

MID-CONTINENT BANKER

The Financial Magazine of the Mississippi Valley & Southwest

MAY 15, 1974

Career Apparel Section
Page 54
↓

Marketing
Expertise
Supplied
By HC
Affiliate
Page 25



Sales and
Marketing
Issue

Christmas in May
Page 66
↓

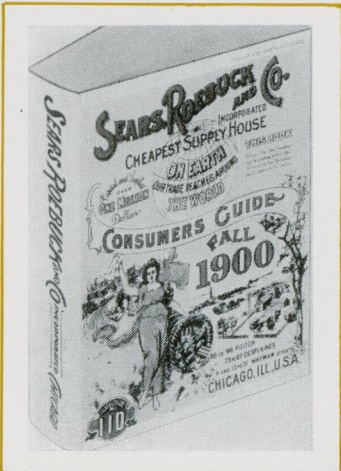
How to Finance
Mobile Homes and
Recreational Vehicles
Page 42

Nostalgic
Premiums
Popular
Page 16
▶



State Conventions

Mississippi	81
Illinois	89
Indiana	97
New Mexico	100



These faces of Liberty... can give you a competitive edge with your customers.



William P. Dowling
Senior Vice President
Correspondent
Department



Dale Schroeder
Senior
Vice President



Ron G. Leavell
Vice President



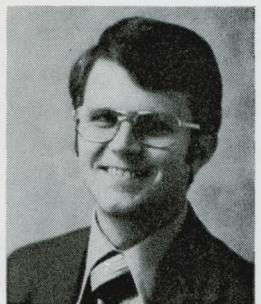
P. V. "Vic" Barrios
Assistant
Vice President



James L. Kienholz
Assistant
Vice President



Larry A. Walker
Assistant
Vice President

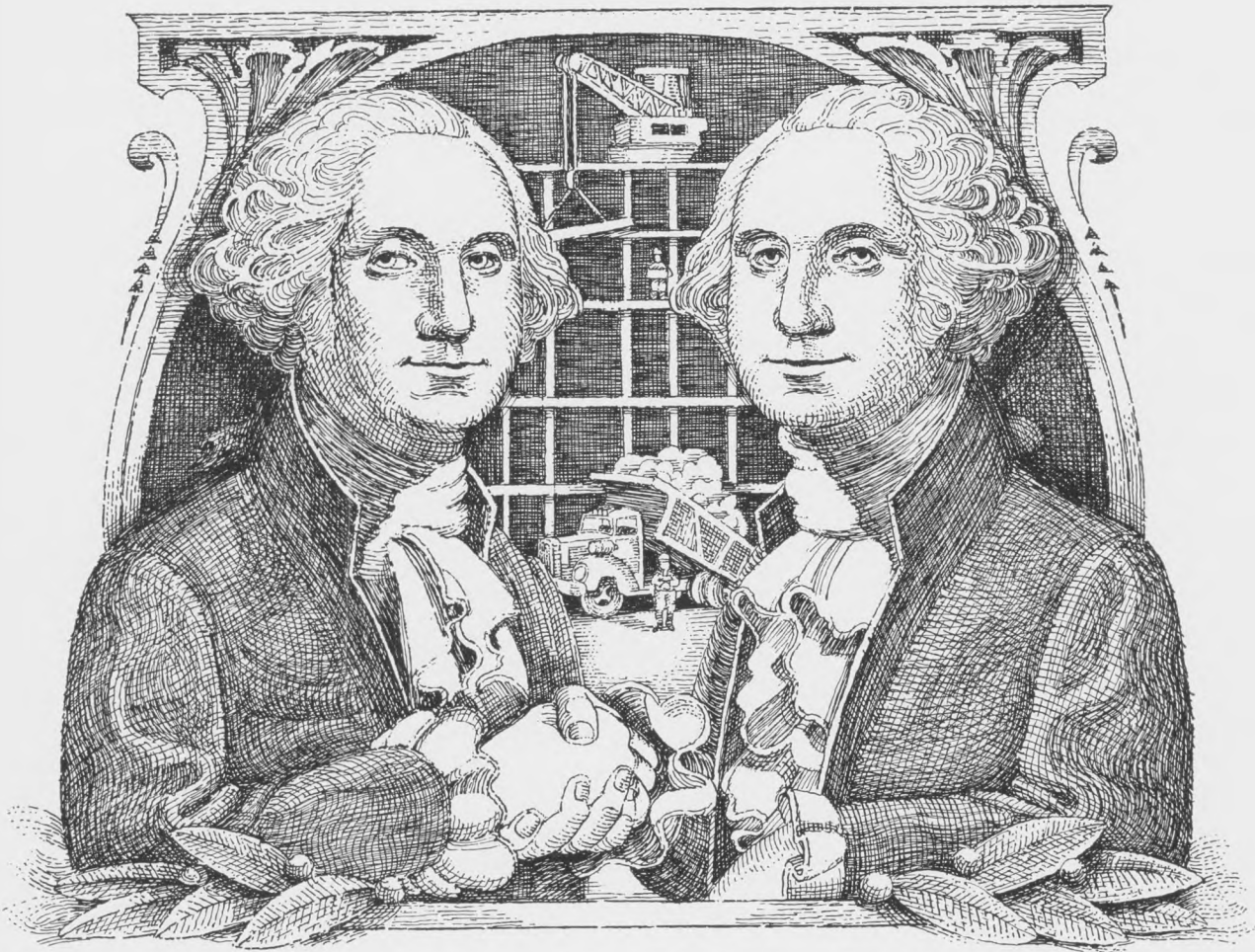


James E. Talkington
Correspondent
Banking Officer

Whether your immediate and long range assistance requirements are in Transit . . . Data Processing . . . Asset and Liability Management . . . Operations . . . Trust Administration . . . Fed Funds . . . Portfolio Management . . . International Banking . . . Factoring . . . Over-Lines . . . or Participations (just to name a few crucial areas) — here are the faces of Liberty who can provide the link between our entire organization and yours for the benefit of your customers.



