

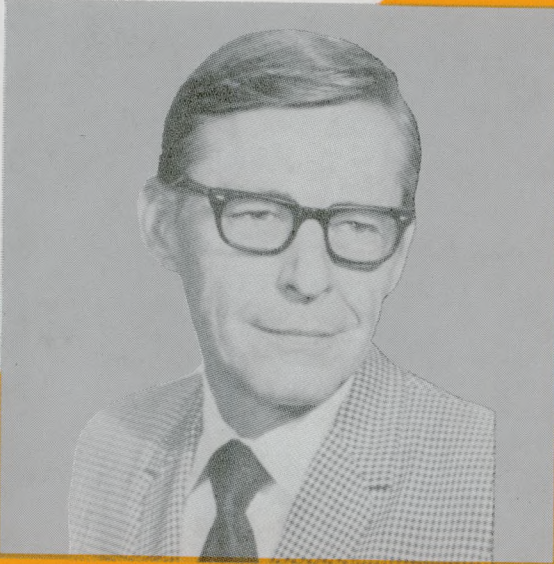
MID-CONTINENT BANKER

The Financial Magazine of the Mississippi Valley & Southwest

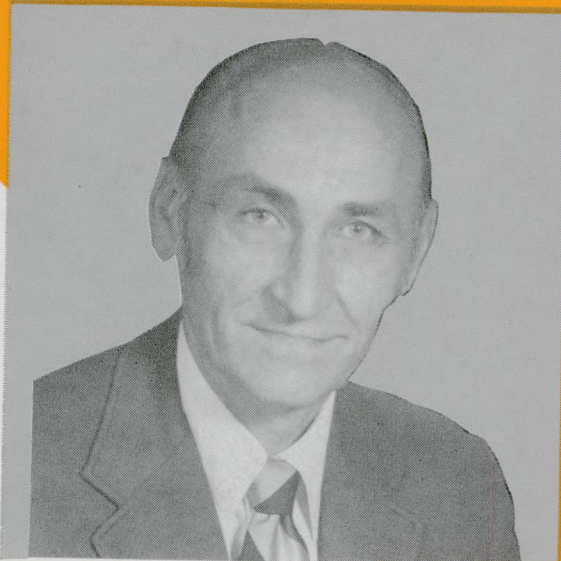
FIRST OF TWO CONVENTION ISSUES

MAY 1, 1973

H. E. Leonard, Pres.,
Oklahoma Bankers Assn.
Page 92



B. Finley Vinson, Pres.,
Arkansas Bankers Assn.
Page 83



J. Rex Duwe, Pres.,
Kansas Bankers Assn.
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Missouri Bankers Assn.
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Convention Issue

the problem:

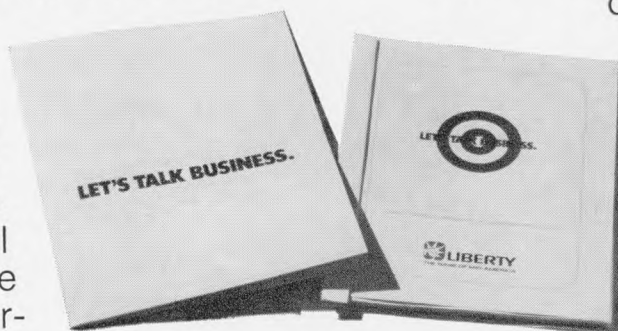
BUSINESS MUST DO A BETTER JOB EXPLAINING ITSELF!

the solution:

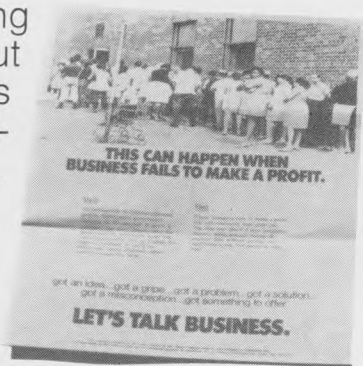
LET'S TALK BUSINESS!

The problem . . . that business must do a better job of explaining itself . . . has found its way into countless executive memos, industry conferences, convention agendas, major policy speeches, pamphlets and more. It's clear we all agree on what the problem is and that someone must undertake a solution. But, to date, we've all just been talking to each other about the threat of economic illiteracy. And, talking to each other simply will not correct common myths shared by college caliber high school graduates like these (from a recent survey):

- Only 24% believe production of more goods per man hour will raise the standard of living;
 - A majority believes higher wages and more government spending will raise the standard of living;
 - 50% believe big companies should be broken up;
 - 63% believe in government ownership of banks, railroads and steel companies; and
 - 83% believe business makes after tax profits ranging from 19% up to 80%.
- Clearly, business needs to do a better job of explaining itself. In fact, if it is to survive . . . IT MUST!



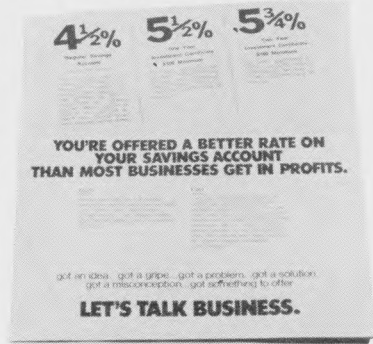
But, let's stop talking to each other about the problem . . . let's begin communicating with others . . . LET'S TALK BUSINESS.



LET'S TALK BUSINESS IS A MASS COMMUNICATIONS PROGRAM IN SUPPORT OF BUSINESS, PROFITS AND FREE ENTERPRISE. The subject matter is controversial, only because free enterprise, whether we like it or not, is a controversial issue. And, if you don't believe that, ask your own children. For the past year, we have been exploring possible solutions. Now, after several months of testing, we believe a hard hitting public information and educational campaign, with emphasis on the built-in benefits of our business system for the individual, will help bring about better understanding and acceptance of the role of profits in a free system.




In this campaign we, as businessmen, have the opportunity to live up to the responsibility of marketing ourselves, as well as the goods and services we offer. The theme itself, LET'S TALK BUSINESS (rather than "listen" to business) suggests two-way communications. We invite response . . . both positive and negative. If people really don't understand our system, we want



them to learn the true facts. The campaign materials consist of newspaper ads, bulletin board posters, radio spots, television spots, outdoor boards, statement stuffers, a slide presentation and more. It's a total campaign. We've paid for, we use it and it works. We'll be glad to share it with you and it's yours below cost. The rights to ALL the materials amount to exactly \$6,000. But, this is a small price for such a worthy identity and investment in the survival of the free enterprise system. Of course, the campaign materials are available separately. We'll quote individual prices upon request.

Are you interested? Are you even curious? Just take a moment to fill out and send in the coupon below. We'll send you complete details on this exciting program. You won't be disappointed.

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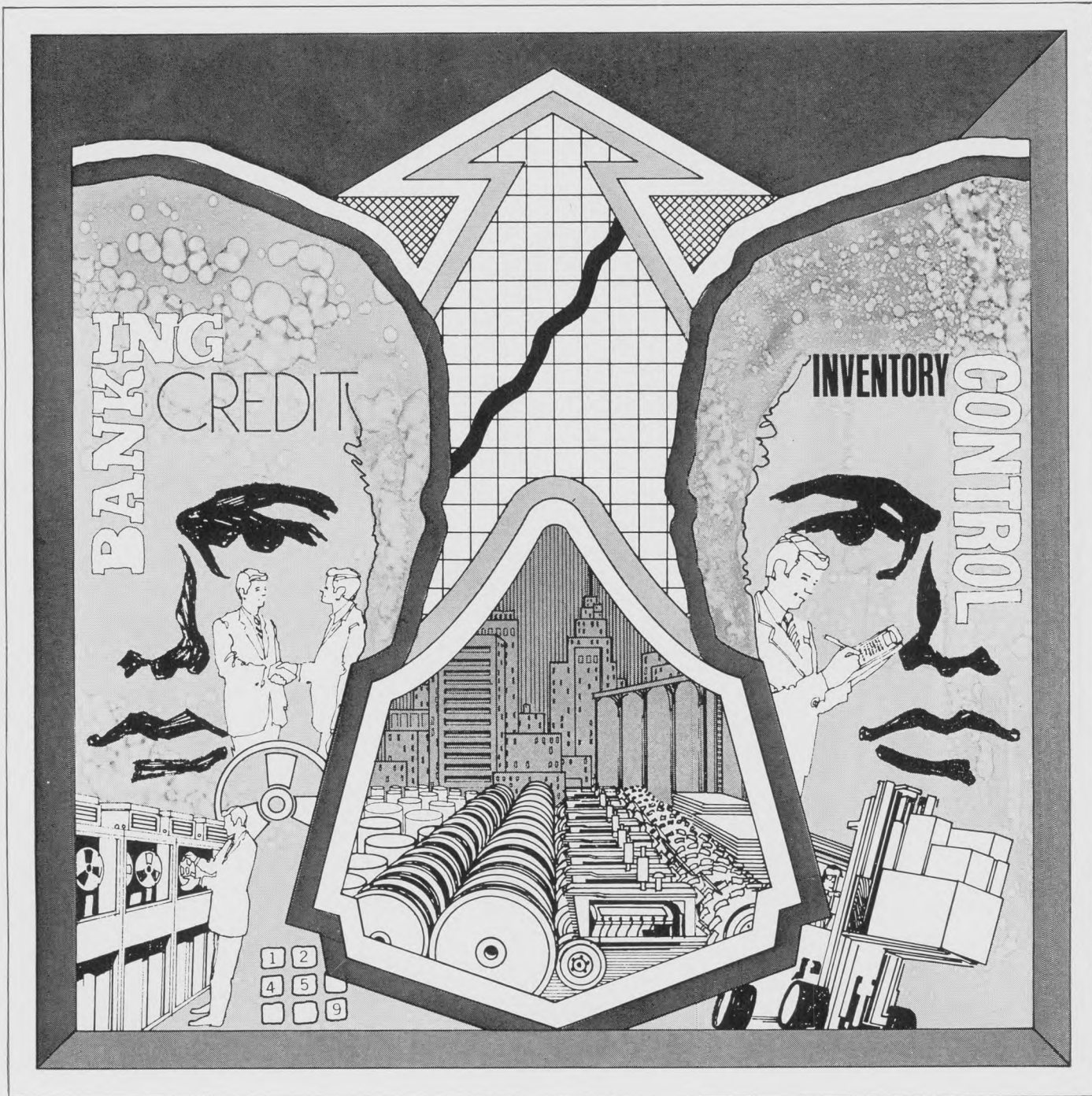
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MID-CONTINENT BANKER for May 1, 1973

MID-CONTINENT BANKER

The Financial Magazine of the Mississippi Valley & Southwest

Volume 69, No. 5

May 1, 1973



MRS. NINA H. COX

Mrs. Nina H. Cox, wife of Ralph B. Cox, editor and publisher of MID-CONTINENT BANKER, died April 6, after a three-year battle with cancer. She was 43.

Mrs. Cox, who accompanied her husband to numerous bank conferences, state and national conventions, was known by many bankers and their wives from all parts of the country.

Born in Mulberry Grove, Ill., Mrs. Cox was educated there and in Alton, Ill. She is survived by her husband; two sons, William Randall and Lawrence Bruce; two daughters, Judith Ann and Cheryl Leslie; her mother, Mrs. Roy Stewart of Williams, Ia.; and three sisters and two brothers.

E. U. Sherman Is Dead at 75; Was Kansas City Fed Officer

KANSAS CITY—E. U. Sherman, 75, retired vice president of the Federal Reserve here, died March 24 after a long illness.

Mr. Sherman, known as "Sherm," traveled all over the seven-state 10th Federal Reserve District as a bank and public relations representative for more than 25 years.

Mr. Sherman joined the Fed during the 1933 bank holiday to help process the large volume of business and agricultural loans to member banks. Later, he became a special representative and worked with banks in northwestern Oklahoma and southwestern Kansas. He was named to the discount department in 1935 and began traveling regularly for the bank in 1938. During World War II, he had charge of the personnel department, but resumed calling on banks when gasoline rationing was ended. He was named a Fed officer in 1942 and became vice president in 1958.

After retiring from the Fed in 1964, he was correspondent vice president at Union National, Wichita, for a year and a half.

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MID-CONTINENT BANKER is published 13 times annually (two issues in May) by Commerce Publishing Co. Editorial, executive and business offices, 408 Olive, St. Louis, Mo. 63102. Second-class postage paid at Fulton, Mo.

Subscription rates: Three years \$16; two years \$12; one year \$7. Single copies, \$1 each.

Commerce Publications: American Agent & Broker, Club Management, Decor, Life Insurance Selling, Mid-Continent Banker, Mid-Western Banker and The Bank Board Letter. **Donald H. Clark**, chairman; **Wesley H. Clark**, president; **Johnson Poor**, executive vice-president and secretary; **Ralph B. Cox**, first vice-president and treasurer; **Bernard A. Beggan**, **J. T. Elliott**, **Allan Kent**, **James T. Poor** and **Don J. Robertson**, vice-presidents.

THE BANKING SCENE



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

Backing Up Words With Deeds

ONE STRIKING message stands out in the annual reports of leading banks this year. That message is the increased social concern on the part of top management with community problems. Along with the concern is an indication that management is backing up its words with deeds.

Major social problems do not face the great majority of the banks in the U. S. Most country banks are in the fortuitous position of not being confronted with the staggering urban problems facing banks in major cities. This is not to say that country banks do not have minor, but still important, problems confronting them. Problems such as the movement of families off the farms into the cities and financing adequate housing for the aged.

Banks immersed in solving problems of this type are quite naturally not fully aware or appreciative of the immensity of the social problems facing big-city banks. Yet these big-city problems are gradually moving in the direction of suburban and even urban areas.

Typical Problems

Problems typical of the cities include drug addiction, illiteracy, unwise uses of consumer credit, lack of day-care centers, disadvantaged students, deteriorating environment, substandard worker output, the need for more home improvement financing and internship programs, inter-racial frictions, inadequate manpower training, methadone program controversies, floundering minority business developments, under-financed urban municipalities, the need for para-medical training programs, deterioration of parks, pollution control, providing adequate public transit, upgrading of retiree programs, etc. Problems of this type have tremendous impact on banks and the areas they serve.

Most banks do not have the re-

sources nor do they feel the need to tackle the number of social problems that banks such as First National City Bank, New York, do. But all bankers should be aware of the broad spectrum of programs "Citibank" is engaged in.

Here is a sample of some of the urban affairs efforts being made by Citibank, as reported in its publication, *Citybank News*.

Donations and Commitments

The bank has committed over \$26 million for low-income housing to provide and create new homes for some 30,000 New Yorkers. A donation of \$7,000 has been made by the bank to help defray the operating expenses of the Urban Training Institute, which operates out of an East Village storefront. The bank offers rewards for outstanding ideas on how the environment can be saved and it has encouraged numerous bank employees to "adopt" a YMCA youth center where they can serve as part-time teacher-counselors after normal working hours.

The bank has created an urban affairs advisory group, staffed by a cross-section of employees at all levels. This group provides opportunities for employees to contribute in the urban affairs area as both generators of ideas and implementers of worthwhile projects.

A program of adult education for bank employees is designed to help them brush up on reading, communication skills, mathematics, and—note this—study English as a "second" language! This adult education program is being taught in bank offices by faculty members of the New York University's School of Continuing Education.

The bank's vice president for training and education personnel administration is coordinating efforts through the business-supported Economic De-

velopment Council and the New York Urban Coalition in introducing innovative classroom techniques. These include simulation games, new curricula, drug counseling and strengthening parent and community involvement. One manager in Citibank's training and education department recently helped conduct an experimental course in consumer credit at the bank and at Bedford Stuyvesant Restoration Corp.

Some 108 bank employees have been enrolled in adult education classes teaching English as a second language, which meets at a Wall Street location.

Contributions by the bank to social causes total some \$1.5 million, with a major portion going to such agencies as the New York Urban Coalition. The bank has sponsored a committee bringing business, labor and community groups together to tackle drug addiction problems. The group, known as PACT (Provide Addict Care Today), has set a goal of getting treatment for all local addicts, estimated to number about 300,000 in New York City. The bank distributed some 12,000 copies of an urban study it had completed on the quality of New York City's environment. These were sent to government, business, industry and education leaders.

Summer Internship

A summer internship for 92 students was conducted over a nine-week period as a joint venture with 18 community agencies. The bank pays the students' wages to enable the community agencies to undertake worthy projects it could not otherwise afford. A bank employee helped establish a group called the Environmental Action Coalition, which has established centers for recycling bottles, cans and newspapers.

(Continued on page 33)

We can't hold an investment meeting in a phone booth—but it doesn't take a coliseum either.

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But neither is an organization that's more dinosaur than dynamic. One which can't respond rapidly and effectively to market and general trends.

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Community Involvement

- **First Security Bank, Glen Ellyn, Ill.**, is sponsoring classroom talks about what banks do, how money changes hands and how families can plan their finances. The bank's president, James E. Burgess, visits elementary and high schools to give the talks.

Many of the students are invited to the bank for tours.



Pres. James E. Burgess of First Security, Glen Ellyn, Ill., shows group of fifth grade students around bank premises.

- **Pullman Bank, Chicago**, has dedicated a Roseland-Pullman Sports Hall of Fame room. Its purpose is to honor those men and women who established themselves in athletics and brought fame and recognition to Chicago's Roseland-Pullman area and who aided local sports by coaching, organization or contribution. The objective is to immortalize all these people through a permanent display for public view and admiration.

To be eligible for the Roseland-Pullman Area Sports Hall of Fame, a candidate must have been born or reared or have performed in the area. Oil portraits of those accepted are painted by Mrs. Alex (Sue) McLachlan, a long-time Roseland resident.

The bank expects that 10 men or women who have made names for themselves and their community in college, professional football, major league baseball and U. S. Olympics will be selected each year for the next four or five years.

- **The Missouri Bankers Association**, in a recent bulletin, illustrated a suggested ad for banks wanting to help their customers avoid becoming victims of the so-called "pigeon drop" and bank-investigation hoaxes.

The ad was headed "Warning—All Depositors" and contained this copy: "Under no circumstances will a bona

fide bank examiner, FBI agent or other law enforcement official request that you, as a customer of this bank, withdraw cash from your account. If anyone identifying himself as such an official asks you to do so—DON'T.

"Notify your local police department. Further . . . should anyone ask you to withdraw your savings to 'show good faith' . . . we ask you to please notify your local police department."

The ad had a border of currency and coins and room for individual banks' signatures.

- **Citizens Fidelity, Louisville**, plans to donate the proceeds from the bank-sponsored first annual Holiday Classic Basketball Tournament to the Kentucky Lions Eye Foundation, Inc. The sporting event will be held in late December and will feature teams from the University of Alabama, Eastern Kentucky University, University of Louisville and University of South Carolina.

The Foundation utilizes funds from several sources to support the Kentucky Lions Eye Bank, a clinic, and the Kentucky Lions Eye Research Institute.

The bank intends to designate a different charitable organization as recipient each year.

- **Liberty National, Oklahoma City**, has made a grant of \$5,000 to the Oklahoma Council on Economic Education to support an expanded study of economics in Oklahoma schools and colleges.

The bank has also posted a total of \$3,000 in prize money for teachers in a statewide "creativity in economic education" contest to be administered by the Oklahoma Council on Economic Education.

First prize will be \$1,000 and 10 runner-up prizes will consist of five shares of stock in Liberty National Corp. for each winner.



J. W. McLean (l.), ch., Liberty National, Oklahoma City, presents check for \$5,000 to J. O. Lynn, pres., Oklahoma Council on Economic Education, to support expanded study of economics in state schools and colleges. At r. is Dr. Clayton Millington, exec. v.p. of council.

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charge of Correspondent Banking
Division.

NEWS OF HOLDING COMPANIES

Banks in Mobile, Huntsville, Alabama, to Form HC

MANAGEMENTS of First National of Mobile, Ala., and Henderson National, Huntsville, Ala., have agreed to form a new bank HC. City National, Birmingham, which originally was involved with the HC formation, will not be a participant.

Under terms of organization, shareholders of First of Mobile will receive approximately 75% of the HC shares,

with Henderson National shareholders receiving the balance. The HC is expected to issue approximately 1.6 million shares initially. Two shares of HC stock will be exchanged for each share of First of Mobile and for each 1.39 shares of Henderson National.

Formation of the HC is subject to regulatory approval as well as that of shareholders of the participating banks.

• **The Fed** has approved the reorganization of FrostBank Corp. as a multibank HC. The HC will control both Frost National and Citizens National, San Antonio. The HC has agreed to divest itself within a two-year period of minority stock interests in Texas State and Harlandale State, both of San Antonio. The HC plans to acquire Parkdale State, Corpus Christi, and is expected to open a new bank in north San Antonio.

• **First Investors Management Corp.**, a new subsidiary of First Commerce Corp., New Orleans, has received regulatory authority approval and is now in operation. Thomas C. Shellnut has been named president and CEO. Purpose of the new firm is to provide investment advisory services to investors primarily in the Gulf South area and to First National Bank of Commerce, New Orleans. The bank is also a subsidiary of the HC.

• **County National Bancorp.**, Clayton, Mo., has acquired General Mortgage Co., St. Louis, which originates and services mortgage loans, both residential and commercial, for third-party permanent investors. The HC owns St. Louis County National Bank, Clayton, and has received approval to acquire Big Bend Bank, Webster Groves.

• **Shareholders** of Manufacturers National, Detroit, have approved the formation of Manufacturers National Corp., a multi-bank HC. Initially, the bank will be the HC's only subsidiary, but application had been made to form a new bank in Livonia, which is expected to become a subsidiary of the HC.

• **First City Bancorp.** of Texas, Inc., Houston, has elected Edwin E. Finn as its vice president. Mr. Finn was formerly a vice president in the regional and correspondent banking department at First City National, Houston.

• **National Detroit Corp.**, HC for National Bank of Detroit, has announced plans to acquire Ralph C. Sutro Co., Los Angeles-based mortgage banking firm. Sutro services a portfolio of more than \$675 million and is the nation's 30th largest mortgage banking firm.

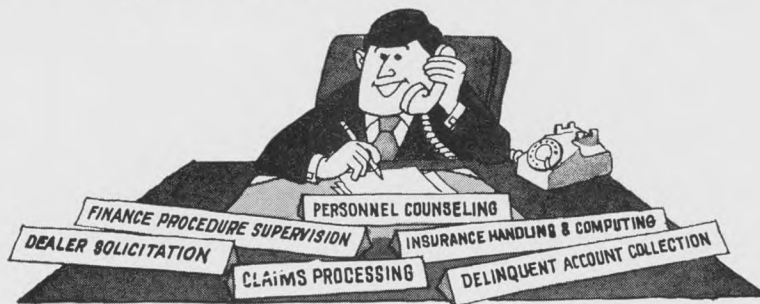
• **Hamilton Mortgage Corp.** of Atlanta, Inc., a non-banking subsidiary of Hamilton Bancshares, Inc., Chattanooga, plans to open offices in Chattanooga and Memphis.

• **United Tennessee Bancshares Corp.**, Memphis, will establish its general offices in Nashville in the Nashville City Bank Building. Lead bank of the HC is National Bank of Commerce, Memphis.

• **Shareholders** of Detroit Bank have approved consolidation of the bank with a newly formed HC, DETROIT-BANK Corp. The action is subject to regulatory agency approval. The HC expects to be in operation by mid-year.

• **Victoria Bank Group, Inc.**, is the name of a proposed multi-bank HC which will acquire Victoria (Tex.) Bank. Discussions are underway for the HC to affiliate with Farmers State, Cuero; Community State, Runge; Smiley State; Home State, Westhoff; and First National, Nordheim. Several non-bank acquisitions are also being considered.

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When the barman gets back with Joe's change, he'll call his lawyer to set up one of those "failure-to-use-good-faith-and-due-care" suits against you.

Of course, if you'd attended every meeting, read every report and double-checked every move of every employee, the goof never would have happened. And you never would have gotten home to see your family, either.

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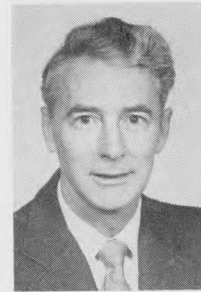
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Corporate News Roundup

• **Insurance Enterprises, Inc.** James W. Finger has become a full-time field representative for Insurance Enterprises, Inc., St. Louis. He travels in Missouri, Kansas and Illinois.

Mr. Finger joined the firm in 1969 following service as office manager to sales representatives in the credit life department of Western & Southern Life Insurance Co.



FINGER



THIESSEN

• **Walter E. Heller & Co.** John Thiessen has joined Walter E. Heller & Co., Chicago, as area account executive for the states of Iowa, Kansas, Missouri and Nebraska. Mr. Thiessen was previously a vice president of St. Louis Terminal Warehouse Co. He will be headquartered in the Kansas City area.

• **Doane Agricultural Service.** A new logo has been adopted by Doane Agricultural Service, St. Louis, consisting of the word "Doane" with a stylized "D" over it. Within the "D" is a symbolic seed representing the growth potential and vitality of the firm, according to Doane officials. The new logo is being incorporated into Doane's total communications program.



• **George Palumbo & Co.** George Anderson has been appointed assistant vice president, federal funds, at George Palumbo & Co., Inc., New York City. New personnel in the federal funds department include Arthur Beal, Minor Eager, Joseph Gutierrez and Mrs. Christine Pepe.

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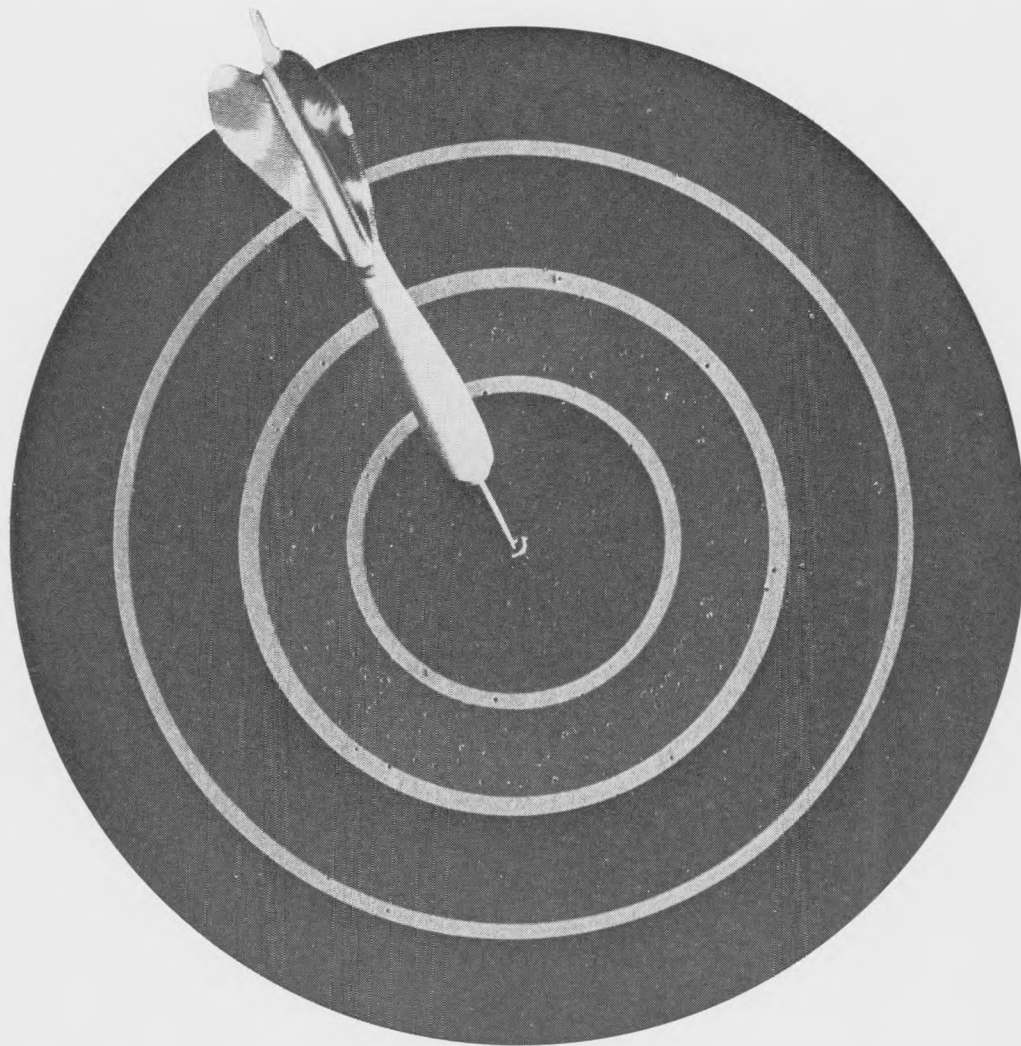
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NEWS OF THE BANKING WORLD



BARKER



KING

• Norman Barker has been elevated from president to chairman of United California Bank, Los Angeles, succeeding Frank King, who has retired after 23 years with the bank. Elevated to president was Robert A. Barley, former executive vice president in charge of the bank's statewide personal banking system. Mr. Barley, who joined the bank in 1957, was also elected a director. Mr. Barker, who is also chairman

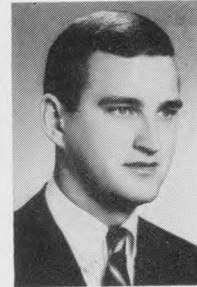
and CEO of United California Bank International, New York, will continue as UCB's CEO. He joined the bank in 1957 following service with Harris Trust, Chicago.

• Minbanc Capital Corp., Washington, D.C., has announced final closing of its initial investments in minority-owned banks, including \$300,000 in Gateway National, St. Louis; and \$450,000 in Independence Bank, Chicago. Both investments were in the form of 10-year subordinated capital debentures with a 6½% rate. Minbanc also announced an additional commitment of \$400,000 to Tri-State Bank, Memphis. Sponsored by ABA, Minbanc is a closed-end investments firm created by the commercial banking industry to raise money through the sale of its own stocks and to invest these funds in minority-owned banks.

• Edward M. Roob has been appointed special assistant for debt management by the U. S. Treasury. Mr. Roob was a vice president and deputy administrative head of the bond department at First National, Chicago. Named to succeed Mr. Roob at the bank was G. Edward Means, vice president in the bond department. Mr. Roob joined First of Chicago in 1956, Mr. Means has been with the bank since 1963.



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MID-CONTINENT BANKER for May 1, 1973

Why would the growingest bank in Kansas City change its name?

Growth, of course.

And since growth is change, we've changed our name to reflect our status as the principal bank in the growing family of United Missouri Banks located throughout Missouri.

But behind our new name you'll find the

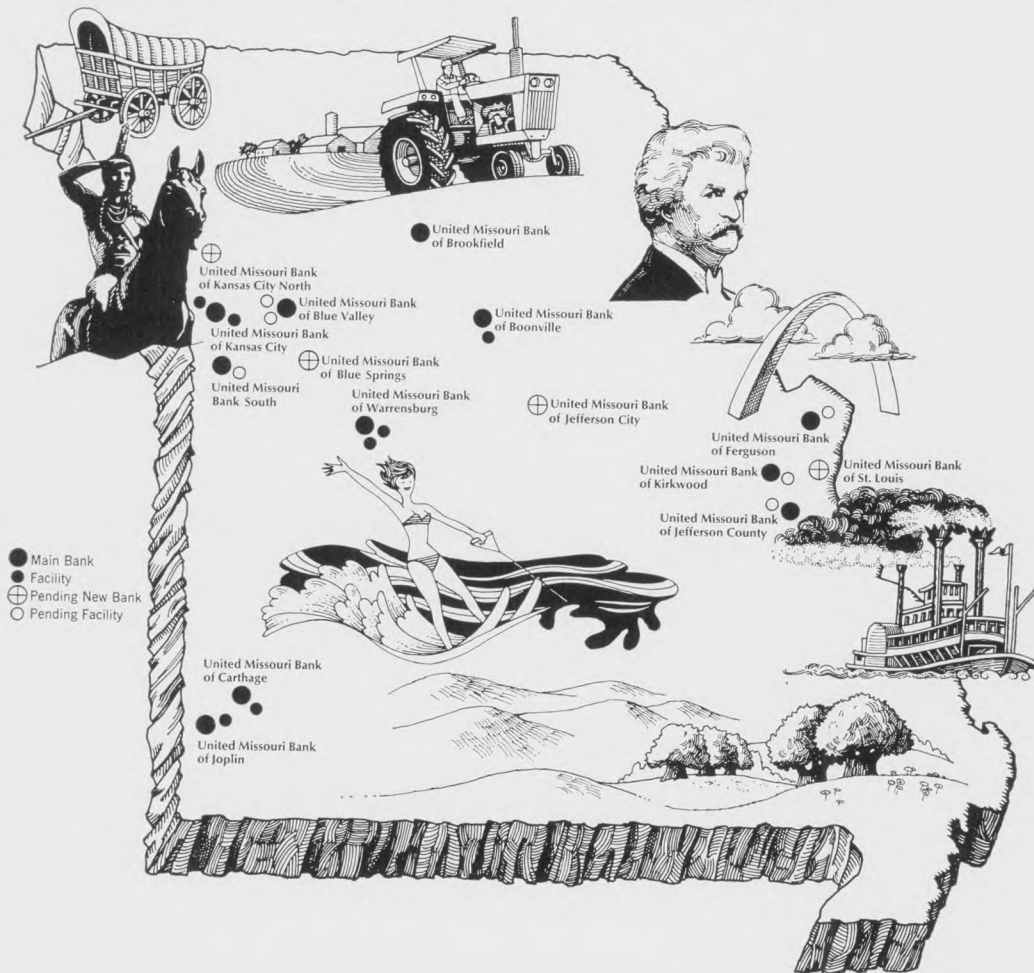
same corresponsable bankers—the men who belong behind your every need.

If your goal is growth, think United.

United. \$800 million strong.

United. With strong financial fingers on the pulse of Mid-America.

United. For growth.



City National Bank is now
**united missouri bank
 of kansas city**

Kansas City, Missouri 64141

Member F.D.I.C.

Rural Loan Program Action Asked

Action on the guarantee loan programs of the Rural Development Act of 1972 is essential to community development, according to Thomas R. Smith, chairman, ABA's Agricultural and Community Banker Division, who testified before the Senate Subcommittee on Rural Development recently.

Mr. Smith, president of First National, Perry, Ia., said the loan programs would make it possible to place a substantial amount of development credit into communities with a minimum commitment of taxpayer's money.

"For this reason," he said, "a major mistake is being made, in our opinion, in not fully implementing the guarantee loan authorization program."

A workable guarantee program would enable community banks to expand lending locally by relaxing loan limit requirements and providing access to more money markets, Mr. Smith said.

Over-Commitment Warning

Banks have been cautioned to pay special attention to the amount of money they plan to lend in the months ahead. The action came from government regulatory agencies in a move to keep interest rates down and avert a credit crunch.

Letters sent to banks with deposits of more than \$100 million asked that each bank keep a record of its commitments and make periodic judgments as to the potential volume of takedowns of these commitments under reasonably foreseeable circumstances, including periods of strong as well as weak loan demand, and the appropriateness of the credit risks involved to its overall capital position.

The government agencies warned that banks could face a tight money situation if customers with committed credit call in loans.

Federal bank examiners will ask for proof that banks they examine are giving adequate attention to the request.

ABA Starts Newsletter for CEOs

A newsletter entitled "Executive Report" has been introduced by the ABA as a new information service for CEOs of banks.

The service consists of written reports from Willis Alexander, ABA executive vice president, on major issues facing the banking industry.

The report will provide background on major issues and explain the ABA's position as well as those of other groups with similar interests.

Discount Window Revisions Made

Revisions to Fed discount window regulations became effective last month, designed primarily to assist smaller banks meet the seasonal borrowing needs of their communities.

The revisions also make a number of technical and clarifying changes in the Fed's Regulation A regarding the eligibility of paper that can be accepted by Fed banks as collateral for advances at the discount rate.

The revisions continue to provide for credit to assist a member bank in adjusting to temporary requirements for funds or to cushion more persistent outflows, pending an orderly adjustment of a member bank's assets and liabilities.

The revisions also reaffirm the Fed's readiness to extend credit to member banks in emergency or unusual circumstances and also to make credit available in emergency situations to other financial institutions, corporations, partnerships and individuals on the security of government obligations.

Call Made for More Fed Governors

A recommendation has been made that the size of the Fed Board be increased from seven to 10 members, with the three additional governors responsible only for bank holding company matters.

The recommendation was made by Frank E. McKinney Jr., president, American Fletcher National, Indianapolis.

Mr. McKinney cited instances where he claimed the Fed has been slow to respond to the needs of American Fletcher Corp., HC controlling American Fletcher National. He said it took the HC 15 months to obtain the approvals for a bank services corporation and a finance company subsidiary request took 151 days from application to approval.

Mr. McKinney also recommended six additional fields that bank HCs be permitted to enter, among which was the acquisition of S&Ls.

Banks Could Come Under FTC Rules

Legislation that would make federally insured financial institutions subject to FTC rules against unfair or deceptive consumer credit practices has been approved by the Senate Commerce Committee.

Compliance with the rules set by the FTC would be mandatory, but enforcement would be delegated to the Fed, FDIC, Comptroller and other agencies.

The proposed legislation would give the FTC authority to review enforcement in order to assure that rules are applied uniformly among banks, S&Ls and credit unions.

meet the
first family

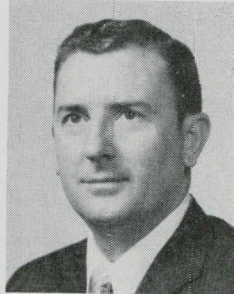


Felix Porter
President

at the
76th annual
**Oklahoma
Bankers'**
Convention
in TULSA
May 8,9,10



Ron Murray
Vice President



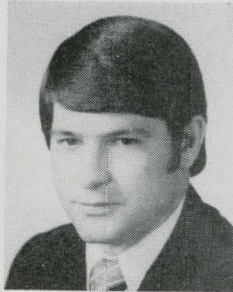
Charles Hill
Vice President



Kendall Hert
Vice President



Dean Ingram
Vice President

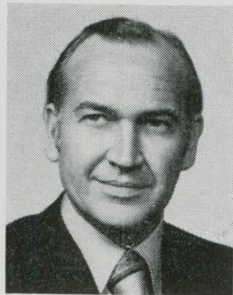


John Baker
Assistant Vice President

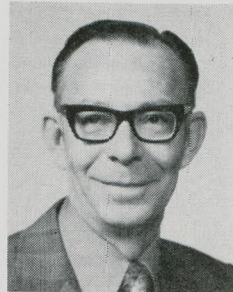
The family of officers from The First look forward to seeing you during the convention at the Fairmont Mayo Hotel in Tulsa. Visit with the "first family" in The First's hospitality suite, in the French and English Rooms of the Fairmont Mayo Hotel. They'll welcome you as one of the family.



Al Crawford
Assistant Vice President



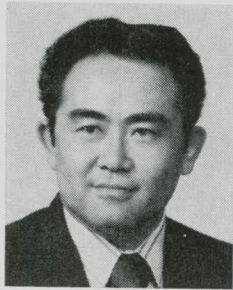
Don Eason
Senior Vice President



Calvin Newton
Senior Vice President



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LARGEST IN OKLAHOMA / MEMBER F.D.I.C.
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Daniel Tanimoto
Vice President



Danny Baze
Vice President



Clockwise from left, J. Walter Peniston,
William O. Weis, William J. Fisher

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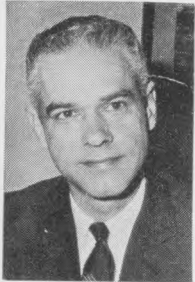
First KC

First National Bank of Kansas City

'Your marketing effort must be designed to solve only those identified consumer needs your bank can handle well. And your aim must be to communicate that fact to the potential customer in terms of his best self-interest, not in terms of just the service itself.'

Bank Services Must Be Designed To Meet Consumer Needs

NO BANK, yours or mine, "markets" a checking account, "markets" a savings account, "markets" a car loan or "markets" a trust service. Rather, our banks satisfy the needs of people for ways to pay bills, to prepare for financial emergencies, to provide for transportation and to enjoy safety and peace of mind.



DOXSEE

Let's none of us ever forget that. Because when we forget that, we forget why we are in business—or why we should be in business—as bankers.

But, you ask, "What about profits?"

Fletcher L. Byrom, chairman of Koppers Co., had this to say about profits at a recent international management conference.

"On this matter of profits, considerable misunderstanding has already been spread. For too many years, American businessmen have argued that the chief purpose of a corporation was to make a profit. This is like saying that the chief purpose of a human being is breathing.

"You can't live without breathing,

By LEIGH A. DOXSEE

Vice President-Marketing
Mercantile Trust Co.
St. Louis

and you can't continue a business without profits; but profits are not the only justification for a corporation. If the corporation does not do the things it was organized to do—make useful products, provide needed services, channel labor into useful structures, create wealth out of raw resources—and if it does not, at the same time, conform to reasonable standards of performance as dictated by contemporary society, then the corporate system will surely perish, and deserves to perish."

Is this heresy? Or can we see this matter from Mr. Byrom's viewpoint?

If we are going to tell people how we, as a bank, can meet their various needs, we find there are various methods of spreading the word: person-to-person in calls and conversation, printed material that describes how our services meet the needs of customers or consumers, by getting articles into the press about the intentions of our people and institutions, by arranging for bank officers to be interviewed on radio or TV, by offering to have person-

nel give talks at civic clubs and professional gatherings—or by purchasing paid advertising space and time to get complete control of the message we are trying to communicate.

Now we are getting closer to something. And that something is this, particularly about paid advertising and promotional efforts: Your audience for that ad, that radio or TV commercial—the people who make up that audience—are all going to have a lot of things on their minds at the time your ad or commercial gets in front of their eyes or ears. And chances are that your bank and its services aren't one of those things. They might be thinking they need a new TV set since the reception is so lousy. They might be thinking about the forecast of snow and the fact that they haven't put the snow tires on yet.

In other words, when we start talking about advertising—even if it's advertising about how your bank can solve a consumer need—we must understand that we are sending that ad out into the environment of the consumer—into his real world. And each consumer has his own personal environment within the national consumer environment.

What do we know about these environments, through which our ads

have to penetrate just to get in front of our potential customer, let alone convince him of anything? What do we know about the national environment of "contemporary society," as Mr. Byrom calls it?

A whole new breed of people has established a new industry called "consumer advocates." That's what's happened to the national environment—the contemporary society—that the banking consumer is in. This has occurred because too many ads, among other things, are proclaiming the glories of a product, not the honest needs those products fill. And when the ads over-promise the product, a credibility gap develops.

How well do you know the environment in which your bank's customers and consumers live? And in that environment, what are your customers' needs, as opposed to your service features? Do you want to find out? You'd better!

And you can. The process is called "market research" and it ought to be the first thing you do before you ever again try to "market" a service.

Research Attitudes

You research attitudes in your community, attitudes about your bank and your competitor banks, about your services and your competitors' services, about your existing advertising and your competitors' advertising, about the existing needs of your customers and potential customers.

A good advertising agency, a good local college with a business school professor and a handful of students or a good city correspondent bank can help you do this. It takes hard work and some cash; but it gives you what you need to know to go on.

After you get the information you need, you design a service or modify an existing one. And you design it to meet the greatest needs of the most customers or potential customers. You build in the profit factor when you get to costs and charges.

You also get rid of any service that doesn't meet any great need or that can't result in profits—unless you don't mind wasting time, effort and money by keeping it around because your major shareholder's brother-in-law came up with the idea 11 years ago!

So now you know the needs, and how big and important the needs are. You've developed or changed your services to meet those needs your bank can best handle. And you've established a bit of profit in the charges and costs of things. Now you're ready to communicate to your market the fact that you have the services that will

meet the needs the people in the marketplace have already told you about.

So you talk in the consumers' language—if your board of directors will let you. They don't always call money "bread" or a great service "heavy," even though they know you are shooting at the younger market!

Now you may be about ready to say, "Hey, wait a minute! There are three banks in my town, and if they all do the same research and come up with the same answers and then design the same services to meet the same needs, isn't this just going to prove that all banks are alike? And isn't that what people think now?"

I'm glad you asked that question! Because that gets us to the most important thing of all—something I've only alluded to up until now.

Remember when I wrote that if the ads overpromise, a product can't live up to the ad, and dissatisfaction or a credibility gap will result? And remember when I wrote develop or change those services to meet those needs your bank can best handle? And remember when I wrote that you should talk the consumer's language—if the board will let you?

The point is two-fold: (1) Your marketing program should be geared to support the management objectives of your bank, and (2) It's *how*, not *with what*, you carry out your marketing program that demonstrates the difference between banks. Let me illustrate.

A New Ice Skating Star?



