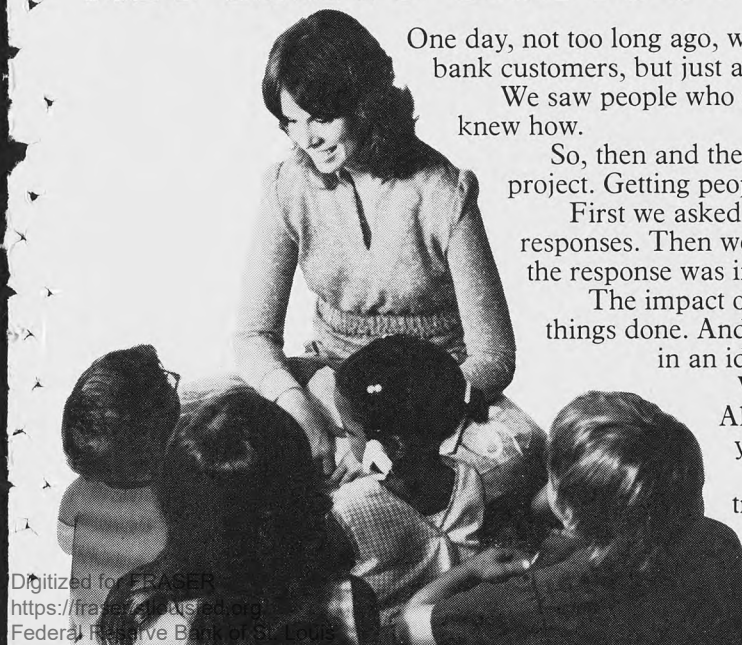
The impact of all this on the community has surprised even us. We're getting things done. And so can you. Because a bank, as we've learned from experience, is in an ideal position to take the lead.

Write John Woods, our president, at Box 11007, Birmingham, Alabama 35202, for samples of what we're doing. And for help, if you need it, in setting up your own program.

Because, if your service isn't going beyond financial transactions, it may not be full service any more.

**THE FIRST NATIONAL BANK OF BIRMINGHAM.**

We want to help you help.



# Louisiana News

## Edward F. Butler Elected VP At International City Bank



BUTLER

NEW ORLEANS—Edward F. Butler has been promoted from assistant vice president to vice president at International City Bank. He is now branch coordinator and has direct supervision of the bank's branch system.

Mr. Butler joined the bank in 1967 as an officer trainee and has been serving as manager of the University Office. He holds a bachelor's degree in accounting from Loyola University.

## Guaranty Bank of Zachary Opens in New Building

ZACHARY—The new Guaranty Bank recently opened for business in its new building. The bank held an open house and official ribbon-cutting ceremony.

The 4,000-square-foot building is traditional in design and decor. The exterior is painted masonry and has a front porch with a slate floor matching the slate roof. The bank has six teller windows and motor bank facility.

Officers of Guaranty Bank are: R. O. Rush, chairman; E. J. Wethey, president; Don R. Browning, executive vice president; and Frank R. Jones, vice president.

■ PROMOTED at First National Bank of Commerce, New Orleans, were Vernon P. Grundmann to assistant vice president and Mrs. Barbara P. Hawkins to banking officer. Mr. Grundmann, a member of the consumer loan department, has been with the bank since 1957. He was elected an assistant cashier in 1963. Mrs. Hawkins joined the bank in 1964 and is assistant manager of the Canal Street Office.

■ W. NEAL GREER JR., vice president and branch manager, Citizens National, Hammond, has been promoted to vice president and auditor. Mr. Greer has been with the bank 11 years and formerly was president of First National, La Porte, Tex. Robert A. Maurin III was elected to succeed Mr. Greer as manager of the Church Street Branch.

■ AMERICAN BANK, Baton Rouge, has named J. Cooper Harrell a trust investment officer. Named branch managers were Van Guarino, Interstate Office, and Herman Jacob, Airline Office. Mr. Guarino has been with the bank since 1963 and Mr. Jacob since 1961.

■ GUY KENDRICK, assistant vice president, and J. B. Gibson, trust officer, have retired from First National, Shreveport. Mr. Kendrick joined the bank in 1933, was made manager of the Marshall Street Office in 1947 and was elected assistant vice president in 1952. Mr. Gibson came to the bank in January, 1961, and was made a trust officer later that year.

■ A REMODELING and expansion program recently was completed at the DeQuincy Branch of First National, Lake Charles. A community room, off-street parking and drive-in window were added to the bank and the interior was completely remodeled.

■ PIONEER BANK, Shreveport, has opened its new Southwood Branch. James Johnson is manager.

■ AMERICAN BANK, Coushatta, has elected Maxie Almond and Tom Byrd directors. Mr. Almond is a sawmill operator and Mr. Byrd is a farmer and cattleman.

■ OTIS DUREL and Donald E. Feldheim, assistant cashiers, have been named branch managers at International City Bank, New Orleans. Mr. Durel heads the Carrollton Office and Mr. Feldheim the University Office.

## LBA Chair of Banking Position Goes to Dr. William F. Staats

Dr. William F. Staats, vice president and secretary to the board, Federal Reserve Bank of Philadelphia, has been selected to fill the Louisiana Bankers Association Chair of Banking position at Louisiana State University, Baton Rouge.

He replaces Dr. Don L. Woodland, who will remain at LSU as professor and chairman of the department of finance.

Dr. Staats joined the Federal Reserve Bank in 1966 as financial economist. In 1969, he was advanced to secretary and senior economist in charge of editorial and technical aspects of the bank's *Business Review*. He has served as vice president and secretary to the board since last January.

## Cecil K. Colon Dies at 64; Was Calcasieu-Marine Pres.

LAKE CHARLES—Cecil K. Colon, president of Calcasieu-Marine National, recently died. He was 64.

Mr. Colon joined the bank in 1937 as manager of the Jennings Office. In 1940, he came to the Lake Charles Office as vice president and cashier and was elected executive vice president in 1942 and president in 1969.

Mr. Colon was president of the Louisiana Bankers Association from 1951-1952. His son, Cecil Colon Jr., is a senior vice president at Hibernia National, New Orleans.

## A. J. Rhorer Elected President Of Calcasieu-Marine National

LAKE CHARLES—Allen J. Rhorer has been named president and a director of Calcasieu-Marine National. He succeeds the late Cecil K. Colon. Mr. Rhorer, with the bank since 1937, formerly was senior vice president.

In other action, Sam L. Puckett, executive vice president, was elected chairman of the executive committee. Other promotions included: Frank Field, from senior vice president to executive vice president; J. Leo McGough, from vice president to senior vice president; and Forrest LeBlanc, from assistant vice president and cashier to vice president and cashier.

## Bank of New Orleans Announces Eight Officer Appointments

NEW ORLEANS—Bank of New Orleans has appointed eight new officers.

In the Main Office, Paul M. Feliu was named assistant vice president and Charles S. Stortz Jr. was elected assistant cashier. Roy F. Baas, West Bank Office; Kayo Fraychineaud Sr., Gentilly Office; and Ronald Rizzo, Medical Plaza Office, all were named assistant cashiers.

In the installment loan department, August H. Beniger Jr. and E. Jim Pemberton were advanced to assistant cashiers and Mrs. Marie Lumpkin Jackson was appointed administrative assistant.

■ KENNETH D. KIDD has been promoted to assistant cashier in the installment loan department of National American Bank of New Orleans. Mr. Kidd joined the bank in 1967.

■ EADS POITEVENT, president and chief executive officer, International City Bank, New Orleans, is among four persons who have bought the Jung Hotel in New Orleans. The hotel continues to be managed by Gal-Tex Hotel Corp., with Leon J. Prestia as general manager.





# IT SAYS WHAT WE MEAN.

● In a field where a "generation" is brief and is measured by the ideas by which man advances computer technology, the Whitney is well experienced. Thought, research, investigation, learning, probing, care, knowledge and imagination have gone into improving our computer techniques. As our electronic data processing capacity increases, we are sharing it, more and more, with other banks. This is a part of the Whitney tradition of service.