First-class loan evaluation for overlines that successfully bring up bottom lines.



See if you've heard this before: "Banks in the Gulf South just can't handle big loans."

Yes, you've heard it. And frankly, there used to be some truth in it. Before.

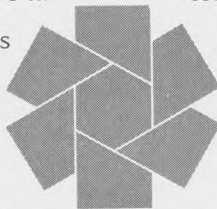
But today it's dead wrong. And we can prove it. We do, every day.

First National Bank of Commerce experts work with our correspondent partners to evaluate the financing of construction, petroleum exploration and international trade. And when

they determine that a loan will be profitable for everyone, we usually offer to participate in it ourselves.

So don't listen to dead rumors. Together we and our correspondents can handle just about any loan that comes along.

If our kind of banking is for you, call Michael J. Rapier collect at (504) 529-1371, ext. 237. He'll give you complete information about loan evaluation, overlines and all other First-class correspondent services.



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

MID-CONTINENT BANKER

The Financial Magazine of the Mississippi Valley & Southwest

Volume 70, No. 6

May 15, 1974

FEATURES

- 27 HIGH SCHOOLERS LEARN ABOUT BANKING
With bank-sponsored study course
- 29 CAREFUL KEYING OF PREMIUM TO MARKET
Is practice at St. Louis area S&L
Arthur C. Norris
- 31 ECOLOGY CLUB ENCOURAGES YOUNG SAVERS
With gifts, projects, folk hero tie-in
- 32 ANALYSIS OF A BRANCH OPENING
Combination of factors makes for memorable occasion
Glen Cooper
- 36 WORKING WITH THE PRESS
When you'd rather not
Gus Asplund
- 68 CANNED MONEY IS HOLIDAY TRADITION
People enjoy opening gifts with can openers
- 74 FORT WORTH NATIONAL OPENS NEW HOME
In 37-story, glass-sheathed tower

CONVENTIONS

- 81 MISSISSIPPI
78 FIRST-TIMERS
- 89 ILLINOIS
100 NEW MEXICO
- 97 INDIANA

DEPARTMENTS

- 6 CORPORATE NEWS
- 9 SELLING/MARKETING
- 23 SECURITY

STATE NEWS

- 102 ALABAMA
- 102 ARKANSAS
- 102 KANSAS
- 102 KENTUCKY
- 104 LOUISIANA
- 104 MISSOURI
- 104 OKLAHOMA
- 104 TENNESSEE
- 104 TEXAS

Editors

Ralph B. Cox
Editor & Publisher

Lawrence W. Colbert
Assistant to the Publisher

Rosemary McKelvey
Managing Editor

Jim Fabian
Associate Editor

Advertising Offices

St. Louis, Mo., 408 Olive, 63102, Tel. 314/421-5445; Ralph B. Cox, Publisher; Margaret Holz, Advertising Production Manager.
Milwaukee, Wis., 161 W. Wisconsin Ave.,

53203, Tel. 414/276-3432; Torben Sorenson, Advertising Representative.

MID-CONTINENT BANKER is published 13 times annually (two issues in May) by Commerce Publishing Co. at 1201-05 Bluff, Fulton, Mo. 65251. Editorial, executive and business offices, 408 Olive, St. Louis, Mo. 63102. Printed by The Ovid Bell Press, Inc., Fulton, Mo. Second-class postage paid at Fulton, Mo.

Subscription rates: Three years \$18; two years \$14; one year \$8. Single copies, \$1.25 each.

Commerce Publications: American Agent & Broker, Club Management, Decor, Life Insurance Selling, Mid-Continent Banker, Mid-Western Banker, The Bank Board Letter and Program. **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**, **Allan Kent**, **James T. Poor** and **Don J. Robertson**, vice presidents.

Gangbusters?

Bank Sponsors Shoot Out To Gain Area Support

Manufacturer's Hanover Trust, New York, recently put the bounce back into banking with a "basketball shoot out" contest that pitted some 6,000 elementary and junior high students against one another to select the six best shooters in the area.

The program was designed to accent branch-community rapport. The bank invited the area's 2,300 public, private and parochial schools to participate. Each school picked its best basketball shooters and sent them to regional contests. Finalists went on to Madison Square Garden for the final selection of the best three boys and three girls.

The top shooters each won \$1,000 for new athletic equipment and supplies for their schools and a basketball autographed by members of the New York Knickerbockers basketball team.

All regional participants were awarded tee shirts and patches featuring the Shoot-Out insignia.