The houselights dim; the music begins, and out skates—a bank president? That's what happened in Baton Rouge, when Louisiana National bought out the entire opening night (March 14) of "Holiday on Ice" and gave away half the 9,000 tickets to customers on a "Buy One, Get One Free" basis. Instead of doing what is customary, just standing at a microphone and welcoming the spectators, C. W. McCoy decided to don skates, come out with two lovely and statuesque performers and make the complete circuit of the rink. The "Morning Advocate" the next day wrote, "McCoy is probably the only bank president in this Federal Reserve District who can ice skate." At one point in his "performance," Mr. McCoy nearly lost his balance and the newspaper story graciously reported that he "feigned a pratfall." However, Mr. McCoy said, "It had been 20 years since I had skated—and that (near fall) was no fake!"

First, there is no such thing as a "decision" by the board of directors. There is a "consensus," arrived at by one or more individuals serving on a board who may vote the same way and thereby reach a decision. The point is that board members are individual people. As individuals, they approve general directions the bank will follow to meet certain overall aims.

We'll assume they all want to make a profit in the process. On that all boards will agree. But beyond that—how to get to the profit—is another matter. One bank's board may take the corporate business route for major emphasis. Another may want consumer, auto and home loans—or to be a retail bank. Another may emphasize trust services.

To assume that all banks are alike, therefore, is to assume that each individual in each bank from the board of directors to the janitor will think the same way about the same opportunities and attempt to reach those objectives in the exact same ways. It can't happen because people see the same things differently.

Second, it's how you carry out your marketing program, not what you carry it out with. Banks tend to have the same kinds of services, but as I just mentioned, not necessarily the same kinds of objectives, or, for that matter, certainly not the same kinds of personalities—in the eyes of their customers. The customer, the consumer, perceives banks differently, particularly when the bank encourages him to do so.

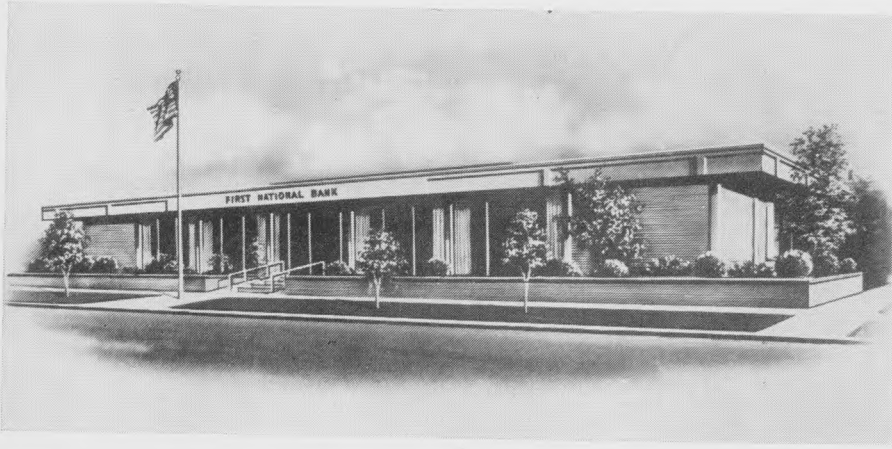
Match Objectives

So, if you match up the basic objectives of your bank as decided by top management with the perceived personality, or image, you know through research your bank has in the eyes and minds of your customers and consumers, and then encourage your customers and consumers to look at you as "this" or "that" kind of people in banking to meet consumer needs, you won't look a bit like the other bank down the street.

It's not the fact that you have a checking account service. It's how you tell your customer that your checking account service meets his needs in terms of his own best self-interest that causes him to say, "Those guys understand me!"

And when that happens, you've got it made—all you have to do is produce. If your deeds don't match your words, then you've had it. No amount of imagery about friendliness in ads, for example, can overcome the grumpy loan

(Continued on page 53)



First National, Mattoon, Ill., is headquartered in this attractive building, the opening of which coincided with the adoption of the bank's "Can Do" marketing attitude.

Illinois Bank's 'Can Do' Marketing Attitude Expands Services, Boosts Deposits

By **JIM FABIAN**
Associate Editor

WHEN YOURS is not the only bank in a middle-sized Illinois town and it posts a better than 60% growth in the last four years, you can be quite sure your management and staff deserve praise for a job well done.

The bank is First National, Mattoon, Ill., and the management team is headed by Melvin C. Lockard, chairman and CEO. Mr. Lockard is also chairman and president of the recently opened Mattoon Bank, housed in ultra-modern quarters on the community's eastern edge.

According to Donald S. Cason, president, First National has grown from \$30.6 million in 1968 to \$50.8 million at present. He attributes much of the growth to the "Can Do" attitude bank management adopted a few years ago. The slogan was adapted from a campaign speech made in 1968 by Democratic presidential aspirant Hubert Humphrey, who emphasized that the last four letters of the word "American" are "I can."

The "Can Do" attitude of bank management coincided with the opening of the bank's attractive new building and a public relations program designed to bring in new business.

The program began with involvement on the part of bank officers, Mr. Cason says. A booklet was prepared to inform customers about the basics of each bank department, stressing the

"Can Do" theme. Each department head was brought into the preparation of the booklet by writing a brief description of his department's activities and how the department could be of service to the public. The "Can Do" concept caught on with the officers and it was passed on by them to bank employees.

First National introduced BankAmericard to its trading area almost two years ago, when a large shopping center opened in Mattoon. The initial contact was made with individual merchants, and once this phase of the program was complete the bank invited

70 merchants to a breakfast meeting to explain the charge-card concept.

The bank spent large sums on back-up advertising, often featuring the names of participating merchants in the ads. Charge card sales went from \$4,000 monthly to \$13,000 monthly during the first year. The bank provided participating merchants with all necessary supplies at no charge at the beginning of the program.

Master Charge was also available in the Mattoon area, but the two charge-card systems were not compatible as far as forms and equipment were concerned. About the middle of 1972, First National became convinced that it, too, should offer Master Charge in competition with both its BankAmericard and the other commercial bank's Master Charge. It was a simple matter to eliminate the incompatibility of the equipment between the two systems and it wasn't long before First National had signed up 40 new merchant accounts, and these, plus the new BankAmericard accounts, generated more than \$300,000 for the bank.

First National introduced "Credit Check" overdraft banking in October, 1971, and had built up outstandings to more than \$150,000 by the end of the first year of this service. "At first our advertising terminology about 'Credit Check' didn't register with the public," Mr. Cason says. "Finally we



Melvin C. Lockard (l.) is ch. and Donald S. Cason (r.) is pres. of First Nat'l, Mattoon—the "Can Do" bank.

had to tell them plainly that 'Credit Check' was overdraft banking and that it was more economical to use 'Credit Check' than to use most revolving charge plans. 'Credit Check' is now an important bank service. New customers are given three applications when they come into the bank, covering the two charge card plans and 'Credit Check.'

Early in 1971 the bank decided to push auto loans. It offered a booklet of 12 coupons good for free car washes at two locations in Mattoon to every individual financing a new car with the bank, either on a direct basis or through a local dealer floorplanned by the bank. During the three months of the original offer, the bank posted an 85% increase in new-car paper, compared with figures for the previous year. In the fall of 1972 a similar promotion was conducted, but customers were also given free license plate frames for their autos. An extra dividend was the gaining of the account of one of the car wash owners!

First National has supported the Welcome Wagon in Mattoon for a number of years. Of some 400 new families moving into the area in recent months, 62% opened accounts at First National after being contacted by the Welcome Wagon hostess. The bank offers newcomers 1,000 trading stamps for each new checking or savings ac-

count opened if they indicate they came to the bank at the invitation of the Welcome Wagon hostess. The hostess provides the bank with valuable information about newcomers, which has resulted in a number of trust leads.

The bank has also used trading stamps in other new business promotions. It offered them for new CDs and received more than \$2 million in new money in a 90-day period recently. Mr. Cason says there is no static from merchants when the bank offers trading stamps as there could be if the bank offered merchandise that was carried by merchants.

As part of its community service program, the bank has provided a motion picture on drugs and sponsored Junior Achievement activities. The drug film was purchased by the bank and offered free to service clubs. Later it was given to the sheriff's department, which showed it in area schools, with the bank providing a projector. The bank received excellent publicity from the showings.

First National has been involved in Junior Achievement for more than three years, setting up checking accounts for the various firms in JA. This activity not only enables the JA firms to operate efficiently, but it gives young people experience with banking.

The bank supplies customers with various publications, including the "Im-

port Business Letter" and the "Farm Picture." Each department in the bank submits names of recipients of these publications to the bank's secretary, who maintains the mailing list. Each list is updated semiannually and newcomers are added periodically. A trust letter has been especially popular, according to Mr. Cason. New types of publications are introduced periodically in an attempt to provide a complete information service to customers.

First National has a rather large and spacious lobby, which is put to good use to display the wares of Mattoon-area merchants. This service has been available to all merchants, but is used primarily for the display of automobiles, lawn and farm equipment, furniture and special-interest items. The lobby displays have assisted in acquiring several merchant accounts and provide enjoyment to bank customers.

First National's "Can Do" attitude works two ways—it makes bank services readily available and attractive to customers, and it brings new customers to the bank! • •

■ NEW YORK—Chemical Bank has named Charles C. Adams, Arthur J. Kreimbuhl, Arnold Spelker and John P. Hamill vice presidents. All were formerly assistant vice presidents except Mr. Hamill, who was associate counsel and continues in that capacity.

First National, Tulsa, Rewards Employees With Trips to Nassau, Switzerland

LOIS Neighbors and Ray Cousins have been named winners of the 1972 Discovery First program at First National, Tulsa. Now, they are headed to two of the most exciting vacation spots in the world, as guests of the bank.

Discovery First is a program started by First of Tulsa to encourage employees to solicit new business, and to reward them for their efforts.

Mrs. Neighbors was the top producer in the customer service group. She accounted for more than \$864,000 in new business during the year. Mr. Cousins was the top point-getter in the operations group with a total of almost \$78,000 in new business.

For her prize, Mrs. Neighbors selected a vacation in Nassau. Mr. Cousins decided a trip to Switzerland was what he and his family most wanted.

Myrna Bates, chairman of the Discovery First Committee, said First Na-

tional employees accounted for more than \$2,800,000 in new business during the year. This figure is based on



Trip winners Ray Cousins and Lois Neighbors study travel folders to determine where they want to go as first-prize winners in First of Tulsa employee incentive program.

new BankAmericard, checking and savings accounts, and does not include several large trust service accounts.

Since the program was begun in 1969, it has produced more than \$7,300,000 in new business. "It's important to remember this is all new money," Mrs. Bates says, "rather than increases by present customers. Discovery First has generated a great deal of enthusiasm here, and we are proud of what the employees have been able to contribute."

In the program, points are awarded for every new dollar of business brought in by an employee. These points are assigned a cash value, and can be redeemed for merchandise at a local department store.

"All First National employees, with the exception of officers, are eligible to participate in the program," Mrs. Bates says. "And there is no limit to the number of points any employee can earn."

MID-CONTINENT BANKER for May 1, 1973

FREE CHECKING— What It Is Doing for Banks

ALTHOUGH the majority of bankers seem to be loathe to admit it, it is becoming evident that an excellent way to achieve rapid growth is to offer one or more free services.

Some banks have been offering free safety deposit boxes to attract new customers, others have instituted free counseling services, such as SOS (Survivors Optional Service) that helps relatives settle the estates of those who have passed away.

But there is little doubt that the most controversial free service being offered by banks today is free checking—absolutely free—with no service charge or minimum balance involved.

Banks have been edging toward free checking for some time. Most banks offer it in some form to certain categories of people—such as the elderly or college students. Some banks have used free checking in connection with the opening of a new branch to bring in new accounts—but only for limited periods of time.

In the past year, a number of banks have lowered all barriers and offered free checking to all comers. This action has been taken for various reasons, most of which are associated with competition.

The situation in Pittsburgh provides a good illustration.

Presently, Pittsburgh's four largest banks all offer free checking. The smallest of the four, Union National, began offering free checking in 1965. According to President Charles L. McCune, free checking was "quite successful in establishing new accounts."

The bank was the lone institution of

the "big four" offering free checking until May of last year. After the major banks had been lowering their minimum balance requirements for "free" checking for some time, Western Pennsylvania National decided to join Union National in offering no-minimum-balance checking. Within days Pittsburgh National did likewise. No sooner had Pittsburgh National made its announcement than Mellon Bank followed suit, declaring it was "totally committed to serving all markets in western Pennsylvania" with free checking.

The Pittsburgh *Press* illustrated a news story about the scramble of announcements for free checking with a cartoon-like illustration showing the city's large banks with their facades draped with banners lettered "Free Giveaway Sale!" and "We'll Give It Away for Less!" The paper's business editor began his article by stating, "The department stores and the supermarkets don't play any rougher than Pittsburgh's major banks," referring to the

stiff competition all three categories of business are subject to.

He described the move to free checking as "just another dramatic round in the overall struggle" on the part of major banks to capture the retail market.

The article said that the goal of free checking was to get customers inside the door so they could be sold on other bank services. Free checking was termed a "loss leader," in reference to specials that supermarkets feature weekly to get customers to shop at their stores.

In an attempt to assess the situation in Pittsburgh and other areas where banks offer free checking, a number of banks were contacted by MID-CONTINENT BANKER. Although many banks offering free checking do not wish to disclose many details of their plans, the following information was contributed:

Western Pennsylvania National, the bank that started the landslide toward free checking in Pittsburgh, says it has experienced a highly favorable response to its free checking policy. Since May 1, 1972, when the plan was implemented, the bank has experienced a 30% increase in personal checking accounts. (Free checking does not include commercial accounts in any of the banks surveyed.)

According to John Leahy, vice president-marketing, all Western Pennsylvania National personnel are encouraged to cross-sell services to their customers, a point that is reinforced in the bank's regular training programs.

Mr. Leahy says the bank has not ex-

You Can't Please Everybody

Some customers, one bank reported, who are experiencing the benefit of no-charge checking, want even more. "Why," they ask, "do we have to pay a charge when one of our checks is returned for insufficient funds? You should waive that charge as well. Is that FREE checking?"

All right, so you can't please everybody any of the time!

perienced any major operational problems since adopting free checking, although additional personnel and equipment had to be added to handle the increased volume of sorting and collection.

He also stated that the bank is "very pleased" with its free checking program. The bank has included free checking in a customer service package that also includes Saturday hours and 24-hour electronic teller service that "gives us a significant edge over our competitors."

Pittsburgh National announced its free checking policy the day after Western Pennsylvania National did. Wallace Abel, director of public relations and urban affairs, says the reaction from customers to free checking has been favorable. He reported that the offer of free checking resulted in the bank's picking up many customers who had previously had no banking relationship of any kind.

Richmond, Va., is another area where competition is keen, a factor that has prompted banks there to offer free checking.

Central National includes free checking as part of a "service trio" designed to support its advertising theme, "The bank that gives you more." Free checking was tied in with longer hours and

"highest" interest rates on all types of savings programs.

Miss Dale Murphy, marketing officer at Central National, reports that for approximately a full year prior to the bank's introduction of free checking, it conducted independent research studies as well as bank surveys on the impact of free checking. The research resulted in the discovery that free checking would attract members of the young working class as well as professional people—the type of customers the bank wanted.

During the first full quarter under free checking, the bank's demand deposit accounts increased 6%, Miss Murphy said. During the year prior to instituting free checking, the bank experienced a temporary reduction in total checking accounts.

Central National introduced free checking in Richmond on September 14, 1971, according to Miss Murphy. Within two days, all other major banks in Richmond had eliminated their service charges and, within the week, all banks in the state of Virginia offered free checking. (Virginia is a branching state.)

Miss Murphy says there have been no adverse comments about free checking from customers and any concern over loss of income on the part of

stockholders has been overcome. "We have compensated for this loss of income by cost control, profit planning and re-evaluating charges on other services," she said.

Free checking was the beginning of a concentrated retail banking program at Central National, according to Miss Murphy. "This one big move set the tone for our subsequent changes and for innovations in other services for the consumer. Without this service, we could not have made the inroads we have experienced to date in the retail banking area," she said.

Robert G. Davidson, marketing officer for First & Merchants Corp., holding company for First & Merchants, Richmond, reports that free checking was first offered by the bank in September, 1971—the same time other area banks began offering the service.

First & Merchants' personnel were originally offered merchandise incentives to cross sell the bank's checking account customers, which was designed to give the bank some advantage over its competition. The policy was discontinued, however.

According to Mr. Davidson, many people moving into the state were pleasantly surprised to learn about the bank's free checking policy. He said

(Continued on page 32)

Bossier City Spotlighted by Bossier Bank on Its 50th Anniversary

WHEN BANKS and businesses reach milestones such as their 50th anniversaries, they usually turn the spotlights on themselves via ads, radio and TV commercials and publicity. Not so with the Bossier Bank of Bossier City, La.

Bossier Bank, which reached its 50th birthday in March, is observing it by paying tribute publicly—over the next 12 months—to its city's major accomplishments and advantages in the areas of education, industrial development, recreation, etc.

A copy of an ad that introduced its 50th-anniversary project (reproduced here) was headed, "How do you thank a city that's been good to you for 50 years? You brag on it."

The ad continued, "We're 50 years

How do you
thank a city
that's been
good to you
for fifty years?



You brag on it.

Just in fifty years old this month, we can hardly blame you for bragging on both sides of the river, but Bossier City is what this ad is all about.

Over the next twelve months, Bossier Bank will turn your attention to some of our city's major accomplishments and advantages. You'll get a fresh look at how the both of us have changed over the past half-century.

Take Bossier for what it is, but never for granted. Bossier City. It's yours. It's ours. It's The City Unlimited.



This ad introduced Bossier Bank's 50th-anniversary project for 1973—to pay tribute to its city instead of spotlighting the bank itself.

old this month. We've made it to where we are because of folks on both sides of the river, but Bossier City is what this ad is all about.

"Over the next 12 months, Bossier Bank will turn your attention to some of our city's major accomplishments and advantages. You'll get a fresh look at how the both of us have changed over the past half-century.

"Take Bossier for what it is, but never for granted. Bossier City. It's yours. It's ours. It's the City Unlimited."

The bank adopted a new logo (see p. 123, April MCB) this year and also plans to begin construction of its new building during its golden-anniversary year. Completion is set for 1974, according to Robert L. Taylor, president and chief executive officer of the bank.



LEFT: Farmers & Merchants Bank sponsored a "Coming of Age" party for newly enfranchised voters recently. Here Mrs. Waite (2nd from l.) poses with young voters and local judge (r.), who spoke to guests on their responsibilities as voters. RIGHT: Farmers in the bank's trading

area were honored with a "Farm Day" recently. The event featured live radio broadcasts from the bank lobby, which was decorated with bales of hay. Refreshments were served to the 1,250 people attending the four-hour event.

Personal Touch Banking— Or How to Make Your Bank a Household Word in the Community

FEW BANKS are as popular with local residents as is Farmers & Merchants, Centre, Ala., which is under the direction of Mrs. Mary George Waite, chairman and president.

Mrs. Waite attributes the popularity of her bank to the fact that personnel practice "personal touch banking." They practice it so well that a good share of the residents of the bank's trading area find themselves on the receiving end of good works and attention from the bank wherever they turn.

Mrs. Waite insists that bank personnel express enthusiasm and friendliness toward customers. This goes beyond a broad smile. It includes having a receptionist near the entrance to the bank to greet customers and to direct them to the proper department or desk. It includes requiring officers to stand and offer a hand when customers approach their desks. It includes a thorough knowledge of all bank services and the desire to talk these services up to customers who might be needing them.

Personal touch banking also includes concern for one's community, Mrs. Waite says. This is expressed in willingness to serve in civic and service organizations, on boards and even as Little League officials.

Courtesy and patience are part of personal touch banking, Mrs. Waite says. Good telephone manners and willingness to hear customers air their

views are effective ways of getting and holding the loyalty of residents.

And, not to be neglected in the personal touch department are neat and pleasant surroundings at the bank. Lobbies with eye appeal and piped-in music go over well with customers, Mrs. Waite says. Uncluttered desks and well-groomed personnel give the impression that the bank is efficient and that bank personnel are "decent folk."

Mrs. Waite stresses that there are many opportunities during a customer's life when personal touch banking can be especially effective. These include:

- Sending flowers to new mothers in the hospital.
- Presenting new arrivals with savings accounts with blue or pink pass-books.
- Having Santa send letters to children at Christmas.
- Providing baby buggies at the bank for mothers who have brought their children along when banking.
- Giving children balloons and candy when they visit the bank.
- Providing a Santa in the lobby at Christmastime.
- Giving tours of the bank to Cub Scouts.
- Presenting letters of congratulation to students who excel.
- Giving ice cream cone checks to youngsters that can be cashed at any store in town.
- Making financial contributions to

school libraries, churches, sporting teams, etc.

- Providing calendars, flags and book covers for schools.
 - Providing school savings plans to students.
 - Providing awards and trophies for outstanding citizens.
 - Writing letters of congratulation to servicemen being promoted.
 - Remembering public officials on their birthdays in appreciation for the public accounts they place with your bank.
 - Cooperating with elected officials in promoting beneficial programs.
 - Sponsoring customer appreciation days.
 - Including small gifts (packets of flower seeds) with monthly statements.
 - Calling on rural customers regularly.
 - Sponsoring finance forums for customers.
 - Providing customers with informative publications that can be helpful in their work.
 - Providing fruit, newspapers and flowers for patients in hospitals or nursing homes.
 - Sponsoring a morning meditations radio program.
- Mrs. Waite described a farm day sponsored by the bank recently. The occasion began with a three-piece band playing in the bank lobby, while cus-

tomers were served lemonade and cake. All bank employees were dressed in overalls and wore straw hats. The lobby was decorated with bales of hay and customers could have their photos taken. A drawing was held every hour to dispense farm related prizes, such as fertilizer, seed potatoes, garden dust, sprayers, etc., all purchased from bank customers in the farm supply business.

Advertising and bank signs told of the bank's appreciation for farmers and offered farm loans. Farmers attending numbered 1,250 during the four-hour party and the bank established a new high in deposits that day.

The bank gave a "Coming of Age" party to honor the community's new young voters who had registered and were prepared to vote in their first election. Featured was a buffet dinner with an Americanism theme. The dinner was followed by a talk on the responsibilities of citizenship. About 100 people attended the party.

Other special events hosted by the bank include a party honoring the bank's older customers featuring games and refreshments; a meeting for businessmen featuring a talk about security measures; customer appreciation week; and special events honoring local doc-

tors, attorneys, schools and restaurants.

The personal touch also benefits employees, Mrs. Waite says. The bank annually hosts a picnic for all employees and their families. Employees are also invited to the annual stockholders meeting which is preceded by a buffet dinner.

Has personal touch banking paid off for Farmers & Merchants Bank? "Yes," says Mrs. Waite, who is proud of the fact that the bank has grown from a \$5-million to a \$15-million institution during the 20 years she and her associates have been practicing personal touch banking! •••

New Currency and Food Stamp Counter Takes Over Manually Counted Chores

IT'S SMALL, compact, fast, easily mastered, automatic, saves employee time, needs no adjustments and works untended. And, it not only counts money, it counts food stamps! The foregoing is typical of what bankers using the CRC-300 currency and food stamp counter are saying about the new device.

The counter weighs in at 12 pounds and is said to be capable of counting 500 bills per minute of any denomination. And, at a time when the use of food stamps is escalating, the device's capability with these instruments makes it doubly handy at busy teller windows, bankers say.

The CRC-300, developed and sold by Canyon Research Corp., Accord, N. Y., has gone into service at numerous banks, including First National, Ellenville, N. Y.; Traders National, Kansas City; and Peoples Bank, Biloxi, Miss.

President Meyer Regenbogen at First of Ellenville called the device an "auditing tool" that releases tellers from the time-consuming chore of manually counting bills or food stamps. Freed from that task, they can take better care of customers, he said.

Mr. Regenbogen noted that while the teller serves customer at the window, she may insert food stamps into the counter. While she works, the counter works.

This precludes the closing of windows so that tellers can take time out for counting. The teller's work is more productive and customers are happier, the bank official said.

The counting of food stamps is a one-time operation demanding complete accuracy, Mr. Regenbogen said.



CRC-300 currency and food stamp counter attacks stack of food stamps that were formerly counted manually. Automatic device enables teller to perform other duties during counting time.

The bank sends the food stamps to the Federal Reserve Bank in New York and there is no chance for a recount. If the bank's figures are inaccurate, the Federal Reserve takes the position that "that's tough." An inaccurate count could cost the Ellenville bank a loss. The CRC 300 insures an accurate, rapid count, Mr. Regenbogen said.

"With food stamp volume growing," Mr. Regenbogen summed up, "we need the CRC-300 because it provides a simple, machine-verifiable means of handling the food stamp counting problem and is small enough and quiet enough to operate right at the teller's window.

"All the girl has to do," he said, "is insert food stamps or money—loose or banded—touch the 'operate' button and then remove the stamps or money and read the automatic total."

The machine is economical in any operation where an employee is spending one half hour to an hour or more per day counting and auditing bills or food stamps.

While the machine is operating, the teller may scan the next batch of bills for mixed denominations or counterfeits, or check non-cash deposits or perform whatever other tasks are necessary.

Use of the machine results in better audit control of cash on hand and more time to devote to the accuracy and control of non-cash transactions.

In operations where large amounts of money are handled—as with night deposits or in commercial bank "money rooms"—a clerk can operate several counters at once, as units need not be attended as they work. In addition, the unit functions without the necessity of removing paper or elastic bands from currency. These functions eliminate the "rated speed" advantages of competitive machines.

Glenn L. Swetman, president, Peoples Bank, Biloxi, saw the CRC-300 at the ABA convention in Dallas last fall. He was impressed with the unusually low cost of the device. After using one machine for several months, he said, the bank ordered a second machine. He said they are used primarily for verification of packages after they have been banded by tellers. Mr. Swetman likes the fact that the machine will count items while they are banded.

Neal O'Connor, cashier at Traders National, Kansas City, has been using one counter for about three months. He said his people like the machine as they formerly had to count loose currency and food stamps by hand. Now they count it with the CRC-300, then run it through another counting machine for verification and banding. He reported having no problems with the machine, although it is not as fast as more costly devices.

Not all CRC-300 devices are used in banks. Churches have found them useful in counting bills received during plate collections! •••

■ SAN FRANCISCO—Robert Chen has been promoted to vice president, national division, at Bank of America.



Now what do you do?

It's the tough thirteenth and you're under a tree. To pull this one off, you'll have to make a solid decision and carry it through. But to make the right decision, you'll have to know exactly what your options and your capabilities are.

The banking business produces the same types of problems . . . moments of crisis when you have to assess the situation accurately, mobilize your resources, and act quickly to profit from your opportunities. In these moments you'll learn to appreciate the kind of correspondent **Action** you get from Fourth National of Tulsa.

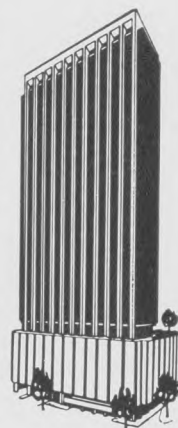
Fourth provides both the financial facilities you'll need, and the kind of alert, clear-eyed correspondent know-how that produces profitable results.

If you're ready for a really "pro" correspondent, call Glenn "Red" Ward or Wilber Waters. They'll provide the driving "will to win" to get things moving—and keep them moving toward the championship. Remember: When you need an Action correspondent, recruit Fourth National . . . the Action Bank of Tulsa. It's the way to win.

The
Action
Bank
of
Tulsa



515 SOUTH BOULDER
TULSA, OKLAHOMA 74103



Comparative Figures for Promotional and Non-Promotional Periods at Citizens Savings

(000 omitted in deposit figures)

Promotion:		Promotion:		Promotion:	
Saver's Choice	No Promotion	Saver's Choice Plus Growing Up	No Promotion	Giant Step	No Promotion
9/1-11/1,'72	9/1-11/1,'71	5/1-11/1,'72	5/1-11/1,'71	2/28-3/5,'72	2/28-3/5,'71
New Accts: 126	New Accts: 165	New Accts: 1,246	New Accts: 277	New Accts: 100	New Accts: 8
New Money: \$2,010	New Money: \$1,385	New Money: \$7,267	New Money: \$2,351	New Money: \$976	New Money: \$243

Quality of Promotional Effort Determines Premium's Success

By **ARTHUR C. NORRIS**
Contributing Editor

HOW MUCH of the success of an incentive campaign stems from the quality and novelty of the premiums offered? How much of the success is a direct result of the time, effort and originality infused into the promotional campaign that *sells* the premiums?

Based on the experience of three campaigns put on by Citizens Savings & Loan, Akron, O., over a period of approximately 18 months, the answer seems to be simplicity itself.

The more you tell—the more you sell.

Here, in essence, is the Citizens Savings story. This S&L offered premiums that, as the saying goes, are "common as dirt." But by building highly imaginative promotional campaigns around the premiums, the institution succeeded in obtaining outstanding results—results measured directly in increased deposits.

For example, what do you think of a book of fairy tales as a premium? Or a transistor radio? Or a color portrait of you, your wife or child? Every bank that offers premiums has used them at some time or other it seems. Many a bank marketing officer would turn down such premiums with the typical remark: "Everybody has a transistor radio."

But on the basis of the experience of Citizens Savings, everybody wants

another transistor radio; everybody is eager to have a picture of himself, his wife or child; every mother or father wants a collection of the fairy tales that he or she read as a child.

To the marketing officer who has never really promoted his bank's incentive programs, the success obtained by Citizens Savings using a premium as obvious as a book of fairy tales reads like a fairy tale.

"Our normal percentage of the savings inflow to S&Ls in the Akron area is approximately 10%," explained Daniel L. Jacobs, Citizens Savings president. "We ran our fairy-tale-book promotion roughly during the period December 15 to January 15. During that 31-day period our savings inflow represented 20.8% of the total inflow of S&Ls in the Akron area.

"As the key to our promotion, we offered a 252-page, fully illustrated book of fairy tales. We gave the book free with an add-on of \$50 or more. Our original order was for 400 books. They were gone in two days. We ended up giving away more than 1,200 books and obtained as a direct result of this and several concomitant premiums ap-

proximately \$1,270,000 in new money."

But Citizens Savings did not obtain such results merely by announcing the premiums and saying: "Come and get them." A picturesque campaign was developed around the book of fairy tales, as well as other incentive offerings, in order to attract maximum attention.

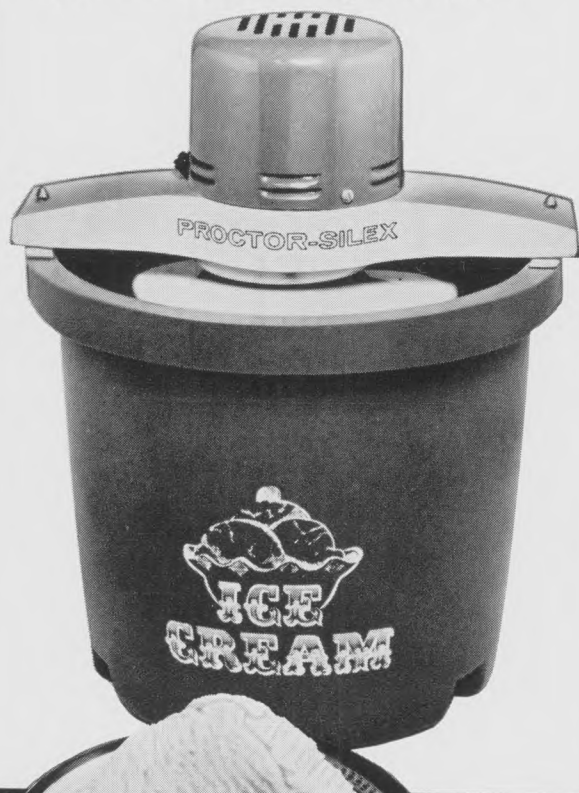
The theme was "And They Lived Happily Ever After." To complement this typical fairy tale ending, the S&L gave its various savings accounts for the duration of the program names from well-known children's stories, all of which were in the premium book. The names were Cinderella 6% savings certificate, the Sleeping Beauty 5.75%, the Goldilocks 5.25% and the Aladdin's Magic Lamp 5%.

Newspaper, radio and TV advertising was used to promote the entire conception of living happily ever after through a planned savings program and, in the bank itself, colorful 8½-by-11-inch "handouts" were used to tell the "My Giant Story Book" story. On the handout the book was pictured and described and a partial list of the contents was given. Large type emphasized that the book was a \$9.95 value.

Expanding its appeal to parents, the S&L offered a 16-by-20-inch framed color portrait of any member of the

Proctor-Silex put new power in a great old-fashioned idea... to electrify your next premium promotion

Homemade ice cream, made the electric way, makes another great premium program available exclusively from J. Edward Connelly Associates



Come your next promotion, the Proctor-Silex electric ice cream freezer can have 'em lined up around the block, because it's the premium everybody wants . . . but not everybody has. Use it to spark new deposits or make your loan volume hum. For what the Proctor-Silex ice cream freezer costs you, you can even offer it way under retail list price and make friends *and* a profit!

No matter how you use it, the Proctor-Silex ice cream freezer is sure to provide astonishing results, because Proctor-Silex is a much wanted, nationally advertised brand that your customers know and respect. And because homemade ice cream, made the electric way, is an exciting newfangled twist to a great old-fashioned idea.

Proctor-Silex took the work out of home-making ice cream and put lots more fun in its place! Just put the fixin's in the bright red polypropylene bucket with its sturdy, leakproof design. Then snap on the deluxe motor cover and let electricity do the rest. You get smooth, fresh homemade ice cream like your grandmother never made!

If you think that sounds automatic, wait until you see how easy it is to whip up excitement with the J. Edward Connelly promotion campaign that comes with it! You get a complete, coordinated package, including advertising, teller cards, window and lobby displays, and envelope stuffers—all ready for instant use and electrifying response. And we guarantee you exclusive rights in your market area and a 100% refund on any unused merchandise. So you only pay for what you use.

Reply now to reserve rights—there's no obligation

When you reply, J. Edward Connelly Associates will reserve exclusive promotional rights for your institution in your market area. We'll also send you complete information about this Proctor-Silex program, including a promotional brochure featuring the full line of Proctor-Silex ice cream freezers and other great Proctor-Silex premiums. Like their trend-setting modular spray, steam, and dry iron and the popular Proctor-Silex automatic percolator.

And if you send for a sample ice cream freezer and decide not to run the program, you still can keep it for just \$10.00 (we'll bill you). Or simply return it with no cost or obligation!

Why not give us a call or mail the coupon now? We'll show you how to churn frosty cold ice cream into a red-hot promotion.



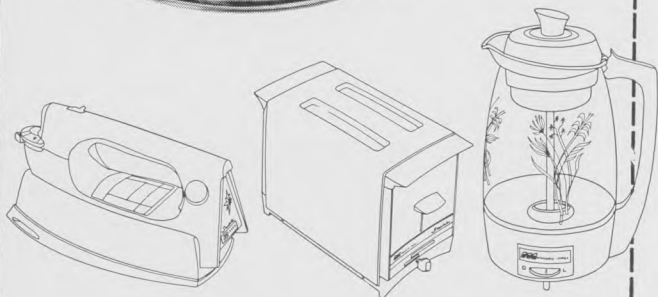
J. Edward Connelly Associates
1401 Reedsdale Street
Pittsburgh, Pennsylvania 15233
412/391-3382

America's leading financial promotion company

Please reserve the Proctor-Silex ice cream freezer program for us in our market area and rush complete information. No obligation, of course.

- Send information and sample:
 Ice cream freezer Iron Toaster Percolator
 Send information only

Name _____
 Title _____
 Financial Institution _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____



Also available: Iron, Toaster, Percolator, Blender
and many other fine electric appliances.

family. One portrait was given away through a series of drawings, one of which was held each week during the campaign. An Akron photographer, known for her portraits of children, took the pictures and any one who filled out a form was eligible to participate in the drawing.

Citizens Savings consistently has used imaginative approaches to the problem of selling its services. As a result its growth rate has been almost double that of the top 100 S&Ls in Ohio. Recent figures published in the Ohio Savings & Loan Record show Citizens to be the third largest S&L in assets in Akron and to have the seventh largest percentage-asset growth in the state.

Immediately preceding the story book campaign, Citizens took advantage of 1972's national election to hang a promotion on the fact that seven U. S. presidents were born in Ohio. Calling its campaign "The Saver's Choice," Citizens arranged for actors representing the seven Ohio-born presidents—Rutherford B. Hayes, James A. Garfield, Benjamin Harrison, William McKinley, Ulysses S. Grant, William Howard Taft and Warren G. Harding—to "campaign" for votes throughout the Akron area. Ballot boxes were set up in the three Citizens Savings offices and "voters" were urged to mark a ballot for the President of their choice. In all, 4,279 ballots were cast in office voting before the "campaign" was concluded with a "political" rally and mock election on the University of Akron campus.

The inducement in this campaign was a free trip for a family of four to Washington, D. C. The trip included accommodations at a hotel for six nights and seven days, round trip air fare and \$200 in expense money. The total cash value of the jaunt was \$600. "Voters" in the election automatically entered a drawing through which the Washington, D. C., trip was given away.

Earlier the S&L used a campaign titled "Growing Up in Growing Akron" which was a tie-in with the opening of a new office. A grand opening celebration was held complete with a ribbon-cutting, but, as a more concrete inducement to do business at the new office, free gifts were offered for new accounts or add-ons and various prizes were offered through a drawing.

The free gifts were divided into two classes: luxury gifts offered for a deposit of \$5,000 or more, which included a clock radio (the most popular gift), a Tiffany-style lamp, a Mickey Mouse watch and an electric juicer; and deluxe gifts offered for a deposit of \$100 or more, which included a

transistor radio (the most popular gift), a mixing bowl set, an electric alarm clock, an indoor-outdoor thermometer, a teflon griddle and a bubble umbrella.

Anyone entering a Citizens Savings office was given a chance to register for the giveaway. The grand prize was a seven-day, six-night vacation at Disney World, which included hotel accommodations, airfare and spending money—a total value of \$600. The second prize was a TV set, the third an AM-FM radio and the remaining seven prizes were transistor radios. In addition, on each business day for two weeks a gift worth \$100 was given to the person whose name was drawn from among the registration blanks.

At an earlier branch opening, the S&L used the theme, "A Giant Step Forward." In this campaign, gifts were offered for new accounts and add-ons and anyone filling out a coupon had a chance to win either a 23-inch RCA color television or an RCA stereo console recorder.

The accompanying table shows graphically what promotional selling of its services has done for Citizens Sav-

ings. It is hardly possible to over-emphasize the value of the imaginative approaches that have gone into these campaigns. Take "The Saver's Choice," for example: The seven "candidates" appeared at schools, shopping centers, the University of Akron and brought a humorous touch to the comparative dreariness of 1972's actual presidential campaign.

This approach seems to appeal particularly to young people in the Akron area. Citizens' story-book campaign, although directed at an even younger age group, nonetheless had genuine human interest for young mothers and fathers and for grandparents, too, who remembered the stories of their childhood.

All in all, as a comparatively young organization, Citizens Savings is emphasizing youthful ideas aimed directly at the young marrieds, the very sort of people who are most likely to be saving for a home of their own. In other words, Citizens' promotional campaigns not only bring money IN through increased deposits, they are moving it OUT in the form of loans to enable young couples to build homes.

Ohio Bank Uses Imaginative Promotions

CITIZENS Savings has a sister financial institution in Citizens Bank, Wadsworth, O. Both are subsidiaries of Investors Funding Corp., a New York City-based diversified real estate investment company. The director of communications at IFC is a young man of vision, O. Chuck Olsen, from whose nimble brain spring imaginative promotional ideas.

On March 14 Citizens Bank began its second century of service to Wadsworth and marked the occasion with appropriate hoopla; to wit:

- Jim Houston of the Cleveland (football) Browns and Lenny Wilkens of the Cleveland (basketball) Cavaliers competed in a hoop race in front of the bank.

- Free souvenirs were offered to one and all with the added admonition: "Bring the kids."

- For new accounts or add-ons of \$50 or more the bank offered a centennial coffee mug plus a colorful "Welcome to the Past!" booklet which contained facsimiles of 12 front pages from the New York Times and the Akron Beacon Journal, which varied from the story of the second inauguration of President Grant (March 5, 1873—coincident with the opening of the bank) to the account of men walking on the moon 96 years later. Most of the front

pages carried stories about Ohio personalities, such as Gen. George Custer, President Garfield, President McKinley, Wilbur and Orville Wright and President Harding.

- Radio messages such as might have been reported at the time of the events described in the booklet were used on the air as an introduction to sales messages for Citizens Bank.

And to promote word-of-mouth publicity Mr. Olsen dreamed up the idea of offering 100 door prizes, each of which was for 100 of some item; the items varied from 100 one-cent stamps, through 100 spools of thread, to 100

Two employees of Citizens Bank, Wadsworth, O., study the "Welcome to the Past!" booklet which, with a centennial mug, was given to customers depositing \$50 or more during the bank's month-long centennial celebration. The booklet contains facsimile front pages from national newspapers which carried stories during the last 100 years relating to Ohio events or prominent Ohio citizens.



NATIONAL DETROIT CORPORATION



Parent Company of
NATIONAL BANK OF DETROIT

CONSOLIDATED BALANCE SHEET—MARCH 31, 1973

ASSETS

Cash and Due from Banks (including Time Deposits of \$537,073,759)	\$1,786,768,614
Securities—At Amortized Cost:	
U.S. Treasury	433,863,069
States and Political Subdivisions	784,524,281
Other Securities	27,138,734
	<u>1,245,526,084</u>
Federal Funds Sold	665,625,000
Loans:	
Commercial and Consumer	1,864,891,338
Real Estate Mortgage	747,544,124
	<u>2,612,435,462</u>
Bank Premises and Equipment (at cost less accumulated depreciation of \$27,482,647)	49,639,946
Other Assets	68,879,064
Total Assets	<u>\$6,428,874,170</u>

LIABILITIES, RESERVE AND SHAREHOLDERS' EQUITY

Deposits:		
Demand	\$1,775,567,291	
Certified and Other Official Checks	512,690,650	
Individual Savings and Time	1,741,345,593	
Other Savings and Time	532,990,872	
Foreign Offices	699,345,253	
	<u>5,261,939,659</u>	
Other Liabilities:		
Federal Funds Purchased and Securities Sold Under Agree- ments to Repurchase	\$575,788,870	
Capital Notes (6 7/8 % due 1979)	50,000,000	
Convertible Capital Notes (5% due 1993)	50,000,000	
Unearned Income and Sundry Liabilities	92,610,793	768,399,663
Total Liabilities		<u>6,030,339,322</u>
Reserve for Possible Loan Losses		<u>54,792,185</u>
Shareholders' Equity:		
Preferred Stock—No Par Value	—	
No. of Shares		
Authorized 1,000,000		
Issued —		
Common Stock—Par Value \$12.50 ..	75,000,000	
No. of Shares		
Authorized 10,000,000		
Issued 6,000,080		
Outstanding 6,000,000		
Capital Surplus	175,000,000	
Retained Earnings	93,742,663	343,742,663
Total Liabilities, Reserve and Shareholders' Equity		<u>\$6,428,874,170</u>

BOARD OF DIRECTORS

A. H. Aymond Chairman and President— Consumers Power Company
Henry T. Bodman Detroit, Michigan
Ivor Bryn Former Chairman—McLouth Steel Corporation
Harry B. Cunningham Honorary Chairman and Member of the Executive and Finance Committees— S. S. Kresge Company
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John C. Suerth Chairman—Gerber Products Company
Robert M. Surdam Chairman of the Board
Norman B. Weston Vice Chairman of the Board

Note A — Effective January 1, 1973, the National Detroit Corporation, a newly formed bank holding company, acquired all the common stock (except for directors' qualifying shares) of the National Bank of Detroit.

Note B — Assets carried at approximately \$414,000,000 (including U.S. Treasury Securities carried at \$32,000,000) were pledged at March 31, 1973 to secure public deposits (including deposits of \$54,615,631 of the Treasurer, State of Michigan) and for other purposes required by law.

disposable diapers; five were given away by means of a free drawing each business day during the four-week celebration.

At press time, final monetary results of the promotion were unavailable, as it had two weeks to run. However, despite the fact that opening day of the celebration was Wadsworth's wettest in 20 years (so say the weather watchers) more than 2,000 persons registered for the drawing of the 100-of-something prizes and 1,000 inflated balloons were given away. With some 200 business, professional and civic leaders

coming in to offer congratulations, bank officers termed the opening day a resounding success. *Arthur C. Norris.*

Free Checking

(Continued from page 24)

that, although the bank was not the first to introduce free checking, it had concluded a research project that indicated the move to free checking would be beneficial to the bank at the time its competition announced its free checking policy.