**Whitney**  
NATIONAL BANK OF NEW ORLEANS

*Ready when needed since 1883*

# 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

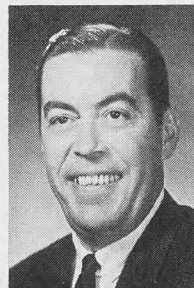
# Arkansas News

## Jameson Named Vice Pres. At Bank of Malvern

MALVERN—T. Ladd Jameson has joined Bank of Malvern as a vice president. He formerly was vice president in the correspondent bank department of Union National, Little Rock.

Mr. Jameson joined Union National in 1958 as an assistant cashier. He was elected assistant vice president in 1962 and vice president in 1966.

Previously, Mr. Jameson had been associated with Citizens State, Bald Knob, and with National Bank of Caruthersville, Mo.



JAMESON

## Four Receive Promotions At First of Little Rock

LITTLE ROCK—First National recently promoted four officers. Advanced from assistant vice presidents to vice presidents were Patrick C. Koch, general bank division, and Louis W. Morgan, marketing division. Timothy A. Autrey was promoted to assistant vice president, marketing, and Gregory G. Birdsong to branch officer.

Mr. Koch has been with First National for 13 years and has served as branch manager and commercial loan officer. Mr. Morgan joined the bank in 1966 in the officer training program and Mr. Autrey has been marketing research officer for three years. Mr. Birdsong, manager of the Capitol Office, has worked as a loan interviewer and in the management training program since joining the bank in 1969.

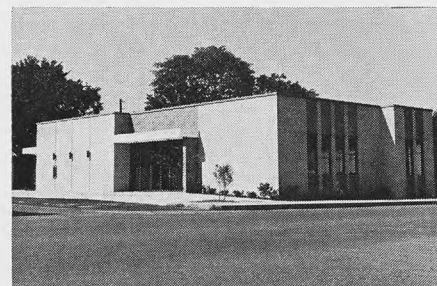
■ MERCHANTS & FARMERS BANK, Dumas, has announced plans to construct a one-story autobank facility having two drive-in lanes, one walk-up window and a night depository. The bank also will enlarge its present bank building with a two-story addition. The new addition will double the floor space of the bank.

■ DAVID M. PHILLIPS has joined Simmons First National, Pine Bluff, as vice president and manager of the investment department. Previously, he had been assistant vice president in the municipal bond department, First National, Memphis.

■ ARKANSAS BANK, Hot Springs, has elected as directors Roy L. Murphy, Dr. Frank M. Burton and Dr. Marshall T. Steel.

■ MRS. JUANITA STANDRIDGE, assistant cashier, Bank of Montgomery County, Mount Ida, has resigned. She was with the bank 22 years.

## Bank Moves to New Building



Bank of Mansfield recently moved into its new 4,000-square-foot building. The bank has five inside teller windows, one drive-up window and a community room.



*Silvey Companies*

A. C. SMITH has something new!  
It's a single premium policy  
that's a real time-saver on larger  
and longer loans. Be our guest . . .  
give A. C. a call today at 501-372-3176.



**NEW AMERICAN LIFE INSURANCE COMPANY**  
Columbia, Mo.

Little Rock, Ark.

# What's Harold Smith doing down at the River Bank?

When he's not out calling on the correspondent banks he serves, Harold is down at Boatmen's—the "River Bank"—for one reason: to provide his customers with prompt personal attention to their needs.

Like Howard Piper, Bob Toburen, Lee McNorton, and all the other members of Boatmen's crew, he has an "Aye, Aye" attitude toward such requests as fast collection service, data processing, investment counseling, overlines, credit information, letters of credit, and safekeeping.

Your man from the "River Bank" will go overboard for you. Why not drop him a line?



## BOATMEN'S

*Where money things happen...*

NATIONAL BANK OF ST. LOUIS  
Broadway & Olive • 314-421-5200  
Member Federal Deposit Insurance Corporation

# Texas News

## Texas Commerce Bank Completes Three-Year Remodeling Program

HOUSTON—Texas Commerce Bank has completed a three-year expansion program that has increased the bank's area by about 40%. The bank now occupies more than 235,000 square feet of space, up from the 172,000 square feet previously occupied.

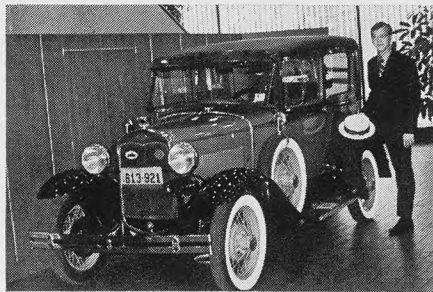
The expansion allows the bank to concentrate its commercial lending operations on the second floor of the 35-story bank building. Before this program was completed, the commercial lending department was scattered over four floors in the five buildings that make up the bank complex.

The three-year project was launched in 1968 when the bank opened its Mini-Bank in the adjacent Houston Club Building. The Family Banking Center was constructed later and was designed to be compatible with the traditional atmosphere of the main banking lobby. Rust-colored carpeting, cherry paneling and bronze glass were used in the center.

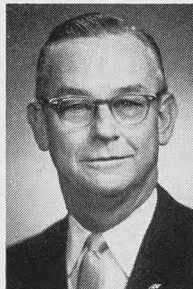
Furniture for the new areas was custom-made to add to the traditional appearance of the existing quarters. A collection of Southwest art, including more than 50 original paintings, was selected to blend with the early-1800 American art featured on the second-floor executive wing.

■ LEON BUCK has joined Stone Fort National, Nacogdoches, as auditor and controller. He previously was a national bank examiner.

### Bank Displays Antique Car



Bobby Burks, a computer operator in Fort Worth, restored this 1930 Model "A" Ford with 22 coats of lacquer, \$5,400 and hundreds of man-hours. The car was shown in the lobby of First National, Fort Worth. It has twin bud vases and mohair upholstery inside.



BAKER



PHILLIPS

## Baker Made Correspondent Head At Texas Bank of Dallas

DALLAS—Charles W. Baker, vice president, Texas Bank, has been named manager of the correspondent bank department. He succeeded Hugh K. Frederick Jr., who has joined American Bank of Commerce, El Paso, as president.

Mr. Baker, with the bank since 1947, has been in the correspondent bank department since 1963. He was made vice president in 1962.

In other action at Texas Bank, Richard W. Phillips was promoted from assistant vice president and trust officer to vice president and trust officer; Michael G. Pettey was advanced to assistant vice president and trust officer; James S. Wiggins to assistant vice president; Hershel L. Rumfield to EDP operations officer in data processing and Walter Link to assistant cashier.

### Hugh Frederick Named President Of American Bank of Commerce

EL PASO—Hugh K. Frederick Jr. has been elected president of American Bank of Commerce here. He succeeded Hollis Brown, who was made vice chairman. Mr. Brown and Bob Boyles sold their controlling interest in the bank to Fred Hervey, former El Paso mayor and now chairman of the bank.



FREDERICK

Mr. Frederick came from Dallas, where he was senior vice president and head of the correspondent bank department at Texas Bank. He joined the bank in 1957, was made vice president in 1962 and senior vice president in 1967.

## Two Banks to Be Acquired By First City Bancorp.

HOUSTON—First City Bancorp., registered bank holding company, has announced plans to acquire Gulfgate State and South Main Bank. The two banks have been affiliated with First City National, major subsidiary of the holding company, for many years.

If approved by the shareholders of both banks and regulatory authorities, the transaction would result in the acquisition of all of the stock of the two banks by First City Bancorp. Officials said no change in management or directors of either bank is anticipated.

In other action, First City National announced three new appointments. Named vice presidents were Brian J. Bolten, international banking department, and Ira H. Green, manager of the bond department. Wesley E. Stevenson II was named trust officer and serves in the corporate trust section of the trust division.

### First City National Bank Holds Executive Management Seminar

HOUSTON—First City National held its annual executive management seminar on September 11. About 350 bankers attended the business meetings held at the Marriott Hotel.

Speakers at the seminar included: Wilbur Mills (D., Ark.), chairman of the House Ways and Means Committee; K. A. Randall, president, United Virginia Bankshares, Inc., and former chairman of the FDIC; B. Finley Vinson, chairman, First National, Little Rock; and Murray L. Weidenbaum, professor of economics at Washington University, who served until recently as Assistant Secretary of the Treasury for Economic Policy in Washington.