Varied Program Awaits Delegates To AIB Convention in Baltimore

WASHINGTON—A keynote address by the author of "The Sensuous Manager," a workshop in transactional analysis and an "idea fair" are planned for the 1974 AIB convention, to be held at the Baltimore Hilton May 26-29.

Opening the first general session will be AIB President Joseph T. Bembem, vice president, Peoples National of Washington, Seattle. The keynote address will be given by Dr. Michael Mescon, regents' professor of human relations, Georgia State University.

The workshop in transactional analysis will be presented by Concern Group, Inc., Washington, with a theme of "Interpersonal Communications at Work."

A competitive program, called "Getting It Together," will be presented by Gerald H. (Lew) Johnson, chairman, AIB national education and training committee, and vice president, Security Pacific National, San Francisco. "Nuts and bolts" sessions will spotlight insurance, legal responsibilities, chapter incorporation, taxes and practical everyday concerns.

An "idea fair" will permit chapters with successful and innovative ideas and programs to share their methods with interested delegates through round-table discussion groups.

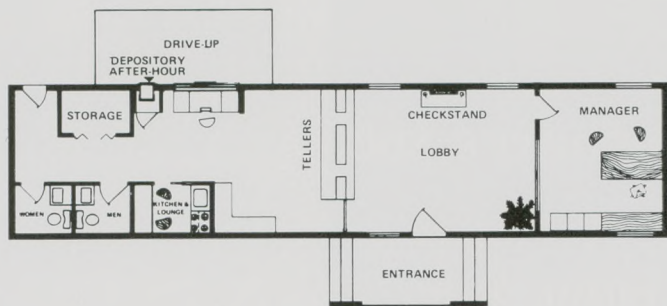
The convention will conclude with election of officers and an address by Rex J. Morthland, ABA president and chairman, Peoples Bank, Selma, Ala.

MID-CONTINENT BANKER for May 15, 1974

A new idea in Temporary Branch Facilities



You'll find all the benefits of a permanent facility in these units designed and built for use by banks. They are not re-conditioned mobile homes. One can be on your new site and in operation within a few weeks. And you can re-use the unit after construction of your permanent facility has been completed.



Typical Floor Plan

FBFS BRANCH UNITS INCLUDE:

- Color-coordinated furniture and equipment
- Contemporary appointments
- Modern under-the-counter Diebold equipment
- Night depository
- Bullet-proof drive-in window
- Restrooms
- Storage space
- Complete alarm system
- Employee lounge with kitchen facilities
- Private office
- 8-foot ceilings

The FBFS temporary units can be leased or purchased.
Call us for additional information.



FIRST BANK FINANCIAL SERVICES, INC.

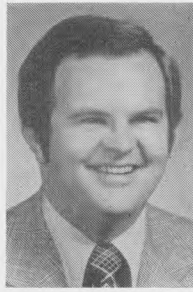
A Subsidiary of Worthen Bank & Trust Company, N.A.

E. Kearney Dietz, President
Worthen Bank Building, Little Rock,
Arkansas 72201
(501) 376-8276

Corporate News Roundup

• **LeFebure Corp.** Appointments of five sales engineers have been announced by LeFebure Corp., Cedar Rapids, Ia. Those appointed are:

In the firm's Indianapolis branch office—James Floyd Zimmerman and Alton Duane Marcum. Mr. Zimmerman will sell LeFebure banking equipment and security systems within the In-



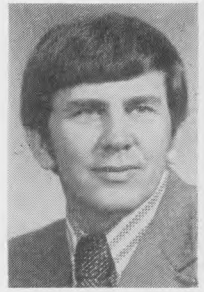
BLOOD



HUMPHRIES



DODSON



MARCUM

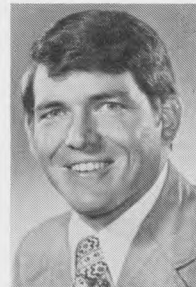
Indianapolis sales territory, which includes the middle section of Kentucky. He was formerly with Louisville Trust, where he was a representative in the correspondent bank division. Mr. Mar-

cum's area includes the western middle counties of Kentucky, Louisville and five border counties in Indiana. He has been a salesman of banking equipment and security systems.

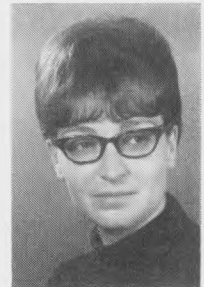
At the Dallas branch—James Lee Blood, whose territory includes the Dallas metropolitan area plus a 14-county area in northeastern Texas. Before his latest appointment, Mr. Blood worked with LeFebure in production management.

At the Kansas City branch—Gary Lee Dodson, whose territory includes the eastern quarter of Kansas. He has had sales experience with financial institutions.

At the New Orleans branch—Duane Elder Humphries, whose territory includes the northeastern quarter of Louisiana and the Monroe and Alexandria, La., area. He also has sales experience in banking equipment.



ZIMMERMAN



KRESICH

• **L. M. Wagner & Associates, Inc.** Helen M. Kresich, formerly director of communications for the Illinois Bankers Association, recently joined L. M. Wagner & Associates, Inc., Oak Brook, Ill., as an executive search consultant. The firm specializes in serving all areas of banking and finance as executive search consultants. While with the IBA, Miss Kresich was editor of *Illinois Banker* magazine and secretary of the public relations division.