Mr. Davidson reports that some smaller Virginia banks are offering free checking to commercial customers. He said F&M has no plans to do likewise at this time, since the bank's commercial accounts have not put pressure on the bank to follow suit.

An example of how free checking can be used to increase a bank's size and stature is that of Amalgamated Trust, Chicago. This \$139-million bank recently moved from a second floor location in the city's Loop to a new building and ground floor location almost in the shadow of First of Chicago.

The bank wanted to grow and to become better known among its giant neighbors. One of the things it did was to offer free checking in connection with the grand opening of the new building.

During the 10-day period of the offer, the bank attracted more than 3,000 new customers. In order to qualify for free checking, customers were asked to open statement savings accounts of at least \$10.

According to bank Chairman Martin L. Gecht and President Eugene P. Heytow, the bank had to curtail its free checking offer after the 10-day period until the bank's operating departments could catch up with the extra work the new accounts generated.

It wasn't long before the bank decided to make the offer again, during its 50th anniversary celebration. This time the bank decided to continue the free checking promotion for a full year. During the first six months of the renewed program, the bank doubled the number of its personal checking accounts. In conjunction, there has been an impressive increase in the number of applications for installment loans.

According to a bank spokesman, the promotion has resulted in the bank firmly establishing itself as a Loop bank, when heretofore it was "just another bank doing business on the second floor of a commercial building."

Among the smaller banks, American

Savings, South Chicago Heights, Ill., began offering free checking in October, 1969. According to John C. Hackett, president, initial customer response was excellent due to the fact that no other bank in the area had a true free checking plan with no minimum balance. "Many customers wanted to know 'what's the catch?'" he said.

Since the bank began offering free checking, it has opened about 3,500 new accounts. That's a pretty good figure, when you realize that the bank has deposits of \$21.5 million and is located in a Chicago suburb with about 5,000 population.

Mr. Hackett says the reaction of the bank's competitors to American Savings' free checking was critical. "Most of them have offered a semi-free checking plan with a minimum balance, but not a true free checking account," he said.

He said there have been considerable instances of bank customers recommending the free checking plan to their friends.

"We feel service-free checking is very good for our bank," Mr. Hackett said. "We tend to find that the customer who has his checking account with us will gradually, if not immediately, open his savings and secure his loans, as well as utilize many other bank services with our bank. We feel that, since we were first with true service-free checking in our area, we will always reap the majority of the benefits."

Mr. Hackett further stated that free checking has not affected his bank's profit structure negatively. Rather, free checking is part of the answer to the bank's increased net profit.

Union Market National, Watertown, Mass., reports that it eliminated all minimum-balance requirements in March, 1970, and has experienced 5,000 new accounts since the free checking went into effect—about a 40% increase.

Despite the success of free checking in the bank's area, there is disillusionment on the part of management about the service. The trend seems to be away from free checking to minimum-balance checking, says Frank S. Jackson, bank president. This is because free checking has reduced earnings.

Mr. Jackson said the bank's competitors have reinstated a \$100 minimum balance policy for no-service-charge checking, reflecting the fact that free checking has been a practical, but expensive, device for increasing personal checking account business in Massachusetts.

Most bankers agreed that one of the benefits of free checking was the build-up of deposits that resulted—deposits

**There is a great
difference between
90 days and a lifetime!**



that's why over 4,000 leading financial institutions have selected AS&I displays

Most equipment manufacturers in our field only guarantee their equipment from 90 days to one year. We can guarantee ours for life.

Why? We give every critical component a rated life; at 70% of rated life components are replaced. And as we improve components and mechanisms they are automatically used in this replacement program. All at no extra cost to you.

When your image depends on it, you can depend on AS&I. We guarantee it. Write or call today for complete details.



AMERICAN SIGN & INDICATOR
Corporation

HOME OFFICE: N. 2310 Fancher Way, Spokane, WA 99206 Area Code (509) KE 5-4101. REGIONAL OFFICES: Spokane, WA; Gardena, CA; Des Plaines, IL; Dallas, TX; Jacksonville, FL; Dayton, OH; Hartford, CT.
REPRESENTATIVES AND FIELD ENGINEERS SERVING EVERY CITY

that are especially valuable to banks experiencing increased loan demand.

Steinbrueck Named Vice Pres. At Mercantile Bancorp.

ST. LOUIS—Mercantile Bancorp. has elected William O. Steinbrueck vice president. He also was made loan coordinator and credit review officer for all of the holding company's subsidiaries outside the St. Louis area.

Mr. Steinbrueck has spent the past 15 years in commercial banking and as a state bank examiner in Missouri.

In other action, Mercantile Bancorp. elected James J. Kerley to its board. He is vice president-finance and a director, Monsanto Co., and has been on the board of Mercantile Trust, lead bank of Mercantile Bancorp., since 1971.

Banking Scene

(Continued from page 6)

Out of this effort some 30 recycling centers have been established which produce about 20 tons of recycled material weekly. Plans call for another 20 centers to be opened shortly.

The bank provides what is called a National Urban League Fellowship to a minority educator, usually from a southern college for blacks. The educator works with the personnel department of the bank to attempt to develop what are called "career path programs" to permit bank minority employees to improve their understanding of job responsibilities.

Through a subsidiary of the bank, financing has been provided for such things as mortgages to doctors to operate storefront pediatric clinics in the inner-city. The bank's economic department recently published a 273-page book entitled "Profile of a City" that presents new research and updated reports on coping with urban problems. Its object is to broaden public understanding of urban problems and to provide a practical approach to solving them.

One of the more controversial programs the bank has moved into is the hiring of former drug addicts. While their number is relatively small, Citibank reports no thefts attributed to the addicts. Some of these individuals make regular stops at a clinic for doses of methadone. For the most part, the addicts are cleared through the New York City Addiction Services Agency or drug rehabilitation centers before being hired. A bank spokesman says,

"At Citibank we have a lot of feelers out trying to find ways to deal with those with addiction problems. We want to explore a philosophy of hiring them. We have been saying to others about this idea of finding jobs for addicts: 'Why not give them a chance?'"

Some 40 years ago, the entire list of correspondent bank services provided by one of the largest banks in the nation could be listed on one page. A study conducted of major banks by the author indicates a tremendous increase in the services city correspondents are offering to respondents. So far, these

services do not include providing specialists and authorities who have come to grips with some of the foregoing social problems.

However, as the problems of the big cities move into the suburbs and rural areas, it may be conjectured that the track experiences of such banks as First National City will provide a unique and desirable basis for a correspondent service.

It will be interesting in the years to come to see which of these services will become established as permanent correspondent services of major banks. • •

SPECIAL NOTICE TO BANK DIRECTORS

THE SEVENTEENTH ASSEMBLY FOR BANK DIRECTORS

LeChateau Champlain Hotel

Montreal, Canada

August 31 to September 4, 1973

The purpose of The Assembly for Bank Directors is: to increase the director's understanding of how he can serve his bank; to indicate ways in which the director can best serve as a representative of his bank in the community; to provide better understanding of and respect for bank management's functions; and to acquaint the director fully with issues of critical interest to his bank and banking. The Assemblies have been acclaimed as "the most significant development in banking education of the decade."

Registration will be limited to 250 directors and their wives. There will be a special program for wives. The registration fee of \$250 for directors and \$75 for accompanying wives includes selected meals, Assembly activities, and special tours.

The Assembly will be directed by Charles M. Van Horn, Regional Administrator of National Banks of the Second National Bank Region and Charles Agemian, Chairman of the Board of Garden State National Bank in Hackensack, New Jersey. A distinguished faculty of 39 will serve as speakers and counselors.

The Assemblies are a non-profit activity of The Foundation of the Southwestern Graduate School of Banking.

The Eighteenth Assembly will be held at the Fairmont Hotel in San Francisco, California, November 16-20, 1973.

For information write:

THE ASSEMBLIES FOR BANK DIRECTORS

SMU Box 1319

Dallas, Texas 75275

or call A/C 214/691-5398

Banks Urge Opening of Savings Accounts 'Just for the Record'

"WHEN IT comes to savings accounts, we've been racking up some pretty good records lately."

"Get the record straight from Peoples Bank. Hear?"

These arresting statements appeared recently in advertising for Peoples Bank, headquartered in Rocky Mount, N. C.

The "records" referred to in the ad copy have a double meaning. The bank was using phonograph records as premiums to garner new deposits.

And Peoples Bank is not the only financial institution making records with records. According to S. Gordon Stenger, vice president, Pickwick International, Inc., Woodbury, N. Y., numerous banks and S&Ls have been boosting deposits with offers of a wide variety of Pickwick discs.

But there's little doubt that Peoples Bank has been among the most innovative promoters of the premium—as it has with other types of premiums (see story on page 36).

Records for \$1

The bank conducted a three-and-a-half-month promotion with Pickwick records prior to a recent Christmas season. Customers who deposited any amount in a Peoples Bank savings account could buy the record of their choice for only \$1, which included sales tax.

According to Donald H. Williams Jr., executive vice president, 464 new accounts were established by customers desiring records. Total new savings dollars amounted to \$207,545, with another \$553,461 being added to existing accounts. The grand total was \$761,006.

More than 4,100 records were moved during the promotion. The bank offered eight different records, ranging from Tennessee Ernie Ford to Beethoven. According to Mr. Williams, a definite plus factor in this type of promotion is knowing the tastes of the bank's market area.

By **JIM FABIAN**
Associate Editor

North Federal Savings, Chicago, conducted a somewhat similar record promotion recently. It was actually a repeat of a promotion carried out some time ago. The S&L offered single Pickwick LP records at \$1 each in groups of five to anyone depositing \$100 or more in an account. More than 1,400 records were sold during the five-week promotion.

The offer was advertised as a "special opportunity for music lovers" and a wide selection of records was offered, including top singers, instrumentalists and groups, mood music, Broadway hits, country and western and children's tunes.

North Federal's management felt that offering records for \$1 was the closest it could come to giving something away to its customers, according to George R. King, vice president, Ca-

ruso, Malis & Pollack, the S&L's advertising agency.

A unique combination record-stuffed toy premium promotion was launched as an incentive to garner new Christmas club accounts by two banks and one S&L in the Chicago area recently.

The program was coordinated by Dempsey & Fredericks, Inc., Chicago advertising agency, for First State Bank of Worth, Bank of Hickory Hills and Palos Savings & Loan. About 2,000 records and 800 stuffed animals were ordered for the three institutions. Group buying brought significant reductions in the cost of the premiums, according to Edward L. Hammerman, vice president, Dempsey & Fredericks.

50% Club Growth

The promotion resulted in a 50% growth in the number of clubs at the three financial institutions. First State Bank of Worth reported 954 new clubs for 1973, versus 725 for 1972; Bank of Hickory Hills found its clubs rising from 451 in 1972 to 715 in 1973; and Palos S&L jumped from 183 accounts in 1972 to 269 in 1973.

Actual dollar deposits in the new clubs was considerably higher than for 1972, Mr. Hammerman said, indicating that the new clubs were opened in larger dollar amounts than in 1972.

R. E. Winger, executive vice president at Bank of Hickory Hills, reported that the promotion encouraged customers to open more than one Christmas club account in order to be able to purchase additional records. The timing of the promotion enabled customers to use the records as Christmas gifts.

Other banks and S&Ls running premium promotions featuring Pickwick records include Lakeside Bank and Foster Savings, Chicago; and Union Federal Savings, Randallstown, Md.

As Peoples Bank said in one of its advertisements, "a Peoples Bank savings account is a good thing to have . . . just for the record." • •

Newspaper ad for Bank of Hickory Hills, Ill., promotes records and stuffed toys as incentives for new Christmas club accounts.

We've built a new house!

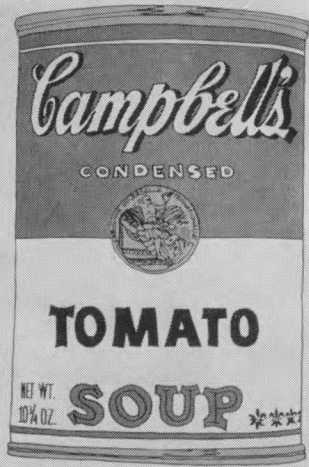


Our new corporate, operational and printing facility at Easton, Pa., is now in operation and its a beaut. This major expansion of production facilities has enabled us to increase our line of quality services which include passbooks for any use, coupon books for all your club activities, and coordinated club programs for *any* of your clubs. These coordinated programs include coupon books with cross-selling inserts, passbooks, checks, point-of-purchase displays, radio copy ideas, newspaper advertising, TV color slides, employee self-stick tags, signature cards, program manuals and customer premiums. With a national sales force of experienced account executives, strategically located throughout the country... Christmas Club a Corporation stands ready to provide you with the finest in quality, service and marketing creativity.

Why not give us a call for your free survey!

**CHRISTMAS
club** a corporation

KUEBLER ROAD · EASTON · PA. 18042/215 · 258 · 6101



A PEOPLES BANK SAVINGS ACCOUNT IS REALLY SOUPER.

When you open a Peoples Bank Savings Account (either the Regular Passbook Account or the Premium Passbook Account), you'll not only receive the highest guaranteed bank interest allowed on savings, you'll also receive a little good will gesture from Peoples Bank in the form of a can of Campbell's Tomato Soup. The can of soup is Peoples Bank's way of saying "thank you" for opening a souperior savings account.

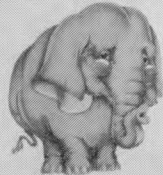


We're nuts.
(about you.)

Come to Peoples Bank and get your peanuts. They're northeastern North Carolina peanuts dry roasted in the shell. And there's a bag of them waiting for you everytime you make a deposit in your Peoples Bank Savings Account (or open a new account), and also when you get a Peoples Bank Investment Loan.

The peanuts are to remind you that Peoples Bank is always trying to do more for you. Like paying the highest rate on regular savings the allbank.

So don't forget... get your peanuts while the supply lasts. It's another one of our big, little ways to get you banking with us.



LET US TIDE YOU OVER
with a Peoples Bank Savings Account

While the supply lasts, Peoples Bank is giving away a free box of Tide detergent to anyone who makes additional deposits in their already opened Peoples Bank Savings Account (or opens a new account). Why a box of Tide? Because Peoples Bank wants to remind you that a Peoples Bank Savings Account may be just the thing to help Tide you over someday.



Bank Proves That Sound Marketing Can Move Any Type of Premium

WHICH IS most important regarding premium promotions—the premium or the way the premium is marketed?

A glance at the advertisements appearing on this page will probably convince the reader to take the second view—that the way a premium is marketed makes all the difference when new deposits are totalled.

It would seem as though the people at Peoples Bank, Rocky Mount, N. C., are also telling us that anything can be offered as a premium, if it is promoted cleverly.

The four promotions reported on this page offer a valid comparison for determining how valuable adequate marketing is when conducting a premium promotion.

According to John J. Kaplafka, director of marketing at Peoples Bank, the Campbell Soup and Tide promotions were conducted prior to any formal sales training on the part of the bank's staff. The ads were clever and the results were good. More than

WE THINK EVERYONE IN NORTH CAROLINA NEEDS GLASSES.

Open a new Peoples Bank Savings Account or make an additional deposit in your old account and pick up a free 12-1/2 ounce beverage glass with the Great Seal of North Carolina printed on the side. The glasses are just another little goodwill gesture from Peoples Bank, the bank that keeps coming up with interesting reasons for saving. And remember you get a free glass, while the supply lasts, every time you make a savings deposit. So start building a set of your own North Carolina state seal glasses now.

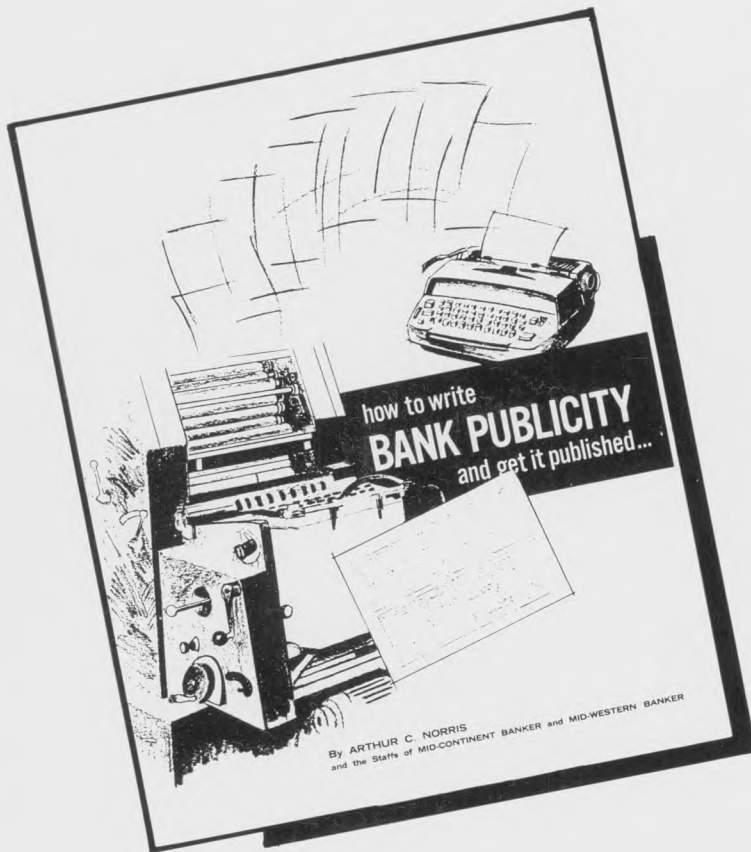


14,000 cans of soup were moved during a 10-week promotion, resulting in \$508,000 in new deposits. More than 16,000 boxes of soap were distributed during a 12-week promotion, resulting in \$614,000 in new funds.

However, according to Mr. Kaplafka, prior to the peanut and tumbler campaigns, extensive training in sales and customer relations was undertaken. Compare the results:

In the case of the peanut promotion, more than 25,000 bags of nuts were disbursed in 11 weeks, but the new money amounted to \$1.5 million! Similarly, with the tumblers, 20,000 glasses were distributed in only five weeks, bringing in nearly \$2 million in new deposits.

According to Donald H. Williams Jr., executive vice president at Lewis Advertising, Inc., the bank's agency, "We have always been believers in doing something different to separate Peoples Bank from its competition, and by being different, we have separated ourselves and achieved success." • •



How to Write . . .
BANK PUBLICITY
. . . and Get It Published!

A Primer for the Bank Officer Who Wants to Get News About His Bank Into the Newspaper, on the Radio and on Television

ONLY
\$4.25 per copy

(64 Pages, 8 1/2" x 11" and Soft Cover)

Fourteen fact-packed chapters and in the very beginning chapter we give you some background on "news lingo," what a news story should do, plus some evidence that we know what we're talking about!

A Matter of Definitions . . . We answer the questions: What is publicity? What is public relations? What is community relations? and suggest why your bank needs all three.

Constructing the News Story . . . We literally draft a blueprint for writing a complete news story, tell you the six questions your story should answer to be complete, outline the simplicity of the classic "AP lead," give you examples of how to write news stories about your bank and show you how to apply these broad principles to bank publicity.

The Mechanics of the News Release . . . We show you how to prepare a news release to increase its chances of being used, give you tips on dealing with reporters and their newspapers and even tell you what to do when—invariably—a mistake creeps into the news release you send out.

What's News? . . . We explain what constitutes news, list over 100 news stories that can be written about your bank, explain how to differentiate between what is news and what should be announced in an advertisement and even delve a little into the problem of what is "human interest."

Placing the News Story . . . We explain the procedure for getting news about your bank into the news media, tell you how to decide in which news section the story belongs and offer a few thoughts on when to call and how to handle a news conference.

Placing News in Banking and Business Publications . . . We examine the problems you

will have to solve if you want to shoot a good game of getting news about your bank into localized and specialty publications.

How to Handle Photos . . . We tell you how to have pictures taken that tell a story, what type of photo to send out, what information to supply, and even how to attach the picture caption to the photographic print.

Handling "Sticky" Situations . . . We tell you—when a "sticky" situation arises in your bank—how to hold adverse publicity to a minimum—situations like money shortages, officer suicides, missing officers; in the event of a holdup how to protect your people from threats and coercion, and in all cases how to handle both the news people and the police.

How Not to Do It . . . We give you examples of how publicity stories should not be written in order to underline the poor approaches that all too frequently are made in writing bank publicity.

"Tie-In" for Better Publicity Results . . . We outline how to make community events and historical anniversaries work for you as a means of getting publicity that might be termed "free."

Dealing With News Media . . . We give you eight simple rules on how to make and keep friends among news people and in each case expand the rule so that you will have a short course in "How to Win News Friends and Influence News People."

Odds and Ends . . . We discuss various angles on getting publicity printed that didn't seem to fit into any of the preceding chapters.

Bibliography . . . We give you the names, titles and publishers of various books on publicity and public relations as recommended by a number of professors of journalism.

MID-CONTINENT BANKER
 408 Olive St., St. Louis, Mo. 63102

Please send me copies of your bank publicity book at each. (Order a copy for your advertising agency, too!)

Check enclosed.

Bill me.

Name

Bank

Street

City, State, Zip

(If check accompanies order, we pay postage and handling. Otherwise, there is an additional charge of 50 cents per copy. Missouri banks, please add 3% sales tax.)

The Financial Buyer's Guide

PRODUCTS • SERVICES • IDEAS

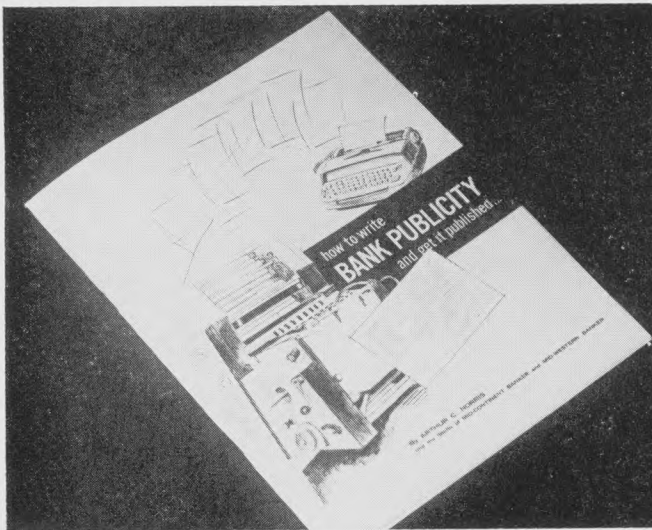


HAVE A PICNIC OPENING NEW ACCOUNTS. What more unique premiums to stimulate new accounts/loans than attractive coolers and grilles? Liquidate at your low cost or use as free giveaway. Highest quality barbecue grilles and insulated coolers. Exterior has baked enamel wood-grain finish highlighted with a brass eagle design. Distinctive and decorative, priced at \$4.95 each. Promotional programs available. Attract new accounts, stimulate old with Prestige coolers and grilles. PRESTIGE PRODUCTS, INC., P.O. Box 42094, Cincinnati, O.

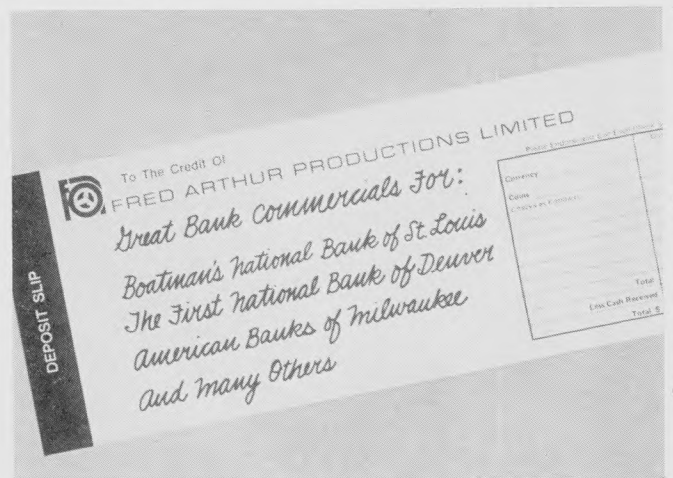


NEW!
Christmas
2 Record
Set

A JOYOUS SEASON—90 minutes of best-loved Christmas favorites! Two new 12-inch LP stereo records containing 36 selections of Christmas music in full-color jacket. Ideal for Christmas Club and new account promotions, also excellent as a giveaway or self-liquidator. Can be used as a personalized musical greeting card by bank customers. Available on exclusive basis. A \$5.98 premium value—now as little as \$1.20 per set. Pop, country, rock & children records also available for as low as 25¢. For complete details, write Mr. S. Gordon Strenger, PICKWICK INTERNATIONAL, INC., 135 Crossways Park Dr., Woodbury, N.Y. 11797. Phone 516/364-2900.



HOW TO WRITE BANK PUBLICITY AND GET IT PUBLISHED is the title of a new book that is designed to aid the bank officer who is not a "professional" publicity man. The book contains 14 fact-packed chapters and in the first chapter the reader is given some background on "news lingo" and an analysis of what a news story should try to accomplish. The book distinguishes between publicity, public relations and community relations. It explains how to construct a news story and describes the mechanics of the news release. \$4.25 postpaid. Send check to MID-CONTINENT BANKER, 408 Olive, St. Louis, Mo. 63102. (Missouri banks add 3% sales tax.)



WHO DO BANKS BANK ON? When bankers want their publics to know about their services, they bank on Fred Arthur. His radio commercials motivate. They bring customers to the banks he serves. Fred Arthur has won 37 International Broadcasting Association certificates. Which means not nearly as much to him as the results he produces. (A St. Louis survey showed Boatman's National Bank advertising had far more retention on a budget significantly less than two other major banks. Reason: Boatman's radio spots.) For the rest of the story, write for demonstration tapes and rate cards. Fred Arthur Productions, Limited, 1218 East 18th Avenue, Denver, Colorado 80218.

The Financial Buyer's Guide

PRODUCTS • SERVICES • IDEAS



INSTANT INFORMATION AVAILABLE—Specific price projections and analysis relating directly to marketing of cattle, hogs, soybeans, grain and their financing is available instantly by calling one of the staff (pictured) of the Livestock Business Advisory Services, a subsidiary of the American Hereford Association. Subscribers call for their expert advice on whether to buy, sell, hedge or locate their respective commodities. For further information, call 816/842-4114 or write BEEF-GRAIN CALL, American Hereford Association, 715 Hereford Drive, Kansas City, Missouri 64105.



NEW! MANUAL COLLATOR WITH ELECTRIC MACHINE PERFORMANCE. . . . UP TO 30-SIX PAGE SETS PER MINUTE. One operator can do the job of 4. Just retract handle . . . press . . . eject set. The SUNBURST portable desk/tabletop collator saves time, money, effort. A low-cost, efficient, productive collator for those small to medium-size jobs. In 2 minutes, 40-60 sets of gathered material can be collated by 1 person. Stops overtime, hiring part-time help, extra costs. Unit is fault-free (non-electric), compact, durable. Wt:10 lbs. Beige color. Criss-cross Jogging Rack supplied Free. \$49.95 plus \$2 shipping. ACTIVATION COMMUNICATIONS, 70-25 Parsons Blvd., Flushing, NY 11365.



AUDITING TOOL COUNTS FOOD STAMPS. Consider the CRC 300. And what it does to food stamps. It's small, compact, fast and automatic. Operators quickly learn its operations. Requires no adjustments, works alone and untended. And it counts money; also counts food stamps . . . and that's good news for banks in a day of escalating use of food stamps. The CRC 300 currency counter, sold by Canyon Research Corp., Accord, New York, is a device to free busy bank tellers from manually counting bills or food stamps. The 12-pound counter provides a machine-verifiable count of food stamps. Its size and quietness permit operation right at the tellers window.



NOW . . . FOR THE FIRST TIME . . . A Seasonal Flower Program that permits you to change the everyday environment of your bank, both interior and exterior, into Freshness and Color . . . denoting nature's change of Seasons . . . Decorative plastic 12" Hanging Baskets . . . 24" counter & desk Planters . . . Planted with very realistic Seasonal Flowers for Spring . . . Summer . . . Fall . . . Christmas . . . Please write for SPECIAL COLOR CATALOGS on this highly accepted program . . . We also are designers & manufacturers of Christmas Decorations . . . GARLAND DISPLAY CORP. . . 126 N. Park . . . Glen Ellyn, Ill. 60137 . . . 312-858-1631.

MID-CONTINENT BANKER for May 1, 1973

idea page

EASTER BUNNY DISPENSES GIFTS FOR CHILDREN OF BANK CUSTOMERS

MAKING FRIENDS for County Bank, Blue Island, Ill., last month was this huge 10-foot Easter bunny. Each child entering the bank, accompanied by an adult, was given a free Easter egg filled with candy by the bunny. Happily showing their eggs are Cheryl and Linda Jarema, pictured with their father, Gerald R. Jarema, vice president of the bank's industrial banking division.



'FREE' SAMPLES IN MESSAGES CHEER UP CUSTOMERS

WHAT CAN a bank do to make its drive-in customers happy when they have to negotiate torn-up streets to get to the bank? It can do what Liberty National, Oklahoma City, did recently—dispense messages of appreciation to customers using the drive-in service, and include free one-dollar bills with the messages. The message said, "Here's a free sample of our appreciation for your using our drive-in service in spite of street repairs. It's all for a better city and better service." Original plans called for 1,000 free samples to be dispensed, but the total reached 2,000 before the program ended.

WHERE THERE'S A NEED FOR CREDIT LIFE

Our Team of Experienced Insurance Specialists Is Ready to Help!

Their advice on the use of credit life can offer these benefits to your bank:

1. Help eliminate collection problems
2. Build good will for your bank
3. Provide additional security for loans
4. Provide extra profits for you

There are benefits, too, for the borrower when he uses our credit life programs

1. His loan payments are made if he is disabled
2. His loan balance is paid if he dies
3. His confidence in your bank is increased when he recognizes your concern with his financial problems



PAUL V. HELEIN
President



JULIAN PAUK
Vice-President



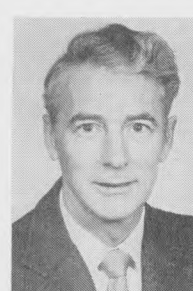
JOHN D. CAULFIELD
Vice-President



BERT R. CORNELISON
Vice-President



WALTER (BRUFF)
McQUADE
Vice-President



JAMES W. FINGER
Field Representative

You'll see our "team" at the Kansas, Missouri and Illinois Conventions. Feel free to discuss any insurance problem with them OR CALL US LATER FOR A PERSONAL APPOINTMENT!

Insurance ENTERPRISES

Complete Insurance For All Financial Institutions

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Phone 314 VE 2-2717

General
Agents for



SECURITY BENEFIT LIFE
INSURANCE COMPANY



LEFT—TV newscaster covered events opening the "Talk to the 21st Century" program sponsored by Trust Company of Georgia. She was first to record her message to the future. RIGHT—Group of sixth grade students came to bank with teacher to record messages.

Taped Messages to 21st Century Atlantans Sealed in Wall of New Bank Building

THE EXTERIOR walls of Trust Company of Georgia's new building in downtown Atlanta are stately and quiet—yet the voices of hundreds of Atlantans are sealed in the masonry.

It all came about when bank officials had the desire to do something different to observe the completion of its new building. Rather than having little or no observance when the last stone was put in place, they wanted the occasion to be a memorable event. And it was.

The bank decided to fill a box with mementos of the year 1972 and seal the box in the wall of the building, to be opened in the latter half of the 21st century. But mere objects would not provide a true picture of life in 1972, so the bank decided to encourage Atlantans to record messages directed to future Atlantans and seal the messages in the box.

What better way to draw attention to the completion of the building and to Trust Company of Georgia?

In addition to tapes made by Atlantans who dropped by the bank to record their messages, tapes made by bank officials were included in the box. A tape-playing unit was also included in the receptacle.

Many other mementos of the year 1972 were placed into the box, including a complete Atlanta metropolitan telephone book, a Trust Company in-

ter-office phone book and numerous current periodicals. A Holy Bible, one of the most frequently suggested items to go into the box, was included, plus samples of current coinage, a miniature bottle of Coca-Cola and numerous documents about the bank and Atlanta.

"We felt that our 'Talk to the 21st Century' campaign added great interest to the contents of the box we placed in the wall of our new building," said Willis Johnson Jr., vice president of the bank and head of the marketing department. "Using extensive radio and newspaper ads, we invited the public to say hello to their great-grandchildren via our tapes.

"This concept seemed to excite people's imaginations, and we received

much favorable comment on local television and in the press," Mr. Johnson commented. "I was struck by the thoughtful way in which most people approached this opportunity to send their voices into the future."

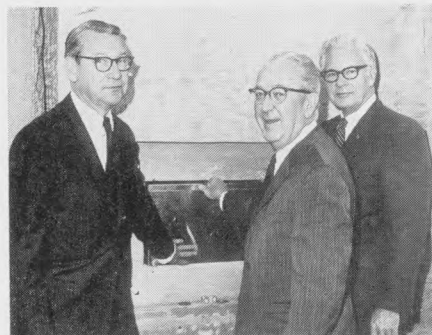
Mr. Johnson said that in monitoring the tapes, he found "all of the love, all of the hate, all of the hopes and aspirations and all of the fears" of people today. "We got every kind of message conceivable," he said. "Young, old, black, white, male, rich, poor, professional people, hippies—you name it."

Of particular interest was one school group which came together to record messages which had been prepared as a classroom assignment.

"People took this very seriously, as they should have," Mr. Johnson said. He is convinced that these tapes will be heard when the box is recovered generations from now. The box was carefully constructed, with all air evacuated after packing and a tight seal all around the lid. Desiccant material was placed inside to absorb any possible condensation, and a layer of insulation was wrapped around it before the wall was sealed.

To insure that the box will be found, the wall carries an inscription carved into the granite face which reads: "Within this wall is a sealed copper box with mementos of the year 1972."

Mr. Johnson pointed out that there



Box is sealed in wall of Trust Company of Georgia building by (from l.) Pres. A. H. Sterne, Ch. George S. Craft, Vice Ch. William R. Bowdoin. Box is expected to be opened in latter half of next century.

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MID-CONTINENT BANKER for May 1, 1973

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were many people who were somewhat skeptical of the idea and were reticent to put their voices on tape via the "hot line" red telephone which was substituted for a regular microphone.

"Based on my own experience, I can tell you that it is a somewhat eerie feeling to realize that you are speaking into a telephone to be heard by some far distant generation which is as yet unborn," Mr. Johnson said. "It makes

you stop and think, and is a sobering and provocative situation."

We believe that our promotion of this "message to the future" idea caused many people to reflect on what they might say, even though they may never have actually gotten by our booth in the main office lobby, said Mr. Johnson. The general public reception to the program was "extremely favorable."

As a special added attraction, Mr. Johnson placed into the box tape recordings of the bank's annual stockholders meeting; a meeting of the board of directors of Trust Company of Georgia Associates, the bank's holding company; and tapes of present day radio newscasts and other programs, including a report by a traffic helicopter describing a five o'clock traffic jam for home-bound motorists. • •

Complete Customer Checking Program Is Boon to Competition-Prone Small Banks

LARGE BANKS can afford to maintain aggressive marketing programs that can boggle the imagination. But what's a small bank to do to buck this type of competition?

More than 150 small banks in 14 states have hit on a solution to their marketing quandaries. It's called Complete Customer Checking by many banks and First Preferred Services by others.

The two names boil down to a voluntary checking account program designed to supplement a bank's existing checking account plans. It's marketed by Financial Institution Services, Inc., Nashville.

Basically, banks contracting for either of the services can offer their customers a number of services for a minimum fee, usually in the form of a special club for customers.

For instance: Farmers Bank, Monroe, Ga., offers a Complete Customer Checking club that provides members with personalized checks, accidental death insurance, unlimited checking without a service charge, travel checks, cashier's checks and bank money orders without an issue charge and free bank-by-mail service.

Membership in the CCC Club costs customers \$3 a month. The bank pays a portion of this fee to Financial Institution Services and uses the balance to offset its expenses in supplying the free services.

According to Kirby Tyler Jr., president of the bank, 14% of the bank's personal checking account customers are members of the CCC Club. He says the club has brought new business to the bank and the monthly fee has offset losses from unproductive accounts.

Other bankers report that their clubs give them a known income each month, their customers know exactly

what their service charges will be and the bank has the advantage of being able to offer a unique service in its trade area.

Not all banks offer the same plan. Some do not offer the services through a club at all. Some offer slightly different services. In this way, each bank can individualize its program—offering as many services as it desires.

A poll of a number of banks participating in this program reveals the following:

The majority of participating banks do not offer their services through a club. The most popular services being offered are personalized checks, accidental death insurance and unlimited checking with no service charge. In addition to the services enumerated earlier in this article, some banks are offering free safe deposit boxes, club newsletters, charge cards (to those who qualify), financial counseling, travel club benefits, free copying service, discounts on auto loans and free \$1 saving accounts for all new babies of members. One bank even holds a monthly drawing for members, at which merchandise is given away.

Almost all banks report that they charge \$3 per member per month for the service. The highest percentage of a bank's customers participating in the plan is 40%, but the majority of the banks report that between 11% and 20% of their checking account customers are taking advantage of the plans.

Almost all banks consider the program to be very good. They report that their customers also have high estimations of the program. Most of the banks have been offering one or the other program for at least nine months.

Bankers report they like the program because it brings in new customers, especially younger customers; that the service enables the bank to compete ef-

fectively with other local banks offering free checking; that the regular income from the service charge enables the bank to clear a profit; that the service is a valuable competitive tool; that it enables the banks to sell services in groups; and that it provides employees with an extra reason for cross selling other services.

A banker in Kentucky reported that the plan is valuable because it enables the bank to levy a service charge. In the past, he said, the bank did not do this. Since the majority of the customers participating in this bank's program have low, three-figure checking account balances, they justify a service charge. The First Preferred Services plan offers a means to get this service charge.

Still other bankers participating cite the better customer relations that the plan encourages. It also has enabled banks to keep their current customers by offering them a new service. • •

■ NEW YORK—Thomas A. Cullen and Philip C. Kron have been named vice presidents at First National City Bank.

Musial Talks Baseball



Stan "the Man" Musial (l.), former star player for the St. Louis Cardinals baseball team, points to a handmade quilt of pictures of famous baseball players as he visits with Norman Tice (c.), pres., City Bank, St. Louis, and Philip Lichtenstein, ch. The quilt was part of a "Hall of Fame" baseball display at the bank last month in honor of the opening of the 1973 season. Mr. Musial is a director of the Brentwood Bank, a member of the ABC Group that includes City Bank and American National, St. Louis.

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Two rare coin exhibits worth \$20,000 were displayed during Bank of Danville's golden anniversary celebration.



Bank Plans Golden Anniversary Event By 'Following the Book'

WHEN A bank reaches its mid-century year, it's fitting to have a celebration. And management at Bank of Danville, Ky., which reached the 50-year milestone last year, proved it could stage a successful event—with the help of a book.

According to bank officials, the book "How to Plan, Organize and Conduct Bank Anniversaries, Formal Openings,

By **JIM FABIAN**
Associate Editor

Open Houses," published by MID-CONTINENT BANKER, was an invaluable asset in providing ideas and information about staging a celebration. The ideas taken from the book were combined with those of bank management to make for a rousing celebration at Bank of Danville.

The two-day event was a time of continuing activity at the bank. According to Joe D. Goins, vice president, attention was drawn to the celebration by parking a 1922 Model "T" in front of the bank. It was a real conversation piece and attention-getter, according to Mr. Goins.

As people entered the bank, they were greeted with a "We're Glad You're Here" sign incorporated into a red carpet in the lobby.

When inside the building, guests could examine two coin collections valued at \$20,000—one from a correspondent bank, the other from one of the bank's customers.

A photo display included old pictures of the bank and its early employees. These photos had been collected in advance of the celebration. They were combined with newer photos to present glimpses of the bank's development through the years. In addition, portraits of all past presidents were

made and hung in the president's office.

One of the most popular displays was a recreation of the bank office as it appeared in 1922. Old business machines, desks, chairs and other items were arranged in an area of the bank lobby and guests were invited to see how the bank looked at the time of its inception. The furnishings were older in years than many of the guests! This exhibit was enhanced by the playing of music popular in 1922 throughout the celebration.

Giveaways to adults consisted of
(Continued on page 52)

Bank Pres. G. F. Worthington takes wheel of 1922 Model T parked in front of bank during two-day event. Auto was great attention-getter.



This is how it looked in '22! Exhibit of old-time office equipment was point of interest during celebration.



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Glass-sheathed office wings reflect clouds, sky and buildings surrounding Valley Center, new 40-story headquarters of Valley Nat'l of Arizona in Phoenix.



Valley Center is said to be largest and tallest structure in Arizona, rising 40 stories in downtown Phoenix. Bank's former home is at right.

Valley Bank of Arizona Dedicates New Building

THE NEW, 40-story corporate headquarters of Valley National of Arizona were dedicated in downtown Phoenix March 21, just two years after shareholders broke ground for the two-block complex. Senator Barry Goldwater of Arizona headed the list of federal, state, county and city dignitaries invited to participate with bank shareholders in the ceremonies. Hosts were VNB President Earl L. Bimson, Chairman James B. Mayer and Chairman Emeritus Walter R. Bimson.

Shareholders attended the special ceremonies after holding their annual meeting at the Phoenix Civic Plaza Auditorium.

The main banking office in the \$41-million structure, which is called Valley Center, is opening around May 15. The first contingent of bank employees moved in early in May followed by tenants who will occupy the upper two-thirds of the building.

The building—described by Valley Bank as the largest and tallest in the state—essentially is a modified cruciform in shape. Three interlocking wings, rising to different levels, partially surround a central core, which houses elevators, stairs and service facilities. The office tower is set back at three heights: 35, 37 and 39 stories. Roofs of the first two tower setbacks will feature landscaped gardens. At the tower's base is a block-square plaza, recessed three feet below ground level.

Two-story atrium, located in center of block-square concourse of Valley Center, has sufficient ceiling height for full-grown trees. Also on concourse are Valley Bank's Main Office, shops, food services and other facilities.

Bordered by a four-foot concrete berm, the landscaped plaza is separated by a combined seven-foot-high buffer, creating an environment designed to shield building patrons and employees from street noise.

Numerous pools and fountains, 65 12-foot Brazilian pepper trees and four Italian stone pines enhance the park-like atmosphere. Ten silk oaks and 24 fan palms have been placed in sidewalk-level planters, along with 750 shrubs in the concrete berms. Other plantings provide highlights on the concourse level inside the building's two-story atrium.

Features of the concourse include the Valley Center Main Office of Valley National, a variety of shops and food services. Included are a 37th-floor continental restaurant and bar, coffee shop, fast food take-out service and employee buffet restaurant.

Sheathing the building are nearly five acres of Thermopane glass. The mirror-like glass is capable of withstanding a wind load of 56.25 pounds per square foot, the equivalent of more than a 130-mile-per-hour storm.

Several restrooms have facilities for

(Continued on page 52)



Earl L. Bimson (l.), pres., Valley Bank, receives large ceremonial key to Valley Center from Roy A. Kite Jr. (r.), regional v.p., Henry C. Beck Co., general contractor for center. In center is MacDonald Becket, pres., Welton Becket & Associates, architects for project.

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Dixieland band supplied music to provide festive atmosphere during Harpeth Nat'l "dig in."



Youngsters eight years and under dug for buried nuggets at Harpeth Nat'l "dig in." All won prizes.

Children Get Into Groundbreaking Act During Unconventional Ceremony

WHAT SHOULD a bank do to get the most mileage out of a groundbreaking ceremony?

Although numerous innovations have been attempted in the past to deviate from the traditional turning over of the first shovelful of dirt by dignitaries, the approach taken by Harpeth National, Franklin, Tenn., last fall should qualify for a first prize in the uniqueness category.

It held a "dig in," and it invited the community's children to bring their shovels to search for buried "gold."

By **JIM FABIAN**
Associate Editor

The "dig in" idea came after considerable thought on the part of bank management and its public relations agency, Culbertson-King-Condiles of Nashville. During exploratory research for the groundbreaking, it was realized that the bank had a strong businessman's bank image, a fact that had enabled it to grow from \$50,000 in assets at the time of its founding in 1906 to the present figure of \$40 million.

But planners could see that the groundbreaking festivities could be put to good use to broaden the bank's consumer base to achieve a better balance between business and personal accounts.

The "dig in" was the result. To achieve the better balance, the event was designed to attract children and their parents. And attract them it did, as some 400 people attended the event on a cool November day—a figure that is considered by bank officials to be quite unusual, given the 10,000 population of Franklin.

Thus, "dig in" rules called for any children age eight and under to be

Jim Ladd, bank employee, holds prize goat as youthful groundbreakingers attempt to make friends with animal.