■ JIM BABER has joined First Security, Carrollton, as a vice president. He will serve as a loan officer and in the business development department. He formerly was assistant vice president at Plains National, Lubbock.

■ JAMES F. McCARTY was elected president and chief executive officer of Great Southwest National, Arlington. Previously, he was vice president of Citizens State, Georgetown. He also has been associated with Texas Bank, Sweetwater, and with Lubbock National.

■ FIRST NATIONAL, Waco, has promoted Garland Dulock from assistant cashier to assistant vice president and elected David N. Jones assistant cashier in the correspondent banking department. Mr. Dulock has been with the bank since 1970 and Mr. Jones since 1968.

# We keep going to keep your bank growing.

*It takes a lot to run our  
Correspondent Bank Department.  
It takes firsthand information.  
We get ours face-to-face. And it  
takes ideas. Well thought out  
ideas that get results.*

*Bank of the Southwest's*

*Correspondent Bank Department  
adds even more. Professionalism.  
The kind that comes from only  
one source—experienced men who  
are willing to work. And  
work hard.*

*To put the expertise and*

*dedication of our Correspondent  
Bankers to work for you and your  
customers, call or write:*

*Correspondent Bank Department,  
Bank of the Southwest, P. O.  
Box 2629, Houston, Texas 77001.  
(713) 225-1551. Member FDIC.*

*Left to right: Roy E. Caughfield, Vice President and Manager, Earl J. Lassere, E. George Brannies, Carl W. Benson, Wm. H. (Bill) Fenoglio, Jr., Fred E. Wiggins.*

Welcome to Houston

Bank of the  
Southwest   
Member Southwest Bancshares, Inc.

# NOW For Only \$2<sup>00</sup>

You May Purchase  
This Valuable Manual  
As a Guide for Your  
Board of Directors!



## A Model Policy for a Bank's Board of Directors

This 24-page booklet will be a valuable addition to your bank's library, for it contains a wealth of information that will aid your board and your top management in organizational problems.

Here are some of the sections it contains:

1. A typical organizational chart.
2. Duties and responsibilities of managing officers and various standing committees.
3. Management philosophy.
4. Policies to be adopted by the board.
5. Operation and policies for the loan and discount committee.
6. Loan, investment and collection policies.
7. Outline of a suggested investment policy.

Every bank should have a *written* set of policies approved and adopted by the board. This manual can help your bank in preparing such a manual or in updating the manual you now have in operation.

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

# New Mexico News

## Bank of New Mexico Makes Two New Appointments

ALBUQUERQUE—Bank of New Mexico has named Michael N. Callahan, senior vice president, head of the metropolitan department. Frederic W. Airy recently joined the bank as administrative senior vice president.

Mr. Callahan joined the bank as a vice president in 1968 and was elected senior vice president in March, 1970. Previously, he had been with American National, Denver.

Mr. Airy is in charge of the bank's marketing, planning and business development division. He has owned and operated an advertising agency since 1956.

■ SECURITY NATIONAL, Roswell, has promoted Mrs. Joyce Mirick to assistant cashier. She joined the bank in 1962 and was appointed head teller in 1964.

■ ROSWELL STATE has elected Tom MacGugan Jr. assistant vice president in the installment loan department. Previously, he was assistant vice president at First National Bank of Dona Ana County, Las Cruces.

■ DENZIL HARTLESS has joined First National Bank of Lea County, Hobbs, as assistant manager and loan officer of the bank's North Branch. He formerly was with Associates Financial Services of New Mexico, Inc.

■ BEN A. LANFORD JR. was elected a director of American Bank of Commerce, Albuquerque. He is president of State Distributing, Inc.

■ JOSE GONZALES, vice president and operations officer at Santa Fe National's Main Office, has been named manager of the bank's Southside Branch. He replaces Ike Kalangis, senior vice president, who has resigned.

■ JERRY N. JONES has been elected executive vice president and a director of American Bank, Carlsbad. Formerly, he was vice president and secretary to the board at First State, Cuba.

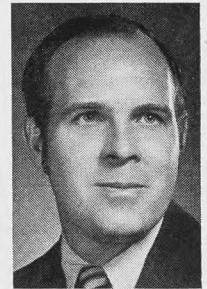
■ FIRST NATIONAL, Hobbs, has officially changed its name to First National Bank of Lea County.

■ APPLICATION has been filed for a charter for a new national bank at Socorro. Organizers of the new bank include David L. Underwood, president, and George W. Goldsmith, loan officer, Hot Springs National, Truth or Consequences.

## Hunt Joins Santa Fe National As VP and Trust Officer

SANTA FE—Thomas B. Hunt has joined Santa Fe National as vice president and trust officer. He is responsible for the operation and management of the trust department.

Mr. Hunt had been serving as vice president and trust officer of Southgate State, Prairie Village, Kan., where he was head of the trust department. Mr. Hunt formerly was assistant trust officer at First National, Kansas City, Mo., and was responsible for personal trusts and estate planning.



HUNT

## NMBA Group 5 Elects Officers

Group Five of the New Mexico Bankers Association recently elected new officers. They are J. R. Nunn, chairman, and J. T. Chambers, secretary. Mr. Nunn is president and Mr. Chambers is vice president and cashier of Citizens Bank, Tucumcari.

## Organizers Announce Plans For New Bank in Santa Fe

SANTA FE—Several local businessmen have announced plans to organize a new state bank here. The bank is being formed by First New Mexico Bankshare Corp. in cooperation with the businessmen.

The organizers are: Fred Luthy Jr., vice president, Albuquerque National, and director, First New Mexico Bankshare Corp.; Thomas B. Catron III, attorney; Laughlin Barker, real estate man; C. A. Cimino, auto dealer; and C. L. Brown, building contractor.

The bank, as yet unnamed, will have proposed capital of \$250,000, surplus of \$150,000 and undivided profits of \$125,000.

## New Mexico Deaths

WILLIAM J. WILLIAMSON, vice president and trust officer, First National, Roswell.

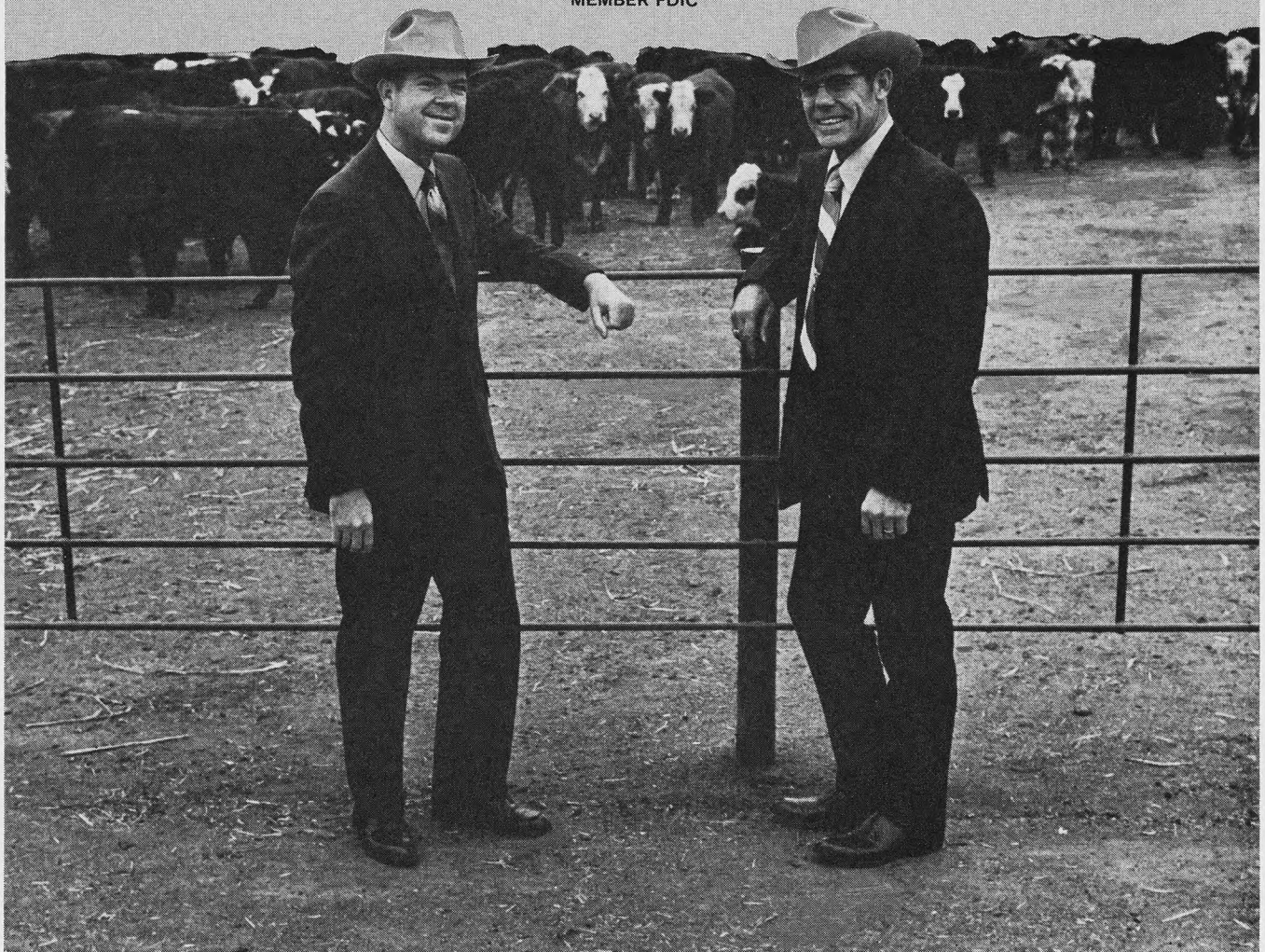
JOHN HELM, 57, manager, Los Alamos Branch, First National Bank of Santa Fe, of a heart attack.