• **MoAmCo Corp.** Robert T. Wiernert has been reelected president and named treasurer, MoAmCo Corp., Minneapolis, a financial service firm that originates and insures installment loans on mobile homes and recreational vehicles. The company also operates a subsidiary, MoAmCo Life Insurance Co., which underwrites credit life policies on installment loans.



Let our
billion dollar
organization
help your
bank profit.

Call Harry Gilmore, a member
of our correspondent
banking team.

First Alabama Bancshares, Inc.
Affiliate Banks:

The First National Bank of Montgomery
Exchange Security Bank, Birmingham
The First National Bank of Huntsville
The City National Bank of Tuscaloosa
The Dothan Bank and Trust Company
The Selma National Bank
The First National Bank of Athens
The First National Bank of Bay Minette
Citizens Bank of Guntersville

Some of the things you might think you need to insure all your customers.



Everything you need.



Durham Life has put it all in a single, compact kit.

All the credit life policies you need to insure everything from small loans to large, long-term loans.

Instead of dealing with a drawer full of different companies,

you'll deal with one company, one man. You'll get a complete credit life kit from him and much more. He's an expert who can set up a system tailored to your system.

We even have a special policy that covers the \$10,000 to \$15,000 loan. The unique feature of this

policy is a premium determined by age. The form is short, easy to fill out, and no physical is required.

You'll have competitive premiums and fast claim settlements too.

Durham Life. It's all you need to know when it comes to credit life.

Durham Life

Durham Life Insurance Company
Home Office: Raleigh, North Carolina

PEOPLE DO. PEOPLE SHOW.



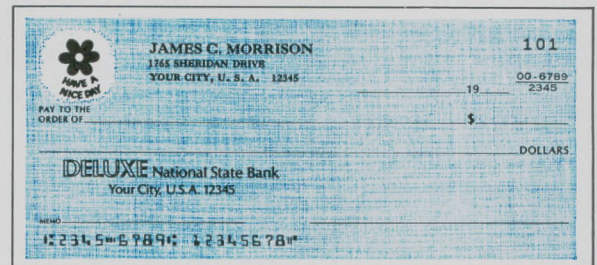
Most people have a special interest. It might be hobbies, sports, ecology, Zodiac or pets. But whatever they do, they're showing it on their checks. DeLuxe "Personal Touch" checks. This unique style of Personalized Checks can show one's vocation, avocation or just a symbol wishing everyone a nice day.

There are over 250 illustrations that your customers may choose from. And they're all displayed in the DeLuxe Catalog of Personalized Checks in a sequence that makes selection quick and easy.

We have developed Advertising material that is available to you at no charge to help you in promoting this popular check package.

Ask your DeLuxe Representative for details on the complete promotional campaign for your bank. Offer your customers the full selection of DeLuxe Personalized Checks.

There's something for everyone. It's the Personal Touch way.



"Personal Touch"™ CHECKS
DELUXE CHECK PRINTERS, INC.
 SALES HDQTRS. • 3440 N. KEDZIE, CHICAGO, ILL. 60618
 STRATEGICALLY LOCATED PLANTS FROM COAST TO COAST

Selling/Marketing

A portfolio of marketing ideas that presents ample evidence that the use of premiums, giveaways and creative marketing programs continues to upgrade the image of banking throughout the Mid-Continent area. Put one or more of these ideas to work for your bank!

Bank's Golden Customer Club Thrives; Considered to Be Community Service

IT'S NOT EASY for a bank to improve its image with all segments of the community at once. Therefore, many banks are tackling one segment at a time. They create special services for this segment, hoping to make members of the segment satisfied and loyal bank customers.

Brookhaven (Miss.) Bank is doing just that. The segment is the 62 and over group and the service is the Golden Customer Club. According to Rebecca N. Vaughn, assistant cashier, the club's long-range program is to retain and improve the bank's image as a bank that is concerned about people in the community.

The club was not undertaken as a promotion but as a community service. Any benefits reaped by the bank cannot be specifically measured, Miss Vaughn says.

The club offers financial counseling, estate planning, travelers checks, cashier's checks, certified checks, notarial service, checking account service, automatic payment of utility bills and insurance premiums, an identification card and money orders.

In addition, the club sponsors social events and low-cost vacations, sends birthday and get-well cards to members and offers a merchant discount program that permits members to enjoy from 10% to 20% reductions in the cost of many necessities of life.

Added to the program recently was a service that lets members bank at home if they are ill or the weather is too bad for them to venture out to the bank. All members need do is phone the bank and a representative will call at the member's home.

According to Miss Vaughn, the impact of the club in the bank's market area has been substantial. Not only are members of the club affected, but members of their families realize what the bank is doing and they seem to ap-



TOP: Golden Customer Club member uses her membership card to obtain discount on purchase at department store in Brookhaven. **BOTTOM:** Club offers discounts on Caribbean cruise. At l. is Rebecca Vaughn, bank a.c. and club dir. At r. is F. F. Becker II, ch., Brookhaven Bank.

preciate the fact that the bank is interested in the older age group.

In several instances, people have opened or reopened checking accounts after joining the club, since club membership entitles them to no-charge checking.

The approximately 1,100 club members express appreciation to the bank for the club and its services. They especially enjoy the merchant discount program. The bank had originally planned to take the program only to merchants handling necessities. But when word got around, other merchants contacted the bank and requested to be included in the discount program. A list of participating merchants is distributed to each club member periodically.