During traditional (but informal) portion of groundbreaking event, Harpeth Nat'l Pres. Dan Hagerty gave brief history of bank. Seated are Franklin Mayor Ed Woodward and John E. Sloan Jr., bank exec. v.p.

qualified to dig for buried "gold nuggets" in the ground on the site of the new bank. The bank had "planted" 10 nuggets painted green that were redeemable for \$10 savings accounts and 400 nuggets painted gold that were worth 50¢ each.

But the real drawing cards were the top prizes, which consisted of a pony as grand prize and a rabbit, a goat, a kitten and a puppy as lesser prizes. What better way to appeal to youngsters than by live animal prizes?

To help keep the festivities lively, the bank arranged for a dixieland band to provide music, for remote radio broadcasts to be originated from the site, for refreshments—and for the traditional (but informal) introductions



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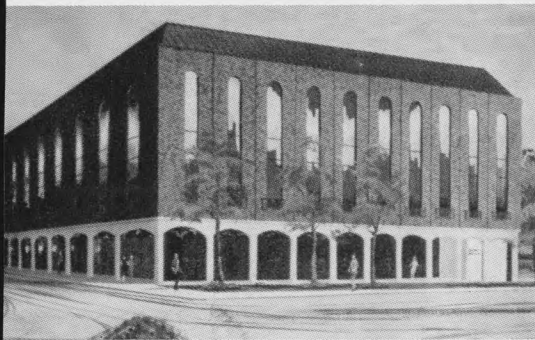
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When completed early in 1974, Harpeth National's new building will look like this sketch.

and speeches.

Every child participating in the "dig in" dug up something that was redeemable for a prize, which made every attending parent happy. Of course, the bank received considerable attention in the press from its youthful ground-breakers.

"We wanted the whole community to have a part in this thing, so instead of handing officials the shovels we decided to let the children and grandchildren of customers and prospective customers do it," said John E. Sloan Jr., bank executive vice president.

"The kids had a grand time and so did we," he said.

Mr. Sloan served as master of ceremonies during the official program.

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Among the dignitaries on the platform were Stewart Campbell, senior board chairman; J. W. Greer, chairman; Dan Hagerty, president; and the mayor of Franklin.

The bank building, to be completed early in 1974, comprises 37,000 square feet of usable space on three floors. It is a blend of colonial and modern architecture to conform with the general architecture of Franklin. Included are a drive-in window and 11 teller stations.

Time will tell how beneficial it was for the bank to invite the town's children to take part in its groundbreaking activities; but think of all the times, over the coming years, those children will pass the bank and recall that they were a part of the exciting "dig in" that broke ground for the building! • •

Valley Bank

(Continued from page 48)

handicapped persons, and a series of ramps lead from the sidewalk level at First Street and Monroe to the south-east plaza entrance.

Valley Center is equipped with the most advanced communications equipment available, according to a bank spokesman. Primary telephone services will be provided through a Centrex system available to all tenants. In addition, several Valley Bank executives' offices will be served by Picturephone. The system will enable four users to carry on two simultaneous conversations or a conference conversation via three units. Through use of one or more random-access slide projectors, a Picturephone user will be able to view a variety of graphs, charts or other financial information. A document-retrieval system giving access to micro-filmed records also is adaptable.

Adjacent to Valley Center is a 1,700-car, eight-level parking structure, linked to the concourse by an air-conditioned pedestrian walkway beneath First Street. • •

Anniversary

(Continued from page 46)

matchbooks, annual reports and copies of the local newspaper as it appeared on the day in 1922 that the bank first opened for business. Children were supplied with balloons and suckers.

Door prizes consisting of a set of prints featuring the 1968 winner of the Kentucky Derby were presented hourly. A home entertainment center was the grand prize.

According to Mr. Goins, the bank

conducted an extensive public relations program in connection with the golden anniversary. Local florists were invited to contribute displays to decorate the bank lobby. Two color photos were taken of each display—one for the bank's scrapbook, the other to accompany a thank you letter to the donor.

Extensive publicity appeared in the local newspaper that included photos and history of the bank.

All stockholders received special invitations to attend the celebration and directors were put to work to serve as hosts during the event. All guests were registered when they signed up for the door prizes. Their names and addresses were later incorporated into a mailing list.

Also during the event, two long-time retired directors were recognized and presented with silver trays and the bank's three employees with longest service were recognized by a photo and story in the local newspaper.

It takes a lot of work and organization to stage a successful open house celebration, but when you can "go by the book" it's much easier! • •

Promotions, Appointments Made at Commerce Bank

KANSAS CITY—Nine officers have been promoted and eight new ones named at Commerce Bank. Two of those promoted are in the correspondent



KARRER

department. They are James W. Fowler, from assistant vice president to vice president; and Gary R. Karrer, from assistant cashier to assistant vice president. Mr. Fowler, whose photo appears in the Kansas section of this issue, travels in northern Kansas. Mr. Karrer's territory is southern Missouri.

Others advanced are: Joe A. Herring and Robert H. Mullett, from assistant vice presidents to vice presidents; Clarence D. Smith, from commercial banking officer to assistant vice president; Cornelius Roach III, Jerry L. Botts, Ted A. Schmidt and David Eisenstein, to trust officers.

New officers are: Glenn E. Stallard, assistant vice president and commercial loan officer (and continuing as a tax adviser for the bank); Larry D. McKeaigg, commercial banking officer; Gloria D. Johnson, personnel officer; Jane A. Short, marketing officer; Pete Gent, William Tempel and Thomas Weiford, investment officers; and Mary Simmonds, trust investment officer.

Bank Services

(Continued from page 20)

officer who says "no" the wrong way too many times.

Another example: If you advertise data processing payroll plans, but your bank isn't really interested in doing them the best way possible because it doesn't really have that much interest in them, and really just wants to be able to say it has such a service—then you're in trouble, too. Your lack of sincerity or expertise—or both—will soon show up.

If you identify an important need you are not able to satisfy, then you had better think about how you can develop a service to meet that need—in a quality way.

In short: Your marketing effort must be designed to solve only those identified consumer needs your bank can handle well. And your aim must be to communicate that fact to the potential customer in terms of his best self-interest, not in terms of just the service itself. The words you use, the pictures you print and the music you play must match the view the consumer has of your bank. If it doesn't, he either won't recognize you, or worse, he won't believe you!

You cannot deny your own identity in the consumer's mind. However, you can change your image over a long period of time—with a lot of work and a lot of money. But first research the customer and consumer opinion held of your bank, and determine whether you want to change that opinion or just want to live up to it and emphasize it with better performance!

Don't just wait down at the dock for your ship to come in. Do some research. You'll find out a lot of "ships" are 707s, and maybe you should really be at the airport! • •

Internat'l Dept. Formed

Three officers of the National Bank in North Kansas City discuss the new international banking department recently established at the bank. L. to r., they are Joseph C. Williams, ch.; John R. Hughes, v.p. in charge of the new department; and Van O. Williams, exec. v.p. The bank belongs to First Union Group.



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Trombonist displays collection of bank's booster buttons on hat and shirt at Nittany Lions' game. Buttons were immediate sellouts for all games; became collector's items.

Football Team Booster Buttons Spread Goodwill for Bank

LAST FALL, in football-happy State College, Pa., home of Pennsylvania State University and its Nittany Lions football team, Central Counties Bank came up with an unusual promotion that was an overwhelming success—handing out free booster buttons for every Penn State home game and for the Penn State vs. Oklahoma contest in the Sugar Bowl on New Year's Eve.

Elmer G. Grant, bank president, said, "Our advertising consultant made the suggestion last summer and we thought we'd try it, but we frankly never anticipated the degree to which people would respond to the idea!"

Starting with 5,000 two-inch blue and white buttons bearing Central Counties' logo and the slogan "Get the Goat" (for the first home game, against Navy) and another 5,000 buttons reading "Hammer the Hawkeyes" (for the second game, against Iowa), Central Counties offices were quickly besieged by button-hungry fans.

"Unfortunately," Mr. Grant continued, "our estimate of 5,000 buttons per game was so far below the demand that 'button, button . . . who has a but-

ton?' became a familiar cry within our bank."

Consequently, it was decided to order 15,000 buttons for each of the four remaining home games—"Crush the Orange" (Syracuse), "Trip the Terrapins" (Maryland), "Wallop the Wolf-

Small fry football booster sports Central Counties Bank button.



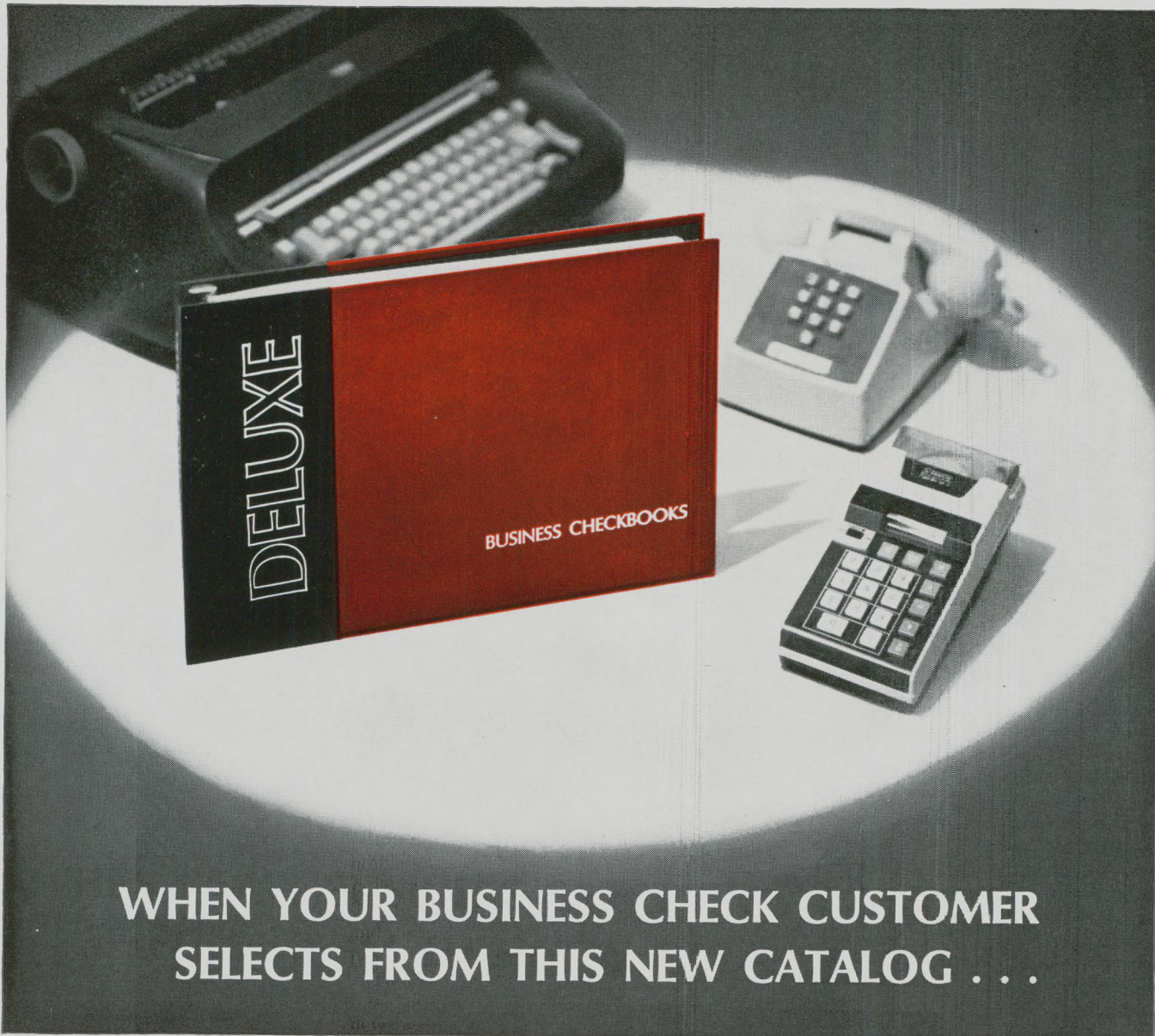
pack" (North Carolina State) and "Pulverize the Panthers" (Pittsburgh). These, too, were quickly consumed by bank customers.

Each CCB button slogan also became the theme throughout town and campus of every game. It appeared on changeable letterboards owned by various local businesses. It made the front pages of several area newspapers and gained a great amount of free publicity for the bank in all media. Children collected entire sets of buttons to wear on jackets and hats. And even employees of a competing bank wore the buttons at work, covering the Central Counties logo with their own.

The climax of the campaign occurred after Penn State accepted a bid to play the Oklahoma Sooners in the Sugar Bowl. Naturally, Central Counties got into the spirit and ordered 10,000 larger (2½") buttons sporting a cartoon mountain lion and the slogan "I'd Sooner Be A Nittany Lion."

Only one newspaper ad appeared to announce the buttons' arrival, but in less than two days every button disap-

(Continued on page 63)



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WHAT DO you do if you're a major bank in a highly competitive market, offering pretty much the same services the other banks do, and you want to increase both the total number of customers and the number of services each customer uses?

This was the situation for the \$10.6 billion-deposit Bankers Trust Co., New York.

The bank repositioned all of its existing retail services, introduced several new innovations, including a consolidated statement and a no-passbook savings account, and named the total package Pyramid Service.

Why Pyramid Service? For years the pyramid has been the corporate symbol of the bank. But more importantly, the package is designed so that one service builds on another, much like the blocks of a pyramid.

The keystone of the new service is the consolidated banking statement, called, aptly enough, the Pyramid Service Statement. While one key competitor offers a consolidated statement, the Pyramid Service Statement provides more information on more types of accounts, according to Michael S. Kessler, vice president in charge of metropolitan business development and marketing.

The statement details information on the customer's checking account, the new Pyramid Savings no-passbook account and Advance Checking (the bank's overdraft checking plan). It also includes current information on

Bankers Trust BankAmericard, home mortgage loans, up to three installment loans and up to four passbook savings accounts.

One of the major thrusts of the Pyramid Service campaign is customer convenience. To underscore that theme, Bankers Trust introduced Pyramid Savings along with the consolidated statement.

Each month Pyramid Savings customers receive on their statements an up-to-date status report of their accounts. The statement details all deposits and withdrawals along with quarterly interest credits and a sum-

mary of interest earned to date. As an added convenience, customers can request automatic transfers from their checking accounts to Pyramid Savings as frequently as five times a month.

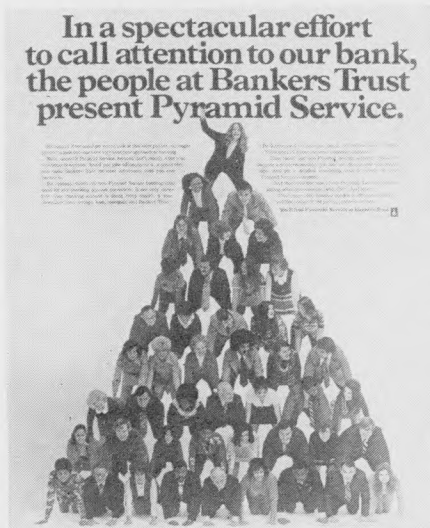
"The major benefit of the entire Pyramid Service package to the customer is convenience," Mr. Kessler said, adding: "Pyramid Service is the foundation upon which we will build a number of additional banking conveniences over the next two years. Convenience can be the key that distinguishes Bankers Trust from its competitors."

While, understandably, Mr. Kessler didn't want to elaborate on just what those new conveniences will be, he did indicate that systems are being developed that will permit customers to do their banking much faster, and be able to carry out any transaction at any Bankers Trust office, regardless of where their "home" office is.

Concerning the marketing philosophy behind Pyramid Service, Mr. Kessler said, "What we really are seeking is a major program that will distinguish Bankers Trust as a bank striving to give the public what it wants—convenience in handling everyday banking needs. Pyramid Service is new, convenient, full-service banking at no additional cost."

He noted that the no-additional-cost factor is being emphasized in an effort to capture more of the lower income market, a segment least represented among the bank's customers.

"We want to convey the message that Bankers Trust customers get more, and will continue to get more for their money," Mr. Kessler said. To help customers get more for their money, the bank is coming out with a consumer newsletter for checking account customers called "Moneyviews." It will be



45 Bankers Trust employees participated in ad introducing bank's "Pyramid Service."

Innovation Promotes Services

included in the mailing of the Pyramid Service Statement.

Mr. Kessler noted that the consolidated banking statement has a built-in informational value in that each month, customers are reminded of a number of services available to them that perhaps they are not using.

How well received is Pyramid Service?

"Since we only introduced it the first of the year, we won't know for several months," Mr. Kessler said, adding: "If response to our introductory newspaper ad, featuring a human pyramid of 45 real Bankers Trust employees, is any indication, then our efforts will be an overwhelming success. The day after the ad first appeared, employees in the ad were answering their phones all day, receiving queries from acquaintances who wanted to know how we did it."

Actually, each row of the pyramid was photographed separately, and the composite was retouched to make the final photograph seen in the ad. ••

Accounts Opened for POWs

Liberty National, Oklahoma City, has deposited \$100 in a savings account in the name of each former Vietnam prisoner of war living in Oklahoma.

The Department of Defense will inform each of the returning Oklahoma POWs of the offer. If they wish to receive the account all they need do is notify the bank. The recipients will be free to add savings to their accounts or to withdraw the funds if they wish.

The bank says the gesture is "a token of our appreciation" for what the POWs have gone through.



Stagecoach Owner Pulls Bank's Bluff In Response to Billboard Statement

OFFICIALS at Pioneer Bank, Chattanooga, Tenn., now know better than to make rash statements in their advertising!

They learned this shortly after the bank sponsored a billboard bearing the statement, "We've never made a loan to buy a stagecoach! Why? No one has ever asked us!"

When stagecoach owner Jack E. Jones saw the billboard, he said to himself, "I'm going to call Pioneer Bank's bluff!" He went to the bank, applied for a loan for his stagecoach and received quick approval. Since the bank was so accommodating, he decided to go through with the loan—and he opened a checking account to boot!

Mr. Jones operates various camps in the South and uses the stagecoach as an adjunct to his operations.

Mr. Jones is quoted as saying, "Having had a loan application secured by a large group of horses declined some years ago by a banker, my first reaction when I saw Pioneer Bank's advertisement was to call their bluff. The banker who handled my application was so cordial in his reception and so prompt to give his approval when, in effect, calling my bluff, that I felt constrained to accept the loan and put it to good use in improvements in the barn and stagecoach area. I was so impressed by my treatment at Pioneer Bank that I immediately opened a deposit account."

The bank had used more than 30 billboards to announce that no one had ever asked for a loan on a stagecoach. When the loan was made a bright yellow streamer was added to the signs

stating, "NOW, we have made a loan on a stagecoach!"

The bank also sponsors signs stating it has never been asked to make a loan on an elephant.

Any takers? • •

Indiana Bank's Savers' Club Offers Discounts to Members

The slogan of Indiana Bank, Fort Wayne, is "You get more at Indiana Bank."

Part of the "more" is a Savers Club, membership in which entitles savings account customers to receive a publication called "Compass" three times annually. The publication presents news of special discounts and offers to its readers.

A recent issue of "Compass" included the following: an announcement of a china premium promotion, in which customers could receive a four-piece place setting free with the deposit or add-on of \$25 to a savings account, with additional settings available at \$3.50 plus a \$25 deposit; discount tickets to five different entertainment events; news of member discounts at restaurants; reduced prices for theatre tickets; a directory of travel tours prepared by the bank's travel department; a coupon book offering discounts at 100 area merchants for \$4.95; a page of bonus coupons good at restaurants; a listing of car wash specials; and news of a drawing at which club members could win the interest for one day on a million dollars.

Each copy of "Compass" contains a Savers Club application blank. The

club charges no membership dues and holds no meetings, but it entitles members to enjoy themselves at a considerable savings—all the while their savings are earning interest at Indiana Bank.

Checking-Savings Package Plan Attracts 700 Customers

Wheaton (Ill.) National recently introduced its Three-4-One Club, a banking service that permits a family to obtain two free checking accounts and a \$1 savings account by opening a single checking account and maintaining a \$99 balance in that account.

According to Robert W. Schnack, president, the bank has signed up 700 members. He also said that research indicated that few families can operate efficiently with just one checking account, but that few also have the means to maintain minimum balances in more than one account. The research led to the formulation of the program.

With two checking accounts, Mr. Schnack said, families can keep household and general family expenses separate. The savings account encourages systematic savings.

If a customer maintains a \$200 balance in the savings account, no minimum balance is required in either of the checking accounts.

Free Photos Draw Families

Almost 300 families took advantage of a week-long offer of free family portraits at Southern Missouri Trust, Springfield, Mo., last fall.

The bank advertised the offer through newspapers, radio, TV and billboards. A total of 1,008 people were photographed by Fact Photo, St. Louis, in the bank's lobby.

The bank expects to use the promotion again when it opens a new bank office in Springfield.

New Business Kit

Bank Marketing Association is offering a "Community Bank New Business Kit," which contains a collection of articles, pamphlets and other informational materials designed for the officers of smaller banks.

Included in the kit is a description of a staff training and incentive program implemented in a community bank that increased the bank's assets by 10% in two months. Total cost of the program was less than \$4,000, but it resulted in \$1.1 million in new deposits.

Also included in the kit is information on community bank advertising, an asset group breakdown of bank advertising expenditures and suggestions on developing effective officer sales programs.

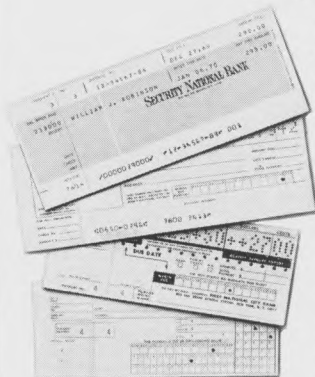
For information, write: Director, Division of Communications, Bank Marketing Association, 309 W. Washington, Chicago, Ill. 60606.

Bank Gives Bicycles



Heritage Bank, Bolingbrook, Ill., recently awarded two Schwinn bicycles during its recent grand opening celebration. The winners were selected by Janice Swierczek, secretary to the president. Also pictured are bank President Michael P. Walsh (r.) and Cashier-Controller Joseph J. Martin (l.)

There isn't a loan coupon we can't make.



Randcomp is Rand McNally's fully computerized turnaround system that delivers coupon books directly to your customers. Promptly! It cuts preparation costs by 20% to 40% and eliminates transcription errors. No wonder more Randcomp coupons are now being processed in bank computer systems than any other computer-generated coupon.

MICRand fits into most magnetic ink data processing systems. And it can even be made to combine with perforator coding.

Perforand gives a different style for every perforator model, including machine readable.

Randpunch is the fastest and most economical system for small volume users, particularly branch office operations.



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206 Sansome St., San Francisco, Calif. 94104

Flipper-Dinger Is Hit



First National, Atlanta, used a toy manufactured in the Blue Ridge Mountains as a drawing card to promote the opening of its Campbellton Plaza branch recently. More than 4,100 people visited the bank during the two-day open house and new account openings exceeded estimates by more than 25%. Employees of bank try out toy, which is something like a basketball game on a stick. The object is to blow through a tube to lift a corn-stalk "basketball" high enough to hook into a circular wire rim. The bank plans to use the toys at future branch openings.

Commercial Bank Wins Round In Battle for Savings

A bank in Springfield, Ill., is holding its own in the battle for savings money between banks and S&Ls.

Capitol Bank introduced "Capitol 6 Savings Certificates" recently. It informed the public that, through a new method of calculating 5% interest on two-year CDs, savers could earn more than 6% at maturity. It accepted deposits of \$500 or more in the program.

After the initial three weeks of the program, deposits had increased by \$376,943—more than \$100,000 per week.

Bank Donates Weight in Pennies



Continental Bank, Richmond Heights, Mo., recently donated an unusual item to an auction being held by a local private school. It was the weight of the successful bidder's wife—in pennies! Photo shows the payoff, with the 120-pound wife and her husband collecting exactly \$200 in pennies. By coincidence, the winning bid was also \$200! Bank Vice President Harry A. Harman (l.), makes presentation.

MID-CONTINENT BANKER for May 1, 1973

Survivor Information Service Suggested by Mo. BA to Members

The Missouri Bankers Association has circulated information about a new bank service to its members. The service provides information about survivor benefits to customers who suffer deaths in their immediate families. Most people are not aware of all their legitimate survivor benefits, the MBA says.

The complexities of life insurance policies, social security regulations, Workmen's Compensation laws, etc., and the language of such vital instruments often are beyond the understanding of many individuals.

The average bank can help fill the needs of its customers by planning informational clinics that might be directed by a local attorney or the bank's own legal counsel, the MBA suggests. Such clinics could include participation by life insurance officials, experts from the Social Security Administration, Workmen's Compensation, etc.

This type of program makes clear

the bank's concern for its customers, the MBA says.

Master Charge Open Houses Net 70 New Accounts

First American National, Nashville, recently acquired 70 new Master Charge accounts as a result of a drawing held in conjunction with open house observances at eight of its branch offices.

The bank's offer was to give Master Charge credit totaling at least \$600 to three customers who registered for the drawing during the open house events.

First prize was to pay off the winner's entire account balance as of the date of the drawing. If the winner's balance was under \$300, the bank would credit the account with \$300. Second and third prizes were \$200 and \$100 Master Charge account credits.

More than 1,500 registered for the drawing and the bank credits the promotion with bringing in the 70 new accounts. One of the prize winners was a new account.

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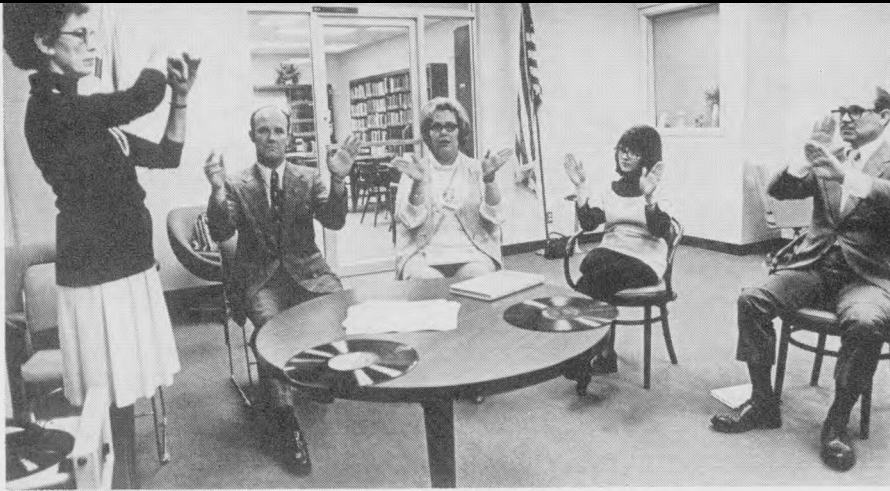
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NATCHEZ VICKSBURG WAYNESVILLE NEW YORK



Bank of Southwest employees follow teacher Ruth Burnett in sign language class. Pupils are, from l., Bill Thiessen, a.v.p. and loan officer; Susan Wolverton, teller; Mary Reeves, sec.; and Jack Tuttle, loan officer.

Four Employees Learn Sign Language To Assist Bank's Deaf, Mute Customers

TO BRIDGE the business world communications gap with the deaf and mute, four Houston bank employees are devoting their own time to learning sign language.

The four—an assistant vice president, a loan officer, a teller and a secretary in Houston's Bank of the Southwest—are trying to eliminate obstacles the deaf face in carrying out what are simple banking transactions for most people.

Though standard deposits or withdrawals can usually be handled relatively easily, the deaf face real problems when trying to arrange a car or home improvement loan with only a pad and pencil for communication with their bankers.

To meet this need, the four bank employees recently completed an eight-week course in sign language offered through the adult education program at Houston's Jewish Community Center. The course was taught by Ruth Burnett, who is a teacher for the deaf in the Houston public schools.

The idea to take a course in sign language came after assistant vice president Bill Thiessen saw a television news program in San Francisco where the station supplemented the announcer's words with sign language.

Mr. Thiessen felt sign language could be a useful part of the bank's operations, especially in the new personal banking center. His thinking about manual language was reinforced by Goodwill Industries' estimate that at least 2% of Houston's population, at least 40,000 persons in the Houston standard metropolitan area, must de-

pend on signing for communication.

These people have growing needs for banking services, Mr. Thiessen explained, since business is beginning to provide more job opportunities for the handicapped and more of the deaf and mute are now drawing wages. They are also often named as estate heirs with a need for money management advice from bankers.

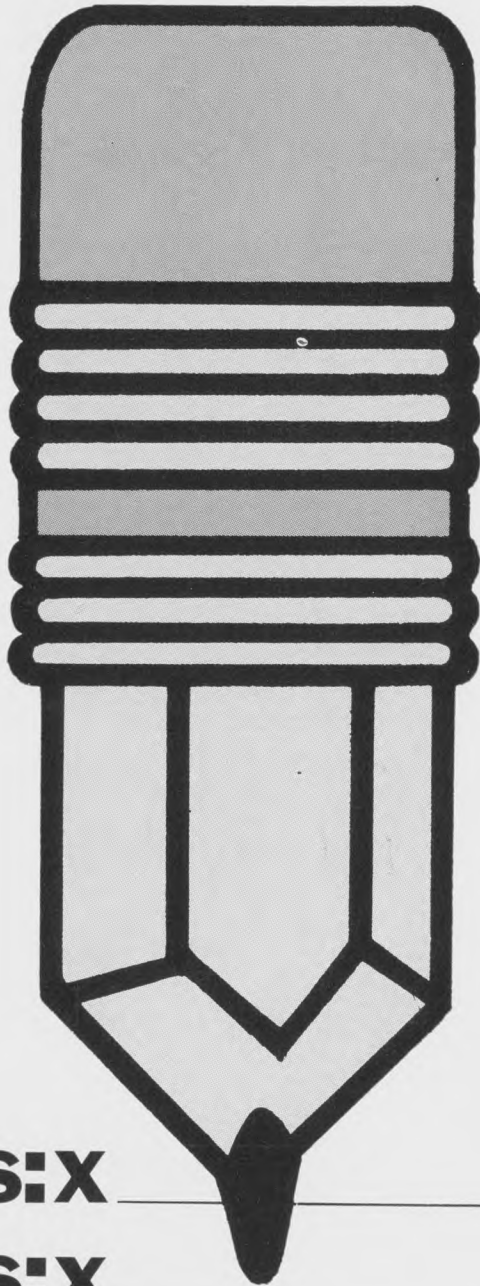
Since the deaf have the same needs for auto or home loans as anyone else, Mr. Thiessen pointed out, an established bank with personnel trained in sign language can fill a need that has sometimes been filled by unscrupulous lenders.

Taking the course with Mr. Thiessen were Jack Tuttle, a loan officer in Bank of the Southwest's personal banking center; Mary Reeves, secretary to the vice president of personal banking, and teller Susan Wolverton.

Having four employees able to converse in sign language will insure that there is always someone in the bank capable of translating for the deaf, even during vacation time.

Though some of the deaf and mute carry pads and pencils, a large number of them prefer not to write for communication, said Mr. Thiessen, because of their embarrassment over misspelling, a common problem for persons who cannot "sound out" words.

Bank of the Southwest paid the \$36 cost of the course, plus the price of a textbook for each of the four employees. Although the course has officially ended, Mr. Thiessen says the four plan to continue with an advanced course if it is offered. • •



Theirs: x
Ours: x

The dotted line on Their Credit Life applications looks pretty much the same as Ours. But that's about the only thing They have in common with Standard Life.

Although we didn't invent Credit Life, we made it available to thousands of customers in Mississippi, Arkansas, and Louisiana, starting quite a few years back. And during those years, we've written more of it than any other company in this area. With us, Credit Life is an established service — not just something we're playing around with.

For professional Credit Life service, backed by one of the most solid companies in the South, call on us — the Standard in the business.



Standard Life

Insurance Company/Jackson, Mississippi

'Electronic Brain' Calculator Offered at First of Chicago

A new premium promotion at First National, Chicago, offers a 5½ ounce, battery-powered Minuteman 3 "electronic brain" for \$49.95 plus \$2.50 sales tax to savers depositing \$300 or more in a new or existing savings account.

The units can be ordered with a deposit by mail for an additional \$2 for postage and handling.

The calculator is about the size of a package of cigarettes, with eight-digit entry and readout, automatic



"Electronic brain" premium offered by First National, Chicago, is small enough to fit a man's hand.

decimal placement, four function keys for addition, subtraction, multiplication and division, a constant switch to lock in a set multiplier or divisor, clear-entry and clear calculator keys. It will handle mixed and chain calculations.

Extensive advertising announced the premium promotion, which began the end of March.

'Talking Hands' Ad Praised



Anita Ashe, family banker at Continental Illinois National, Chicago, shows how she uses "talking hands," or sign language, in bank TV commercials to communicate with deaf customers about their personal banking needs. The bank's commercial was selected as one of the 100 best TV commercials for the year.

Now an Instant Mini-Computer for Every Loan Writer in the Bank

The mini-cost Delbridge Computer figures interest to the day and penny—in seconds—yet it's smaller than a notebook.

Pick any interest rate you work with—from 6% to 10% (by ¼ % increments). And there is a Delbridge Interest Computer for that rate. It tells you in seconds the amount of interest on a 365-day per annum basis as of any day, from 1 to 370 and by years, from 1 to 10.

... For any principal amount from \$1 to \$500,000. And simple arithmetic extends the range.

This is all provided in a slender Delbridge Computer that occupies only 7½" by 8" in a desk drawer or attache case. Sturdy cover, spiral bound and only \$4.95 for each rate. At that price you can put Computers in the hands of every loan writer.

A valuable time and nuisance saver and the soul of accuracy. For a get-acquainted copy of the Delbridge Computer, mail the order form below.



7½% PER ANNUM											
Days	272 Days	273 Days	274 Days	275 Days	276 Days	277 Days	278 Days	279 Days	280 Days	281 Days	282 Days
1	2745.11	2745.11	2745.11	2745.11	2745.11	2745.11	2745.11	2745.11	2745.11	2745.11	2745.11
2	5490.22	5490.22	5490.22	5490.22	5490.22	5490.22	5490.22	5490.22	5490.22	5490.22	5490.22
3	8235.33	8235.33	8235.33	8235.33	8235.33	8235.33	8235.33	8235.33	8235.33	8235.33	8235.33
4	10980.44	10980.44	10980.44	10980.44	10980.44	10980.44	10980.44	10980.44	10980.44	10980.44	10980.44
5	13725.55	13725.55	13725.55	13725.55	13725.55	13725.55	13725.55	13725.55	13725.55	13725.55	13725.55
6	16470.66	16470.66	16470.66	16470.66	16470.66	16470.66	16470.66	16470.66	16470.66	16470.66	16470.66
7	19215.77	19215.77	19215.77	19215.77	19215.77	19215.77	19215.77	19215.77	19215.77	19215.77	19215.77
8	21960.88	21960.88	21960.88	21960.88	21960.88	21960.88	21960.88	21960.88	21960.88	21960.88	21960.88
9	24705.99	24705.99	24705.99	24705.99	24705.99	24705.99	24705.99	24705.99	24705.99	24705.99	24705.99
10	27451.10	27451.10	27451.10	27451.10	27451.10	27451.10	27451.10	27451.10	27451.10	27451.10	27451.10

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Please send copies of Delbridge Computer for interest rates circled below. I agree to promptly remit \$4.95 each if we are completely satisfied. Otherwise, we will return copies to you within 10 days for full credit.

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Earn High Income Plus Residuals From New Program for Banks

This exciting new bank marketing concept develops new customers for banks. . . fast. Turns present customers into more profitable customers. The better it works for the bank the more money you make. . . month after month. Year after year.

Tremendous success in several test states makes our rapid expansion necessary. This program is so successful our present sales force can't handle it all.

If you are a proven rep. A self starter. Willing to travel in your own protected territory. If you can sell to top bank marketing executives, write us today. You not only earn high initial commissions but also substantial residual income.

This is just one program developed by the most forward looking professional bank marketing firm in America.

Write to us tonight.

Tomson Sales
151 East 83rd Street
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Football

(Continued from page 54)

peared from the bank and reappeared on the coats of State College residents.

"From all indications," Mr. Grant said, "we could have given away another 10,000 buttons, but because the University had recessed for the Christmas holidays and few of the 28,000 students were in town, we decided we wouldn't need more than 10,000. Obviously, we were wrong, because the buttons became collector's items within 48 hours!"

As had its predecessors, "I'd Sooner Be A Nittany Lion" became the battle cry of the entire State College area, and led to a burst of community spirit which culminated in a massive send-off rally for the Penn State team on the eve of its departure for New Orleans.

Although the Sugar Bowl is now history and was won by Oklahoma and *not* by Penn State, Central Counties' button is still gaining recognition. In Altoona, 45 miles from State College, the sports director of WTaj-TV is bestowing the honor of wearing his "I'd Sooner Be A Nittany Lion" button to some local dignitary each week. Winner of this honor for the week of January 8 was Bob Mattern, senior vice president and comptroller of a Central Counties competitor in neighboring Blair County, First National of Altoona!

Mr. Grant said that the booster button promotion accomplished two purposes: instilling in residents a good feeling about the bank, and spreading thousands of bank logos all over town every week. "Although there are four competing banks in the State College area," Mr. Grant said, "people would still refer to getting their buttons at THE bank, and that's what we like to hear."

The cost of each two-inch button for the six home games was 4½¢; the cost of the larger Sugar Bowl button was 9¢ each. "It was a small amount to pay for such a large amount of good will," Mr. Grant said.

Because of the success of its buttons in 1972, Central Counties is planning a similar promotion for the 1973 football season. • •

■ J. T. CAHILL has joined Kansas City's Community State as vice president and manager of its facility at Westport Road and Southwest Trafficway, which will be opened this month. He comes from Waddell & Reed, Inc., Kansas City, where he was a registered representative.

MID-CONTINENT BANKER for May 1, 1973

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"

Fed's Efforts on Behalf Of Multi-Bank HCs Attacked by IBAA Pres.

FEDERAL RESERVE efforts to broaden the growth of holding companies were sharply attacked during the 1973 convention of the Independent Bankers Association of America by its president, H. L. Gerhart Jr. The convention was held March 18-21 in San Francisco.

Mr. Gerhart, president of the \$7-million First National, Newman Grove, Neb., in spotlighting the spectacular growth of bank HCs, charged that "perhaps no more serious example of governmental indifference to the public interest is the Federal Reserve's permissive attitude toward multi-bank holding company applications." He said that "despite overwhelming evidence that multi-bank HCs lead to concentration of control of banking resources, the Fed's approval rate on multi-bank HC applications the last few years has been more than 90%."

"Large multi-bank systems," he continued, "are destructive of the one real protection the individual enjoys in our economy: competition. If one can reduce the philosophy of independent banking to its essence, it is to say that we are for competition. Competition is the great regulator in our economy, the invisible hand that directs commercial establishments to operate in the public interest."

Mr. Gerhart said that charges that independent banking hobbles a state economically are disproved by the fact that three of the nation's fastest growing states, Illinois, Florida and Texas,

all matured under the unit-banking system, and none to this day permits branching, other than limited drive-in facilities.

Bigness also was the target of Dr. John W. Bowyer, professor of finance, Graduate School of Business Administration, Washington University, St. Louis. According to Dr. Bowyer, there are no significant economies of scale in large banking organizations, and studies suggest that the optimum-size bank, in terms of service efficiency and cost to the public of those services, is between \$25 million and \$40 million. He said that the evidence doesn't substantiate claims that large banking organizations have economies of scale and are more efficient.

"A large number of studies which have been done by the research departments of the various Federal Reserve banks and others indicate that these claims of greater efficiency just simply cannot be supported," said Dr. Bowyer. "It is indicated that when large bank organizations become dominant in a market, the cost of banking services, both service charges and interest charges on loans, tends to increase."

Dr. Bowyer suggested that this sparks the tendency of larger banks "to want to go into other types of activities, investment banking, insurance brokerage, life insurance, etc."

Bradford Brett—in his report as chairman of the IBAA's federal legislative committee—warned that the Independents will have to make new efforts

New IBAA Officers

PRESIDENT—Fred T. Brooks, president, Merchants State, Dallas.
FIRST VICE PRESIDENT—Embree K. Easterly, president, Capital Bank, Baton Rouge.
SECOND VICE PRESIDENT—Kenneth J. Benda, president, Hartwick (Ia.) State.
TREASURER—Russell Hanson, executive vice president and chairman, Swift County Bank, Benson, Minn.

at increasing their influence in government if they are to avoid increasing restrictions on their business. Mr. Brett, president, First National, Mexico, Mo., and a past IBAA president, noted a continuing "change in the power structure in the federal government."

"A rural-influenced Congress has become an urban-oriented body," said Mr. Brett. "Individual concepts such as consumerism have greater appeal than the traditional institutional principles to which we have long been accustomed. The great demand for money, credit and growth are subordinating many long-standing banking concepts."

Pointing out that many long-time congressional allies and foes alike have been replaced by new faces with new theories and different constituencies, the Missourian said that "a pulling together of our resources is mandatory in order for the association to further the principles of the community bank."

In addition to changes coming from Congress that have tended to restrict banking operations, Mr. Brett continued, the Fed, FDIC and other related financial regulatory agencies are placing greater restraints and responsibilities on the independent banking system.

On specific legislation, Mr. Brett urged favorable congressional action on proposals for a national financing bank that would control the money market activities of all federal agencies and authorities. He said he anticipated congressional approval of new controls on pension funds, along with other social legislation, although they will mean "restrictions on and additional costs to the banking community."

Hunt Commission. The 7,100 member banks of the IBAA are overwhelmingly against many of the proposals contained in the report of the Presidential Commission on Financial Structure and Regulation (the Hunt Commission), according to results of a survey conducted by the association's advisory committee on the commission.

Donald M. Carlson, chairman of the



H. L. Gerhart (l.), immediate past pres. of IBAA, congratulates Fred T. Brooks, newly elected IBAA pres. Other officers are: 1st v.p., Embree K. Easterly (c.); 2nd v.p., Kenneth Benda (2nd from r.); and treas., Russell Hanson (r.).



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LEFT: Chatting during IBAA convention's buffet breakfast are Mr. and Mrs. Edward Trexler Jr. (l.), Kutztown, Pa.; and Mr. and Mrs. Lewis Donaghey (r.), Trenton, Tex.



Pictured at IBAA convention's ladies' luncheon are: (seated, l. to r.) Mrs. Karl E. Lehman, Gardner, Kan.; Mrs. Alden O. Weber, Osawatomie Kan.; Mrs. S. J. Kauffman, Freeport, Pa.; Mrs. Frank H. Moody, Plant City, Fla.; Mrs. Marvin L. Fisher, Spencer, N. Y.; and Mrs. George R. Francis, Cook, Minn.; (standing, l. to r.) Mrs. E. L. Daugherty, Raymondville, Mo.; Mrs. Robert H. Thompson, Howard, S. D.; Mrs. Yale Wells, Holton, Kan.; and Mrs. Frank Carter, Pierce City, Mo.

CENTER: Enjoying amusing moment during Wednesday night banquet are George E. Ramskill (l.), Burlingame, Kan.; Mr. and Mrs. Yale Wells (c.), Holton, Kan.; Mrs. George Ramskill (2nd from r.) and George C. Dunn (r.), Ozark, Ala.

RIGHT: Wednesday night banquet foursome are Mr. and Mrs. Oliver Nunn (l.), Halls, Tenn., and Mr. and Mrs. J. Robert Bunn, Clarence, Ia.

committee and president, Elmhurst (Ill.) National, disclosed that membership voiced disapproval of the following Hunt Commission proposals:

1. State-wide branching proposals for commercial banks, S&Ls and mutual savings banks.
2. Checking-account powers for thrift institutions.
3. Mandatory Federal Reserve membership for all commercial banks and all thrift institutions offering checking accounts.
4. Termination, over a 10-year period, of regulation of interest-rate ceilings on savings.
5. Commercial bank authority to manage and sell mutual funds.
6. Authority for banks to underwrite revenue bonds.
7. Bank authority to create acceptances without statutory limitations.
8. Broadened lending bases for credit unions and conversions of credit unions to mutual savings banks, mutual S&Ls and mutual commercial banks.

Mr. Carlson, immediate past president of the IBAA, said that membership was split on the issues of transferring FDIC authority and Federal Reserve regulatory authority to a new administrator of state banks.

A note of optimism for the future of independent banking was voiced by FDIC Chairman Frank Wille.

"I part company with those who pre-

dict—usually with an interest of their own to advance—that the days of the independent, relatively small community bank are numbered," said Mr. Wille. He complimented the IBAA for its presentations before the Federal Reserve Board on HC activities and for "urging a restrictive course of action on state legislatures throughout the country," noting these are quite proper pursuits for the organization.