# Trust Your Agricultural Overlines With the Professionals

KEN PORTER and TOMMIE STUART grew up in agriculture. They were educated in agriculture. And they have had the practical experience in farming, ranching and banking to be of real help and service to you with your overlines. Ken and Tommie can be mighty helpful, too, in evaluation of loans. With today's larger scale, more costly ranching, feedlot operations and crop production, don't risk losing good customers with lending limits. For the specialized help you need with overlines, call the professionals in First National Bank of Fort Worth's agricultural department.

817-336-9161

of Fort Worth  
**First**  
NATIONAL BANK  
MEMBER FDIC

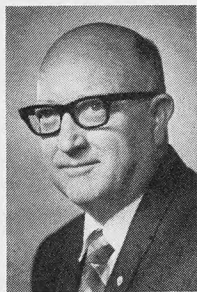


# Oklahoma News

## J. Paul West Retires as VP Of National Bank of Tulsa

TULSA—J. Paul West, vice president, National Bank of Tulsa, has retired after almost 41 years of service.

He began his banking career with State Guaranty Bank, Blackwell. He joined National Bank of Tulsa in 1931 and has worked in the proof, audit and bond departments. He was named personnel manager in 1942 and vice president and insurance portfolio officer in 1967. He retired as vice president in customer services administration.



WEST

■ GENE HILL, president of Hill Motor Co., has been elected a director of Exchange National, Ardmore.

## Liberty National Bank Begins Design-A-Check Program

OKLAHOMA CITY—Liberty National has launched a do-it-yourself project expected to produce thousands of uniquely personalized customers' checks.

In the bank's new Design-A-Check program, checking account customers have the opportunity to give their checks personal identifications by using photographs.

Willis J. Wheat, senior vice president, said about the program, "Our check-writing customers may have their pictures printed on checks. Or, in the case of a joint account, pictures of both husband and wife can be reproduced. If a customer wants a group picture of his entire family on his check, that can be done. Scenic pictures, or pictures of pets, are acceptable."

In addition to the photograph, the Design-A-Check program offers printing in colors of the customer's choice.

■ FIRST NATIONAL, Oklahoma City, has elected Drake Keith and C. Richard Ford advisory directors. Mr. Keith is assistant treasurer of Oklahoma Gas & Electric Co. and Mr. Ford is president and chief operating officer of Ford Distributing Co.

■ PAUL D. KOLMAN, president, First National, Chelsea, has been appointed to the City of Tulsa-Rogers County Port Authority.

## 1st of Tulsa Employee Honored



Miss Peggy McElroy (r.), Tulsa's 1969 "Miss Red Feather," crowns this year's winner, Miss Rachel Treeman. Miss Treeman is a clerk in First of Tulsa's central files department. She serves as the Tulsa Community Chest's official spokeswoman during the current \$2.3 million fund-raising campaign.

## Bank Finds Lost Card Case

TULSA—First National recently "uncovered" a unique way to spotlight its safe deposit facilities.

As construction crews working on the new First National Tower were preparing the site for the 41-story complex, they found a leather card case about 25 feet below street level. A deteriorating, yet readable, social security card identified the owner as John Pat Burton.

Lindsay L. Alexander, vice president of marketing, initiated an investigation, contacted Mr. Burton and invited him to the bank to reclaim his property.

Mr. Burton, a letter carrier, was at a loss to explain how or when the card case was lost. But he judged, from old photos and a pass to a miniature golf course, that "it had to have been sometime in 1944. I was working as an usher at the old Orpheum Theater about that time and was all around this area."

Mrs. Burton said her guess was that the case fell into a sewer in the alley behind the theater, was covered when workmen began construction on the bank's present building in 1948-49 and remained there until recently discovered.

Russell F. Hunt, vice chairman, said the bank would make sure such an incident did not happen again. He personally volunteered the use of a safe deposit box to the Burton family.



Russell F. Hunt (l.), vice ch., First of Tulsa, helps Mr. and Mrs. John Pat Burton place their recently recovered property in a First National safe deposit box.

## "Fidelity Plaza" Chosen as Name Of Fidelity Bank's New Building

OKLAHOMA CITY—Fidelity Bank has named its new 14-story building, now under construction, "Fidelity Plaza."

The plaza, surrounding the building on three sides, will have shrubs, tree plantings and walk areas paved with brick and tile in geometric designs. Highlighting the plaza will be a free-form sculpture and fountain.

# NEW YORK'S

# BEST

- LOCATION
- SERVICE
- ACCOMMODATIONS

# HOTEL

AND FOR ECONOMY

**\$17** A DAY SINGLE

# BUY

**\$24** A DAY DOUBLE

On the prestigious East Side, midtown, a short walk to 69 of the country's top 100 corporations. Convenient to all transportation.

THE HOTEL  
*Commodore*  
Park Avenue at 42nd Street  
A Realty Hotel

**FREE DIAL DIRECT PHONES FOR RESERVATIONS**

In the continental U.S.A. **800-221-2690**  
In New York State **800-522-6449**  
In New York City (Local Call) **340-2776**





## Fourth National's Wide-Awake Bankers Are Opening Eyes Wherever They Go.

On the left, with the ready smile and rich fund of experience, is none other than our own Glenn (Red) Ward. But you knew that, didn't you? What you may not know is that Red now has a lively young associate helping him serve the needs of Fourth's growing list of correspondent banks.

to data processing installation, from bond buying to the teller's counter. He won't be able to solve *all* your problems, but there's a good chance he can help you avoid some of the mistakes you might make by wrestling with problems on a trial-and-error basis.

Red and Wilbur together are opening a lot of folks' eyes; folks who used to think of Tulsa itself as a small, oil-centered city. Folks who didn't know about Tulsa's aerospace industries, Tulsa's brand new riverport, Tulsa's customs office.

Whenever you're in the mood for a short, friendly visit—or an eye-opening discussion of modern Tulsa and modern banking—just give us a call. Red or Wilbur or both will be there in a jiffy!

That's him on the right: Wilbur Waters. Graduate of the University of Arkansas and the University of Wisconsin's graduate school of banking. Veteran of 14 years in bank operations, three of them as supervisor of Fourth National's electronic data processing department. Instructor for the American Institute of Banking for the past eight years in Tulsa.