When the bank hears of booklets and other material that would be helpful to retired people, it does something about it. For instance, it made available to all members at no charge a booklet published by the Department of Agriculture entitled "A Guide to Budgeting for the Retired Couple."

Miss Vaughn reports that club members are especially eager to join in on bank-sponsored excursions to entertainment events in nearby Jackson. They appreciate not having to drive (they ride on buses) and not having to be out alone at night, Miss Vaughn says.

She recommends the senior citizens club concept to other banks. "If the program is handled properly I feel it can only result in goodwill for the bank and—in the long run—new business for the bank." ••

New Trend?

More Than One Branch In Large Shopping Center Gives Bank Full Coverage

Who ever heard of a bank opening two branches in the same place?

The people at Guaranty Bank, Alexandria, La., have heard of it. In fact, they did it!

Why? Convenience for shoppers and good business sense.

The two branches are located in Alexandria Mall, said to be Louisiana's largest enclosed shopping center.

The Alexandria Mall Branch is located inside the shopping complex and primarily serves merchants and shoppers, giving them immediate access to banking service. An automatic teller and automated post office and depository allow customers to conduct financial and postage business around the clock.

The second office, the Masonic Drive Branch, is located at the entrance to the mall. It includes four drive-in stations and enables customers who are not shopping in the mall to avoid entering the busy mall just to do their banking.

Considerable business development



Guaranty Bank's Alexandria Mall Branch is open 24 hours, has two entrances—one from parking lot, the other from shopping mall.

spadework was done prior to the opening of the branches with the result that most of the mall business firms have accounts with the bank. A household canvass in the mall neighborhood resulted in new business for the bank.

During the grand opening ceremony, between 5,000 and 6,000 people came into the Masonic Drive Branch in a six-hour period. Only 2,000 had been expected.

No Free Gift

Swedish Crystal Program Provides Discount Glasses To Louisville Customers

Its good business for a bank to be associated with the better things in life. And that goes for crystal stemware, according to the people at Liberty National, Louisville.

The bank is currently selling hand-blown Swedish lead crystal in sets at discount prices to customers opening checking or savings accounts with \$25 or more, adding \$25 to an existing savings account or opening a new Golden Passbook account for \$50 or adding a like amount to an existing account.

The program is called "Collectors' Crystal from Liberty" and prices are billed as being 60% lower than the retail value on various sets of crystal.

For instance: A set of three pieces of stemware, valued at more than \$20, is being sold for \$6.99, with qualifying deposit. Customers are encouraged to purchase up to eight sets and they can choose from numerous combinations.

Why did Liberty make this offer? Research revealed that many Louisville women did not have crystal since it is not usually considered as essential as china or flatware. Research also revealed that women would like to have crystal if it could be obtained at an economical price.

This promotion is unusual in that no initial set is offered free. Experience has shown that the free item was

not necessary to make the program a success.

Midway through the year-long promotion, the bank reports between 400 and 500 new accounts opened with 10,000 sets of crystal sold.

Introduction Via TV



First National, Montgomery, Ala., is introducing a private label card for use in its four automatic tellers via video-taped lobby demonstrations. Jenny Jones, a bank employee, is shown adjusting her TV image during one of the demonstrations. The green bank card (a reproduction is pictured above the TV set) is issued to all checking-account customers. The TV demonstration was an in-house production of First National.

Three squirrels seek employment.

George, Filbert and Sally Squirrel are the leaders of Glendale Federal's franchise youth savings program—The Squirrels Club.® Basically, The Squirrels Club is a nutty, low cost marketing and PR tool that will help generate a whole bushel of adult business, too.

Over \$6 million in new kid accounts proves that the Squirrels Club has worked for us. Let us make it work for you.

Scurry, scurry for all the particulars!

Name: _____
 Financial Institution: _____

 Address: _____
 City: _____
 State: _____ Zip: _____

GLENDALE FEDERAL

401 N. Brand Blvd. Glendale 91209
 (213) 956-4615
 Attention: Mrs. Jennifer Barrett.

Reading, Anyone?

Books Generate Deposits, Help Educate Customers In St. Joe (Mo.) Promotion

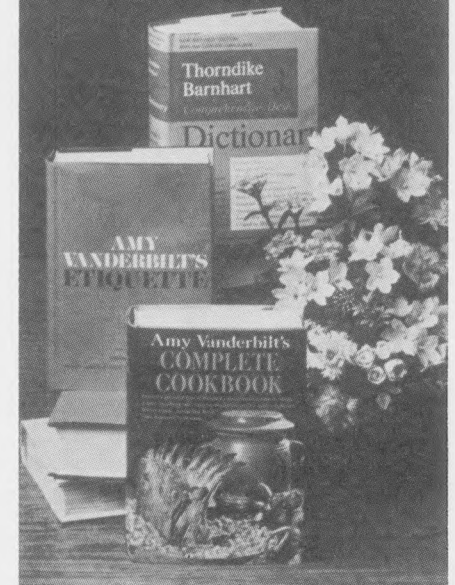
How does a bank go about educating its customers while at the same time taking in \$861,000 in just nine weeks?

Ask the people at First Midwest Bancorp., Inc., St. Joseph, Mo., and they'll tell you. By using best-selling books as premiums.