In some offhand comments following his prepared speech, Mr. Wille praised the IBAA's significant contribution to the FDIC—and other federal banking agency—procedures on the public dissemination of bank statements and earnings reports. He said that as a direct result of IBAA efforts, the federal agencies have agreed to inform a bank's management of the fact that their reports have been requested and supplied to interested parties.

Mr. Wille commented on the assumptions and prejudices that often are present in attacks on the vitality of independent banks and noted the sharp rise in recent years of new banks in the system, the overwhelming number of which are independents.

Like Dr. Bowyer, Mr. Wille chided the "illusory claims of economies of scale made by the nation's largest banks." As far as the average retail customer is concerned, he said, "It does not appear to be the case that signifi-

cant economies of scale can be realized once a bank reaches the size of \$20-\$25 million in deposits."

Resolutions. The thrust of two resolutions adopted by the IBAA was that a growing communications gap between the nation's smaller banks and the Federal Reserve Board is creating a serious survival problem for these banks, a problem that must be solved if independent banking is to remain a viable force in the American economy.

In the first resolution, the IBAA delegates charged that the "traditional dialogue between the Board of Governors and the independent banking community is diminishing." The resolution called for resumption of proper dialogues, to ensure that the "particular problems, experience and needs of the independent banker are given a forum."

In a second resolution, the IBAA charged that Fed guidelines governing debt requirements for approval of one-bank HCs constitute a massive barrier to equitable sales of independent banks to a second independent ownership, while allowing multi-bank HCs to purchase such banks on a tax-free exchange-of-stock basis.

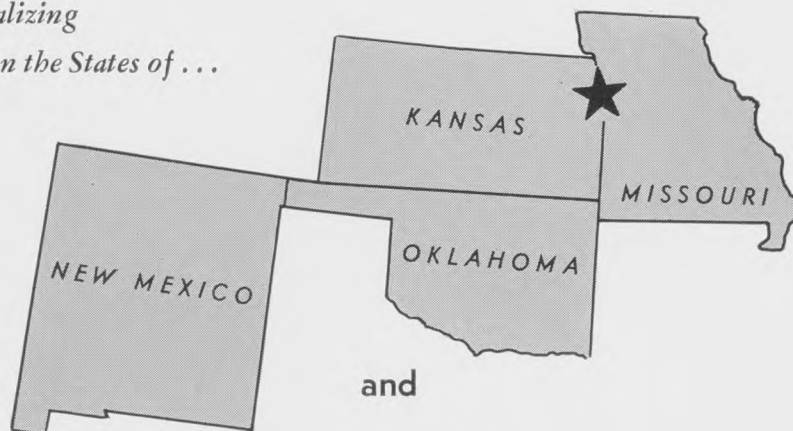
These guidelines, the association pointed out, "make it virtually impossible for one independent owner to transfer a bank to another independent owner . . . the only potential purchasers will be large multi-bank HCs . . . the result will be increased concentration of money and credit in the banking system."

The association adopted 16 other resolutions. Among them, the IBAA:

- Again urged preservation of the independent banking structure and the

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competition inherent in that structure, through support of all legislation upholding independent banking and supporting primacy of state laws in questions of structure.

- Urged adoption of legislation that will establish for bank HCs "McFadden Act" type legislation requiring such HCs to conform to state laws and, where legislation doesn't exist, that acquisitions be delayed pending specific state approval, except for one-bank HC activity within the primary service area of the bank.

- Urged support by the nation's independent banks of the public relations program that has just been launched by the IBAA. • •

Timepiece Premium Promo Runs Like Clockwork

More than \$2.3 million in new money flowed into the vaults at Union National and Springfield National, both located in Springfield, Mo., recently—all in a 10-day period. What brought this about? Approximately 6,000 timepieces that were offered as premiums to customers opening new checking or savings accounts, investing in CDs or adding to existing savings accounts.

The joint promotion was so successful that the banks decided to shut it down after 10 days, due to preparations being made to open a new building. The promotion was actually used as a springboard to launch the opening festivities.

Among the timepieces offered were wristwatches, pendant watches and alarm clocks.

"We were overwhelmed by the response," said Russell Stiles, vice president and marketing director at Union National. Both banks are members of U.N. Bancshares of Springfield.

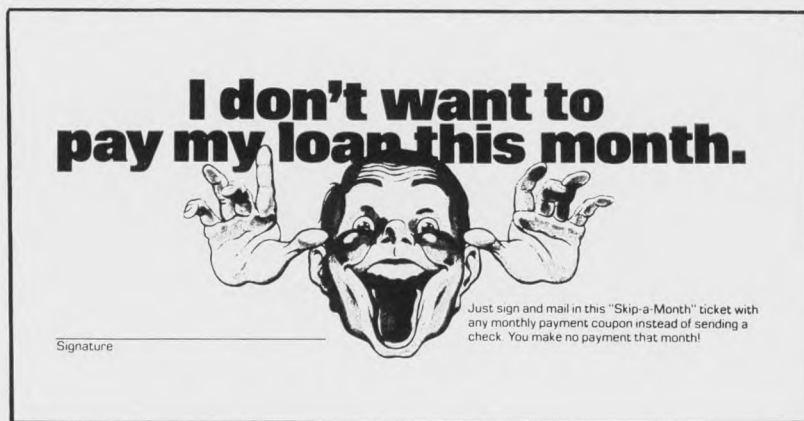
Historical Scene Premium Attracts 300 Customers

Three hundred sets of drawings of historic settings in North Aurora, Ill., were given as premiums to customers opening new checking accounts or depositing \$100 or more in a new or existing savings account by Bank of North Aurora recently.

The collection of four prints was called "North Aurora—Past and Present," and was executed by a local artist. A description of each scene was supplied by a local librarian.

The promotion ran for six weeks and was termed a success by bank management.

Skip-Payment Coupon Offered by Bank



A copy of the above coupon is included in every installment payment book at Southeast Bank of Dadeland, Miami. It permits each customer to skip one payment during the life of his installment loan and makes the borrowing experience more pleasant, according to a bank spokesman. The skip-payment plan has been described as a sensible, realistic way to relieve pressure. The lender can also realize a bonus in additional earnings from extension fees.

Auto Loan Customers Receive Free Kit



Customers taking out auto loans at Standard Bank, Evergreen Park, Ill., were recently awarded free auto emergency kits, containing a flat tire inflator and sealer, fire extinguisher, two-way flashlight, emergency first-aid kit, SOS emergency flag, warning blinker and first-aid booklet. Kit and contents are displayed in photo.



Billboard Announces New Service

Streater (Ill.) National is announcing its new Instaposit service in a big way—via four billboards covering all roads entering the city and a fifth billboard located in the city's industrial area. Bank President Harold Moe (l.) and Vice President Gene Hoag check out a sign. Instaposit service cuts down on waiting time for customers desiring to make deposits with no cash return. They receive time-dated receipts for their deposits from the Instaposit machine. Statement stuffers, newspaper and radio ads also were used to introduce the service.

Ivan E. Donner, Vice President and Trust Officer,
The First National Bank & Trust Company,
Gibson City, Illinois, says:

*"We've never had
one minute's trouble
with Standard Life's
credit insurance program
...they've always
bent over backwards
to help us."*

"Our Service from Standard Life has always been very good. If we need anything, they fire it right to us, and tell us just what has to be done. We were one of their first accounts up here, 16 or 17 years ago; and I can't recall ever having a single problem."

Ivan Donner describes his bank as an "old-line progressive", solidly established as a part of this agricultural community for more than a century. Recent innovations include no-charge checking accounts for senior citizens and students, and a new Farm and Trust department. During his 12 years at the First, Donner has handled his share of Standard Life credit insurance.

"We pretty well offer it on all of our loans," he says. "The Installment Loan department accounts for the bulk of it, with level term, decreasing term, joint credit life, and accident and health. But we also offer it in our Farm and Commercial department."

"Standard is very prompt on claim payments. Just this month, we had an insured killed in a car accident. I don't think the whole claim process took much more than a week."

If prompt, problem-free credit insurance is the kind **your** bank needs, write or call collect: Gordon Green, Vice President, Credit Insurance Division, (405) 232-5281. Set your credit insurance profits ticking on Standard time.

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This year, in a major new advertising campaign, American Express combines Oscar-winning actor Karl Malden with the award-winning Travelers Cheque commercials you're already familiar with.

It will be the largest network TV campaign in the history of travelers cheques advertising.

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The Hanging Tree • Baby Doll
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This year, with the new Karl Malden Crime series, we're proving it again.



Bankers Take State Legislative Route To Bring About Restructuring

THERE IS little doubt that the structure of banking is undergoing dramatic change in the decade of the 70s. The most painful change is taking place in unit banking states, where the pros and cons of multi-bank holding companies and branch banking are being aired in legislative halls and at state banker association activities.

Due to the often-changing status of bank structure changes in Mid-Continent states, it is difficult to present a completely up-to-date report on happenings. However, following is a brief rundown of the situations in Alabama, Arkansas, Kentucky, Kansas and Missouri. Reports covering Tennessee, Mississippi, Illinois, New Mexico and Indiana will appear in the May 15 issue. Some states, such as Oklahoma, report no structural changes.

Alabama. The Alabama Bankers Association is supporting an interest equalization bill in the regular session of the state legislature that convened May 1.

The interest equalization bill resulted from passage of the Alabama Consumer Credit Code in 1971, which provides a maximum of 15% add-on for loans with no provision for minimum charges. The result of this was that banks found it almost impossible to make small short-term loans.

The interest equalization bill would authorize state banks to charge the same rates on small loans as national banks charge under rulings by the Comptroller of the Currency, which, in turn, states that national banks can charge the same rates as are allowed to any competing financial institution. The legislation is designed to assist banks in serving the type of customer who might otherwise be forced to borrow from less desirable lenders.

Arkansas. As reported in the April issue of *MID-CONTINENT BANKER*, county-wide branching has been authorized for the state. Banks can establish full-service branches in communities in the bank's county of domicile, subject to approval by regulatory authority. All existing teller's windows and drive-in installations have been granted full-service branch status.

Another bill provides for equalization of taxing provisions between banks and other Arkansas corporations and a third bill allows banks' and S&Ls' participations in long-term public funds at the state level and S&Ls' participations in invested funds at the state level. Still another bill provides for lowering reserve requirements of state banks to enable them to compete with national banks.

These bills were all part of a restructuring plan on the part of the Arkansas Bankers Association and its legislative committee.

Kentucky. One-bank holding companies were authorized by the Kentucky legislature last year, and, as a result, some banks are actively seeking acquisitions in conformity with the new law. The act limits insurance activities of banks to those involving credit life, credit health and accident and "insurance in the interest of a real property mortgagee in mortgaged property." The bill was supported by the Kentucky Bankers Association.

Other KBA-supported bills passed in 1972 included an escheat bill, an emergency closing bill, an installment loan bill and a credit card bill. The installment loan bill authorized a hike in finance charges from 5% to 6% on amounts over \$2,000 and extended maturity from five years and one month to 10 years and one month. However, the finance charge can be added on only and not discounted on loans maturing during the extended five-year period.

The credit card bill authorizes banks to charge 1½% per month on the unpaid balance on both purchases and cash advances made with credit cards.

Kansas. Effective July 1, Kansas banks can establish up to three limited-service facilities within city limits. At present, banks are limited to one facility and it must be within 2,600 feet of the bank's main office.

Passage of the bill culminated nearly three years' effort on behalf of the Kansas Bankers Association.

The bill has added installation and rental of safe deposit boxes to the list

of services permitted to facilities. This is in addition to already permitted services of receiving deposits, cashing checks and issuing exchange. The making or processing of loans will still be prohibited to facilities.

Of the three facilities a bank will be able to establish after July 1, one must be located within 2,600 feet of the main office. Another section of the bill protects new bank charters for up to five years, and provides that a bank establishing a facility could not come closer than 2,600 feet to a newly chartered bank.

All applications for facilities must be reviewed and approved by the State Banking Board and the State Bank Commissioner.

Another version of the bill, which was killed in the Senate, provided that a bank could establish facilities in a contiguous city where no bank headquarters existed.

A revised Uniform Consumer Credit Code was passed in the final hours of the legislative session that abolishes the holder-in-due-course doctrine as far as consumer credit sales transactions are concerned.

The legislation stipulates that any time a buyer raises a defense or claim against an assignee, then regardless of any existing agreement to the contrary, the assignee may require the dealer to repurchase the entire contract. Thus, the bank is completely outside the legal process and the dealer and the buyer can decide whether or not to go to court for the collection of the loan.

The provision of getting the assignee bank out from under is considered unique and the "best possible" way of solving the holder-in-due-course problem. The Kansas Bankers Association worked hard to protect the interests of all parties and expects other states to adopt similar procedures.

Missouri. A bill to authorize loans in bank facilities has passed the state Senate and is scheduled for hearings in the House this month. It is widely felt that passage of this bill would bring Missouri much closer to the status of a branching state, even though vot-

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Your inquiry will be appreciated.

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ers overwhelmingly defeated a measure on the ballot to permit branching in 1958. The bill authorizes two facilities to be permitted each bank within city limits, as long as none are in separate counties or located within 400 feet of another bank without written consent of the other bank.

The granting of loans is the only banking function not now permitted in facilities. Passage of the act would put the facilities on an equal basis with main banking offices.

The Independent Bankers Association declined to take a position on the bill because opinion among its membership was divided.

According to Senator Albert M. Spradling (Dem.), the bill is designed to put independent banks on the same footing as banks owned by holding companies in providing loans at drive-in facilities. Loans are being made in facilities of banks owned by HCs through subsidiaries, Senator Spradling said. Because independent banks can't own loan subsidiaries, as HCs can, they have not been able to make loans at drive-in facilities.

Prospects for passage of the bill are good, he said, since HCs are not trying to defeat it. The bill is strongly supported by the Missouri Bankers Association.

Senator Spradling is chairman, Farmers & Merchants Bank, Cape Girardeau.

Another bill supported by the MBA is a revision of the state banking code.

It, too, has been passed by the state Senate and is awaiting hearings by the House. Among other things, this bill proposes making the commissioner of finance a member of the state banking board, which would act on charter applications. At present, the commissioner acts on new charters and denials can be appealed to the state banking board.

The revision bill is based on some 30 recommendations for changes in Missouri's banking code made by a special commissioner's committee.

The committee recommended that the state banking commissioner serve a four-year term, rather than at the discretion of the governor as is now the case, that the commissioner's annual salary be increased from \$18,000 to \$25,000, that the commissioner investigate a proposed bank within 120 days after receipt of articles of agreement together with pertinent information supporting the application, and that a report be made to the state banking board when proposed incorporators have met all requirements. Another recommendation is that a public hearing be held before the state banking board within 180 days after filing of the articles and a decision rendered within 30 days after the hearing.

If the banking board believes a proposed bank should be opened, the special committee recommended that the commissioner grant it a certificate of incorporation no more than 60 days

after the board's order. However, the commissioner could revoke the new bank's charter if it doesn't open within two years unless a written request for an extension is made to the commissioner.

The committee also recommended that a majority of directors reside within a 100-mile radius of the bank and that directors review loans, discounts, acceptances and advances, including overdrafts, to each individual, partnership, corporation or person whose liability has been created, extended, renewed or increased by more than an amount to be determined by the board, this minimum not to exceed \$10,000.

The speaker of the Missouri House has been charged with delaying action on the two bills. They passed the Senate in February, but, up until early April, had not been scheduled for House hearings. Bankers who charged the speaker with the delay claimed he was holding up the banking bills because a challenge had been raised against the establishment of a bank by his brother and other St. Louis political figures. The speaker retorted by stating he considered the bills to be special interest legislation and did not want them to get in the way of legislation of wider public interest.

Within a week after the charge of delay had been made, the bills were referred to the House Committee on Banks and Financial Institutions by the speaker. • •

HCs or Unit Banks—The Challenge Is to Render Good Service to Customers

EDITOR'S NOTE—Texas is one of the states that is witnessing a change in its banking structure. The state doesn't allow branch banking or facilities, but multi-bank holding companies are permitted. In the past year or so, these HCs have been increasing rapidly. MID-CONTINENT BANKER asked Leon Stone, current president of the Texas Bankers Association, and president, Austin National, to make some comments about HCs, particularly as they pertain to his state. He wrote as follows:

WITH THE ADVENT of the holding company process, we have seen some startling changes in the banking picture in our state. This is particularly true in the larger metropolitan areas where the larger banks have formed HCs and have proceeded with acquisitions, not only in counties in which they are located, but through-

out the state. Pending at the present time in our state are numerous applications for acquisitions, which will, if and when permitted, result further in the accumulation of bank lending powers in a unit rather than having those powers scattered as the banks were at the beginning.

Critics of this system would say that there's too heavy a concentration of lending powers or denial of lending in the hands of too few by virtue of bank HCs unifying the efforts of so many individual banks. Others would argue that the device simply permits banks in this part of the country to position themselves so that they may compete with the larger institutions in the Midwest and in the East and on the West Coast. Banks in our state have been dependent on banks in New York, San Francisco, Los Angeles and Chicago, as well as Kansas City and St. Louis, too long. Banks here want to be

in a position to operate on their own and to handle large loans that are made necessary by the industrial development taking place in Texas.

The independent banker is organized, and the Independent Bankers Association recently held an historic meeting at which the IBAA resolved and petitioned on many subjects concerning the concentration of deposits in HCs. It is the feeling of the independent banker that much will be taken away if we permit the continuation of such growth in HCs.

My comments in this area do not advance the theory that the holding company process is the only answer to banking needs in Texas. My feeling from the beginning has been that the HC process is the answer to the absence of branch banking, which never found favor among our Texas communities nor among most of our Texas banks. The HC process has slipped in

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very quietly and was established before anyone who might not have wanted it could fight it.

It's difficult to tell what the future will hold so far as banking in Texas is concerned. We do know that there are over 1,200 banks in Texas, and it's likely that after the HC movement has settled down, there will still be over 1,000 banks that will continue operating in the same fashion as they have in years past. Such a result will assure us in Texas of a dual system, not only dual in the state and national sense, but also dual in the HC and independent sense. There's no reason to believe that the two systems cannot live together. The larger operation of the holding company is designed for one purpose, and the independent bank in the smaller community or the independent bank in the large community is still designed for its purpose. There's no reason each can't carry its respective purpose out as effectively as it has in prior years.

In my opinion, the effectiveness of

each will be even greater because of the competitive situation that we will find coming about in order to meet the new challenges that arise each day.

Regardless of the pros or cons about dependence or independence or bigness or smallness, I do know that bankers are capable of coping with any problem that comes about because of change. I know that because of the interest in banking and the fact that we are in the public eye at all times, we are all, whether we wish it or not, shouldered with the responsibility of being certain that we render the type of services that our customers demand. This service must be rendered from either type of banking operation or the total banking community suffers.

When speaking of changes in banking structures, let's not lose sight of the fact that other changes are happening in our country and in our state and perhaps these are even more important than changes in structure. I am talking about the great and heavy movement

of emphasis on the rights of the consumer. I know that we have felt the weight of this movement, not only in our communities, but we see it being given new birth every day in our legislatures and in our Congress. We must equip ourselves to win the consumer's respect, whether we are large or small.

In some areas, banks have lost public respect, and business generally throughout the U. S. doesn't carry with it the stature that it once did. We need to know what our problems are. We need to recognize them, and we need to do something about them. I know I can depend on the bankers who give thought to their problems to attend to these matters in a satisfactory way.

I urge every banker not to be blinded by the smaller changes that occur, but to keep his eyes on his total responsibility and spend his efforts there so that the banking profession and structure, whatever their shape may be, render the service for which they were originally designed. • •

Harris Bank's 'Hubert' Promotes New Accounts, Ecology With Trees, Plants

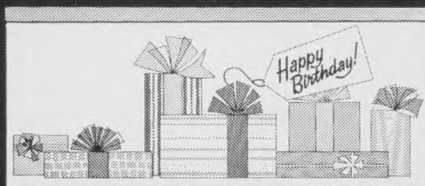


Customers of Harris Trust, Chicago, recently could receive rubber tree plants and Norway spruce trees by opening new savings accounts with a minimum of \$100 or by adding a similar amount to an existing savings account. The premiums were also available to those opening special or Checking Unlimited checking accounts. Eligible depositors could choose either one rubber tree plant or two spruce trees averaging 2½ feet in height. Tellers issued redemption coupons and customers ordered their plants and trees at a "tree booth" in the lobby. Premiums were delivered to customers' homes in about five weeks. As



part of the promotion, the bank contributed to the U. S. Forest Service to have 10,000 seedling trees planted in national forests. The bank also helped sponsor an urban school ecology program through the Chicago Horticultural Society. Left photo shows Hubert, the Harris lion, helping Forest Service ranger plant spruce trees. Right photo shows Hubert helping students prepare a display for the Chicago World Flower and Garden Show as part of the urban school ecology program. Bank lions surely have a lot of fun!

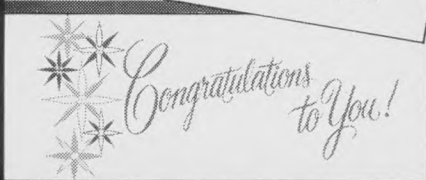
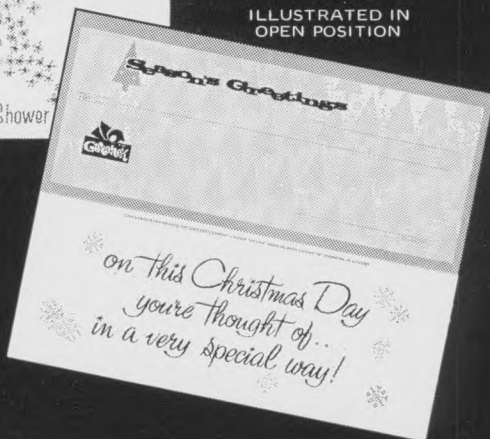
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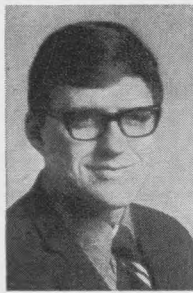
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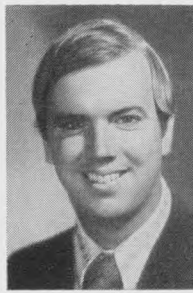
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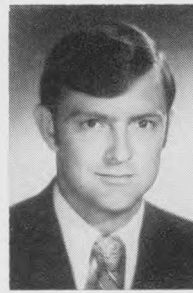
SPRINGER



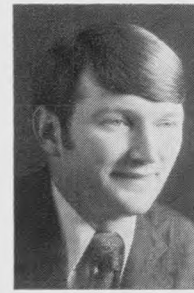
CALDWELL



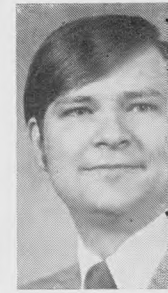
ALEXANDER



McCLURE



KREIGHBAUM



AMYX

Convention 'First-Timers'

A number of new faces will be representing city-correspondent banks at the Arkansas, Oklahoma, Kansas and Missouri conventions this year. They are introduced on these pages.

Arkansas Convention

• William J. Dahms, a second vice president at Chase Manhattan, New York, is senior relationship manager of the bank's institutional banking department. He joined Chase in 1966.

• William T. Springer joined Boatmen's National, St. Louis, in 1972, following service with other Missouri banks. He is vice president and manager of the bond department and correspondent banking division.

Oklahoma Convention

• Ben Caldwell joined Commerce Bank, Kansas City, in 1970 as a vice president. He attended the University of Arkansas at Little Rock.

• Terry E. Alexander is a correspondent representative at First Na-

tional, St. Louis. He has been with the bank since December, 1971.

• John W. McClure joined Mercantile Trust, St. Louis, in October, 1971. He joined the banks and bankers department as a representative last August.

• John S. Kreighbaum is an assistant vice president in Division I of the banks, bankers and corporate accounts department at United Missouri Bank, Kansas City.

• Bob Ed Amyx joined Fidelity Bank, Oklahoma City, in September, 1971. He is presently in special training in the bank's correspondent bank division.

• B. Kent Moffet joined First National, Wichita, in June, 1971, following graduation from Wichita State University. He was recently assigned to the correspondent bank department.

Kansas Convention

• John Messina is an assistant vice president at Commerce Bank, Kansas City. He joined the bank originally in 1948, but left in 1951 to serve with the U.S. Army in Germany, returning to the bank in 1961.

• Mark R. Truitt is a commercial banking officer in the correspondent department at Commerce Bank, Kansas City. He joined the bank in 1970.

• James B. Courier is a commercial banking officer at First National, St. Louis. He joined the bank in 1956 and serves in the correspondent department.

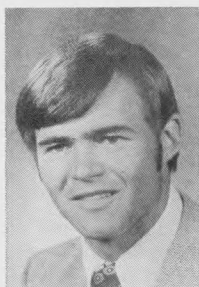
• John W. McClure is a representative in the banks and bankers department at Mercantile Trust, St. Louis. He is also attending the Oklahoma convention.

• B. Kent Moffet is assigned to the correspondent bank department of First National, Wichita, which he joined in 1971. He is also attending the Oklahoma convention.

• Thayer J. Rudd is a member of the Southwestern Division of Chicago's Northern Trust, which he joined in 1970. He also will attend the Missouri convention.

Missouri Convention

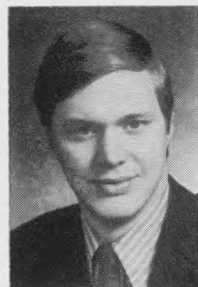
• Wade Bell serves Missouri for Chase Manhattan Bank, New York, which he joined in 1970. A photo was



MOFFET



MESSINA



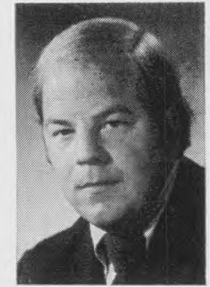
TRUITT



COURRIER



SELBY



RUDD

**HIBERNIA
national**
invites you to its

**“TRIBUTE TO
MISSISSIPPI
FOOTBALL
PLAYERS”**

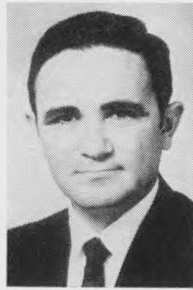
HOSPITALITY SUITE

THE STADIUM: Buena Vista Hotel
THE FIELD: Suite 227
KICK OFF TIME: 4 p.m. daily 'til 6

**Sunday, Monday & Tuesday
May 20, 21 & 22**



FITZGERALD



SMOTHERS

• James B. Courier serves in the correspondent department of First National, St. Louis, as a commercial banking officer. He joined the bank in 1956 and will be attending the Kansas convention also.

• Thomas M. Fitzgerald is a representative in the banks and bankers department at Mercantile Trust, St. Louis. He joined the bank last October.

• John W. McClure has been with Mercantile Trust, St. Louis, since 1971. He joined the banks and bankers department as a representative last August.

• Thayer J. Rudd joined Northern Trust, Chicago, in 1970. He is a member of the Southwestern Division. He also will attend the Kansas convention.

• William T. Springer is vice president and manager of the bond department and correspondent banking division at Boatmen's National, St. Louis. He joined the bank in 1972. He also will attend the Arkansas convention.

• Ted J. Smothers is assistant vice president in the bond department and correspondent banking division of Boatmen's National, St. Louis. He joined the bank in 1966.

not available at press time.

• Bob Selby is a vice president at Commerce Bank, Kansas City. He joined the bank in 1968 after serving as a cattle buyer for Swift & Co.

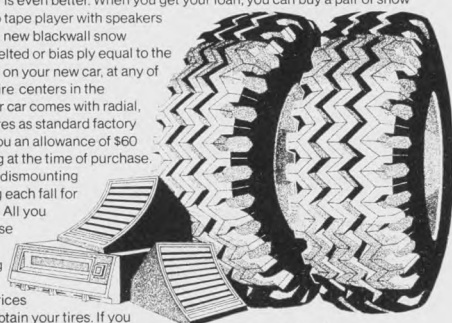
Franklin National Offers Unusual Premiums to Boost Loans

NEW CAR LOANS

The best deal on wheels is even better now...

(We offer the lowest rate of any major bank plus a pair of snow tires or stereo tape player—only \$20.)

Franklin National's new car loans are the best deal on wheels. We offer the lowest rate of any major bank. But now, the best deal is even better. When you get your loan, you can buy a pair of snow tires or an 8-track car stereo tape player with speakers for only \$20.00. Choose two new blackwall snow tires, polyester/fiberglass belted or bias ply equal to the standard factory equipment on your new car, at any of 23 convenient major retail tire centers in the metropolitan area. Or, if your car comes with radial, series 60 or other special tires as standard factory equipment, your \$20 gets you an allowance of \$60 off the retail price prevailing at the time of purchase. Installation is free, and so is dismantling each spring and remounting each fall for as long as you own your car. All you pay is \$20 plus federal excise and local taxes. Options such as whitewalls, studding and wheel balancing are also available at the retail prices prevailing at the time you obtain your tires. If you would rather have a fabulous 8-track, 4-channel car stereo tape player with speakers, we will make the same deal... just \$20.00 with your loan. And, you can take your stereo home from the bank. Offers good on loan applications made during the period January 2, 1973 thru February 28, 1973. Act now... visit your local branch or call a Franklin Loan Officer at: (212) 425-1400 or (516) 333-9000.



The one for the money

Franklin National Bank

Offices throughout New York City and Long Island

Franklin National, New York, recently completed two premium promotions designed to attract new loans. LEFT—The bank offered auto loan customers a stereo tape player or a pair of snow tires for \$20. Customers opting for the snow tires received free installation and free dismantling and remounting in spring and fall for as long as they owned the cars that were financed by the bank. RIGHT—Franklin National pushed home improvement loans by offering free carpeting with

a new twist on home improvement loans



free carpeting with loans of \$1200 or more

Count on "The One for the Money" to come up with loans you like. Franklin National's new twist on home improvement loans is a beauty. With your loan, you get a floor covering gift certificate worth up to \$50, \$100, \$150 or \$200 toward the retail price prevailing at the time of purchase—depending on the amount of your loan. You'll have your pick of any vinyl tiling, indoor-outdoor rugs, carpeting, or other popular floor coverings. Colors to make a rainbow bluish. Toe-tickling textures. Carpeting for any room you'd like to spruce up... living room, bedroom, even the kitchen. Your free certificate is good

for a single transaction for any items at any of 30 conveniently located retail carpet centers. You can get a loan of up to \$10,000 to add a room, a garage, a swimming pool, or whatever improvements you'd like. You also get fast service, low bank rates and free carpeting...at all Franklin National Offices on loan applications made before June 30. (Certificates redeemable until December 31, 1973).

Pretty plush for you. Home Improvement Loans — Just one of over 100 services available at over 100 offices.

Amount of Loan	Amount of Free Carpeting
\$1,200 - \$ 2,000	\$ 50
3,000 - 4,999	100
5,000 - 7,499	150
7,500 - 10,000	200

the one for the money

Franklin National Bank

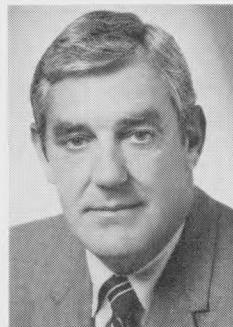
Member FDIC
Offices throughout New York City and Long Island

loans of \$1,200 or more. The amount of free carpeting varied with the amount of the loan with a premium loan of \$1,200 qualifying customers for \$50 worth of free carpeting. The maximum carpeting allowance was \$200, available with loans of \$7,500 and over. The bank does not divulge results, but a spokesman said bank officials were not disappointed with the results achieved with these unusual premiums.

While you're at
the convention...



P. V. Miller, Jr.



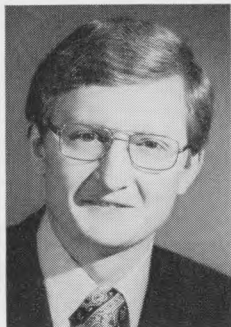
Fred N. Coulson, Jr.



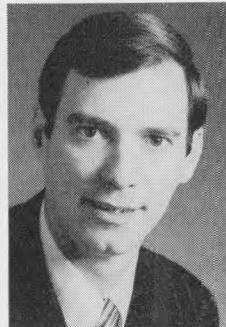
Robert S. Selby



John C. Messina



Gary R. Karrer



Frank W. Greiner



Elmer Erisman

Put us on your meeting list

These seven money movers from
Commerce Bank put money in motion.
They keep banks of all sizes up to
date on investments, new methods

and systems, regulations, trends and
everything involved in the changing
pace of banking today. Join them at
the Missouri Bankers Convention on
May 13.



The midwest's most experienced correspondent

COMMERCE BANK
of Kansas City^{NA}

10th & Walnut
Phone AC 816-842-7500



Commercial National Bank of Little Rock wants to cultivate your friendship during the 83rd annual Arkansas Bankers Association convention.

**Please join our Green Garden party
Sunday, Monday and Tuesday evenings, May 6, 7 and 8, 1973,
in the Jupiter Tower Suite of the Arlington Hotel in Hot Springs.**

Entertainment by MGM Studio's Bek 'n I with Flowers.

Arkansas Convention

Hot Springs, May 6-8

Headquarters—ARLINGTON HOTEL

TENTATIVE PROGRAM

FIRST SESSION, 9:30 a.m., May 7

Call to Order—B. FINLEY VINSON, president, Arkansas Bankers Association, and chairman, First National Bank, Little Rock.

Invocation.

Address—JOE TAYLOR III, president, Junior Bankers Section, and assistant cashier, Fidelity National Bank, West Memphis.

President's Address—B. FINLEY VINSON.

Address—"The International Monetary and Trade Outlook and Foreign Policy," J. W. FULBRIGHT, U. S. senator from Arkansas.

Announcements and Awarding of Door Prize.

Adjournment.

SECOND SESSION, 9:30 a.m., May 8

Call to Order—B. FINLEY VINSON.

Report of the Treasurer—FRED MICHAEL, president, Bank of Lake Village.

Meeting of Arkansas Members of American Bankers Association—W. M. CAMPBELL, American Bankers Association vice president for Arkansas, and chairman, First National Bank of Eastern Arkansas, Forrest City.

Address—"Forecasts in Banking Regulation and Banking Structure,"—FRANK WILLE, chairman, Federal Deposit Insurance Corporation, Washington, D. C.

Resolutions Committee Report—P. L. COPELAND, chairman of committee and president and trust officer, Merchants & Planters Bank, Newport.

Election of Officers.

Announcements and Awarding of Door Prize.

President



VINSON

President-Elect



SMITH

Vice President



HAYES

B. Finley Vinson, Ark.BA pres., is ch., First Nat'l, Little Rock. He served four years as a member of the ABA board and as ch., ABA government relations council.

Van Smith, pres.-elect of assn., is pres., Bank of Tuckerman, which he joined as a bookkeeper. He is Ark. rep. to the Conference of State Bank Supervisors.

Thomas E. Hays Jr., Ark.BA v.p., is pres., First Nat'l, Hope, which he joined in 1962. He is a former assn. treas., ch. of Group Four, and exec. council member.

Meetings, Entertainment Planned for Agenda Of Arkansas Convention

Registration for the 83rd annual Arkansas Bankers Association convention will begin at 2 p.m., Saturday, May 5, on the mezzanine of the Arlington Hotel in Hot Springs.

Tentative convention plans call for Cecil W. Cupp, chairman, Arkansas Bank, Hot Springs, to preside as president at a dinner meeting of the Past Presidents' Club at 8 p.m., following a 7 p.m. reception.

The resolutions committee is tentatively scheduled to meet on Sunday morning, May 6, with its chairman, P. L. Copeland, president and trust officer, Merchants & Planters Bank, Newport, presiding. Vice chairman is I. B. Fuller Jr., president, Citizens National, Arkadelphia. Committee members include Doyl E. Brown, president First National, Wynne; R. E. Buck, president, Bank of Bentonville; L. H. Goad, vice president and cashier, Marked Tree Bank; T. E. Hays Jr., president, First National, Hope; R. F.

Lawyer, president, First National, Mountain Home; Fred Michael, president, First State, Lake Village; and E. M. Twyford, president, First National, Fordyce.

The nominating committee is scheduled to convene in the afternoon of May 6.

Exhibits are expected to be open from 1-5 p.m. on Sunday, Monday and Tuesday.

A women's luncheon is set for Tuesday, May 8. Mrs. Sue Vinson, wife of Ark.BA President B. Finley Vinson, is in charge of the luncheon.

The annual golf tournament will take place Tuesday afternoon at the Hot Springs Golf and Country Club.

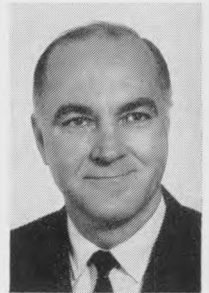
The closing banquet will be held Tuesday evening. Golf prizes will be awarded and special entertainment will be on tap.

Three Executive Councilmen To Retire at Convention

The terms of three executive councilmen of the Arkansas Bankers Association will expire this year. Retiring are Elmer A. Ferguson, president, DeWitt Bank; George W. Peck, chair-



FERGUSON



SIMMONS

man and president, Commercial National, Texarkana; and V. Doug Simmons, president, Merchants & Farmers Bank, West Helena.

Mr. Ferguson was elected a director and vice president of DeWitt Bank in 1955 and was elected president of the bank in 1960. He was elected a member of Ark.BA executive council in 1968. He is president of Elmer Ferguson Farms, Inc., Stephenson Ford Sales, Growers Elevators and Arkansas Petroleum Corp. He is vice president of Pioneer Foods, Inc. He serves as a board member of the Mississippi Parkway Commission, the American Rice Council, the Arkansas Basin Association, the DeWitt Chamber of Commerce and Ferguson Grocery Co.

Mr. Simmons has served Ark.BA as chairman of the agricultural committee and the industrial committee. He is a graduate of the Graduate School of Banking of the South at Louisiana State University. He is president of the Phillips County Fair Association, chairman of the West Helena Housing Authority, member of the Helena Hospital Board, the industrial committee on the Helena-West Helena Chamber of Commerce and the West Helena Water Commission. He has been on the Helena-West Helena School board since 1962, serving as president since 1968.

Information on Mr. Peck had not been received at press time.

■ FIRST NATIONAL, Hot Springs, has elected W. C. "Bill" Southard, Weyerhaeuser Co. region service manager, to its board.

Controlling Interest Is Sold In Pulaski Heights Bank

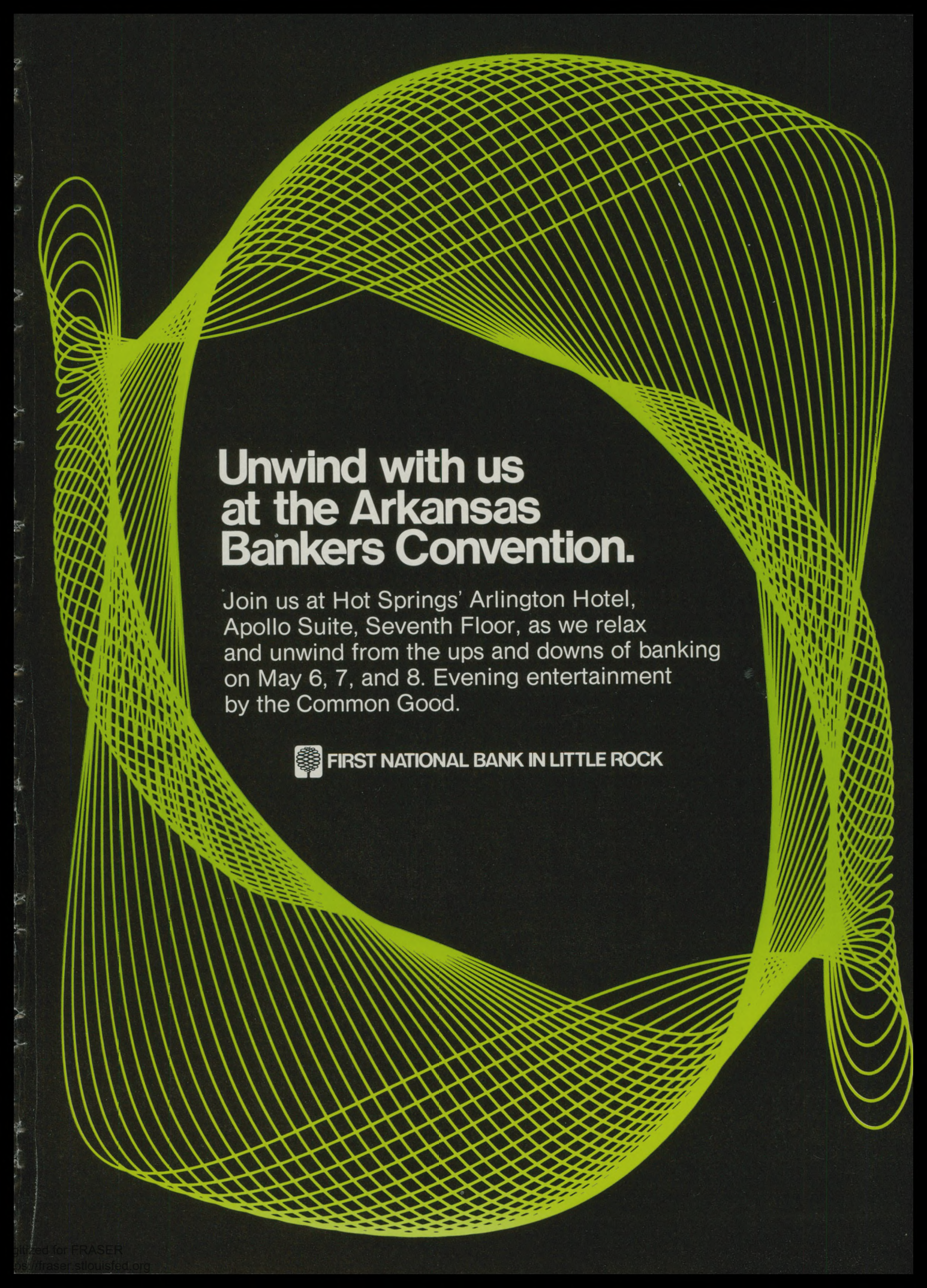
LITTLE ROCK—James C. East, president, Jack Collier East Co., Inc., a Little Rock-based mortgage banking firm, has purchased majority stock in the Pulaski Heights Bank. John A. McEntire III, executive vice president of the East firm, also participated in the purchase of controlling interest.

Both men have been named directors of the bank, but no other changes in personnel or policy will take place, according to Robert S. Taylor, bank president.

Better Banking. Right from the First.



**FIRST
NATIONAL
BANK** of Hot Springs



Unwind with us at the Arkansas Bankers Convention.

Join us at Hot Springs' Arlington Hotel,
Apollo Suite, Seventh Floor, as we relax
and unwind from the ups and downs of banking
on May 6, 7, and 8. Evening entertainment
by the Common Good.



FIRST NATIONAL BANK IN LITTLE ROCK

Employee Incentive Promotion Nets Bank \$17 Million

WITH TWO objectives in view, Worthen Bank, Little Rock, last fall initiated an in-bank incentive program with a goal of \$4.5 million in new deposits during a period of 48 banking days.

Results were truly astounding. Final tabulation showed that during that period Worthen had gained well over \$17 million in new demand deposits and in new and add-on savings deposits.

The bank's objectives were:

- To encourage employees to solicit new business as a means of increasing deposits;
- To stimulate employees to be friendly and courteous to customers and to cross-sell other services.

A breakdown of business obtained indicates how well the objectives were attained. As related above, deposits were boosted by more than \$17 million. In addition, nearly the same amount of installment and commercial loans were made as a result of employee referrals. Moreover, 492 safe deposit boxes were rented and gains were noted in the trust department, in real estate leases, in number of credit card merchants and in travel service business.

The campaign was state-wide in that eight other banks joined in. These banks were First National, Mena; First National, Camden; First National, Hot Springs; First Security, Searcy; Merchants & Planters, Arkadelphia; Security Bank, Paragould; Farmers & Merchants, Stuttgart; and Security Bank, Harrison.

Total new money gains for the eight

participating banks was almost \$7½ million, plus an expansion of business in other services.

Rules for the program were weighted so as to give all employees approximately the same opportunity to win. Every bank employee was eligible and points were awarded for all new business solicited. Employees were given referral cards on which space was provided for the prospect's name, the service in which he was interested and the signature of the employee making the referral. In other words, a bank employee selling a customer a U. S. Savings Bond could suggest that he needed a deposit box in which to keep his bonds safe. A referral card to the safety deposit department could bring this employee points in the incentive program.