Wilbur started his banking career at Commercial Bank of Harrison, Arkansas. He's seen the inner workings of banks of all sizes. He's had first hand experience in every phase of bank operation, from acting chief cashier



**4**  
**FOURTH**  
**NATIONAL BANK**  
 515 SOUTH BOULDER  
 TULSA, OKLA. 74103

# Kansas News

## Wilson Named 1971 Class Pres. Of National Trust School

TOPEKA—Ronald G. Wilson, trust officer at Fidelity State, has been elected president of the 1971 graduating class of the National Trust School of Northwestern University. He recently received a degree in trust new business as part of a three-year program sponsored by the American Bankers Association and Northwestern University.

As president, Mr. Wilson will serve on the board of regents for the National Graduate Trust School as representative of his graduating class. He has been a trust officer with Fidelity State since 1969.

■ **FIRST NATIONAL**, Conway Springs, recently invited the public to an open house to view the bank's newly remodeled quarters.

■ **HAROLD RINER** has joined State Bank of Oskaloosa as agricultural representative.

■ **EDWARD B. STAEBER**, cashier and director, Lorraine State, recently celebrated 50 years of service with the bank. He was honored with a reception and open house.

■ **STEVE HUTCHENS** recently joined First National, Chanute, as a loan officer.

■ **KANSAS STATE**, Wichita, appointed Robert H. Lawson Jr. assistant vice president and assistant operations officer. For several years, Mr. Lawson was an examiner for the FDIC.

■ **JAMES D. ASHER** was elected a director of Peoples National, Ottawa, filling a vacancy created by the death of George E. Lister, president. Mr. Asher recently purchased a substantial interest in Peoples Saving, Inc., holding company which owns controlling interest in Peoples National.

## Bank Honors Town Leaders

NORTON—First National recently sponsored an ad series in a local newspaper honoring young community leaders in the business, farming and professional fields. The public-service project featured the ads on a biweekly basis.

Bill Smiley, president, said about the ad series, "We are proud of our young leaders and hope to make more people, locally as well as area-wide, more aware of the best natural resource available to a community—human leadership and what it does for Norton."

■ **BOULEVARD STATE**, Wichita, recently held groundbreaking ceremonies for its new building project. The new structure will be a 13,000-square-foot Main Office and an 800-square-foot drive-in and walk-up facility. The \$1-million building is scheduled for completion in mid-1972.

■ **FOURTH NATIONAL**, Wichita, announced the following promotions: Mrs. Ruth Ann Nichols, manager, lock box department; Miss Shari Carlock, manager, word processing center; and Miss Joan Hubbard, assistant manager, Interchange Motor Bank. Miss Hubbard succeeds Paul J. Morley, operations officer, who has moved to the Main Office customer service area.

■ **BEN F. BOYS**, vice president, Independence State, has been elected a director. He fills the vacancy created by the death of L. R. Oakleaf Jr. Roger P. Leeseberg, vice president, succeeds Mr. Boys as secretary to the board.

■ **FIRST NATIONAL**, Neodesha, recently honored Ed Worley, president and director, on his 25th anniversary with the bank. He was presented a plaque at a ceremony and dinner given in his honor.

## Bonine Joins Merchants National As Agricultural Representative



BONINE

TOPEKA—Dan R. Bonine has joined Merchants National as agricultural representative. He will work in the bank's agricultural and correspondent bank departments.

Mr. Bonine holds a bachelor's degree in animal husbandry and a master's degree in agricultural economics from Kansas State University.

## Kansas Banks' Farm Loans Reach All-Time High

The agricultural committee of the Kansas Bankers Association reports that Kansas banks pushed their non-real estate farm loan totals to an all-time high the past year to \$698,101,000, an increase of 8% over the previous year.

The Kansas increase compares with a 7% increase nationally in bank loans to agriculture, according to the national agricultural credit survey recently released by the American Bankers Association.

Banks were providing more non-real estate farm loans—those for current operations, living and production—than were other lenders, including government agencies. Banks also increased their farm real estate loans—those secured by mortgages on farm land including improvements—6% to a total of \$107,261,000.

■ **PERRY F. BEMIS** has joined Wilson State as assistant vice president. For the past four years, he was vice president and cashier of Valley View State, Overland Park.

■ **MERWIN GILMORE**, head of an agricultural implement firm, has been elected a director of Peoples National, Clay Center. He fills the vacancy created by the death of George Fullington.

■ **DAVID A. WHEELER** has joined First National, Coffeyville, as senior vice president and a director. He had been senior vice president of Mercantile Bank, Tulsa. He began his banking career with Security State, Scott City.

# CNB

## COMMERCIAL NATIONAL BANK

6th & Minnesota Ave. 913 371-0035  
Kansas City, Kansas 66101



BOB NILL



MAX DICKERSON

### PROFESSIONAL AUTOMATED BOND ACCOUNTING

# THE CITY'S READY!



Another ABA meeting and another chance for two great Cities to get together. San Francisco and City National Bank, the choice of over 1,000 correspondent banks. You can count on these Men from the City to be on hand:

R. Crosby Kemper, Jr. • Charles G. Young, Jr. • Jerome H. Scott, Jr. • John J. Kramer • Charles W. Koester • Roy A. Thompson • Samuel A. Blasco • George W. Sherman • Don V. Thomason



**City National Bank**

& Trust Company  
Kansas City, Missouri

A MISSOURI BANCSHARES BANK

MID-CONTINENT BANKER for October, 1971

# UP THERE WITH THE BIGGEST!

The biggest airlines in the world serve big cities  
and not-so-big cities. **SO DO WE.**



OZARK does everything the biggest airlines do. Runs its own hostess school. Has a computerized reservations system. Flies millions of passengers over millions of miles. Jets in and out of big cities like New York, Chicago, Washington, D.C., St. Louis. And also serves cities that aren't so big. If you don't know all that about Ozark... maybe you should take a closer look. And an Ozark flight.

**Call your travel agent  
or Ozark Air Lines.**

**OZARK  AIR LINES**

*Up there with the biggest*

---

## Market Day Program

---

# St. Joseph Market In Strong Position, Say Livestock Men

**T**HE STRENGTH of the St. Joseph Livestock Market (i.e., purchasing power of buyers on the market scene) was the primary topic of interest to bankers who attended last month's Market Day program sponsored by the First Stock Yards Bank.

Current buying strength of the market is excellent, according to livestock men who participated in the one-day program. Also, they pointed to developments that should give additional strength to the market.

Armour & Co., for example, will phase in a hog slaughtering plant in September, 1972, that will use one million hogs annually. Also, a new feeder pig auction, started October 1, 1971, will provide a new marketing force for the St. Joseph area.

The feeder pig auction, if it should match the success of the stocker-feeder cattle auction begun several years ago, will provide new impetus to the market. The cattle auction, bankers learned, had handled 65,000 head during the first eight months of 1971, as compared with a total of 61,000 for all of 1970.

St. Joseph, since the cattle auction was begun in 1966, has become an important stocker-feeder market. This, in part, is due to the fact that two major packers closed down their cattle slaughtering facilities in recent years. Market emphasis, therefore, has shifted somewhat to stocker-feeders.

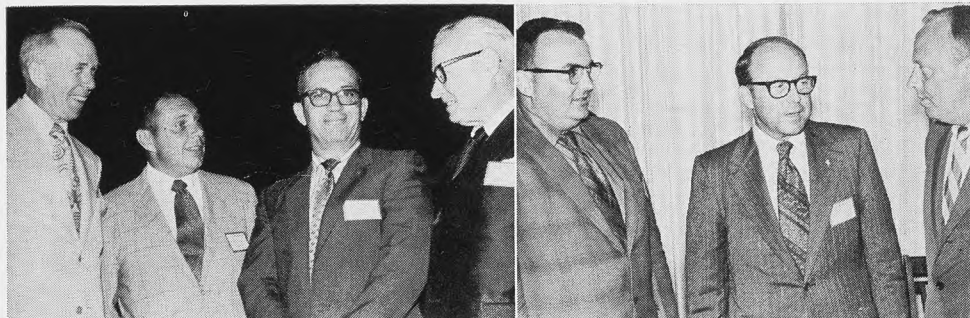
Nonetheless, St. Joseph continues to be an excellent outlet for fat cattle, according to livestock men participating in the program. Eight major buyers are currently represented on the market, they pointed out, with two important

packers—Seitz and Dugdale—located on the market site.