The HC's three banks—First National, First Trust and First Stock Yards—participated in a Doubleday Best Seller Book Promotion last fall, offering scads of books that not only made excellent Christmas gifts but enabled customers to bone up on their favorite topics.

All a customer had to do was open a savings account for \$100 or more, or add a like amount to an existing account, and he received a free book

Free!
 Your choice of
 these three
 best-selling books



from three titles being offered. Upon making additional deposits of \$50 or more, he was eligible to purchase any of 23 other books at reduced prices. The books were all hard-bound and dealt with a number of topics, from home gardening to Mother Goose rhymes. Popular novels were also on the list.

The promotion accounted for 140

MID-CONTINENT BANKER for May 15, 1974

YOU profit! WE profit!

That's the only basis on which BNO works with our correspondent banks. It's a sort of Mutual Benefit Society and it keeps growing in numbers.

Millard Wagon will be happy to tell you more about our correspondent banks' profitable relationships with us.



Bankers with ideas

THE BANK OF NEW ORLEANS

AND TRUST COMPANY

Member F.D.I.C.

P. O. Box 52499, New Orleans, La. 70152

CALL: 1-800-362-6718 (Within Louisiana)

1-800-535-6760 (From Miss., Ala., Texas, Ark., Okla.)

new savings accounts, involving \$506,000, plus 614 add-ons, bringing in an additional \$355,300. A total of 645 free books was given out and 276 were sold at discount prices.

The promotion brought forth an enthusiastic and favorable response from bank customers and bank management was encouraged by the results, according to H. P. Lammers, vice president-marketing.

Patriotic Theme

Star-Spangled Glasses Boost Bank's Deposits, Tie-in With Bicentennial

When yours is the smallest bank in its trade area, you naturally have to shout to be heard.

And that's what the people at Peoples Bank, Rocky Mount, N. C., have been doing. Bank officials state that the somewhat unorthodox premium promotions and advertising efforts made by the bank have resulted in an awareness level among residents that is twice as high as that of the bank's competitors. Advertising is directed by John J. Kaplafka, vice president.

The bank recently capitalized on the



Senator Sam J. Ervin Jr. (D-N.C.) is shown receiving set of "Star-spangled" beverage glasses from Robert Mauldin, exec. v.p., Peoples Bank, Rocky Mount, N. C., publicizing bank's premium promotion.

nation's upcoming bicentennial celebration by offering "Americana" glasses to anyone signing up for a simple interest loan or opening a new savings account. No strings were attached to the offer, as no minimum amount was required.

The bank earned considerable publicity by presenting a set of the glasses to North Carolina Senator Sam J. Ervin Jr., perhaps one of the nation's best-known politicians, due to the Watergate investigation.

As usual, the bank's advertising played an important part in catching the attention of customers to the bank's offer. Ads were headlined with such arresting phrases as "Set Yourself Free" with a simple-interest loan; "Earn Your Stripes" by saving money; "Announcing Another Star-Spangled Deal from Peoples Bank."

Projections for the promotion indicated that the nine-week campaign would result in 1,400 new accounts with deposits totaling almost \$2 million and more than 20,000 add-ons amounting to more than \$3.5 million.

That's a lot of glasses!

Matchmakers

People Bring In Friends, Get Free Television Sets In St. Louis CD Promotion

Will premiums large in cost bring in deposits large in size? Officers of Pine Lawn Bank, located in a St. Louis suburb, have found that such a campaign pays off with substantial amounts of new money.

Early this year the bank made this offer: "Bring in a friend and get a free 19-inch color TV; yours when your

FREE!
Exclusive Bank Marketing Plan-Alyzer. Yours to keep even if you return the Workshop. Just dial any step in the marketing plan and have an instant check list of things to do, sources of information, references to details in Workshop. An indispensable tool in administering a market plan.

Now! You Can Attend A Complete No-Nonsense BANK MARKETING WORKSHOP... Without Leaving Your Desk!

It's no secret that many bankers are too busy helping others to mind their own store. Consequently, they've never had enough time to establish, develop and execute a sound marketing plan and then evaluate it to determine its success or failure. At last the Forbes Bank Marketing Workshop changes all that! It's the sure-fire way for you to get all the information, all the tools and all the help you need to complete this vitally important function... easily, quickly, thoroughly...without ever leaving your desk.

Look at what you get:

- 6 fact-jammed sessions, containing more than 200 pages!
- 32 charts and forms for easy step-by-step development of your plans!
- 14 ways to save time and money in market planning!
- 4 proven systems to increase your advertising effectiveness...up to 30 times better in actual situations!

All this is yours on a satisfaction guaranteed or your money back basis.

THE AUTHOR - Donald G. Forbes is instructor in marketing at the Intermediate School of Banking in Lincoln, Neb., and president of Forbes Advertising Agency specializing in bank marketing.

Whatever the size of your bank, you can use the Forbes Bank Marketing Workshop.

SIX EXCITING SESSIONS:

- SESSION I - Establishing Your Situation Analysis
- SESSION II - Developing Your Marketing Objectives
- SESSION III - Executing Your Plan
- SESSION IV - Evaluating Your Program
- SESSION V - Motivating Bank Personnel
- SESSION VI - Making Your Advertising More Effective

Forbes, Inc. 21st & Old Manor - Wichita, Kansas 67208

Please ship the Forbes Bank Marketing Workshop to me.