Personnel were classified in accordance with the nature of their jobs as officer, contact staff, or no-contact staff, with different point values assigned to each classification for bringing in new business. Points accumulated were applied toward prizes geared toward the concepts of travel and recreation.

Four prize group levels were established plus a grand prize of an all-expense paid Acapulco vacation for two to be awarded to the top 45 point scorers.

Group I prizes (2,000 points) included electric fondues, rods and reels, toasters, electric curlers and stainless steel thermos jugs. Group II (4,000 points) included Teflon cookware, blenders, ice crushers, golf carts, jig saws, propane cook stoves and sleeping

bags. Group III (8,000 points) included movie cameras, portable stereos, rotisseries, golf bags and drill kits. Group IV (12,000 points) was the Acapulco trip with alternate awards of a stereo receiver and cartridge player, movie projector, complete golf sets and shotguns. Employees were awarded prizes as they moved through each level.

At Worthen Bank 66 officers scored 2,000 points or more and 44 amassed 12,000 or more. Among non-officers, 148 employees topped 2,000 points and 78 hit the Acapulco jackpot with 12,000 or more. More than 47% of Worthen's employees qualified for a prize, but the percentage of participation was more than 94%. In other words, almost every Worthen employee brought in some new business.

The key to success in obtaining awards was the referral card. The employee soliciting the new business did not have to sell it; he merely referred the prospect to the appropriate department. There credit for the new business was recorded in his name by the individual who handled the actual transaction. The record cards were then sent to the marketing department where complete point records were kept.

The campaign was introduced to the staff with a slide presentation. As a gimmick, all employees were given Mexican castanets to get them into the spirit of winning the grand prize. Information kits were distributed which detailed the rules and organization of the campaign. Lapel buttons and labels kept reminding one and all about the campaign. • •

You're on top of a lot when you bank on us.

You're atop the gateway to four states. Texas. Arkansas. Louisiana. Oklahoma. The Texarkana National Bank Correspondent Division stays in touch with a four-state area to give you the help you need when you need it. We provide big bank

operational assistance with small bank friendliness and helpfulness. Call on Ed Johnson. In turn, he'll call on any of our fourteen divisions and departments for the help you need. Or on any of the four states he travels. We're on top of a lot.

The **TEXARKANA NATIONAL** Bank



Fred Michael of Lake Village Serves Year as Treasurer

Fred Michael, president, First State, Lake Village, has served as treasurer of the Arkansas Bankers Association for 1972-73.

Mr. Michael is a native of Louisiana. He graduated from Louisiana Tech University in 1942 with a BS degree in business. He served as a captain in the U. S. Marine Corps during World War II.



MICHAEL

He has been president of his bank since 1962 and is a past chairman, vice chairman and secretary-treasurer of Group Five.

He graduated from the Graduate School of Banking of the South at Louisiana State University, Baton Rouge, in 1965.

New Group Officers Appointed By Arkansas Bankers Assn.

New group officers have been named by the Arkansas Bankers Association. They are:

GROUP ONE: chairman, James Magee, executive vice president, Piggott State; vice chairman, George Delaney Jr., executive vice president, Mercantile Bank, Jonesboro; secretary-treasurer, W. J. Tomlinson, executive vice president, First National, Blytheville.

GROUP TWO: chairman, Robert F. Lawyer, president, First National, Mountain Home; vice chairman, William H. Bowen, president, Commercial National, Little Rock; secretary-treasurer, Floyd L. Parker, executive vice president, Malvern National.

GROUP THREE: chairman, James D. Sparks, vice president, First National, Ft. Smith; vice chairman, John Lewis, vice president, First National, Fayetteville; secretary-treasurer, Joe Miller, vice president, First National, Paris.

GROUP FOUR: chairman, Jim Wallace, president, First National, DeQueen; vice chairman, S. D. Smith, vice president and controller, First National, Magnolia; secretary-treasurer, Ben Sandefur, vice president and cashier, State First National, Texarkana.

GROUP FIVE: chairman, Robert O. Trout, president, Bank of Star City; vice chairman, Harold H. Reid, president, First State, Gould; secretary-treasurer, Gates Williams, vice president and cashier, First State, Crossett.

Hayse Advances to Vice President At United Missouri Bank of KC



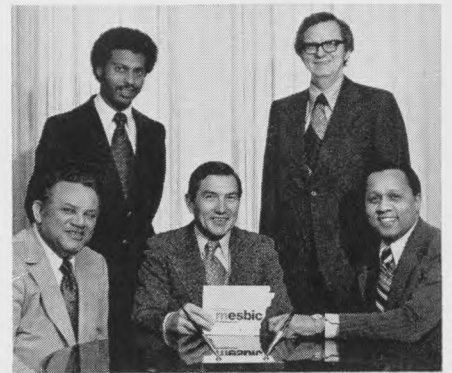
HAYSE

KANSAS CITY — William L. Hayse has been promoted from assistant vice president to vice president at United Missouri Bank (formerly City National) of Kansas City. He represents the bank in Arkansas, Louisiana and the metropolitan Chicago area.

Mr. Hayse joined the bank in 1960 after graduating from Washburn University, Topeka. He was made assistant cashier in 1965 and assistant vice president in 1966.

■ **GLEN E. COLVERT** has been promoted from acting auditor to auditor of National Bank of Commerce, Pine Bluff. Mr. Colvert has been with NBC since 1970.

\$50,000 for MESBIC



Edward M. Penick (seated, c.), pres. & CEO, Worthen Bank, Little Rock, is shown at a ceremony at which Worthen completed a \$50,000 investment in the Minority Enterprises Small Business Company, known as MESBIC of Arkansas, Inc. MESBIC is a corporation that was licensed last summer and is funded by volunteer investors like Worthen. It operates in conjunction with the Small Business Administration. Pictured with Mr. Penick are: W. M. Pierce (seated, r.), exec. director, Arkansas Business Development Corp.; James Griffin (standing, l.), pres., Council for Economic and Social Development; Charles M. Sims (standing, r.), MESBIC pres. & mgr.; and Sam Sparks, v. ch., MESBIC board.

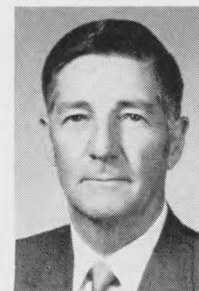
Three Executive Changes, Made At Arkansas Bank, Hot Springs

HOT SPRINGS—Arkansas Bank has announced three executive changes, including the appointment of Cecil W. Cupp Jr. as chief executive officer in addition to his duties as president.

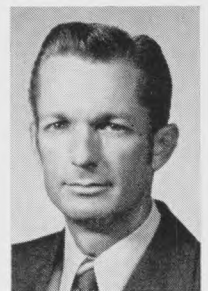


CUPP

Norton Meek, who was executive vice president, has been made vice chairman; and Ray L. Cash has



MEEK



CASH

moved from senior vice president to executive vice president.

Mr. Cupp joined ABT in 1963. He also is chairman, Citizens National, Arkadelphia. Mr. Meek joined the bank in 1930, is a bank director and serves the board as secretary. Mr. Cash, with ABT since 1960, has been a director

A PROFITABLE LOCATION FOR NEW INDUSTRY



CONWAY has 3 highly desirable industrial sites available on the Arkansas River, each selected by the University of Arkansas Research Center.

FIRST STATE BANK & TRUST COMPANY
Conway, Arkansas

Member FDIC

Area Code 501/329-5656

Two years ago we set some goals. Here's how we're doing.

The phenomenal growth of Union National Bank—which began on October 20, 1970—crossed another major milestone when, on December 31, 1972, total resources rose to \$205,928,776.59.

This growth is not accidental. Bank directors, officers and employees have all worked hard. But even more important, long-time Union National customers and countless new friends have helped tremendously. Many new services have been provided to make banking at Union National Bank more complete, more rewarding, and more plain pleasure. Here are some of the goals we set in October 1970, and a progress report on how we're doing:

FINANCIAL STRUCTURE:

Our very first goal was prompted by our fierce determination to build Union National to an all time high.

Under new leadership, total deposits have increased from less than \$80 million to more than \$150 million. Correspondent balances have increased from less than \$10 million to over \$25 million.

PEOPLE:

One of our original goals was to build internally in order to provide better service. In the last two years we have made much progress. We have given responsibility and proper authority to our officers and staff. We have promoted from within and we have hired highly qualified professional people from the outside.

Through necessary changes in procedures, methods, and systems, our people responded like champions. We had to have their help and we got it.

SERVICES:

Another goal was to provide new services in keeping with the economic growth experienced by the State. Union National Bank, in the past two years, has become a leader in formulating totally new concepts in services for our customers.

In early 1971 we established the Money Market Center, a new and unique service offering firm market quotations on the purchase and sale of U. S. Government Securities, Federal Agency issues and other prime money market investments.

With the establishment of an International Division in 1971, Union National Bank now has a fully operational department capable of performing any service connected with export and import operations.

In 1972, we joined with 10 other banks in North Arkansas to establish the North Arkansas Data Center. The new computer center provides a wide range of automated banking services to participating banks. The center, which is wholly owned and operated by Union National Bank, is located in Harrison.

FUTURE OUTLOOK:

As we reach our goals and objectives we will continue to make new ones. We think the outlook for the future is excellent. We have only begun to grow. And, once again, we invite you to "Come Grow With Us." How high is up?

Three Year Growth in Total Assets:

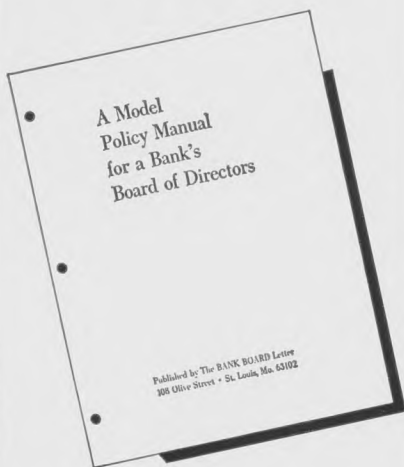


UNION NATIONAL BANK OF LITTLE ROCK

Member FDIC

NOW For Only \$2⁰⁰

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.

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The BANK BOARD Letter

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since 1971 and is assistant secretary to the board. His career has included being vice president, City National, Fort Smith, and assistant vice president, Citizens National, Arkadelphia.

Arkansas Bank also has announced the promotions to senior vice presidents of H. G. Gasbarre, Jay L. Jones, Palmer Vanderburg and Charles L. Fager Jr. Messrs. Gasbarre and Jones were vice presidents; Mr. Fager, vice president and trust officer, and Mr. Vanderburg, vice president and auditor.

Barksdale Is Promoted to AVP At Commercial of Little Rock

LITTLE ROCK—Hubert L. Barksdale, a member of Commercial National's correspondent bank department, has been promoted from assistant cashier to assistant vice president.

Mr. Barksdale joined the bank—in the note department—in 1970. After a brief leave of absence to complete basic training with the Army Reserve, he returned to the bank and joined the correspondent bank department.

In other action, Commercial National promoted Arthur McLean to credit manager, Claude O. Roberson Jr. to marketing officer and Marvin Stumpe to data processing officer.

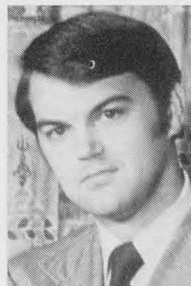
Mr. McLean went to the bank in 1970 from Kansas State College, Pittsburg, where he was instructor in business and economics. Mr. Roberson and Mr. Stumpe joined the bank in 1972. Mr. Roberson came from Little Rock's First National and Mr. Stumpe from First National, Lincoln, Neb.

■ R. M. (MICKEY) TWYFORD has joined Citizens National, Jacksonville, as a director and vice chairman. Mr. Twyford, who has had 20 years' banking experience, most recently was a real estate broker in Searcy. He was associated with two Newport banks, Merchants & Planters and First National, for 16 years and once held controlling interest in the Pike County Bank, Murfreesboro, where he was president and CEO. Mr. Twyford also owned and operated an insurance agency in Murfreesboro.

■ FIRST NATIONAL of Little Rock's international banking department has been elected to the Mid-America Com-

mittee on International Banking. This group is one of three national committees composed of major banks in specific regions involved with international banking. Its purpose is to provide a forum where international bankers discuss mutual problems. It provides recommendations on standardization of operations throughout the industry, education programs and a worldwide warning system.

■ WILLIAM D. WILLSON, vice president, First National, Little Rock, has been named to the advisory board of the American Bankers Association's installment lending division.



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Oklahoma Convention

Tulsa, May 8-10

Headquarters—Fairmont Mayo Hotel

PROGRAM

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

Featured Speakers—CHARLES M. VAN HORN, Regional Administrator of National Banks, Second National Bank Region, New York City.
GOVERNOR DAVID HALL, State of Oklahoma.

LUNCHEON SESSION, 12 noon, May 9

Address—RICHARD L. TERRELL, executive vice president, General Motors Corp., Detroit.

SECOND SESSION, 9:15 a.m., May 10

Featured Speakers—PHILIP M. CRANE, United States Congressman.
JAMES SMITH, deputy secretary, U. S. Treasury.
DR. WALTER POLNER, Madison, Wis.

Adjournment.

President



LEONARD

Harry E. Leonard, ch. and pres., Bank of Elgin, is OBA pres. He began his banking career in 1940 for Stock Yards Bank, Oklahoma City.

Vice President



WARD

OBA V.P. Glenn P. Ward is senior vice president, Fourth Nat'l, Tulsa, which he joined in 1959 as manager of the correspondent bank dept.

Treasurer



UTTERBACK

Thomas W. Utterback, assn. treas., is pres., Oklahoma National, Oklahoma City, which he joined in 1949 as v.p. He has been pres. since 1964.

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regularly know him not only as a diligent researcher but also as a farm owner himself who practices the same resourcefulness and flexibility he urges on others.

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A FULL SERVICE BANK

MID-CONTINENT BANKER for May 1, 1973

93

OBA Convention Calendar Offers Many Activities

TULSA—Numerous events will be held during the Oklahoma Bankers Association convention, including the following:

May 7—The past presidents' club dinner will be held at 7 p.m. at the Summit Club on the 31st floor of the Fourth National Bank Building.

May 8—The OBA trust division will sponsor a noon luncheon, followed by a business meeting at 2 p.m. and a tour of the Port of Catoosa at 2:30 p.m.

Exhibits will open at 1:30 p.m. in the Pompeian Court, mezzanine, Fairmont Mayo Hotel.

A social hour will begin at 6 p.m. in the Crystal Ballroom foyer, followed by dinner at 7 p.m. in the Crystal Ballroom, 16th floor. Featured dinner speaker will be Charles B. (Bud) Wilkinson, chairman, Planned Marketing Associates, Inc., Oklahoma City.

May 9—Five breakfasts will be held. The 50-Year Club and the School of Banking of the South meals will begin at 7:45 in the Golden Flame and English Room, respectively. At 8 a.m. the Stonier Graduates will meet in the French Room, the Madison Graduates in the Crest Club and the National Association of Bank-Women in the Press Club.

For the men, a personality adjustment period will be held at 11:30 a.m., followed by luncheon at noon in the Crystal Ballroom. Speaker will be Richard L. Terrell, executive vice president, General Motors Corp., Detroit.

Activities for women will begin at 11:30 a.m. at the Southern Hills Country Club. Featured will be a luncheon and fashion show.

A social hour will begin at 6:30 p.m. at the Tulsa Civic Assembly Center, followed by dinner at 7:30 at the same location. Entertainment by the Brothers and Sisters and Archie Lewis will conclude the event.

May 10—A buffet luncheon in the Crystal Ballroom at noon will conclude the convention social calendar.

Retirement, Promotions Announced At First National of Okla. City

OKLAHOMA CITY—John H. Miller retired April 1 from First National, where he was senior vice president and trust consultant. He joined the bank in 1940, working in auditing, transit and trust. After Navy service in World War II, he rejoined First National in 1945.

In other action, the bank elected Miss Irene Thompson vice president and Thomas W. Norwood assistant trust officer. Miss Thompson, with the

bank since 1951, is in the investment securities department. Mr. Norwood joined First National last year and is a specialist in the trust department's investment section.

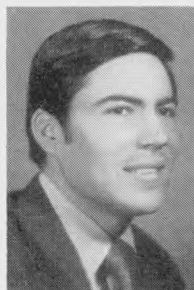
■ LARRY J. LANIE has joined Guaranty National, Tulsa, as vice president with primary responsibilities in the commercial lending area. He entered banking in 1967 with First National, Anthony, Kan., and most recently was vice president, Union State, Clay Center, Kan.

Three Correspondent Officers Among Promotions Announced At Liberty of Oklahoma City

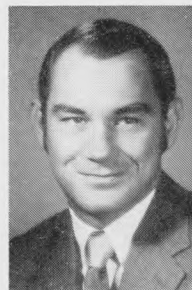
OKLAHOMA CITY—Liberty National Corp. and its principal subsidiaries, Liberty National Bank and Liberty Financial Corp., have announced several promotions, including three in the bank's correspondent banking department. H. Dale Schroeder was named senior vice president in that department, and P. V. "Vic" Barrios and Larry A. Walker were named assistant vice presidents. Mr. Schroeder, who had



SCHROEDER



GRAY



ROSE

been vice president, is assistant head of the department.

Gary M. Gray was named senior vice president of Liberty Financial Corp. and of Liberty Mortgage Co., a wholly owned subsidiary of Liberty Financial Corp.

Carl M. Rose was promoted to vice president in Liberty Financial and also is vice president in Mid-America Leasing Corp., another wholly owned subsidiary of the HC.

Others promoted at the bank were: James A. Jennings, manager, legal division, to vice president; William L. Thompson, to vice president, systems and procedures section, operations de-



JENNINGS



THOMPSON



BARRIOS



WALKER

partment; Norma Black, Patricia Conine, Royce Kelly and Jim Sullivan, to assistant vice presidents, operations; Robert L. Brown, to assistant vice president, corporate finance; Jimmy R. Sales, to assistant vice president, legal department; J. David Jensen, to investment officer, investment services; Jack C. Jordan, to commercial security officer, legal division; and Dorothy Teague and Janell Tidwell, to operations officers.

Liberty Financial and its subsidiary, Liberty Mortgage Co., announced these officer appointments: Colleen Adams, real estate officer; Gary L. Taylor, assistant controller; Kenneth D. Duncan and Michael L. Overand, mortgage officers; and Kent H. Hall, assistant appraiser.

■ FIRST NATIONAL, Bethany, has begun work on new \$800,000 quarters on a site immediately east of the bank's present drive-in operation. Completion is set for next November. Three additional drive-in windows and two new walk-up windows will be included in the new building. The structure, which will be of contemporary design, will have a 1,600-square-foot mezzanine.

■ LINDSAY ALEXANDER, vice president, First National, Tulsa, spoke to the executive board of the United States Jaycees and their guests at the dedication ceremonies of the Jaycees' new national headquarters building in Tulsa.

■ DAVID L. WOLFE JR. has been made vice president and general counsel at May Avenue Bank, Oklahoma City. He was formerly tax counsel for the Apco Oil Corp., Houston. Before that, he was in the legal department of Dresser Industries, Dallas.

the money managers

Fidelity's Investment Division is dedicated to tailoring an investment strategy that meets your safety and liquidity requirements and increases your net income. All possible alternative investments are constantly reviewed to determine which is the best for your bank. Jim Baker, Ken Scoggins and Scott Martin are total money managers. Whether you want to buy or sell municipal bonds, governments, federal agencies, federal funds, or any other investments give Fidelity's Money Managers a call.



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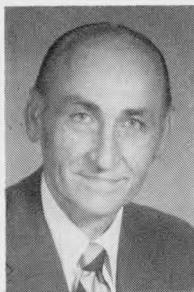
Scott Martin
Investment Rep.
(405) 272-2084

FIDELITY BANK N.A.



OKLAHOMA CITY

President



DUWE

J. Rex Duwe, KBA pres., is ch., Farmers State, Lucas, and pres., Sylvan State, Sylvan Grove, and Traders State, Glen Elder. He is v.p. and exec. com. member, Kansas Development Credit Corp.

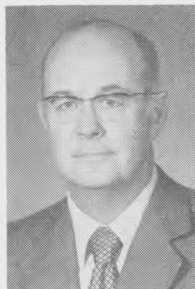
Vice President



BLANCHARD

Henry G. Blanchard, KBA v.p., is ch., Commercial Nat'l, Kansas City. He joined his bank in 1947. He is presently pres., Kansas Development Credit Corp.

Treasurer



GRUTZMACHER

Charles E. Grutzmacher, KBA treas., is pres., First Nat'l, Onaga. He joined the bank in 1945 as a.c., became cash. in 1950, v.p. in 1961, pres. in 1966, ch. in 1967. He has served on various KBA committees.

Kansas Convention

Wichita, May 10-12

Headquarters—Holiday Inn Plaza

PROGRAM

FIRST SESSION, 2 p.m., May 11

Musical Introduction—Sacred Heart College Chorale.

Invocation—The Reverend EUGENE J. GERBER, Catholic Diocese of Wichita.

Greetings from the Governor—ROBERT DOCKING, governor of Kansas.

Commentary of the President—J. REX DUWE, president, Kansas Bankers Association, and chairman, Farmers State Bank, Lucas.

Report of the Task Force on KBA Organization—A. J. COLLINS, task force chairman, and chairman, Hutchinson National Bank & Trust Co.

American Bankers Association Elections—PHILIP HAMM, American Bankers Association state vice president, and chairman and president, First National Bank, El Dorado.

50-Year Club Induction—HENRY G. BLANCHARD, vice president, Kansas Bankers Association, and chairman, Commercial National Bank, Kansas City.

SECOND SESSION, 10:15 a.m., May 12

Opening by President.

Presentation of Kansas 4-H Leadership Winners—DUANE M. STOSKOPF, chairman, KBA agricultural committee, and chairman and president, Kendall State Bank, Valley Falls.

Address—"The Competitive Climate for Banking Is Challenging!"—REX J. MORTHLAND, president-elect, American Bankers Association, and chairman, Peoples Bank & Trust Co., Selma, Ala.

Silent Tribute to Former Presidents.

Adoption of New Constitution.

Election, Installation of Officers.

Address—ROBERT DOLE, U. S. Senator from Kansas.

Adjournment.

MID-CONTINENT BANKER for May 1, 1973



PERSONALIZED CORRESPONDENT BANKING HEADQUARTERS



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FIRST NATIONAL BANK IN WICHITA

CORRESPONDENT BANKING SPECIALISTS SINCE 1876

'Roaring 20s, Super 70s' Theme for 86th Annual Kansas BA Convention

Three full days of activity await delegates to the 86th annual convention of the Kansas Bankers Association, set for May 10-12 in Wichita. Headquarters hotel will be the Holiday Inn Plaza.

Convention theme will be "Roaring 20s Through Super 70s."

First item on the program for Thursday, May 10, is the annual golf tournament, set for 7:30 a.m. at the Crestview Country Club and Wichita State University Golf Course. Prizes will be awarded at the social and luncheon at Crestview Country Club. Champions will be recognized at the men's breakfast on Friday.

A welcome party will be held Thursday evening, beginning at 6, at the Century II Exhibition Hall. A social hour and buffet supper will be followed by dancing to George Hunt's Orchestra. A Roaring Twenties theme will prevail.

Friday's events will begin with registration and the executive council breakfast—both at 8 a.m.

A number of luncheons will be held at 12:15, including Schools of Banking, Kansas Flying Bankers, 50-Year Club



KBA convention committee chairmen are pictured during planning session. Seated, from l., are M. R. Martin, publicity; Hilaria Corrigan, ladies; Gen'l Ch. Leon J. Greene; and Vivian Igo, budget. Standing, from l., are Rodney K. Brown, social and banquet; A. F. Rowland, Flying Kansas Bankers; Kenneth M. Nohe, entertainment; Dale E. Wallace, men's breakfast; Oscar Martinez, schools of banking; Robert W. Asmann, golf; Paul H. Woods, 50-Year Club; Michael G. Glass, welcome party; David W. Moore, Young Bank Officers; Reginald B. Wilson, facilities and transportation; and W. Nolan Artz, champagne brunch. Not pictured: Don E. Hofmann, registration and housing.

and Young Bank Officers of Kansas. The ladies' luncheon will begin at 11:30, with a "Nostalgic Fantasies" theme.

The first general business session will open at 2 p.m. in the Century II Little Theater.

Friday evening's events begin with an all-convention party and social hour in the Century II Convention Hall.

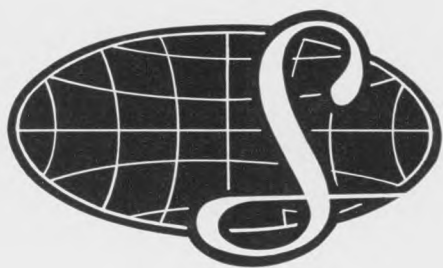
This will be followed by dinner at 7 in the Exhibition Hall. Entertainment will begin at 8:30 in the Concert Hall and will feature Joe Sodja, instrumentalist; Billy Kelly, comedian; the Burgundy Street Singers; and Norman Lee's Orchestra. Dancing will begin at 10 p.m. in the Convention Hall.

Registration will begin at 7:45 a.m. on Saturday, May 12. A men's breakfast will begin at 8 a.m. in the Convention Hall. Speaker will be Barry Switzer, head football coach, Oklahoma University.

A press conference and the nominating committee meeting will both begin at 9:15 a.m., followed at 10:15 by the second general business session.

The last item on the program will be a champagne luncheon.

Committee chairmen. General chairman for the convention is Leon J. Greene, senior vice president, Union National, Wichita. Committee chairmen, all from Wichita, include Vivian Igo, Wichita Clearing House Association—*budget*; W. Nolan Artz, vice president, Boulevard State—*champagne brunch*; Reginald B. Wilson, assistant cashier, Kansas State Bank—*facilities and transportation*; Paul H. Woods, director, First National—*50-Year Club*; A. F. Rowland, vice president, Seneca State, *Flying Kansas Bankers*; Kenneth M. Nohe, vice president, Stockyards National—*Friday night entertainment*; Rodney K. Brown, marketing officer, East Side National—*Friday night social and banquet*; Robert W. Asmann, senior vice president, Fourth National—*golf*; Hilaria Corrigan, assistant vice president, Fourth National—*ladies entertainment*; Dale E. Wallace, executive vice president, National Bank—*men's breakfast*; M. R. Martin, vice president, Central State—*publicity*;



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Don E. Hofmann, senior vice president, First National—*registration and housing*; Oscar Martinez, vice president, Twin Lakes State—*schools of banking*; Michael G. Glass, vice president and cashier, Southwest National—*welcome party*; and David W. Moore, cashier, Parklane National—*Young Bank Officers of Kansas*.

Robert Jennison Is Endorsed For KBA Vice Pres. Post

Robert H. Jennison, president, First State, Healy, and chairman, KBA state legislative committee, has been endorsed by many bankers throughout the state for KBA vice president for 1973-74.



JENNISON

The KBA nominating committee will meet prior to the second general business session on May 12 to consider nominations. As far as can be determined, Mr. Jennison's name may be the only one presented to the nominating committee.

Mr. Jennison joined First State, Healy, as cashier in 1937, was named vice president in 1946 and president in 1949. He is also president, First State, Ransom, and Security State, Scott City.

■ THOMAS W. GEORGE has resigned as cashier of Exchange National, Atchison, to join First Stock Yards Bank, South St. Joseph, Mo., as an assistant cashier. He had been with Exchange National since 1966.

Convention Entertainers



The Burgundy Street Singers will entertain at the KBA convention in Wichita. The group has appeared on the Johnny Carson Show, The Carol Burnett Show and the Barbara McNair Hour, as well as at numerous night clubs.

MID-CONTINENT BANKER for May 1, 1973

Join the Action Team

KANSAS STATE BANK AND TRUST COMPANY



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1st Quarter 1973 Analysis

Total Deposits \$72,258,121.16	➔	UP 19.8%
Total Resources \$87,872,529.11	➔	UP 17.9% All time high
Total Loans \$42,675,394.20	➔	UP 29.1%
Net Earnings 61 cents	➔	UP 4.2%

Join the KSB&T Action Bank Correspondent Team!



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Security State, Great Bend, Completes Nine-Month Remodeling Project



LEFT: J. A. Mermis Jr. (standing in background), pres., Security State, Great Bend, visits with some guests at dinner celebrating completion of bank's remodeling project. Seated are (beginning at lower left end of table and proceeding clockwise): Gene Cole, director, Economic Development, Great Bend; Mr. and Mrs. August Gagelman (he's a director of host bank); Mrs. Orville Huss; Mr. Huss, exec. v.p., Great



Bend Chamber of Commerce; H. E. Roblyer, plant manager, Fuller Brush Co., Great Bend; Mrs. Roblyer; Robinson T. Gilbert, exec. v.p.-operations, Fuller Brush Co., Hartford, Conn.; and Mrs. Gene Cole. RIGHT: Mr. Mermis chats with Mrs. Carl O'Leary (l.); Mrs. Edmond J. Hogan; Carl O'Leary, state bank commissioner, Topeka; and Mr. Hogan, assistant bank commissioner, Topeka.

GREAT BEND—Security State held a dinner party for banking officials in Kansas and neighboring states to celebrate completion of its major remodeling project. Nearly 170 persons toured the new facilities before the dinner at the Great Bend Petroleum Club.

The nine-month remodeling project, completed last December, provides an all-new interior and new private offices, plus a new area for the installment loan department and new drive-in facilities.

Among bank officials at the dinner were Carl O'Leary, state bank commissioner; Robert E. Thomas, vice president, Federal Reserve, Kansas City; John A. O'Leary, director, Federal Reserve, Kansas City, and chairman, Peoples State, Luray; J. Rex



TOP: Photo shows portion of remodeled lobby and vault at Security State, Great Bend. Tellers area is at left, new accounts desk at right.

BOTTOM: Board room ("executive suite") of newly remodeled building features upholstered chairs, couch and ottoman, table lamp and coffee table.

Duwe, president, Kansas Bankers Association, and chairman, Farmers State, Lucas; Carl Bowman, KBA executive vice president; and George Doak, executive vice president, Kansas Development Credit Corp. Adverse flying weather prevented Governor Robert Docking and his mother, Mrs. George Docking, from attending.

YBOK to Hold Luncheon

The Young Bankers of Kansas will sponsor a luncheon at the KBA convention in Wichita on May 11. A short business meeting will be held.

President of YBOK is Lanny Kimbrough, vice president, First National, Topeka.

Fowler Promoted to Vice President At Commerce Bank of Kansas City



FOWLER

James W. Fowler, who travels in northern Kansas for Commerce Bank of Kansas City (Mo.), has been promoted from assistant vice president to vice president.

Mr. Fowler joined the bank in 1967 and was made an assistant vice president in 1970. He was a branch manager for several finance companies before going to the bank.

■ M. F. "MAX" MOCK, former president of Farmers State, Sabetha, has been advanced to chairman and Jack A. Mock has assumed the presidency. Jack Mock was formerly vice president and cashier. At the same time, Miss Merle Althouse was promoted to cashier. The bank announced plans for interior remodeling and, in the near future, a drive-up facility.

■ HOWARD B. CARTWRIGHT, assistant vice president, new accounts department, retired in March after a 44-year banking career, all of it with Fourth National, Wichita. Mr. Cartwright joined the bank in 1929 and served in virtually every department before being assigned in 1956 as project officer at the McConnell AFB Bank. After returning to the main bank, he was promoted to assistant vice president in 1962.

Convention Speakers

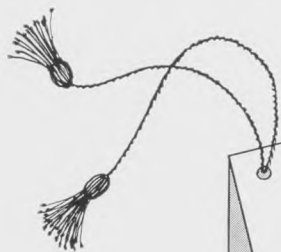


DOLE

SWITZER

MORTHLAND

These three speakers will appear on the KBA convention program. They are Rex J. Morthland, ABA president-elect, and chairman, Peoples Bank, Selma, Ala.; Barry Switzer, head football coach, Oklahoma University; and U. S. Senator Robert E. Dole. Mr. Switzer will speak at the men's breakfast, Messrs. Morthland and Dole during second general business session.



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"The Crowd" is you, your friends and fellow bankers and the Security Team of Bankers' Bankers, Gray Breidenthal, Bill Webber, Bob Domer, John Peterson, Jay Breidenthal, Ken Domer.

*Refreshment Buffet
Friday May 11, 1973
10:30 AM - 1:00 PM*

Also, you will be welcome at the Security National Bank Hospitality Room (Suite 2601) at all times - not in conflict with official KBA functions.

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Six Bankers to Retire in 1973 From KBA's Executive Council

Six bankers will retire this year from the KBA executive council. They are W. Tedd Hamlet Jr., vice president, Columbus State; Gene Holloway, vice president, First National, Scott City; Everett L. Hess, executive vice president, Hays National; Sam L. Roberson, president, Citizens State, El Dorado; W. R. Shaffer, president, Home State, Russell; and Oliver H. Hughes chairman and president, Citizens National, Emporia.

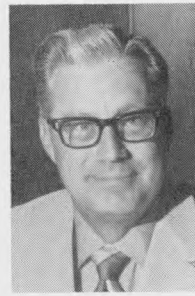
Mr. Hamlet joined Columbus State in 1953, following service with the State Banking Department of Kansas, Plaza Bank of Commerce, Kansas City, and Brookside State, Tulsa. He is a 1949 graduate of Baker University, Baldwin.

Mr. Roberson graduated from Texas A & M University and was active in the oil business. He joined Citizens State, El Dorado, in 1958 as vice president and was elected president and CEO in 1965.

Mr. Shaffer joined Home State, Russell, in 1936, was elected assistant cashier in 1938, cashier in 1939, director in 1948 (following a tour of duty



HUGHES



HAMLET

in the military), executive vice president and cashier in January, 1966, and president in April, 1966. He is a past president of the Russell County Bankers Association and past chairman of KBA Group Three.

Photos of Messrs. Shaffer and Roberson were not available.

Mr. Hughes joined Citizens National, Emporia, in 1965 as chairman and president, following service as chairman, Wichita State. He is a former president of Parklane Savings & Loan (now Air Capitol Savings), Wichita, and was at one time a partner in a law firm in Wichita.

At press time, biographical information about Messrs. Holloway and Hess (as well as photos) were not available.

Remodeling Project Completed At Planters State, Salina

SALINA—Planters State held a grand opening last month in connection with completion of its \$250,000 expansion and remodeling project.

Open house was held April 8, with live entertainment and refreshments and free clown hand puppets for children. The following week, the bank awarded 60 name-brand prizes in a "winner-an-hour" giveaway. Prizes included appliances, home accessories and sporting goods. On April 14, a grand prize drawing was held.

The project has given the bank a remodeled lobby, new telephone system, a customer conference room, board room and a drive-in facility twice the size of the previous motor bank.

■ GARY R. WALKER joined Sylvia State March 1 as executive vice president and managing officer. He succeeded Robert Hyde, who went to a Clay Center bank. Mr. Walker most recently was vice president of a Gallup, N. M., bank. During his career, he also has been managing officer of a bank in Carlton, Neb.

IN TOPEKA . . .

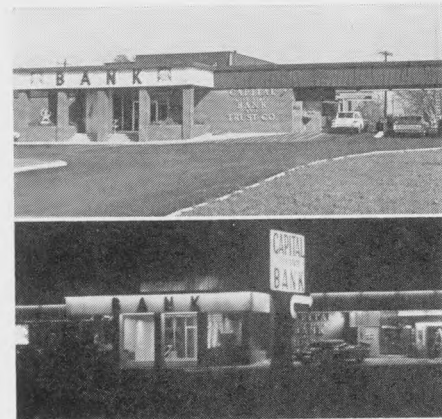
It's the Capital CITY STATE Bank

The 1973 KBA convention is in Wichita. But we're ready to welcome you to Topeka before or after the convention or any other time.

We're especially proud of our remodeled and expanded quarters.

Come see us.

Georgia Neese Clark Gray
President



Capital CITY STATE Bank

AND TRUST COMPANY OF TOPEKA

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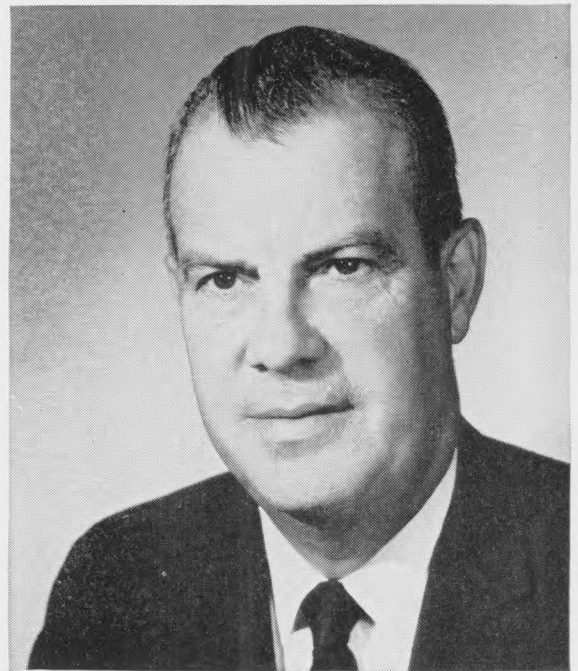
3710 SOUTH TOPEKA AVENUE AT 37TH STREET / P. O. BOX 1433 / TOPEKA, KANSAS 66601

“We’re setting new records in loan volume... which means we’re setting new records in service to agriculture.”

“Our continuous financial support for farmers and ranchers is a tradition with The Federal Land Bank of Wichita. Last year was especially good: We placed over \$194,000,000 in new money for long-term mortgages. That was an increase of 60% over 1971, a record year in itself.

“This year, the Bank’s service to its 38,000 stockholder-borrowers is again running at record volume. We’re just months away from reaching \$1,000,000,000 in loans outstanding.

“We believe the use of capital on this scale is proof that the Federal Land Bank is serving as intended; it is helping assure a viable agriculture. And when agriculture is being financed in this record-breaking way, it helps expand other sectors of the economy throughout Kansas, Oklahoma, Colorado and New Mexico.”



G. A. Wiles
President
The Federal Land Bank of Wichita



Construction Management Team Trims Expenses, Handles Varied Problems of Bank Building Project

CONSTRUCTION management is a new and developing idea gaining in favor for both large- and medium-size construction projects.

Officials of First National of Skokie (Ill.) have put construction management techniques to work in a current \$4 million construction program to provide a new building with 56,700 square feet of floor space—nearly double the size of present quarters.

The construction management group of Campbell-Lowrie-Lautermilch Corp., with Gene Adams as project manager, was given the assignment to work with the bank's architectural-engineering firm of Graham Anderson Probst & White as a team to produce the project within budget and time limitations.

The bank, under the aegis of Willard C. Galitz, chairman and CEO, formed a bank planning committee to maintain close liaison with all members of the building team. Mr. Adams meets regularly with the committee to make reports on project status.

Erman G. Kramer, bank president, says that less than halfway through the program (the building will be completed this summer) the construction managers had saved more than three times their fee.

He points to the fact that bank personnel have been freed from time-consuming attention to construction details, an area they are quick to admit they know little about, permitting them to continue with their banking responsibilities uninterrupted. There is no full time on-site supervision by the architect in the usual contract arrangement between the architect/engineer and owner. The construction manager fills this gap. He is the owner's man. He represents the owner in all the intricacies of the building program. This is obviously a position that must be filled by skilled and knowledgeable personnel—the team of experts which makes up the construction manager's staff.


Brought in at the design stage or earlier, the construction manager can

make important savings through his expertise.

The construction management group suggested changes and alternative solutions that added up to a significant savings of approximately \$90,000 without penalizing functions of space or quality of building. For example, reducing the height of interior glass partitions lopped off almost \$21,000 from costs. Providing metal siding for mechanical room exterior walls in lieu of precast concrete will save about the same amount. Other suggested savings, such as omitting epoxy paint on concrete block, plaster in stairhalls, added up to the impressive overall cost-saving figure.

In the use of materials, the construction manager suggested cost-saving alternates, such as conventional roofing of waterproof construction, since the building is vertically expandable and it is expected that several more floors will be added within a few years to keep pace with the bank's present rate of growth. The structural frame of the building is sufficient to add seven additional stories of 11,800 square feet each. Also, the parking structure can add three additional levels.

At another point in the construction

**East Side
National Bank
and Trust Company**
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East Side Financial Center, the future home of East Side National Bank & Trust Company is nearing completion.

We welcome our friends to Wichita for the 1973 KBA Convention and are looking forward to having you visit us in our new bank following the move.

*East Side Bank will be located in the one story projection, which extends into the lower portion of the financial center. Operations will be situated in the second story of the tower

our
future
home



development program, the construction manager made a considerable contribution by taking separate bids. Understandably, general contractors must include in their bids a charge for this work, which involves considerable detail. Having the bank take separate bids and awarding separate contracts for the mechanical work (electrical, plumbing, ventilating and heating) saved another estimated \$24,000 in assignment fees.

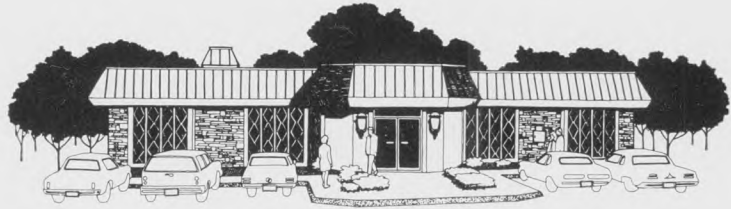
In a project with so many building segments, it is understandable that the keeping of financial records is complex. The construction manager supervises requests for payments and assumes the responsibility for seeing that no job is inadvertently over-invoiced.

Change orders during construction in the average building program of this size normally amount to approximately 5% of the total construction cost. These change orders are of three types: (1) owner's requested change (2) architect's revisions to the drawings and specifications and (3) a request for a change order by any contractor. Keeping the number and cost of these change orders to a minimum is part of the construction manager's job, Mr. Adams points out. Change orders at the bank are running considerably less than the average, with the goal being to keep them below 3% of total costs.

One of the biggest headaches on any construction project is keeping the various segments on schedule. The construction manager is dealing with hundreds of people in the process, and one of his considerable contributions is providing a smooth flow of materials in proper order of scheduling.

Keeping a building program of this size on schedule is not an easy task, and requires constant liaison with trade foremen. It demands daily inspection of the job by the construction manager. Mr. Adams holds weekly foremen meetings to discuss what is going to be done the next week, listens to problems and helps in the unraveling of them. There

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are also meetings with the contractors' supervisory staff. Administrative meetings with the bank are held biweekly.

Mr. Adams explains his involvement in scheduling and materials acquisition as a continuing coordinating responsibility. Contractors must submit all their shop drawings in time to get the items manufactured on target date. Arrival of materials on-site and work by the various crafts must be uninterrupted if the building is to be completed on schedule or ahead of schedule.

At the same time, a tight rein is kept on quality controls to see that the owner gets what he is paying for and what is called for by the plans and specifications.

At First National, before any contracts were awarded, the construction manager even took on the task of applying for the building permit and letting out the contract and supervising the demolition of existing buildings on the site, as well as working with utility companies in relocating an overhead electric service and underground gas line that would have interfered with construction.

The construction manager is providing economies for the bank by coordinating the purchasing and installation of equipment direct from manufacturers, such as vault doors, drive-up

windows, etc. Without the construction manager's help, these myriad details would overwhelm the bank's personnel, or be subject to additional charges if part of the general contractor's responsibilities.

David M. Probst, director of the construction management group, sums up the concept by saying: "As every owner knows who has been through a construction program, realization of goals of budget and schedule conformation is at best marginal when using only traditional methods of construction, limited to architectural services (no matter how excellent) and competitive bids. In construction management, experts from every relevant discipline furnish the owner with the skilled and experienced advice needed in such construction programs.

"Our team, for example, draws on the skills of registered professional structural and mechanical engineers with up to 20 years of estimating and field experience. Engineers who have been trained in construction program management techniques with various professional licenses, financial and accounting departments directed by a CPA, field personnel with professional and structural licenses and up to 35 years experience, two licensed architects, computer scheduling, cost estimating, value

engineering and contract administration—all so the project will be completed on time or ahead of schedule and within the budget.

"The construction manager must be the owner's man. He must strictly represent only the owner's interest. For that reason, here at Campbell-Lowrie-Lautermilch, the construction management group is an independent operation and does not take on projects in which the construction divisions of the firm are involved."

First National is located in the downtown area where redevelopment plans are being carried forward for the central business district. A landscaped plaza in front of the bank will include a fountain and pool. Sidewalks and plaza will have electric heating mats installed for snow removal, as will the drive-in bank roadways. A 12,000 square foot drive-in facility on a lower level will contain six TV stations and a drive-up night depository. A multi-level parking structure will park 100 cars.