One livestock man pointed out that one of the current problems was the scarcity of choice fat cattle at the market. The buyers are here, he said; the cattle are not.

The bank's program, in addition to morning discussions and tours "at the Yards," included an afternoon session at the St. Joseph Country Club, topped off with a steak dinner. One of the afternoon speakers was Iowa banker Thomas R. Smith, president, First National, Perry, who discussed the changing credit needs of agriculture. • •

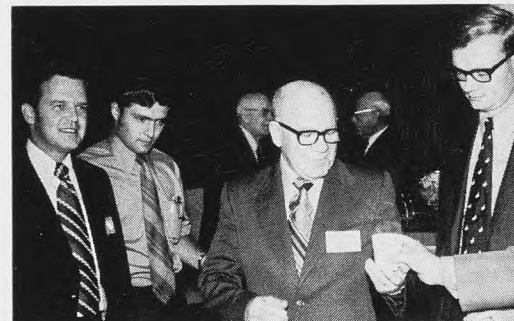
**LEFT:** "Beanie" Broadhead, president of host bank, visits with George Harris and Frank Butcher, Farmers & Merchants, Huntsville, Mo., and Tom McCullough, retired president of host bank. **RIGHT:** Guest speaker Thomas R. Smith (c.), 1st Nat'l, Perry, Ia., is flanked by John Karn, v.p., and Benton O'Neal, dir., First Stock Yards Bank.



Banker and livestock specialist deep in conversation "at the Yards" in St. Joseph. Left: Carl Minor, Farmers Bank, Maysville, Mo., and Ben Kilgore, livestock specialist, University of Missouri Extension Service.



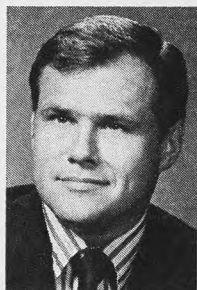
Bankers inspect facilities under construction for feeder-pig auction area at St. Joseph Stock Yards. First auction was scheduled for late September.



Robert L. Sanders (l.), who recently joined First Stock Yards as a loan officer, observes "coffee time" in the bank lobby, as James Gordon (c.) and C. A. Noble (r.), Bank of Horton, Kan., receive refreshments.

## Higher Salaries for Bank Examiners Requested by Finance Commissioner

Missouri's new commissioner of finance, H. Duane Pemberton, last month made a plea for more state bank examiners and higher salaries for himself, the deputy commissioner and examiners and other employees on his staff. He was appearing before a joint committee made up of members of the Missouri Senate Committee on Banks, Banking and Financial Institutions and House Committee on Banks and Financial Institutions. The hearing was conducted at the Clayton Inn in Clayton.



PEMBERTON

Mr. Pemberton proposed four bills. They would:

- Increase the annual salaries of the banking commissioner from \$18,000 to \$25,000, the deputy commissioner from \$16,000 to \$23,000 and provide for raises to examiners and other employees.

- Provide a four-year term for the commissioner following his appointment by the governor. His removal from office would be through a public hearing called by the governor or by a two-thirds vote by the General Assembly.

- Lengthen from 60 to 120 days the time in which the state banking board must act on appeals from decisions of the commissioner.

- Create a State Division of Finance fund for the use of the division, to be funded by fees and forfeitures payable to the division from banks and corporations.

Mr. Pemberton was particularly volatile on the subject of larger salaries for examiners, pointing out that Missouri is one of the lowest-paying states in this field. He distributed data showing that Pennsylvania, with 177 state banks, has 49 examiners who receive from \$7,407 to \$17,839 a year; Ohio, with 304 state banks, has 40 examiners whose salaries range from \$7,525 to \$14,976; and Michigan, with 234 state banks, has 72 examiners who are paid \$9,020 to \$21,130. In contrast, Mis-

souri, with 571 state banks, has 60 examiners who receive \$7,200 to \$15,300.

Mr. Pemberton told the legislators that he needs at least 10 more examiners just to be able to examine each state bank once a year, as is required by law. He pointed out that 25 banks were not examined last year.

The higher salaries are needed, he explained, because his office is faced with the continual problem of training new employees due to the turnover. According to the commissioner, it takes three years to train an examiner to the point where he can be "turned loose" without any supervision.

Backing up Mr. Pemberton was James E. Brown, senior vice president of St. Louis' Mercantile Trust. Mr. Brown said that Mercantile Bancorp., holding company of which Mercantile Trust is a subsidiary, is willing to pay more for examiners of its banks. However, he added that banks, in turn, are willing to pay more to hire examiners away from the commissioner; therefore, a "modest increase" in salaries would not be enough for the state to retain these examiners.

### Dale Named General Counsel Of Mo. Bankers Association

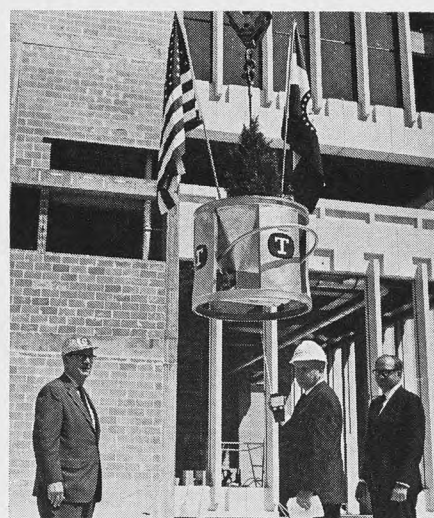
Dick B. Dale, Richmond attorney, has been named general counsel for the Missouri Bankers Association. He has practiced law in Missouri since 1951 and recently resigned as state representative from the 83rd District.

Mr. Dale has served as attorney for the trust department of Exchange Bank, Richmond, and as local counsel for several railroad firms. He was prosecuting attorney of Ray County for seven years.

■ EARL W. JAMES, agricultural representative, First National, Cape Girardeau, has been elected an assistant vice president.



DALE



St. Louis County National, Clayton, recently held "topping out" ceremonies for its new office building. The celebration included the traditional hoisting of an evergreen tree to the top of the building along with the final bucket of concrete and the Missouri and U. S. flags. Completion of the office tower is scheduled for January, 1973. From left are: A. R. Elspersman, pres., G. L. Tarlton Contracting Co.; Edward H. Schmidt, pres., St. Louis County National; and James C. Laffin, Clayton mayor.

### Temme Named Senior Vice Pres. Of Mark Twain State Bank



TEMME

BRIDGETON—Donald C. Temme has been elected senior vice president of Mark Twain State. He had been vice president of Mark Twain Northland Bank, St. Louis County, which he joined

in May of last year. Previously, he was in the international banking department of American National, Chicago.

Both Mark Twain State and Mark Twain Northland are members of Mark Twain Bancshares, Inc., St. Louis-based registered multi-bank holding company.

### Bank 244 Receives Charter; Plans Opening in January

MARYLAND HEIGHTS—The new Bank 244 has received its charter and is scheduled to open in January at Dorsett Road and Progress Parkway, Maryland Heights, a suburb of St. Louis. The bank, capitalized at \$1 million, will occupy part of the building formerly occupied by Western Electric Corp.