Bill me \$37.50, after shipment.

I must be satisfied or I can return the Workshop in 30 days for full refund.

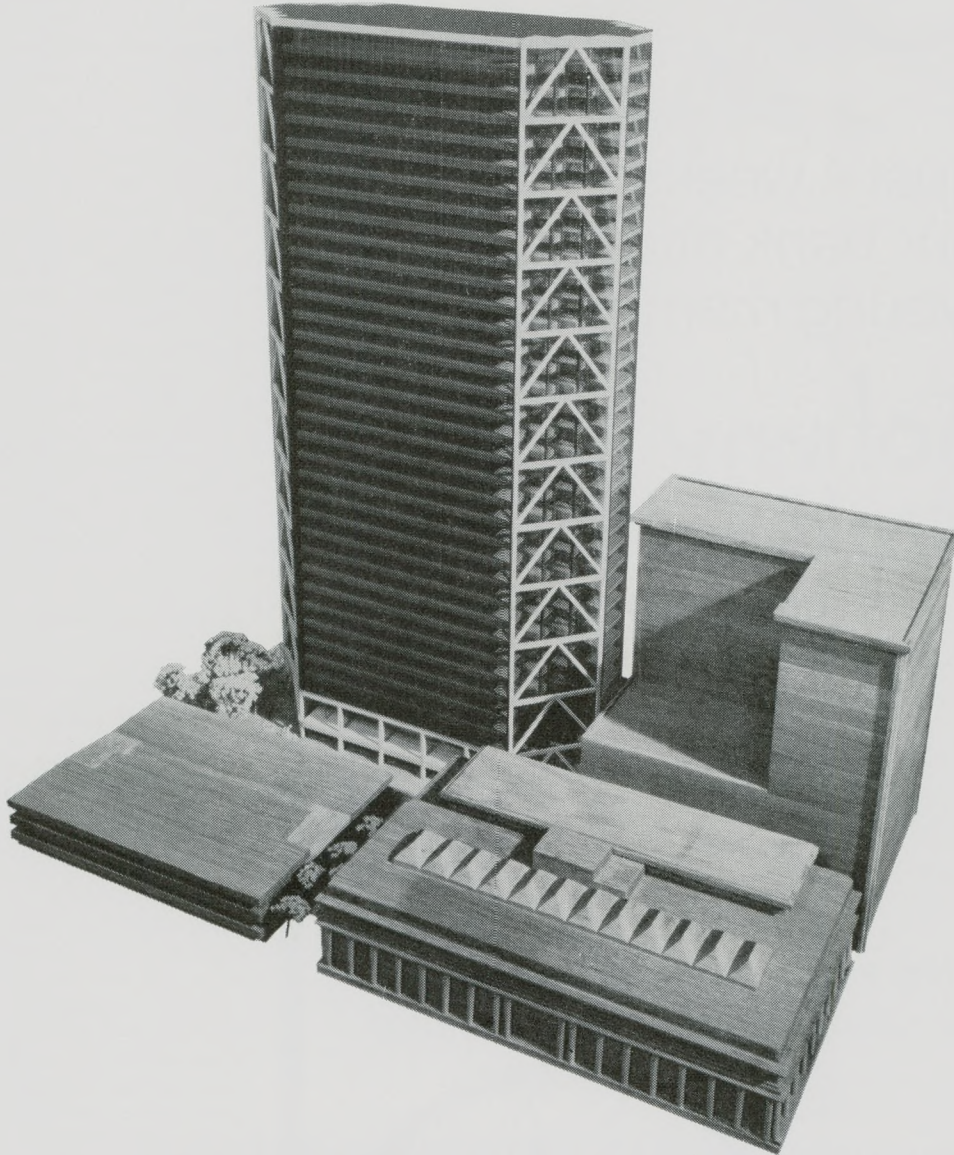
Name _____ Title _____

Bank _____

Address _____

City _____ State _____ Zip _____

**Mercantile Trust Company has a new signature.
It's as modern as the 35-story Mercantile Tower
going up in downtown St. Louis. It's as up-to-date
as our new ideas for correspondent bankers.
Just call us "Mercantile Bank," 314-231-3500.**



MERCANTILE BANK

MERCANTILE TRUST COMPANY N.A. ST. LOUIS, MO. MEMBER F.D.I.C.



**“In just 4 weeks
our bank attracted
324 young members to our**

**Johnny
Appleseed** T.M.
JUNIOR ECOLOGY CLUB

**We had anticipated 500 members for the year
... we'll obviously double that ”**

Larry Stroup, *Vice President*
McPherson State Bank and Trust Company

If you agree young people are an important factor in your financial institutions success . . . you'll appreciate the opportunity afforded you by the Johnny Appleseed Junior Ecology Club.

The 12 year old, and under, youth market represents an estimated \$170 balance per account, and a built-in new customer base. The program also establishes your interest in the city's children and environment.

**Attract the youth savings market
that your competition is overlooking**

- Stimulates monthly ecology involvement
- Develops long term savings activity

The Johnny Appleseed Marketing and Advertising Program, includes continuing ads, ecology kits, membership materials, savings banks, etc.