Erman G. Kramer, bank president, indicates that needs for future growth and of a changing role from that of a local bank to a regional bank are being anticipated in the current building development programs. ••

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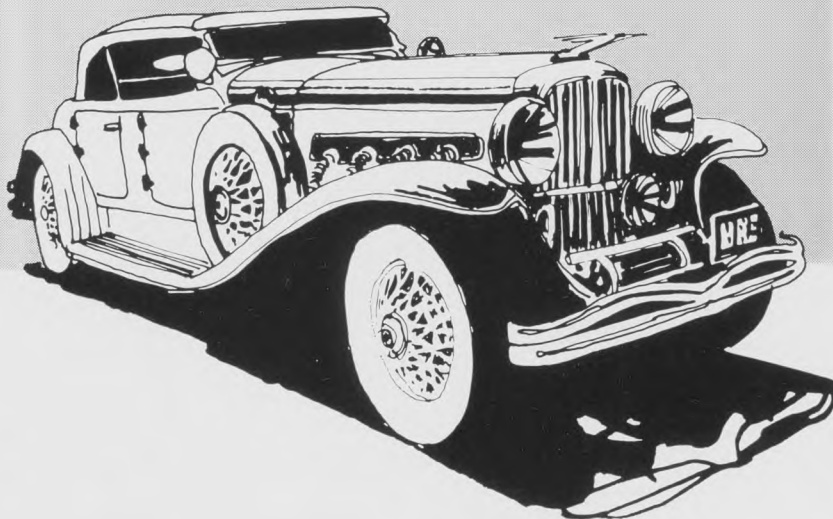
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Joe Newsom



Dean Johnson

Hutchinson National
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ABA Schedules Additional Global Lending Seminars

WASHINGTON—As a result of high attendance and enthusiastic reception given the first two International Lending Policy Seminars, the ABA will continue the semi-annual workshops this fall.

More than 60 bankers attended the second seminar March 25-28 in San Diego, according to Stephen C. Eyre, chairman of the ABA's International Lending Division, and senior vice president of First National City Bank, New York.

Mr. Eyre co-chaired the seminar with James R. Greene, president, Bankers Association for Foreign Trade, and senior vice president, Manufacturers Hanover Trust, New York.

Dr. Charles M. Williams, George Gund professor of commercial banking at Harvard's Graduate School of Business Administration, provided the hypothetical lending situations on which the discussion sessions were based. In each case current lending policy was considered by participants as well as possible future innovations.

The European perspective was offered by Carlton MacVeagh Jr., managing director of International Marine Banking Co., Ltd., London.

■ PAUL H. VIETS has been elected vice president of Citizens National, Independence. He will continue as a director. The bank also elected James P. Kelly to assistant cashier and Winston Surber from assistant cashier to assistant vice president.

■ ROBERT E. HYDE has joined Union State, Clay Center, as vice president. He was formerly executive vice president, Sylvia State.

■ VICTOR L. SZCZYGIEL has retired as senior vice president, Leavenworth National, after 45 years of continuous service. He will remain on the bank's board and act as a consultant on agricultural loans.



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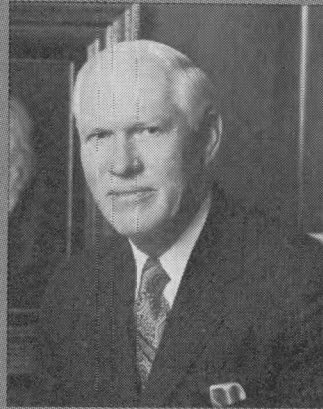
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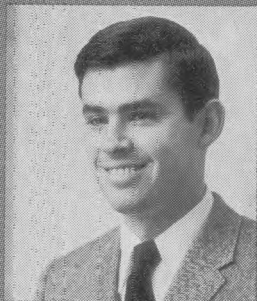
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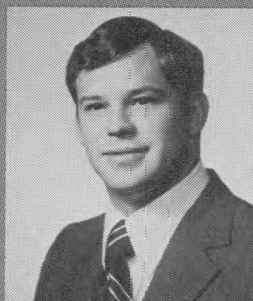
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Member F. D. I. C.



MARCIE, TAKE A MEMO...

" TO : BEN A. PARNELL, JR., PRESIDENT
FROM : ART CAHILL, CHAIRMAN
SUBJECT : PEOPLES BANK AND TRUST COMPANY.
DURING YOUR TERMS OF OFFICE WITH THE
MISSOURI BANKERS ASSOCIATION OVER THE LAST
THREE YEARS, YOU HAVE TRAVELED MORE THAN
90,000 MILES ON BEHALF OF THE ASSOCIATION.
YOU ALSO HAVE BEEN **ABSENT** FROM THE BANK
339 DAYS DURING THIS PERIOD...AND AT THE
SAME TIME, THE BANK HAS GROWN FROM
\$ 13,700,000 TO \$ 24,000,000, WHICH IS
THE BEST GROWTH SHOWN DURING **ANY**
3-YEAR PERIOD IN THE BANK'S HISTORY. WHILE
THIS MAY OR MAY NOT HAVE BEEN DIRECTLY
RELATED TO YOUR ABSENCES, THE MEMBERS
OF THE BOARD WONDERED WHETHER YOU
MIGHT CONSIDER TAKING SOME KIND OF
AN EXTENDED TRIP. THE SOUTH SEAS
ARE PARTICULARLY BEAUTIFUL AT THIS
TIME OF THE YEAR.

SINCERELY,
ART CAHILL "



Peoples Bank & Trust Company

Branson, Missouri Member FDIC



The Bank of The Tri-Lakes Region

Missouri Convention

Kansas City, May 13-15

Headquarters—Hotel Muehlebach

PROGRAM

FIRST SESSION, 2 p.m., May 14

Presiding—FRED N. COULSON JR., chairman, convention committee, and senior vice president, Commerce Bank of Kansas City.

Call to Order.

Introduction of Chairmen of Standing and Special Committees.

President's Report—BEN A. PARNELL JR., president, Missouri Bankers Association, and president, Peoples Bank, Branson.

Treasurer's Report—C. W. RISLEY SR., treasurer, Missouri Bankers Association, and president, Excelsior Trust, Excelsior Springs.

Executive Vice President's Report—FELIX LeGRAND, Jefferson City.

Report of Nominating Committee.

Election of Officers.

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

Announcements and Adjournment.

SECOND SESSION, 9:45 a.m., May 15

Presiding—BEN A. PARNELL JR.

Meeting of Missouri Members of ABA—JOHN L. HARLIN, ABA state vice president and president, Bank of Gainesville.

"Scenario '78—A Look at Banking in Five Years."

Address—"Presidents and Power," HUGH SIDEY, correspondent, Time Inc., Washington, D. C.

Announcements.

THIRD SESSION, 2 p.m., May 15

Presiding—BEN A. PARNELL JR.

"Meeting the Challenge of Change."

Installation of Officers.

Report of Resolutions Committee.

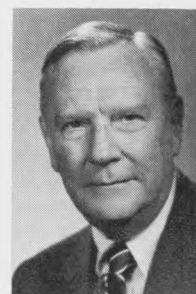
Unfinished and New Business.

Presentation of Educational Display Attendance Prizes.

Adjournment.

MID-CONTINENT BANKER for May 1, 1973

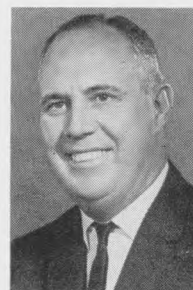
President



PARNELL

MBA pres., Ben A. Parnell Jr., is pres., Peoples Bank, Branson, which he helped organize in 1950. He also organized Bank of Taney County, Forsyth, is ch., Bank of Springfield, and director of three other banks.

Vice President



CLINE

James E. Cline, MBA v.p., joined Citizens State, Maryville, in 1956 as v.p. and became pres. in 1959. He is ch. of the SBA national advisory council and is a former dir., First Mo. Development Finance Corp. and Mo. State Chamber of Commerce.

Treasurer



RISLEY

Charles W. Risley Sr., MBA treas., is pres., Excelsior Trust, Excelsior Springs, which he first joined in 1940. He is a past pres. of Clay County Bankers Assn.

A Good Time for All Is Promised Delegates At 1973 MBA Convention

KANSAS CITY—An event-filled schedule is on tap for the 1973 MBA convention May 13-15 at the Hotel Muehlebach here.

Sunday's events include registration from 2 to 6 p.m. and opening of educational displays in the mezzanine assembly at 2 p.m.

Monday's events begin with an 8 a.m. golf tournament at Liberty Hills Country Club. Also on tap for early risers is a tour of the Harry S Truman Sports Complex, beginning at 8:30 a.m. At 9 a.m., tennis will hold sway at the Kansas City Racquet Club.

Back at the hotel, registration will begin at 9 a.m. and displays will open at that hour. The MBA resolutions committee will meet at 10 a.m. and the nominating committee and the sergeants at arms will each meet at 11 a.m.

The 50-Year Club reception and luncheon will begin at 11:30 a.m. in Towers 21-22 of the hotel.

The first general business session will begin at 2 p.m. in the grand ballroom.

Monday evening's events include a mixer and dance in the grand ballroom



Missouri bankers serving on the MBA convention committee include (standing, from l.) Don V. Thomason, senior vice president, United Missouri Bank, Kansas City; Rice Brown, vice president, Southeast State, Kansas City; Roy E. Schumacher, MBA public relations director; W. Robert Fitzpatrick, assistant vice president, Traders National, Kansas City; Fred N. Coulson Jr., senior vice president, Commerce Bank, Kansas City (convention committee chairman); Ben A. Parnell Jr., president, Peoples Bank, Branson, and MBA president; Charles W. Risley Sr., president, Excelsior Trust, Excelsior Springs, and MBA treasurer; J. Walter Peniston, senior vice president, First National, Kansas City; Homer A. Lyle, senior vice president, Columbia Union National, Kansas City; and Felix LeGrand, MBA executive vice president. Seated (from l.) are Edward S. Garber, vice president, Linwood State, Kansas City; John C. Messina, assistant vice president, Commerce Bank, Kansas City; Melvin E. Schroeder, vice president, Mercantile Bank, Kansas City; and Bill Stephenson, MBA administrative assistant. Not pictured: Paul M. Ross, vice president, First National, St. Louis (convention committee vice chairman); Charles F. Mehrer III, executive vice president, Red Bridge Bank, Kansas City; James A. Smith, vice president, Mercantile Trust, St. Louis; and Frank L. Victor, executive vice president, Grand Avenue Bank, Kansas City.

from 9 p.m. to midnight. Tony DiPar-do's Orchestra will provide the music.

Registration and exhibits will open at 9 a.m. Tuesday morning. The second



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general business session will convene at 9:45 a.m. in the grand ballroom.

A program for women will begin at 10 a.m. and will include a shopping tour and tours of the John Wornall House, followed by luncheon at Crown Center and a fashion show.

The third and final general business session will begin at 2 p.m.

Seven Kansas City banks will co-host a cocktail party in the grand ballroom at 5:45 p.m., followed by the president's banquet at 7 in the Imperial Ballroom. Dinner music will be provided by the Pete Eye Trio and entertainment will be by the Singing Doctors of Springfield, Mo.

Fred N. Coulson Jr. and Paul M. Ross are chairman and vice chairman, respectively, of the general convention committee. Mr. Coulson is senior vice president, Commerce Bank, Kansas City, and Mr. Ross is vice president, First National, St. Louis.

Members of the convention committee include Rice Brown, vice president, Southeast State; Edward S. Garber, cashier, Linwood State; W. Robert Fitzpatrick, assistant vice president, Traders National; Homer A. Lyle, senior vice president, Columbia Union National; Charles F. Mehrer III, executive vice president, Red Bridge Bank; John C. Messina, assistant vice president, Commerce Bank; J. Walter Peniston, senior vice president, First National; Melvin E. Schroeder, vice president, Mercantile Bank; James A. Smith, vice president, Mercantile Trust; Don V. Thomason, senior vice president, United Missouri Bank; and Frank L. Victor, executive vice president, Grand Avenue Bank. All are from Kansas City except Mr. Smith, who is from St. Louis.

Chairman and vice chairman of the women's entertainment committee are Mrs. Don V. Thomason and Mrs. Fred N. Coulson Jr., respectively.

■ **COMMERCE BANK** of Springfield has promoted Miss Joan Lashmett and Miss Marguerite Morris to operations officers. Miss Lashmett, with the bank 20 years, has charge of the proof department. Miss Morris, with the bank 22 years, has charge of the bookkeeping department.

Registration

The registration desk on the west end of the mezzanine of the Hotel Muehlebach will be open during the MBA convention as follows:

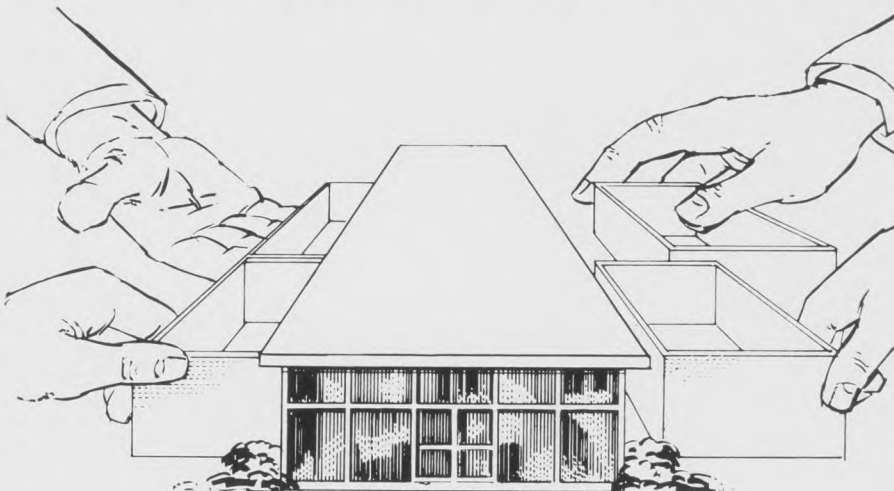
Sunday, May 13—2 p.m. to 6 p.m.

Monday, May 14—9 a.m. to 6 p.m.

Tuesday, May 15—9 a.m. to 6 p.m.

Convention badges must be worn to all convention functions.

Have a bigger, more competitive bank before the week is over



*We'll even assist you with
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A phone call to our correspondent banking department is all it takes to start your instant expansion program. That call will put you in touch with people who can help you have a stronger bank in a hurry.

Trust Department: First National Bank of St. Joseph specialists have years of experience at their fingertips.

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Bond Department: Here's where extensive contacts and years of experience are essential. We have it.

Agricultural and Commercial Loans: Specialists are essential. Ours are ready to go to work for you.

Start with a phone call (1-816-279-2724) to Martha or Nita. They'll put you in touch with the right people... men who will come to your bank and explain exactly how you can have a stronger bank before the week is over.

The First National Bank

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For Soundness

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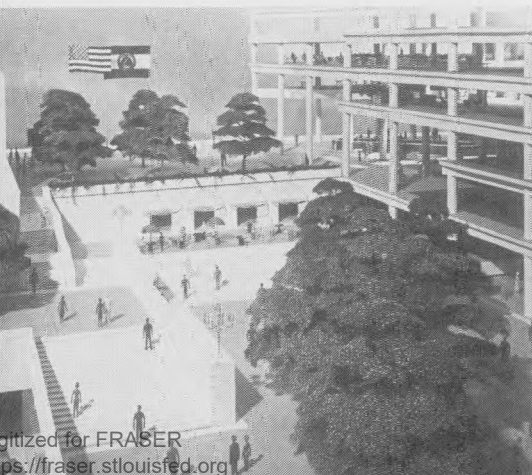
and Trust Co.

Kansas City, Missouri

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In Kansas City—

Twin Triangular Towers Planned for New Home Of United Missouri Bank



TWIN TRIANGULAR TOWERS— Each nine stories high—will house the new home of United Missouri Bank of Kansas City (formerly City National). The new quarters, for which plans recently were unveiled, will be erected on property formerly occupied by the Emery, Bird, Thayer Department Store at 11th Street between Grand and Walnut. The architect is I. M. Pei of New York City.

The twin triangular towers will rise from a five-story galleria. The United Towers will be sheathed with a gray, lightly reflective glass skin, knitted together by a grid of highly polished metal, holding floor-to-ceiling glass panes. The towers will overlook a public park to be located to the north of the project. The proposed park will run from Walnut to Grand, with full pedestrian access. A restaurant and—in good weather—an outdoor cafe will overlook the park. There also will be underground parking for 350 autos.

Construction is scheduled to begin this summer and end in about 2½ years.

“It was decided at the outset that the design of the new building should not try to compete in height or in bulk with other towers, which would be inappropriate in scale to Petticoat Lane,” said UMB Chairman R. Crosby Kemper Jr. “We instead have attempted to create a building aimed at excellence, which, together with the park, will become an oasis in the downtown area.”

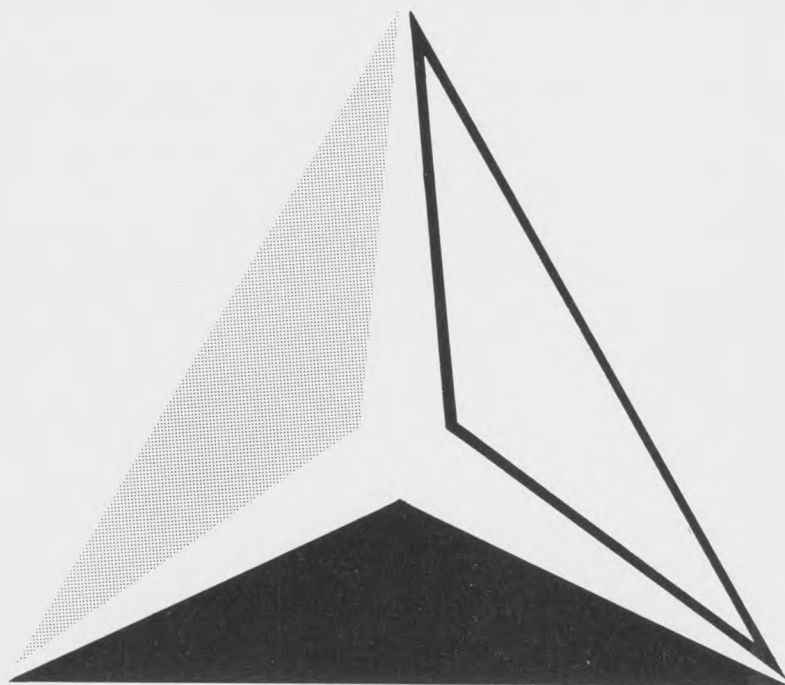
TOP: United Missouri Bank of Kansas City's new home will be in twin triangular towers that will rise to height of nine stories. This architect's model is Walnut Street view looking southeast.

CENTER: Galleria of United Missouri Bank's new quarters will be light and airy because of lattice-like ceiling.

BOTTOM: This is proposed park that will be located to north of United Missouri Bank of Kansas City's new building. This is view from Walnut to Grand.

MID-CONTINENT BANKER for May 1, 1973

'Conventionally' speaking...



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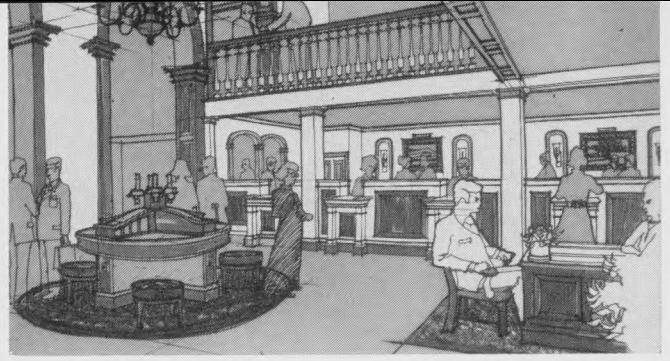
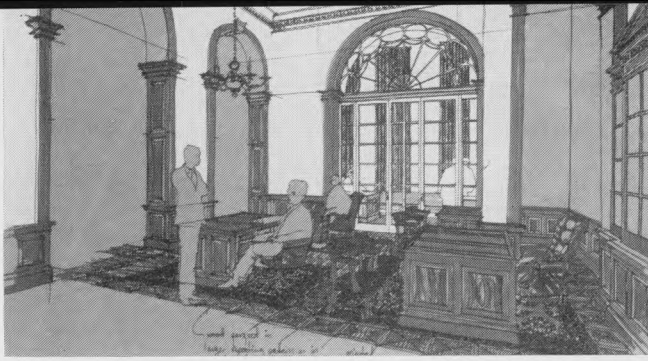
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American National Bank

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A DYNAMIC BANK FOR A PROUD CITY



United Missouri Bank of St. Louis to Open in Temporary Home May 15

ST. LOUIS—This city's downtown section will have another bank May 15, when the newly chartered United Missouri Bank of St. Louis, N.A., opens in temporary quarters on the fourth floor of the former Security Bank building at 312 North Eighth Street. John B. Prentis will be its president.

The bank will have its grand opening next October after its permanent quarters in the basement and on the balcony and first, second and



PRENTIS

These are architect's sketches of two views of interior of United Missouri Bank of St. Louis, which will operate out of old Security Bank building. Structure is being remodeled for grand opening of bank next October. Until then, bank will be located on building's fourth floor. Bunce Corp. and Berger, Field, Torno, Hurley, Architects, Inc., both of St. Louis, are handling remodeling project.

third floors of the six-story building have been remodeled. When it moves into its permanent quarters next fall, the bank will use part of the fourth, fifth and sixth floors for future expansion and also offer some space to tenants.

United Missouri Bank of St. Louis had its beginning in December, 1971, when its parent company, United Mis-

souri Bancshares, Inc., Kansas City, was declared the successful bidder for the bank formerly called Security Bank & Trust Co., N.A. For more than three years, St. Louis' Mercantile Trust had been trying to establish a new bank at the Eighth Street site to settle an anti-trust suit brought by the Justice Department against the 1965 merger of Mercantile and Security.

The Comptroller of the Currency has approved the new bank's charter, and the Federal Reserve Board of Governors on March 29 announced final approval of United Missouri Bancshares' application to acquire United Missouri Bank of St. Louis.

The new quarters of United Missouri Bank of St. Louis will have imported

Meet the teller that never sleeps!

teller 7-24

(Gives you cash at 4 a.m. or lets you bank weekends)

People need money at the strangest times—and we don't think that's unreasonable. Age-old "bankers' hours" just don't fit in every case. So, we're putting "Teller 7-24" on the job—7 days a week, 24 hours a day—at each of the "ABC" Banks. It's another first for us!

With "Teller 7-24" . . . we're never really closed. You can get \$50 cash on-the-spot, whenever you like. Or transfer funds from one account to another. Or make a payment that's due. In all, there are nine different banking transactions available from this outdoor, after-hours service.

If you'd like to use "Teller 7-24" . . . you'll be given a personal card to our Money Machine for cash withdrawals and special forms for making transfers and payments through our Night Depository. Then, you'll never have to worry about getting to the bank on time. Because "Teller 7-24" never sleeps!



See you at
MBA in K.C.



American National Bank/Brentwood Bank/City Bank

Members FDIC/Serving The Metropolitan St. Louis area

Central Trust Bank



SERVING THE HEART OF MISSOURI!



Central Motor Bank

Whatever your correspondent need remember Central Trust is constantly in tune with the growth of Central Missouri and stands ready to serve you with the best in modern banking.

We look forward to seeing you at the MBA convention in Kansas City, May 14-15.

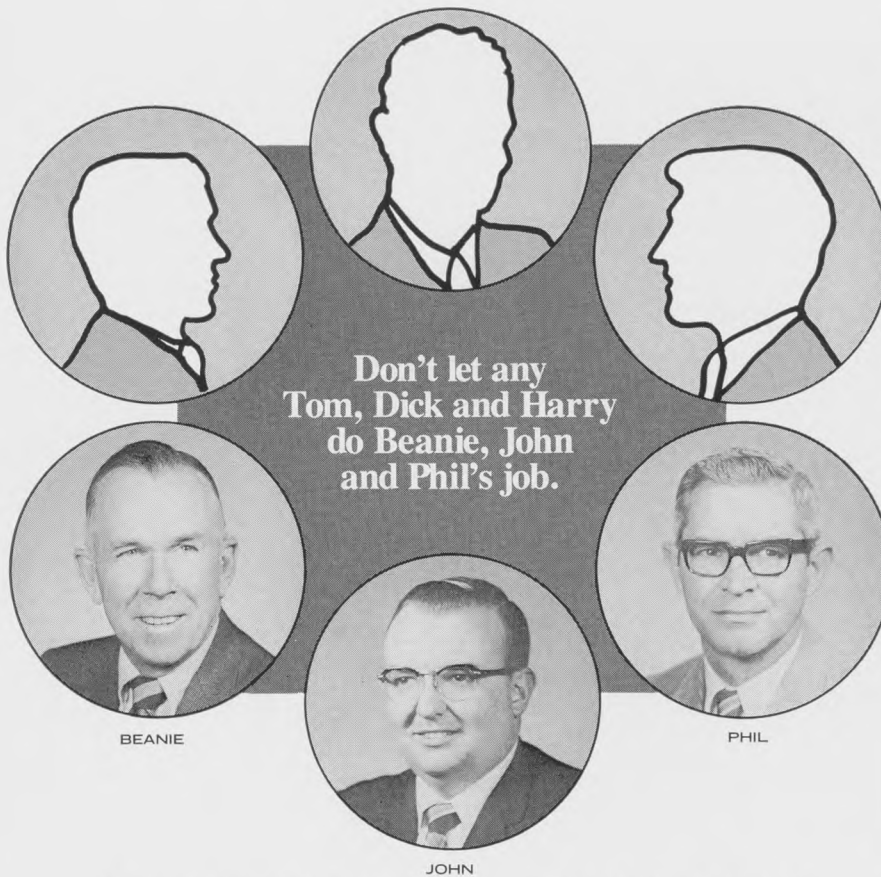
Fred Rost, Senior Vice President • John Morris, Vice President • Jim Herfurth, Vice President

 **THE CENTRAL TRUST BANK**
JEFFERSON CITY, MISSOURI 65101

Member Federal Deposit Insurance Corporation

MID-CONTINENT BANKER for May 1, 1973

117



Don't let any
Tom, Dick and Harry
do Beanie, John
and Phil's job.

BEANIE

PHIL

JOHN

Because it takes an expert thoroughly trained in their field to do their job — correspondent banking.

And Beanie, John, and Phil of the First Stock Yards Bank are the experts to help you. Men knowledgeable in all phases of the correspondent banking market — they can give accurate credit information, financing assistance, efficient collection and remittance services.

So if you have a check to cash, perhaps you should see Tom, Dick or Harry. But if it's correspondent banking you want, call Beanie Broadhead, John Karn, or Phil Miller at the First Stock Yards Bank. Your correspondent banking experts.



SOUTH ST. JOSEPH, MISSOURI 64488
TELEPHONE 816/238-1738

MEMBER
F.D.I.C.

furniture and oriental rugs, and \$100,000 worth of paintings by such artists as George Romney and Benjamin West will hang from carved wood paneling walls.

The Bunce Corp., St. Louis, is working with Berger, Field, Torno, Hurley, Architects, Inc., also of St. Louis, on the building project.

Mr. Prentis, a banker for 10 years, started with Tower Grove Bank, St. Louis. He then went to United Missouri Bank of Jefferson County, then known as the Arnold Savings Bank, where he is now president. He also is chairman and president, United Missouri Bank of Ferguson, and is executive vice president, United Missouri Bancshares, in charge of eastern Missouri. The holding company also owns another St. Louis-area bank, United Missouri Bank of Kirkwood.

Convention Entertainment

Monday, May 14

- 8 a.m.—Golf tournament, Liberty Hills Country Club.
- 8:30 a.m.—Tour of Harry S Truman Sports Complex.
- 9 a.m.—Tennis at Kansas City Racquet Club.
- 11:30 a.m.—50-Year Club Reception and Luncheon.
- 9 p.m.—Mixer and Dance.

Tuesday, May 15

- 10 a.m.—River Quay Shopping Tour.
- 10 a.m.—First tour of John Wornall House.
- 11 a.m.—Second tour of John Wornall House.
- 12:30 p.m.—Women's Luncheon, Crown Center.
- 5:45 p.m.—Cocktail Party.
- 7 p.m.—President's Banquet.

Petty Named Executive Vice Pres. Of First State of St. Louis

ST. LOUIS—Fred J. Petty has been elected executive vice president of First State and also retains his post of treasurer.

First State is a member of the First Family of Banks, along with First North County Bank, Jennings, and First Northwest Bank, St. Ann. As of last December 31, combined total resources of the three banks were \$225 million.



PETTY

ESTABLISHED 1890

BANK OF KENNETT

Time Tried - Panic Tested

KENNETT, MO.

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

W. F. SHELTON, III, Chairman & Chief Executive Officer

J. C. WELMAN, Ch. Exec. Comm.

LONNIE KINCHEN, President

JIM ROBISON, Exec. V.P.

TOM KINSEY, Sr. V.P. & Cashier

JOSEPH S. KERR, V.P. & Ag. Rep.

ELMAN MERRITT, Vice President

MRS. GRACE WESTERFIELD, Asst. Cashier

LARRY SWINDLE, Vice President

CLYDE H. MATTHEWS, V.P.

WILLIAM W. MARSHALL, Asst. Cashier

R. L. MITCHELL, Asst. Cashier

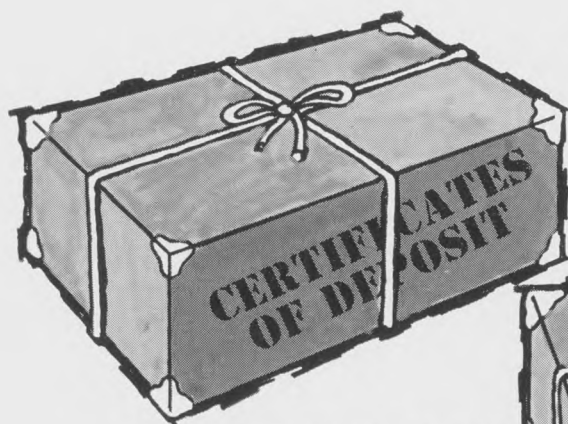
MISS JANE TODD, Assistant Cashier

MISS ROBERTA JACKSON, Asst. Cashier

MRS. WILODENE MOORE, Asst. Cashier

Pack up your accounting troubles.

Choose from 4 Manchester Bank Automated Accounting Packages



1. Certificates of Deposit

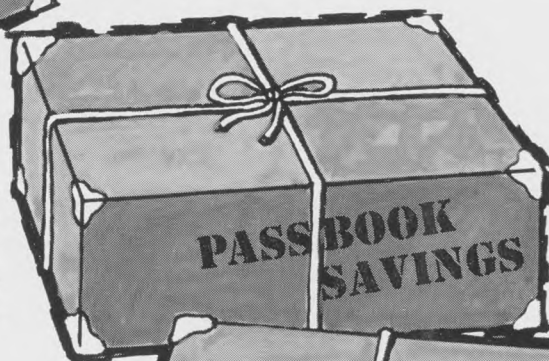
Savings certificates of all types can be processed. Package includes preparation of all interest checks, daily status reports and breakdowns of all certificates by type... plus, Manchester prepares your 1099 forms at the end of the year.

Monthly minimum—\$100

2. Passbook Savings

Package can be adapted to suit your special needs. Daily status reports furnished on all accounts. All types of interest computations available as well as 1099 forms prepared at year end.

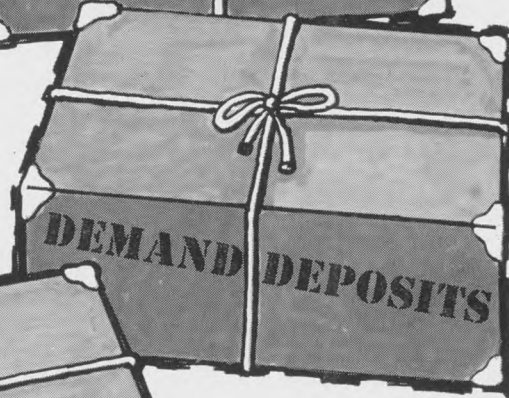
Monthly minimum—\$100



3. Demand Deposits

Package provides 16 separate reports on a daily or "as needed" basis. Includes electronic posting, printing and morning delivery to your doorstep.

Monthly minimum—\$150



4. Installment Credit

Provides daily status reports of all transactions, including the unearned position of all accounts each day. Also furnishes mailing information for notices to past-due accounts.

Monthly minimum—\$150



In addition, Manchester serves many of its correspondent banks with monthly analysis of bond portfolios. For more information about bond analysis or any of the automated accounting packages, give Tom Lofgren a call at 314 • 652-1400. We look forward to helping you with all your correspondent needs.

Manchester Bank

Vandeventer and Chouteau Avenues • St. Louis, Missouri 63110 • 314 • 652-1400
2331 Hampton Avenue • St. Louis, Missouri 63139 • 314 • 652-1400



The Performance People

**CONVENTION GREETINGS
TO OUR MISSOURI BANKER
FRIENDS**



ST. LOUIS, MISSOURI 63118

BEST WISHES FOR A SUCCESSFUL CONVENTION

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RICHARD O. WERNER
*Executive Vice-President
& Sec'y*
GEORGE B. WESSELS
Vice-President
ORVILLE J. GRANNEMAN
Vice-President
HARRY H. NELSON
Vice-President

WM. E. PETERSON, JR.
*Chairman of the Board
Chief Executive Officer*
SAM N. ANTONACCI
Vice-President & Comptroller
ALBERT C. WOTAWA
Treasurer
EDNA L. LONG
Assistant Secretary
DOROTHY G. KARCHER
New Accounts Officer

Crown Center Concerts

KANSAS CITY—Delegates to the Missouri Bankers Association's convention this year have an opportunity to take part in the grand opening of the Crown Center Hotel in Crown Center.

On Sunday, May 13, there will be two Charlie Parker memorial concerts in the hotel's Century Ballroom. One concert will be held at 5 and the other, along with a dinner, at 9 p.m.

Those appearing will be Count Basie and his band, the Dizzy Gillespie Quintet, Mary Lou Williams, Milt Jackson, Carmell Jones and Max Roach.

The 5 o'clock concert will cost \$10 and the 9 o'clock dinner and concert, \$50. Tickets are available from Post Office Box 1435, Kansas City, Mo. 64141.

1891

1973

SOUTHERN COMMERCIAL BANK

7201 South Broadway (at Nagel)

Coming Soon another bank at

5505 South Grand (between Bates & Eiler)
St. Louis, Missouri

TWO CONVENIENT LOCATIONS

Byron Moser, Jr.	Chairman of the Board
R. W. Hawkins	President
Robert L. Trautman	Exec. Vice-President
A. C. Waldemer	Sr. Vice-President
Virginia A. Rehme	Vice-President
Joseph C. Abt	Vice-President
Leo E. Long	Vice-President & Cashier
Jeanette L. Mueller	Asst. Cashier

Member Federal Deposit Insurance Corporation

**Lofgren Joins Manchester Bank
As VP-Correspondent Officer**

ST. LOUIS—Thomas E. Lofgren has joined Manchester Bank as a vice president. He was formerly a vice president of St. Louis' Mercantile Trust.



LOFGREN

At Manchester Bank, Mr. Lofgren is the correspondent officer with additional responsibilities involving Manchester Financial Corp., the holding company for Manchester Bank and the National Bank of Affton.

Mr. Lofgren is on the Missouri Bankers Association's insurance committee and the ABA's special task force on the bankers blanket bond.

**House Named Assistant Cashier
At United Missouri Bank of KC**



HOUSE

KANSAS CITY—John C. House Jr., who travels in the metropolitan St. Louis area and Iowa for United Missouri Bank (formerly City National) of Kansas City, has been promoted to assistant cashier.

Mr. House joined the bank early this year. He is a graduate of Kansas State University, Manhattan, and belongs to the Kansas State Alumni Association.

CONVENTION GREETINGS FROM YOUR FRIENDS AT . .

BANK OF ST. ANN



10449 St. Charles Rock Road
St. Ann, Missouri 63074

next to St. Louis International Airport

TOTAL RESOURCES MORE THAN \$25,000,000
Nineteen Years of Service to St. Ann



1890

The first bank in St. Louis County



1973

is the biggest bank in St. Louis County

Yes. County National is now a 200 million dollar plus bank. Largest in the County. Fifth largest in metropolitan St. Louis. We've grown this big helping people to get things done. And we've built a beautiful new building to help our people provide the total service that will keep County National growing bigger and better. County National is worth looking into. In more ways than one. Come see.

ST. LOUIS COUNTY NATIONAL BANK • CLAYTON, MO.

MAIN BANK: 8000 FORSYTH • MINI-BANK: 7520 FORSYTH • MEMBER FDIC

MID-CONTINENT BANKER for May 1, 1973

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Executive Officer
MERLE M. SANGUINET
President

COMMERCIAL BANKING

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Vice President
C. U. IMBODEN
Assistant Vice President
LESTER O. WAGNER
Assistant Vice President
DONALD A. WIBBENMEYER
Assistant Vice President

INSTALLMENT CREDIT

ROY J. PANCHOT
Assistant Vice President
THERESA S. KRONER
Installment Credit Officer
PATRICK H. STEVENSON
Installment Credit Officer

OPERATIONS

RAYMOND N. GRELLNER
Senior Vice President
WALTER E. BECKER
Assistant Vice President
GILBERT E. FARRELL
Assistant Vice President
PAUL L. GIBBONS
Cashier
RICHARD A. MATT
Assistant Cashier
GERALD P. FAGIN
Data Processing Officer
MARGIE M. KING
Personnel Officer

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JERRY E. STAMM
Vice President
WILLIAM E. CARROLL
Assistant Cashier
RAYMOND F. ERKER, JR.
Assistant Cashier
NORINNE HOBBS
Assistant Cashier
HARRIS E. WILLIAMS
Assistant Cashier

MARKETING AND ADVERTISING

CURTIS L. GILES
Assistant Vice President
DAVID A. JORDAN
Marketing Officer

COMPTROLLER

LAWRENCE D. ABELN
Comptroller
E. W. DICKMANN
Assistant Comptroller

AUDITING

LEO J. NIEMEYER
Auditor
RUSSELL E. ALBRECHT
Assistant Auditor

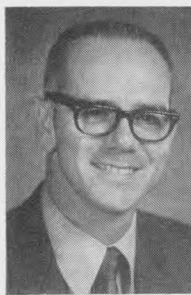
TRUST DEPARTMENT

RICHARD J. KEMPLAND
Vice President and Trust Officer
WILLIAM T. EUWER
Trust Officer
JAC E. GRISWOLD
Trust Officer
WILSON F. HUNT
Trust Officer
DONALD D. DURBIN
Trust Officer
CARL ENLOE
Trust Investment Officer

FIRST OF JOPLIN COUNTRY
 For all correspondent services, give us a call. We know the territory.
(417) 624-1234

FIRST NATIONAL BANK & TRUST COMPANY OF JOPLIN
 FOURTH & MAIN STREETS / 624-1234 / MEMBER FDIC
 Member, First Community Bancorporation

John L. Harlin, president, Bank of Gainesville, is ABA state vice president for Missouri. He will preside during meeting of Missouri members of ABA during convention.



■ **BALTIMORE BANK**, Kansas City, has promoted L. Joseph Archias and Robert D. Regnier to assistant vice presidents in the commercial department. Mr. Archias joined the bank last February 20 after having been associated with another Kansas City bank for several years. Mr. Regnier, with Baltimore Bank since 1970, was formerly a commercial officer.

■ **MIKE STROUP** has been named lending officer at Columbia's Boone County National. He previously was with Westinghouse Credit Corp.'s Industrial Finance Division in Kansas City.

■ **COMMERCE BANK** of Mexico has elected G. Andy Runge to its board. He is with the Mexico law firm of Edwards, Seigfreid, Runge and Hodge.

New Florissant Bank Satellite



This is an architect's drawing of the Florissant Bank's new Satellite Facility at 13980 New Halls Ferry Road in north St. Louis County. The brick structure has a mirrored-glass tower and contemporary styling. The interior's color combination is white, black and pumpkin. The facility has four pneumatic-tube, drive-up windows, five interior teller windows and safe deposit boxes. Vice President Leroy J. Meyer is the facility's managing officer.

■ **THOMAS W. GEORGE** has joined First Stock Yards Bank, South St. Joseph, as an assistant cashier. He comes from Exchange National, Atchison, Kan., where he was cashier. He had been with that bank since 1966.

■ **DAVID J. POLC** has been named senior vice president and managing officer of Citizens Bank, Troy. For the past 10 years, he has been a senior bank examiner with the Missouri Division of Finance, assigned to the Hannibal district.

For fast service on bank credit insurance call one of our specialists

Harold E. Ball
 Carl W. Buttenschon
 Leon Robinson
 Milton G. Scarbrough



INDUSTRIAL LIFE INSURANCE COMPANY

(214) Riverside 8-9261
 2808 Fairmount • Dallas, Texas 75201

As the slogan goes . . .

"DOWNTOWN ST. LOUIS OFFERS YOU MORE"

Yes, Cass Bank will soon be offering you more in Downtown Banking too. If you're in St. Louis later this year look for us in our new downtown location:

Olive to Locust at Tenth Street

(and, as always, banking services at 13th and Cass—which will become our new facility.)



Cass Avenue, 13th to Hadley Sts.
 ST. LOUIS 6, MISSOURI
 MEMBER F.D.I.C.

Student Loan Administration.



The Missouri Convention is a good place to talk about it.

If you like the idea of an easier way to handle your student loan paper work, visit the First Minneapolis student loan booth at the Missouri Bankers Association Annual Convention. The booth will be manned by representatives of our Student Loan Servicing Center. They're good people to talk with.

For one thing, First Minneapolis pioneered bank student loan servicing. We do more of it than any other bank in the nation. Our approach is working for a variety of lenders, from those with assets of less than \$1 million on up to the seaboard giants. Usually, the service costs our

clients less than it costs them to do their own administration.

Now, what can we do for you? Well, the convention is a good place to talk about it face-to-face. So we hope you'll stop by the First Minneapolis student loan servicing booth. We look forward to meeting you.

**First
Minneapolis**



Student Loan Servicing Center
First National Bank of Minneapolis, 120 South Sixth St.
Minneapolis, Minnesota 55402 • Member FDIC

You Are
Invited to Visit Us
in Our Newly Remodeled
Quarters

LEMAY BANK & TRUST COMPANY

Come in and visit the finest, most modern bank in St. Louis County. We would like you to meet our staff and tour our new building, which has been designed with our customers in mind, to provide a relaxed atmosphere for banking business.



OFFICERS

E. P. CRECELIUS, President & Chairman of the Board	JOHN MILLER, Vice Pres. & Cashier
QUINTON KELLER, Exec. Vice Pres. & Compt.	FRANK J. ZIEGLER, JR. Vice Pres.
LOWELL L. ALEXANDER, Asst. Vice Pres.	HARRY W. CONNERS, Mgr. of Insurance Dept.
ROY O. THEISS, Asst. Cashier	LEGER GRINDON, Trust Officer
ALVIN B. COLEMAN, Auditor & Asst. Compt.	

LEMAY BANK *and Trust Company*

152 Lemay Ferry Road
St. Louis, Missouri 63125
(and watch for opening of
our new facility, Telegraph,
Kingston & Sigsbee)

Member FDIC and Federal Reserve System
TOTAL RESOURCES NOW \$78 MILLION

Thomas Named Vice President Of American of St. Joseph

ST. JOSEPH—Richard W. Thomas has joined American National as vice president / marketing. He has charge of all advertising, public relations, new business development and related marketing activities at the bank. He also will coordinate group marketing activities of banks belonging to Americabanc, Inc., a multi-bank HC.



THOMAS

Before going to American National, Mr. Thomas was executive vice president and general manager, Advertising & Sales Executives Association, Kansas City, said to be the largest advertising and sales/marketing association in the country. Before taking that post in 1965, he was director of public relations and advertising for United Missouri Bank (then City National) of Kansas City, now the anchor bank of United Missouri Bancshares, Inc.

■ STATE BANK of Lebanon has changed its name to Commerce Bank of Lebanon.

BANK24 in Operation



C. C. Barksdale (l.), pres., First National, St. Louis, and NBC sportscaster Jay Randolph discuss operations of the bank's new BANK24 automated banking system. Mr. Randolph helped the bank introduce the system. First National is the lead bank in the state-wide First Union Group, which brought the system to Missouri last fall. The bank has completed installation of the system in its main quarters and will install similar systems at its downtown Stadium Drive-In facility and a new drive-in planned for south St. Louis by mid-summer. Most First Union affiliates in outstate Missouri and in the Kansas City area are completing installation of BANK24 units. Under the BANK24 system, bank customers can obtain most traditional banking services on a 24-hour, seven-day-a-week basis, including weekends and holidays.