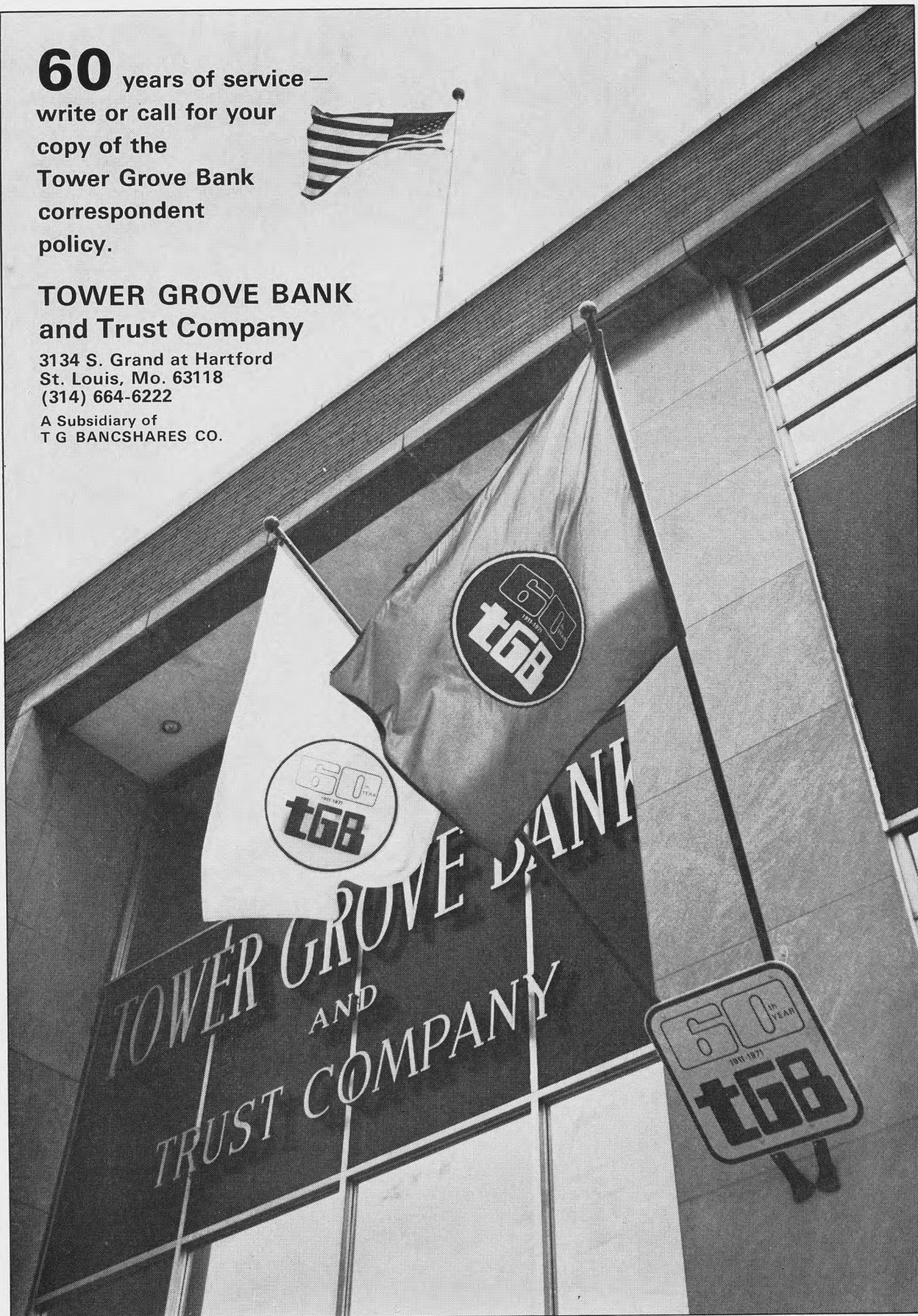
President of the bank is Richard W. Schenk, former vice president of First National, St. Louis, and chairman is Guy B. Jaffe, general manager of the Forest Park Hotel in St. Louis. H. Robert Bartell Jr., Illinois bank commissioner, is a member of the bank's board of directors.

**60** years of service —  
write or call for your  
copy of the  
Tower Grove Bank  
correspondent  
policy.

**TOWER GROVE BANK  
and Trust Company**

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

A Subsidiary of  
T G BANCSHARES CO.



**Mo. Bankers Assn. to Sponsor  
Consumer Finance Conference  
November 17-18 at Tan-Tar-A**

The Missouri Bankers Association will hold its 16th annual consumer finance conference November 17-18 at Tan-Tar-A Resort, Osage Beach, Lake of the Ozarks.

George A. Speer, president, Northwestern Bank, St. Louis, and chairman



**SPEER**



**LUMPE**



**LARKIN**



**DUNNE**

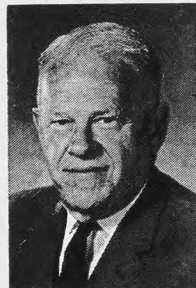
of the MBA committee on consumer finance, will preside over the opening session of the conference. Opening remarks will be given by Larry E. Lumpe, executive vice president, State Bank, Poplar Bluff, and MBA president, followed by Kenneth V. Larkin, senior vice president, Bank of America, San Francisco, who will discuss "What's Ahead for Consumer Lenders."

Other morning speakers will include Gerald T. Dunne, vice president, Federal Reserve, St. Louis—"Fair Credit Reporting"; and George W. Goll Jr., president, North Kansas City State—"The Fallacy of Rate Cutting."

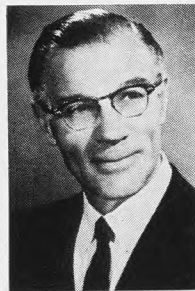
Special-interest sessions, held in the afternoon, will cover: "Fair Credit Reporting"—Mr. Dunne and Cyril J.



**KORSVIK**



**JEDLIKA**



**WINTERS**



**GUERNSEY**

(Cy) Jellicka, banking counsel, Associated Credit Bureaus of America, Kansas City; "Selling Byproducts"—Van W. Cooper, president, Southeast State, Kansas City, and George T. Guernsey III, senior vice president, Manchester Bank, St. Louis; and "Your Bank's Image . . . or, What Your Best Customer Won't Tell You"—Harold E. Henson Jr., president, Security National, Joplin, and Richard S. Pryor, president, Thornton National, Nevada.

Size-group meetings, to be held later in the afternoon, will be followed by a social hour and banquet. Banquet speaker will be Samuel J. Rassmussen, president, Cedar Hill (N. Y.) College, who will talk on "Business Trends From Now Until?"

Two speakers will appear at the final session on the second morning of the conference. They will be William J. Korsvik, vice president, First National, Chicago, speaking on "The Outlook for '72" and Dr. Carl S. Winters, lecturer, Oak Park, Ill., on "Your Human Relations Are Showing." Dr. Winters' appearance will be made possible by General Motors Corp.

**Edgar P. Crecelius Awarded  
"Boss of the Year" Title**



**CRECELIUS**

ST. LOUIS—Edgar P. Crecelius, president, Lemay Bank, recently was selected as "Boss of the Year" by the Archway Chapter, American Business Women's Association.

He was awarded a crown and trophy, commemorating the event.

Mr. Crecelius recently celebrated his 50th anniversary in banking.

**Missouri Deaths**

RICHARD J. PAYNE, 50, vice president in the national division, Mercantile Trust, St. Louis. He had been with the bank since 1965.

GEORGE E. HUBER, 52, assistant cashier, Bank of Perryville. He had been with the bank since 1937.

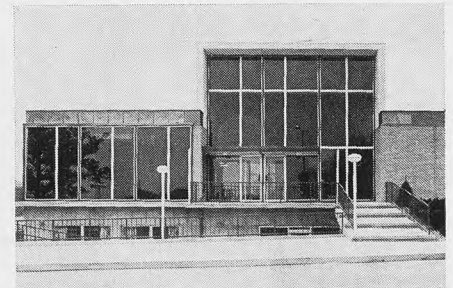
MRS. JANE BARONOVIC, assistant cashier, Bank of Crestwood, on September 11.

**Bi-Level Building Is New Home  
Of Chesterfield Bank**

CHESTERFIELD—Chesterfield Bank recently moved to its new building. The bi-level structure has a brick exterior, landscaping and outdoor patio lights. The front walk-up entry is a series of four concrete platforms.

Highlighting the lobby are two chandeliers of burnished metal, each weighing more than 1,000 pounds. A fireplace of marble and wood is located in a lounge area at one end of the lobby.

The lower level of the building contains safety deposit boxes, special coupon booths, bank bookkeeping services and private offices. The building has two drive-in windows, one of which uses a pneumatic-tube system, and a half-acre parking lot.



**Chesterfield Bank recently moved to a new bi-level building that has brick exterior, landscaping and outdoor patio lights.**

■ THREE additional drive-up lanes are now under construction at Manchester Community Bank, Ballwin. The bank is converting one of its three existing drive-up lanes into a walk-up window. Completion of the construction project is scheduled for this fall.

**Wentzville State Installs Sign**



**Wentzville State recently installed a new electric, revolving time and temperature sign. The sign was manufactured by American Sign & Indicator Corp., Spokane, Wash.**



The world-famous Gateway Arch on the St. Louis riverfront—a good engineering idea that rejuvenated a city!



When you need  
a banker with  
good banking  
ideas...

Dick Bacon

Ed Schoor

Dan Jasper

Elmer Austermann

# count on Mercantile in St. Louis

For good ideas in banking—and service to match—call your Man from Mercantile. Wherever you are—your phone puts you just seconds away from one of our 12-man team of correspondent bankers. Call us for those ideas—314/231-3500—and *count on Mercantile!*

**MERCANTILE**

ST. LOUIS, MO.

**TRUST**

**COMPANY**

MEMBER  
F.D.I.C.

**Mercantile Bancorp. to Acquire  
County Bank of St. Charles**

ST. LOUIS—Mercantile Bancorp., Inc., multi-bank holding company, has reached an affiliation agreement with County Bank of St. Charles. The affiliation is pending approval of regulatory authorities.

Mercantile Bancorp.'s affiliates include Mercantile Trust, Mercantile-Commerce Trust and Southern Missouri Trust, Springfield.

**WHO  
Should Operate  
The Bank . . .  
The BOARD?  
or MANAGEMENT?**

Should the Board do more than set policy for your bank?

Should certain members of the Board—because of their specialized knowledge—become involved in certain aspects of a bank's operation . . . or management?

How should your bank utilize the skills and knowledge of outside directors? Should the outside director have free access to all types of internal information?

An approach to these questions are found in a special BONUS STUDY released recently by the editors of The BANK BOARD Letter under the title, "Bank Board Policy and the Prerogatives of Operating Management."

This study can be helpful to you and your Board in arriving at an "understanding" as to the policy-making decisions reserved for the Board, and the "execution" of these policies by operating management.

Copies of this study are available from the publisher @ \$1.00 for four copies. Order enough for your entire Board!

Please send ( ) copies of "Bank Board Policy and the Prerogatives of Operating Management."

Check for \$ . . . . . is attached (sorry, no billed orders).

NAME . . . . .  
BANK . . . . .  
CITY . . . . .  
STATE . . . . . ZIP . . . . .

**The BANK BOARD Letter**

408 Olive St. (Room 505)  
St. Louis, Mo. 63102

**Index to Advertisers**

American Nat'l Bank & Tr. Co., Chicago	31
Angelica Career Fashions, Inc.	78-79
Bank Board Letter	58, 59, 130, 134, 144
Bank Marketing Systems, Inc.	44
Bank of America	43
Bank of New York	65
Bank of the Southwest, Houston	133
Bank Services	102
Barco of California	89
Boatmen's National Bank, St. Louis	131
Brown & Sons, Inc., Geo. F.	17
Bunce Building Corp.	15
Career Girl Coordinators, Inc.	83
Career Girl Mfg. Co.	30
Central Trust Co., Cincinnati	121
Chase Manhattan Bank	101
Cheshire Inn & Lodge	106
Citizens Fidelity Bank & Trust Co., Louisville	112
Citizens National Bank, Decatur	109
City Nat'l Bank & Tr. Co., Kansas City	139
Commerce Bank, Kansas City	35
Commercial National Bank, Kansas City, Kan.	138
Commodore Hotel	136
Computer Wares, Inc.	104
Continental Illinois Nat'l Bank & Tr. Co., Chicago	111
Creative Image	80
d'Armigene, Inc.	82
Delta Corp. of America	9
De Luxe Check Printers, Inc.	47
Detroit Bank & Trust Co.	99
Diebold, Inc.	63
Dorcia Originals	91
Downey Co., C. L.	11
DuPont Co.	74-75
Fidelity Bank, N. A., Oklahoma City	39
Fifth Third Union Trust Co., Cincinnati	8
First American National Bank, Nashville	97
First City National Bank, Houston	95
First National Bank, Birmingham	127
First National Bank, Chicago	4
First National Bank, Fort Worth	135
First National Bank, Kansas City	20
First National Bank, Louisville	115
First National Bank, Memphis	33, 36
First National Bank, Mobile	125
First National Bank, Montgomery	98
First National Bank, St. Louis	148
First Nat'l Bank & Tr. Co., Oklahoma City	67
First Nat'l Bank & Tr. Co., Tulsa	7
First National Bank of Commerce, New Orleans	3
First National City Bank, New York	69
Fort Worth National Bank	29
Foundation for Full Service Banks	103
Fourth National Bank, Tulsa	137
Franklin National Bank	18
Gittings	60
Guaranty Bank & Trust Co., Alexandria	94

Hamilton National Bank, Chattanooga	123
Hamilton National Bank, Knoxville	38
Hamilton Tailoring Co.	70
Harris Trust & Savings Bank, Chicago	51
Hegco Industries, Inc.	146
Heirloom Bible	44
Heller & Co., Walter E.	5
Hibernia National Bank, New Orleans	61
Insured Credit Services, Inc.	56
Kanvik, Inc., T. G.	87
Koret of California/Identity Design	85
Lawrence Systems, Inc.	55
Liberty Nat'l Bank & Tr. Co., Louisville	117
Liberty Nat'l Bank & Tr. Co., Oklahoma City	2
Louisville Trust Co.	119
Manufacturers Hanover Trust Co., New York	105
Means & Co., F. W.	91
Mercantile Trust Co., St. Louis	145
Millikin National Bank, Decatur	107
McCourtney-Breckenridge & Co.	146
National Bank of Tulsa	27
National Stock Yards National Bank	147
New American Life Insurance Co.	130
Northern Trust Co.	12
Ozark Air Lines, Inc.	140
Palumbo & Co., Inc., George	40
Product Innovations, Inc.	68
Rand McNally & Co.	64
Republic National Bank, Dallas	45
Robert Powers Dresses	86
Scarborough & Co.	93
Security Pacific National Bank, Los Angeles	49
Sellers Investment Co.	52-53
Smith-Harvestore Products, Inc., A. O.	96
Struven, G. Carlyle	82
Third National Bank, Nashville	37
Tower Grove Bank & Trust Co., St. Louis	143
Trust Co. of Georgia	57
Union Planters National Bank, Memphis	6
United California Bank, Los Angeles	41
Whitney National Bank, New Orleans	129
Womeldorff & Lindsey	146

**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 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
- Pneumatic Tube Systems
- Fire Resistive Products
- Used Equipment of All Types
- Vault Engineering Service

**HEGCO Industries, Inc.**

4618 N. Post Rd., Indianapolis, Ind. 46226

**McCOURTNEY-BRECKENRIDGE & COMPANY**

INVESTMENT SECURITIES

SAINT LOUIS, MISSOURI 63102

PHONE CENTRAL 1-5730 (Area Code 314)

1030 BOATMEN'S BANK BUILDING



Want to see somebody **up there?**  
no problem to go right to the top at Stock Yards Bank

However, President Bill Thomas is rarely approached for personal attention to a correspondent problem. The extraordinary abilities of the staff to stay aware of your local business trends and their unprecedented authority to make decisions keep Bill free for other duties.

Nevertheless, you want to talk to the top man? If it's a personal call, his office door is open; if you dial 618-271-6633, just ask for Bill.



"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*

# First aid for asset indigestion.

Make your financial concerns our financial concerns.

Maybe it's our resources you need.

Or, our contacts.

Then again, perhaps you'd just like to pick our brains a little.

Whether it's a little advice over the phone, or a lot of planning in person, call one of our Correspondent Representatives at 421-2000, St. Louis Area Code 314.

You'll find us to be a real asset.

**First National Bank  
in St. Louis**



An understanding member of the F.D.I.C.



## Your First National Representatives

- Joseph Orlando, Vice President
- Louis E. Straub, Vice President
- Raymond T. Swancutt, Vice President
- Robert W. Knapp, Commercial Banking Officer
- Harold G. Kuhlman, Assistant Vice President
- David A. Dierks, Correspondent Representative
- Michael D. Flier, Correspondent Representative
- Richard M. Rathgeb, Correspondent Representative
- Paul M. Ross, Vice President
- Barbara Smith, Senior Vice President