First National Bank Of St. Charles Is What Its Name Implies

- First Bank Established in St. Charles
- First in Size
- First in Service

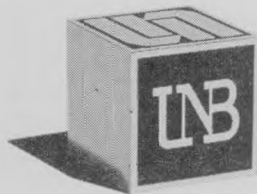
Recommend St. Charles First, and
Recommend First National of St. Charles
To Anyone Moving to Our Area
We'll Give Prompt Attention to All Inquiries

First National Bank of ST. CHARLES, MO.



Springfield's home owned bank has a new home.

We built it to please the people we most wanted to please: The customers we serve and the *BANKS* we serve. Our total correspondent service, for example, includes we believe, the most complete electronic data processing center available anywhere. We cordially invite you to visit us soon at your convenience. Why not call us now for a personally conducted tour of "your new bank home away from home."



Union National Bank

Park Central Square • Springfield, Missouri • Member FDIC
CALL 417-869-3511

Saturday Hours Prove Popular At Banks in St. Joseph

ST. JOSEPH—Saturday banking hours have come to St. Joseph and seem to have been well accepted. American National and Belt National which belong to Ameribanc Banks, Inc., were the first to announce such hours, and the other banks have also begun opening on Saturdays.

Saturday hours announced by American National and Belt National are 9 a.m.-noon and are in effect only at both banks' drive-in facilities. Gilbert

Tootle, senior vice president at American National, said that Saturday volume has begun picking up so much that the bank probably will have to add additional tellers to meet the demand. Mr. Tootle pointed out that his bank's staff is large enough so that rotating shifts have been worked out without causing difficulty to any employee. In fact, some tellers already have requested permanent assignment to certain shifts under the new hours. As it is now, the Saturday duty falls to a teller once in approximately 16 weeks, said Mr. Tootle.

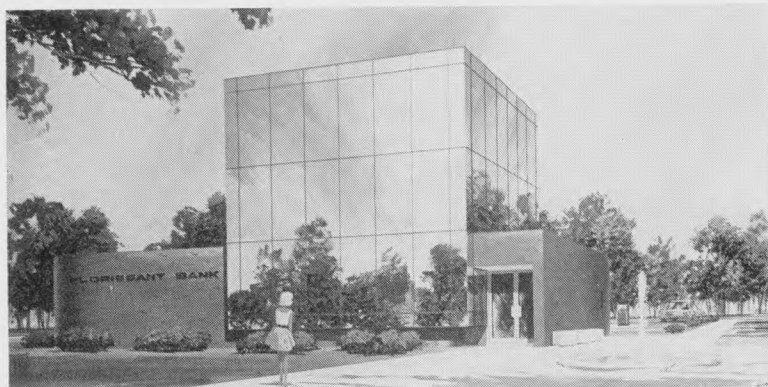
He said the new hours were adopted

More Saturday Hours

ST. LOUIS—American National began offering Saturday morning service April 14 at its drive-up windows. The hours are 9 a.m.-noon.

to provide added customer service and convenience. The bank believes the Saturday hours are particularly convenient for persons who have to go to work early in the morning or who get off work late in the afternoon.

Belt National also reported customer acceptance of the new hours and rotation of shifts so that one employee doesn't have to work every Saturday, every Friday night (both banks are open until 6 p.m. then) or the early and late hours every day.



Meeting the Growing Needs of the Florissant Community!

We've just opened this new facility at 13980 New Halls Ferry Road near Highway 140. The brick building will be a landmark of St. Louis County's north area with its mirrored glass tower and contemporary styling.

It provides four of the most modern drive-up windows. The facility provides five interior teller windows as well. A complete safe deposit service also is available.

OFFICERS

MELVYN MOELLERING, President
CYRIL A. NIEHOFF, Vice President and Cashier

EMMA R. SCHOLL, Vice President
LEROY J. MEYER, Vice President
ROY F. LARAMIE, Ass't Vice President
ROSA N. SMITH, Install. Loan Off.
NORBERT W. LOHE, Vice President

STEVE FRANK, Ass't Cashier
EUGENE J. MEYER, Ass't Cashier
CARL W. PETERS, Ass't Cashier
DELORES BIEBEL, Ass't Cashier
DOROTHY R. JASPER, Operations Off.

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CYRIL A. NIEHOFF
JOSEPH F. PETERS

PAUL J. KOHNEN
GLENNON R. VATTEROTT
JOSEPH H. VATTEROTT
ROBERT W. TIMME

MELVYN MOELLERING
LESTER ROSENKOETTER
J. HARVEY VATTEROTT



FLORISSANT BANK

880 ST. FRANCOIS STREET
FLORISSANT, MISSOURI

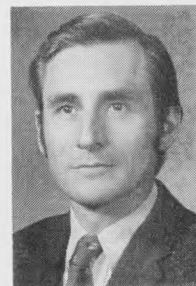
Member of Federal Deposit Insurance Corporation

Lammers Joins St. Joseph HC As Marketing Vice President

ST. JOSEPH—Henry P. Lammers Jr. has joined the First Midwest Bancorp., Inc., as vice president of marketing. The firm is the holding company for First National, First Trust and First Stock Yards Bank here.

Mr. Lammers is responsible for the overall creation and maintenance of a total marketing concept for all three banks, including advertising and public relations, new business development and various types of services offered by each bank.

Mr. Lammers also was named vice president of marketing for First National.



LAMMERS

MBA's 50-Year Club Scheduled To Meet May 14 in Kansas City

KANSAS CITY—The MBA's 50-Year Club luncheon will be held at 11:30 a.m. May 14 in Towers 21 and 22 at the Hotel Muehlebach. Total membership now stands at 221. Harold G. Kuhlman, vice president, First National, St. Louis, is secretary.

The following bankers have been inducted into the club since the 1972 convention:

I. Carman Smith, United Missouri Bank, Ferguson; Alfred G. Arb, Jefferson-Gravois Bank, St. Louis; Al J. Ruch, First National, Clayton; W. M. C. Dawson, Citizens Bank, Grant City; Mrs. Lola F. Keith, Callaway Bank, Fulton; W. J. Lumpe, Community Bank, Warsaw; Harry L. Smith and

Marvin Cambron, First National, St. Louis;

Albert L. Juette, Palmyra State; Edward H. Schoor, Mercantile Trust, St. Louis; W. R. Shively, First National, Braymer; Lawrence Blesch, Bank of St. Louis (retired); W. Ralph Warner and Sam J. Travalent, Columbia Union National, Kansas City; and A. F. Berger, Citizens Bank, Owensville.

MBA Nominating Committee To Meet During Convention

The nominating committee for the 1973 MBA convention will meet at 11 a.m., Monday, May 14, in room one of the mezzanine of the Hotel Muehlebach. The following members serve on the committee:

Region One—Alvin D. Meeker, president, Commerce Bank, Kirksville; *Region Two*—Grimes Spillman, president, Home Exchange Bank, Jamesport; *Region Three*—James Wells Hull, executive vice president, Wells Bank, Platte City; *Region Four*—Adrian Harmon, president, Citizens Bank, Warrensburg.

Region Five—Richard J. Pflieger, president, Bank of St. Ann; *Region Six*—Leo J. Miederhoff, vice president, Home Trust, Perryville; *Region Seven*—L. W. Meier Jr, senior vice president, Bank of Urbana; and *Region Eight*—Harold W. Westhues, president, Jefferson Bank.

■ CASS BANK, St. Louis, has elected Ronald M. Oakley secretary and Francis J. Sommer Jr, assistant secretary. Mr. Oakley was controller. Mr. Sommer is in the installment loan department.

■ VAN O. WILLIAMS, executive vice president, National Bank in North Kansas City, has been elected to its board.

1973—Our 92nd Year!

Citizens Bank of Grant City

GRANT CITY, MO.

Total Resources
\$11,301,000

Capital Accounts & Reserves
\$791,900

W. M. C. DAWSON, Chairman
JOHN P. DAWSON, President

Member of F.D.I.C.

One of Our Resources Doesn't Show Up in the Statement of Condition

It's the friendships formed through years of association with fellow bankers. Trading ideas to help make banking better in your bank and ours—in your community and ours. We look forward to visiting with our banker friends May 13-15 in Kansas City.

The community-building bank since 1926—St. Johns Community Bank.

OFFICERS

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WALTER C. BRANNEY	Executive Vice President
FLETCHER E. WELLS	Vice President and Cashier
HUBERT V. KRIEGER	Auditor and Comptroller
JERRY L. BYRD	Vice President
EARL D. PEPPERS	Vice President
EARL R. LUNDIUS	Assistant Vice President
LEONARD W. HUDDLESTON	Assistant Vice President
JACK K. ISHERWOOD	Assistant Vice President
WILLIAM O. ROBARDS	Assistant Vice President
FRED G. FETSCH	Assistant Cashier
VIRGINIA F. HAUSER	Assistant Cashier
CHARLES C. SMITH	Assistant Cashier
MARIE WELLINGHOFF	Assistant Cashier
WALLACE J. SHEETS	Trust Officer
F. GILBERT BICKEL	Vice President
HARRY C. MUMMERT	Vice President
RUTH DICKEY	Mgr. Loan Dept.
IRMA G. HASTINGS	Mgr. Proof Dept.
EARLENE TAYLOR	Mgr. New Accounts

DIRECTORS

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- JOHN H. ARMBRUSTER
- F. GILBERT BICKEL, D.D.S.
- WALTER C. BRANNEY
- ANDREW W. GAROFALO
- FRANK J. LAMA
- EARL R. LUNDIUS
- HARRY A. MCKEE, JR.
- HARRY C. MUMMERT
- EDWIN C. RYDER, JR.
- FLETCHER E. WELLS
- SYLVESTER F. WITTE



Since 1926

COMMUNITY BANK

8924 St. Charles Road • St. Louis, Mo. 63114

MEMBER F.D.I.C.

Illinois News

Roush Joins Millikin National As VP in Commercial Loans



ROUSH

DECATUR—Lyle H. Roush has joined Millikin National as a vice president in the commercial loan department. He was formerly executive vice president, Northtown Bank, Decatur, and—from 1951-61, was with the

Commercial Credit Corp.

Mr. Roush, an instructor for several AIB courses, is a graduate of the School of Banking at the University of Wisconsin, where he also took post-graduate studies. In addition, he attended the Senior Bank Officers' Seminar at Harvard.

■ ROBERT L. OLSON has been elected president and a director of Whiteside County Bank, Morrison. He was vice president and cashier, has been a banker since 1959 and joined the Whiteside County Bank in 1966.

Promotions, Appointments Announced at Harris Bank

CHICAGO—Harris Bank has made 13 officer promotions and 10 appointments.

Six new vice presidents were named—Arthur W. Feltes, banking department; William F. Cowley and Mary Olson, investment department; Robert P. Seass, general administration; and Richard I. Barrett and Russell Watt, trust department. In the banking department, Joseph L. Baughman and Jerome P. Crokin were advanced to assistant vice presidents, and Frank G. Anton, Roger W. Kieffer and David R. Shelton were made commercial banking officers. Culver C. Floyd was named personal banking officer and Colin P. Bateman assistant manager, London Branch.

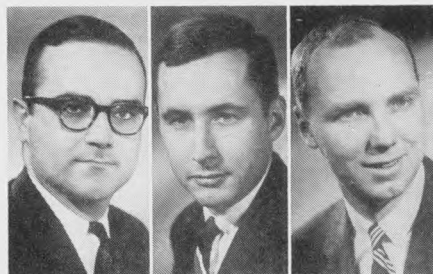


COWLEY

FELTES

OLSON

Trust department promotions were: Kenneth R. Meyer, Neal P. Miller and Ralph Muentzer, assistant vice presidents; Ian T. Gilson, investment officer; and Robert J. Fridell and Glen R. Opfer, operations officers.



BARRETT

SEASS

WATT

Lawrence Hall and James W. Mueller were elected assistant vice presidents and Eduard Braun operations officer, all in general administration. Robert J. Genetski was promoted to associate economist in the economic research office.

■ STATE NATIONAL, Evanston, has elected Robert L. Foote a director. He is a partner in a Chicago law firm.

A Gavel Changes Hands



Roger E. Anderson (2nd from l.), newly elected chairman of Chicago's Continental Illinois National Corp., receives the chairman's gavel from Donald M. Graham (2nd from r.), retiring chairman. Looking on are John H. Perkins (l.), newly elected president, and Tilden Cummings, retiring president. The gavel is made of woods from around the world, symbolizing the corporation's multinational character. It was presented at Continental's annual meeting March 26. The top-management changes were announced in the January issue of "Mid-Continent Banker" and became effective at the annual meeting. The same changes were made at Continental Illinois National Bank, the HC's principal subsidiary.

Joseph Knight Dies April 2; Former Finance Dept. Head

CHICAGO—Joseph E. Knight, 61, who served Illinois as director of the department of finance for six years, died here April 2.

Mr. Knight was appointed to the banking post in 1962 by Governor Otto Kerner and resigned in 1968. A graduate of Illinois College and a former student of the College of Law in Springfield, Mr. Knight was appointed assistant Illinois commerce commissioner at the age of 22. He was a Democratic Party official in Illinois for 40 years and was state party treasurer in the 1950s and 1960s.

■ FIRST TRUST, Watseka, has announced the following staff changes: Lawrence M. Goodyear, from executive vice president to chairman, vice president and trust officer; Robert L. Erwin, from vice president and trust officer to executive vice president and trust officer; T. William Conlin, from assistant vice president to vice president and trust officer; Joey F. Witte, from cashier to assistant vice president, cashier and trust officer; and Clarence Frank and Alice J. Dexter, to assistant cashiers.

Illinois Convention News

Information on the Illinois Bankers Association's 1973 convention will appear in the May 15th issue of MID-CONTINENT BANKER. The convention will be held May 23-25 at the Palmer House in Chicago.

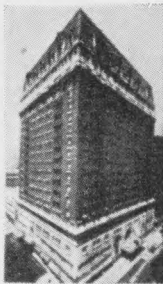
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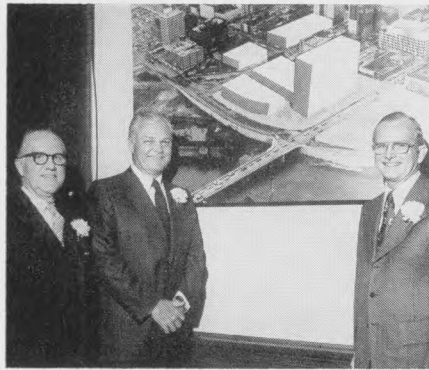
Indiana News

Multimillion-Dollar Project Planned by South Bend Bank

SOUTH BEND—First Bank and Associates First Capital Corp. have announced plans to launch a multimillion-dollar program to construct a complex of office, banking and retail buildings in the city's downtown section. The location is on the east side of Michigan Street from LaSalle Avenue south to Washington Avenue and on the south side of Washington both east and west of Michigan. The latter street would be developed as a pedestrian way under South Bend's urban-renewal program.

The design of the complex will combine buildings with green and open spaces and will harmonize with the natural beauty of the St. Joseph River to the east. It will blend with the Michigan Street pedestrian way and the new Civic Center development, which it will border.

Associates Bancorp., Inc., real estate subsidiary of Associates First Capital Corp., is offering the full appraised price of \$1,614,981 to purchase six of the parcels that make up the complex site. Negotiations also have been start-



Joseph D. Barnett (l.), v. ch., Associates First Capital Corp. and First Bank, South Bend; O. C. Carmichael Jr., ch. of Associates and bank and Benton M. Wakefield Jr., pres. & CEO of bank, stand in front of photo-montage of proposed new office, banking and retail building complex to be erected in city's downtown section. Tall building in center will be bank's primary quarters.

ed to buy two other adjacent parcels.

As part of its bid, Associates agrees to negotiate the rental of at least 400 parking spaces to help South Bend finance construction of a multistory parking structure next to the building complex.

The buildings to be occupied by Associates and First Bank will be located on the southeast corner of Colfax and Michigan streets, with the bank's customer services areas to be at ground level. The block north to LaSalle is to be developed as a park.

■ **FIRST BANK** of Whiting has a new Dyer Branch. The brick and concrete structure has drive-up facilities that feature pneumatic tubes and electronic communication between customers and tellers.

■ **IRWIN UNION BANK**, Columbus, has elected Mrs. Eugene Brierly to its board. She is a partner in Gene's Bakery and secretary of Gene's Cafeteria and Mall Cafeteria. The bank also announced approval of a seventh banking office, this one to be located in the Courthouse Center.

Indiana Convention News

Information on the Indiana Bankers Association's 1973 convention will appear in the May 15th issue of **MID-CONTINENT BANKER**. The convention will be held June 13-14 at the French Lick-Sheraton in French Lick.

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McKenzie Joins LaGrange Bank As President and CEO

LaGRANGE—James S. McKenzie, formerly vice president, correspondent bank services, First National, Louisville, has joined the Bank of Oldham County here as president, chief executive officer and a director.

In other action at the Bank of Oldham County, Randall S. McKenzie, James McKenzie's son, was elected assistant vice president and assigned to the Pewee Valley Branch. He has been with the bank 2½ years. William E. Eisner, assistant vice president, has been assigned to the installment credit department.

James McKenzie was assistant cashier at the Bank of Oldham County from 1948 to 1952, when he joined First of Louisville's correspondent banking department. He served more than 20 years before retiring as vice president.

■ DAVID ROSS has been promoted from assistant vice president to vice president and cashier at Bank of McCreary County, Whitley City. Robert Hatfield, who was vice president and cashier, has resigned to join a real estate company.

■ MISS MARGARET M. RILEY has retired from Union National, Barbourville, where she was an assistant cashier.

W. E. Terry Named Chairman Of Jackson's First Nat'l

JACKSON—W. E. Terry last month was elected chairman and senior trust officer of First National. He succeeded Hugh W. Hicks, who died March 24. President Walter Barnes will work with Mr. Terry directing the bank's operations as it completes 100 years of service this July 1.



TERRY

Mr. Terry entered banking in 1939 as a bookkeeper and was elected cashier in 1945 while serving as a U. S. Navy pilot. He was elected president in 1958 and vice chairman in 1963.

■ FIRST NATIONAL, Tullahoma, plans to affiliate with First Amtenn Corp., Nashville-based HC. It is the fifth acquisition for the HC.

■ VOLUNTEER-STATE, Knoxville, and Farmers-Peoples Bank, Milan, will affiliate with First Amtenn Corp., Nashville, upon approval of regulatory authorities.

Kentucky News

■ CITIZENS UNION NATIONAL, Lexington, has promoted five assistant cashiers to assistant vice presidents—Betty Charlet, Robert E. Gott, G. D. Graham Jr., Eleanor B. Omer and Inez Salee. Earl Boardman was also advanced to assistant vice president. He was formerly assistant trust officer. The bank also appointed the following as assistant cashiers—Thomas H. Aughinbaugh II, Virginia Dorroh, Beulah Dunlap, John V. Kalterbrun Jr., Doris C. Marshall and Barbara Middleton.

■ UNITED BANK, Versailles, has announced the following promotions: C. H. Newman, vice president and trust officer; Robert W. Foley and Mrs. Martha Louise Hill, assistant cashiers; Miss Rebecca Adams, assistant secretary; and Mrs. Dorothy P. Jarman, assistant trust officer.

■ BRUCE DUNGAN has been promoted from vice president to senior vice president of Farmers Bank, Frankfort.

■ LOUISVILLE TRUST has elected the following assistant treasurers: Gerald A. Beckman, manager, Oxmoor Banking Center; John A. Henderson Jr., manager, Poplar Level Banking Center; Marvin A. Kessinger, installment loan officer; and Robert D. Kincheloe, manager, Preston Banking Center.

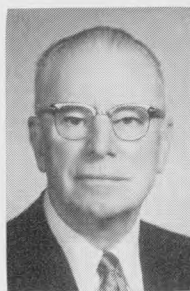
■ WILLIAM V. ACKER has retired from the Citizens Bank, Paducah, where he was vice president and auditor. He joined the bank in 1926 as a runner and became an officer (assistant cashier) in 1939. He advanced to auditor in 1948 and vice president and auditor in 1965.

■ WILLIAM ACKER has retired from Citizens Bank, Paducah, where he was vice president and auditor. He joined the bank 44 years ago, starting as a runner. He advanced through several posts, including bookkeeper and assistant cashier.

■ GORDON G. GUESS has joined Peoples Bank, Marion, as executive vice president. He was formerly an assistant vice president and manager of the banking investment and money management department at Louisville Trust. Earlier, he was manager of computer operations at Florida National, Jacksonville.

Tennessee News

Hugh Hicks Dies



HICKS

JACKSON—Hugh Webb Hicks, chairman and CEO, First National, died recently. He had been in banking for 62 years.

Mr. Hicks joined First National in 1911. He was a past president of the Tennessee

Bankers Association.

Tennessee Convention News

Information on the Tennessee Bankers Association's 1973 convention will appear in the May 15th issue of MID-CONTINENT BANKER. The convention will be held May 13-15 at the Holiday Inn Rivermont in Memphis.

DeBarnette, Hawkins Promoted At American Nat'l, Chattanooga

CHATTANOOGA—American National has promoted DeArnold R. Barnette to vice president of the marketing and public affairs department and Charles A. Hawkins to vice president of planning.

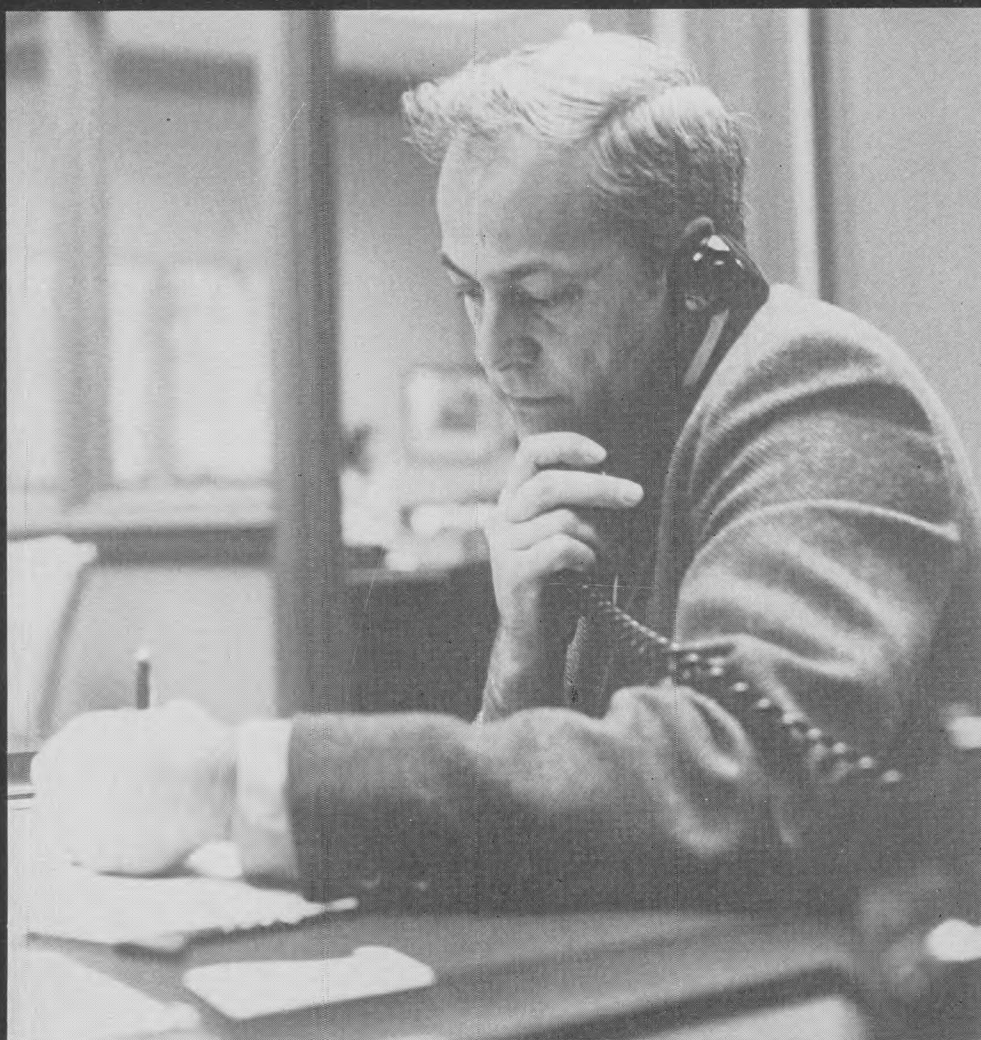
Mr. Barnette joined the bank in 1970 and was voted one of the "outstanding young men in America" in 1971. He is a graduate of Middle Tennessee State University.

Mr. Hawkins joined the bank in 1957 and is a graduate of McCallie School and Emory University. He has completed the Bank Administration School at the University of Wisconsin.

American National recently completed the sponsorship of a financial forum for women, held in conjunction with the YWCA. Each of four sessions featured bank-women instructors.

■ COMMERCIAL & INDUSTRIAL Bank, Memphis, has promoted W. Gene Kennedy to vice president, Peter A. Baybeck and David O. Richardson to assistant vice presidents and Joseph Lee Berry and Norman W. Spears Jr. to officer status. Dr. William T. Satterfield Sr. was elected to the board.

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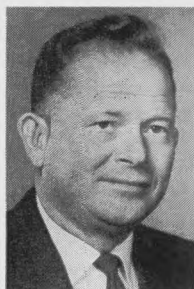
MEMBER F.D.I.C. **THIRD NATIONAL BANK** IN NASHVILLE

MID-CONTINENT BANKER for May 1, 1973

131

Alabama News

Bermuda Convention Is Underway For Alabama Bankers Association



BARRETT



GLASS



LADD

ALABAMA BANKERS are holding their 1973 convention in "a little bit of England"—the island of Bermuda—May 2-6. Located 600 miles east of Cape Hatteras, N. C., Bermuda offers British customs, scenic grandeur and countless ways for tourists to enjoy themselves, including water skiing, swimming, boating and snorkeling. The convention hotel is the Southampton Princess in Hamilton, Bermuda's capital.

Despite the unusual convention setting, the Alabama Bankers Association

has mapped out a full meeting schedule that includes two general sessions—one each on May 3 and 4—and the "Bank of Knowledge" on May 3. On May 2, there are pre-convention cocktails. Dinners will be held at 8:15 p.m. May 2, 3, 4 and 5. A cocktail party each evening will be hosted by: Alabama Bancorp., Alabama Financial Group, Central Bancshares of the South, First National and Merchants National of Mobile and Union Bank, Montgomery.

In addition, there are on May 3 a buffet breakfast, with First Alabama Bancshares as host, ladies' luncheon at Waterlot Inn and past presidents' luncheon; on May 4, School of Banking of the South breakfast at the hotel and ladies' luncheon at Waterlot Inn; on May 5, a golf tournament at the Port Royal Golf Course and ladies' luncheon, again at the Waterlot Inn.

Association Officers. Officers who have served the association during the past year are: president, Harold O. Glass, president, Bank of Thomasville; first vice president, J. M. Barrett, president, First National, Wetumpka; and second vice president, Ernest F. Ladd Jr., chairman, Merchants National, Mobile.

Mr. Glass entered banking in 1946 at First Bank, Linden, moved to the Marion Bank in 1950 and to the Bank of Thomasville in 1952 after it was reorganized.

Mr. Barrett has been in banking since 1941 and has held various posts at his bank from teller to president.

Mr. Ladd joined Merchants of Mobile as a runner in 1935. He worked in several departments, including correspondent banking, before being elected assistant cashier in 1941. He became president in 1969 and chairman and chief executive officer in February, 1972. • •

TOP, LEFT: Golfers enjoy Bermuda's beautiful Mid-Ocean Golf Club for the course, but they also love the magnificent views of ocean and coral cliffs. TOP, CENTER: Even Bermuda police wear Bermuda shorts. Hamilton has a "putt-putt" traffic jam at office-closing time that's said to be as bad as the auto traffic at peak hours in the U. S. TOP, RIGHT: Bermuda's isolated coves surrounded by towering coral rock produce

miles of secluded beaches.

BOTTOM, LEFT: The convention hotel for Alabama bankers this year is the Southampton Princess, with every room having a breathtaking view. BOTTOM, RIGHT: Bermuda's blue bays are irresistible to water skiers, sailors, fishermen and tour-boat riders. Photos were supplied by Eastern Airlines, Bermuda News Bureau and Southampton Princess Hotel.



How many ways can you CUT a

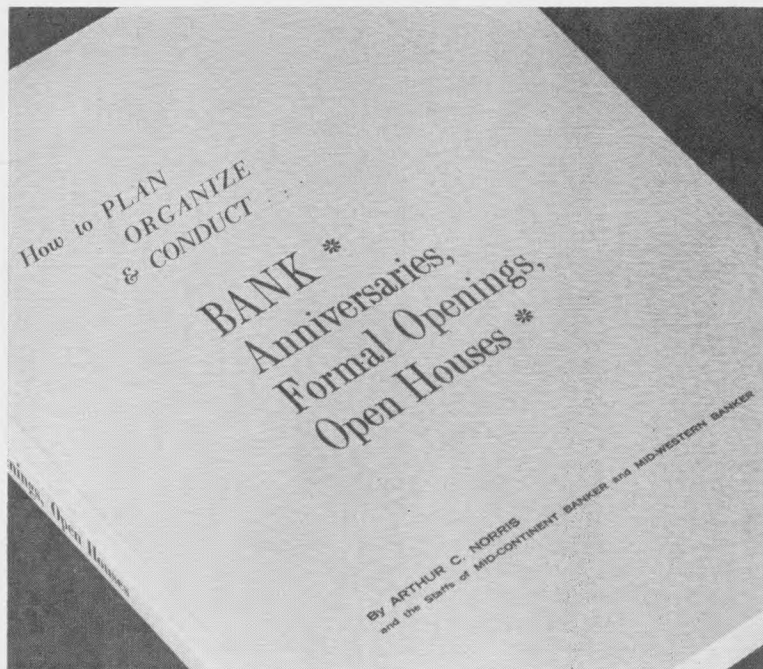
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Four Promotions Are Announced At Deposit Guaranty National

JACKSON—Deposit Guaranty National has promoted Donnie Nutt and L. D. King to vice presidents, Hance W. McKenzie to assistant vice president and Frederick G. Hickman to branch officer.

Mr. Nutt, with the bank since 1956, worked originally in the proof-transit area and then was assigned to the branch area. He was named branch officer and manager of the Commercial Office in Jackson in 1968. A year later, he became assistant vice president and manager of Farmers Exchange Bank, branch of Deposit Guaranty in Centreville, and also was elected that same year to the McComb/Centreville advisory board of the bank. He now serves as vice president and head of Farmers Exchange Bank and is on the Centreville advisory board.

Mr. King went to Deposit Guaranty in 1948, worked first in the accounting department and then moved to the branch area. He was assistant manager and manager of the Motor Bank and Hinds General Office before being named manager of the Ellis Avenue Office. He was named assistant cashier in 1960, assistant vice president in 1966 and is now vice president and

Mississippi News

manager, Ellis Avenue Office.

Mr. McKenzie has been with the bank since 1953, starting as a messenger. In 1971, he was named manager of the Bank of Clinton and Clinton Plaza, both Deposit Guaranty branches, and still serves in that post.

Mr. Hickman joined the bank's management training program in 1970 and subsequently was assigned to the branch area, where he was named Commercial Office manager. He still holds that post.

Mississippi Convention News

Information on the Mississippi Bankers Association's 1973 convention will appear in the May 15th issue of MID-CONTINENT BANKER. The convention will be held May 19-23 at the Buena Vista in Biloxi.

New Jr. Banker Officers

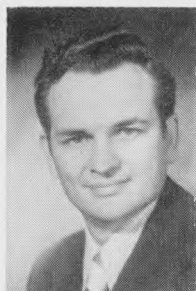


Wilmer H. Whittle (seated, r.), retiring pres., Junior Bankers Section, Mississippi Bankers Association, is shown with the officers who were elected at the section's recent convention and study conference. Mr. Whittle is pres., Newton County Bank, Newton. Seated at left is the new president, Lewis F. Mallory, exec. v.p. & tr. off., Peoples Bank, Starkville. Standing, l. to r., are: Junior Bankers vice president, Robert Alexander, v.p., Commercial National, Greenville; secretary, John Bryan, a.v.p., Mississippi Bank, Jackson; and treasurer, Bobby Harper, v.p., National Bank of Commerce, Columbus.

■ BROOKHAVEN BANK has elected Bruce H. Brady, a Brookhaven attorney, to its board. He filled a vacancy created by the death of his father, Judge Tom P. Brady.

Promotion, New Branch Announced at 1st NBC

NEW ORLEANS—First National Bank of Commerce has announced election of a new vice president, Ronald J. Jung, and dedication of its new Canal-LaSalle Branch.



JUNG

Mr. Jung, with the bank since 1967, was formerly a trust officer. He went to First NBC from Arthur Andersen & Co., where he worked in the tax department.

The new branch is located in the new 24-story Canal-LaSalle Building on Canal Street. The structure, adjacent to the Jung Hotel, is a joint venture of the bank and the Northwestern Mutual Life Insurance Co. It contains nearly 315,000 square feet of office space and a six-floor garage for 350 cars. The structure is located three blocks from the Civic Center and about two blocks from the Superdome.

First NBC occupies the ground level, along with a shopping mall. Bank services include a TV teller for banking

Louisiana News



This is artist's sketch of new 24-story Canal-LaSalle Building, which houses First National Bank of Commerce's Canal-LaSalle Branch in New Orleans. Structure is joint venture of bank and Northwestern Mutual Life Insurance Co.

before and after regular hours. George J. Livermore, assistant vice president, is the manager.

First NBC also announced that it is the only bank in Louisiana chosen to be honored in the 1973 collection of sterling silver bankmarked ingots to be struck by the Franklin Mint. The latter is the world's largest private mint. The mint's bank ingot program was begun in 1970. Each ingot in the collection, which honors one bank in each of the 50 states each year, contains 1,000 grains of solid sterling silver. These ingots carry the bank's name and signature mark on one side and the certification of silver content on the other.

■ THE ICB CORP., New Orleans, has elected two new directors—Felix L. Aucoin Jr., president, Waguespack Insurance Agency, Vacherie; and Edward F. Wegmann, a New Orleans attorney.

■ FIRST NATIONAL, Shreveport, has three new directors—John Franks, president and owner, Franks Petroleum, Inc., Shreveport; O. Delton Harrison Jr., vice president, Harrison Tobacco Co. and Harrison Hotel Corp., Shreveport; and Milton L. Williams, vice president-subsidaries, Kansas-Nebraska National Gas Co., Hastings, Neb.

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Nash Is Chairman at NBC, Dallas, Succeeding Retiring John Gray

DALLAS—Michaux Nash Sr. has been elected chairman and CEO of National Bank of Commerce, succeeding John M. Gray, who has retired. Mr. Nash was formerly vice chairman.

The bank has also promoted George L. MacGregor Jr. and Harry J. McCafrey Jr. from senior vice presidents to executive vice presidents. They joined the bank in 1968 and 1965, respectively.

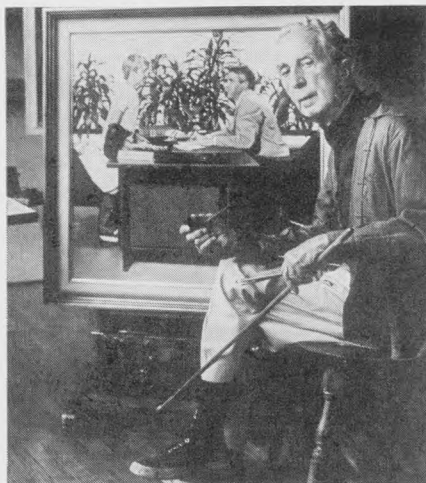
Other promotions include Dan Gunstream to vice president; Mike Van Meter, John C. Tolleson, Ron Thompson, Carlton Fite, Roland Phipps and Gary D. Whitlock to assistant vice presidents; Colin Henderson, Gene Powell and Reba Rosenberg to trust officers; and David Hester and Bill Upton to assistant cashiers. Mr. Van Meter is a correspondent bank officer.

New directors include Lloyd M. Gilmore and Taylor Boyd II. Mr. Gilmore is chairman of Riverside Press and Mr. Boyd is an executive vice president at the bank.

■ CITY NATIONAL, Wichita Falls, has elected Bob Burris assistant vice president and trust officer and Max Reece a trust officer.

Texas News

Rockwell Paints HC Report Cover



Artist Norman Rockwell poses before painting he created for the cover of Southwest Bancshares' annual report. The Houston HC is the first business firm to feature a Rockwell painting on an annual report. Painting shows young newsboy opening an account in lobby of Bank of the Southwest. Posing as the banker is Martin Mathis, a vice president in the personal trust department.

Texas Commerce Bancshares Makes Top-Level Promotions

HOUSTON—Texas Commerce Bancshares has named John T. Cater, president, Texas Commerce Bank, to the post of vice chairman of the HC and promoted 10 officers.

Jack Horner and Harry W. Simms were named executive vice presidents. They are in the operations and trust departments, respectively.

New senior vice presidents include J. Grant Byus, investment and acquisition analysis; Charles E. McMahan, financial and corporate planning; L. William Heiligbrodt, loan administration; H. Michael Tyson, administrative services; Stephen D. Bunten, national corporations and banks; Dr. Joseph M. Grant, economist; and Merrill V. Gregory, board secretary.

Marshall C. Tyndall was elected vice president in charge of marketing.

The HC also approved the creation of a management committee composed of executives from each of its member banks.

■ GORDON HUDDLESTON, senior vice president, Texarkana National, has been elected to the board of Southwestern States Bank Card Association.

Promotion and Appointment Announced in Albuquerque

ALBUQUERQUE—First National has promoted John O. Martin, vice president, as head of its trust division. He succeeded Kenneth A. Kruhm, vice president, who has been assigned to new duties in the personal banking division.

Mr. Martin, an attorney, joined First National's trust department in 1964 and became vice president and trust officer in 1971.

The bank promoted four employees to officer status: Herbert H. Korff Jr. and Robert E. Sabino, to assistant cashiers, and Norman Dell and Michael Syslo, to systems officers. Mr. Korff joined the bank in March, 1972; Mr. Sabino and Mr. Syslo, in 1970; and Mr. Dell, in 1963.

■ JACK CATHCART has resigned as vice president and cashier at Farmers & Merchants Bank, Las Cruces, to join Colorado Computer Center, Denver. He had been with the bank since 1968, starting as vice president and controller, and was given the added title of cashier in January, 1972. Before going to Las Cruces, Mr. Cathcart was assistant vice president, American National, Cheyenne, Wyo.

New Mexico News

New Bldg. Nearing Completion For American Bank of Commerce

ALBUQUERQUE—The American Bank of Commerce plans to occupy its new building by August 1. The \$6.3-million, 13-story structure is located just north of the Albuquerque Convention Center.

The bank will occupy most of the ground floor and also have some offices on the second floor, where Bank Securities, Inc., the bank's holding company, also will have space. The upper floors will be offered to other firms for leasing. The new quarters will have drive-in and parking facilities.

New Mexico Convention

Information on the New Mexico Bankers Association's 1973 convention will appear in the May 15th issue of MID-CONTINENT BANKER. The convention will be held May 31-June 2 at the Hilton Inn in Santa Fe.

O. M. Love Jr. Named to Board Of Albuquerque National Bank

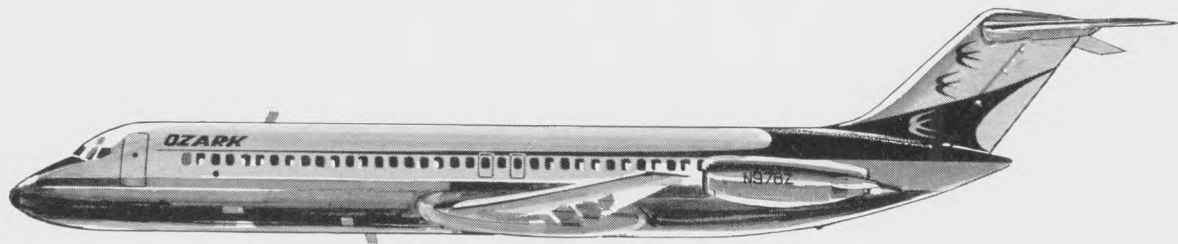
ALBUQUERQUE—Oscar Mahlon Love Jr. has been elected to the vacancy on Albuquerque National's board created by the retirement of his father, a 50-year banker.

The elder Mr. Love joined the bank in 1925, coming from American National, Washington, D. C. He stepped down as president and chief executive officer of Albuquerque National in 1965. Mr. Love is president emeritus of the bank and is on the board of First New Mexico Bankshare Corp.

Mr. Love Jr. joined the bank in 1952 as a part-time bookkeeper while attending Albuquerque High School. He is vice president for public affairs and active in the correspondent banking division.

■ TOM HERNDON has joined Fidelity National, Albuquerque, as cashier. He had been auditor of First National Bank of Lea County, Hobbs.

■ AMERICAN NATIONAL, Silver City, has elected John Alford executive vice president. He comes to the bank from First National, Clovis, where he was vice president and cashier. He had been with First National seven years.



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Korschot Leaves St. Louis Post For Waddell & Reed in K.C.

KANSAS CITY—Benjamin C. Korschot has been appointed executive vice president-investment management and elected a director of Waddell & Reed, Inc., national financial services complex based here. He is responsible for all investment management activities of the firm.

For the past nine years, Mr. Korschot was senior vice president-investments, St. Louis Union Trust. He also had been treasurer, First Union, Inc., multi-bank holding company for First National, St. Louis and St. Louis Union Trust. Before going to St. Louis, he had been vice president and pension fund manager, Northern Trust, Chicago.

Mr. Korschot is on the faculty of the Southwestern Graduate School of Banking at Southern Methodist University, Dallas, and is chairman of the school's trust investment section.

■ **FIRST NATIONAL**, St. Louis, has elected J. Joseph Guyton Jr. manager,

credit department; Robert L. Tanking, assistant manager, charge card department, and Mrs. Henrietta B. Kalin operations officer. William G. Travis, vice president of the bank's time finance department, has been elected to the board of Credit Systems, Inc., which operates the Master Charge program in a four-state area.

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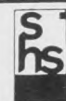
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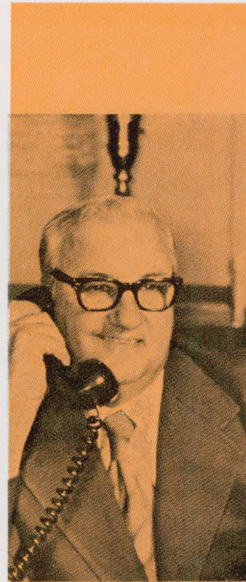
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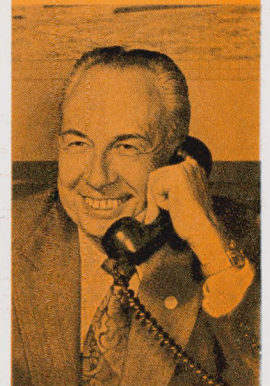
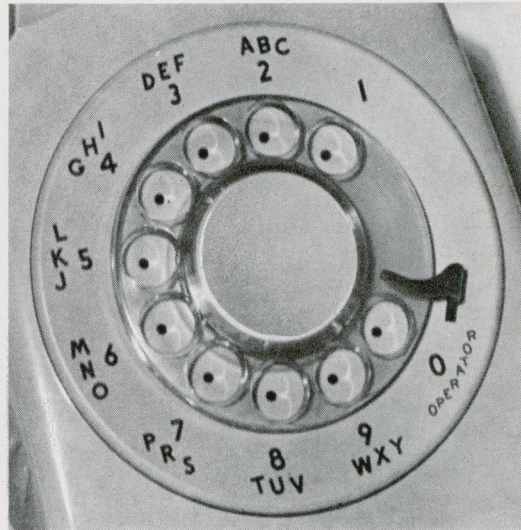
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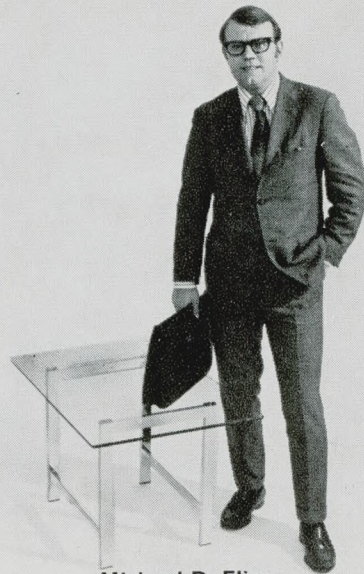
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