Call or write:

advertising concepts, inc.
(316) 684-0461
6572 e. central
wichita, kansas 67206



friend deposits \$10,000 at 7½% in a four-year Certificate of Deposit.”

Joseph H. Linderwith, vice president, reported that close to 25 television sets were given away and commented: “Any time you give something away you're bound to get results.”

In addition, the bank offered a free 25-inch console color TV if the “friend” deposited \$20,000. Both televisions were General Electric.

The offer ran for about three months, but had to be discontinued because the bank had to reduce its four-year CD rate to three years at 6½% when the higher rate proved unrealistic.

The bank has made other successful premium offers. Most notable were S&H Green Stamps offered on a basis of 50 stamps for a \$50 deposit and an unusual offer of International sterling silver flatware.

The bank wanted to increase the use of its checking accounts, so the flatware was tied in with this service. For each five checks a depositor wrote he received a coupon which entitled him to buy a piece of flatware at a price substantially reduced from retail.

“We have tried repeatedly to discontinue this offer,” Mr. Linderwith reported, “but every time we do we find that one of our housewife depositors wants to complete a set.”

One per Customer

**Scotch Pine Seedlings Given
In Arbor Day Observance**

In observance of Arbor Day, Bank of St. Ann (Mo.) gave away between 1,800 and 1,900 Scotch pine seedlings on the last Friday and Saturday in March.

This was the second year that the bank has held this event and because experience had shown that response would be heavy, customers were limited to one tree each.

“The program was undertaken,” said Richard Pfleging, president, “because of rising concern over loss of trees in the area as a result of Dutch elm disease and new construction.”

The seedlings—about 18 inches high—were obtained from the Missouri Conservation Commission which charged only for the transportation. Given with the trees were leaflets prepared by the conservation commission about the care and planting of the seedlings.

Any Missouri bank interested in taking part in the commission's Arbor Day program should contact the county agricultural agent at the county seat to obtain an order blank listing trees available. Blanks are ready in late October or early November each year.

The complete line of quality coupons...



from the company that reads them all!

That's right. We produce MICR, OCR, Perforated, and even Hand-Punch Coupon Payment Books. And we make them best. We introduced the first off-line multimedia data entry system, of which scanning is a major part. And we know that our equipment will ultimately be used to scan many of the coupons we produce. So we have to make them right. As a result, Cummins-Allison machine-readable coupons are continually tested on our live work sorter/readers to ensure readability.

More banks, financial institutions, and businesses use Cummins-Allison payment books than any other remittance payment

system. And top quality is only part of the reason. Cummins-Allison serves its customers with over 45 sales and service offices located across the country. No other coupon book producer can provide the services of such a comprehensive national sales and service organization.

For more information, send for our new brochure entitled, "The leading supplier of coupon payment systems." Write 826 Waukegan Rd., Glenview, IL 60025. Or call 312/724-8000.

CA CUMMINS
CUMMINS-ALLISON CORP.

Have a Cummins-Allison representative contact me with more information about:

Perforated Coupons

Instalment loans Mortgage loans Savings clubs

OCR Coupons

Instalment loans Mortgage loans Savings clubs

MICR Coupons

Instalment loans Mortgage loans Savings clubs

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Nostalgic Premiums Prove Drawing Power Of Old Sears Catalogs, Magazine Covers

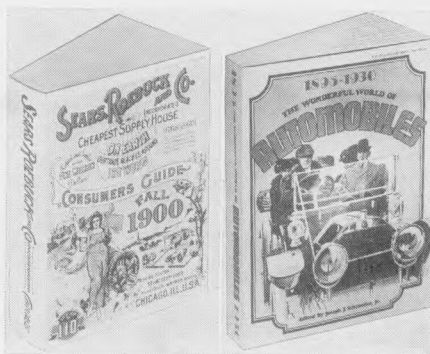
THE NOSTALGIA kick is far from over.

As a matter of fact, within the promotion world of banks and other financial institutions, a form of nostalgia is still arriving.

A number of financial institutions throughout the U. S. are currently employing a variety of nostalgia-type books to attract customers and build business. Most popular among the old-fashioned items are those salvaged from the archives of well-known retail chains and replicas of classic editions of magazines.

Three of the most popular "oldies," according to publisher Digest Books, Inc., have been turn-of-the-century renditions of Sears Roebuck catalogues—a 1900 "mini" catalogue model, a 1923 "mini" catalogue version and a 1908 giant-sized catalogue—all revealing everything Americans wanted 50 to 75 years ago.

In a recently completed promotional program at Home Federal Savings in San Diego, Calif., for example, an "Old Fashioned Savings Day" theme was augmented with free 1900 Sears



catalogues that were given to everyone who walked through the doors of the home office and branch facilities.

Not only were 151,000 copies of the catalogues given away during the promotion, but an additional 23,000 catalogues (the 1923 model) were special-ordered because customer interest was so much greater than originally anticipated.

"Our 'old-timers' line was originally conceived during the late '60s to capitalize on the nostalgia merchandising kick," said John Strauss, sales manager of Digest Books, Inc. "Then, all of a sudden, we started reaching the incen-

tive and promotion specialists with our story, and our line really took off in a new direction."

Home Federal Savings, San Diego, while placing the largest single order of nostalgia catalogues with Digest, was not the first to use the line as a traffic premium.

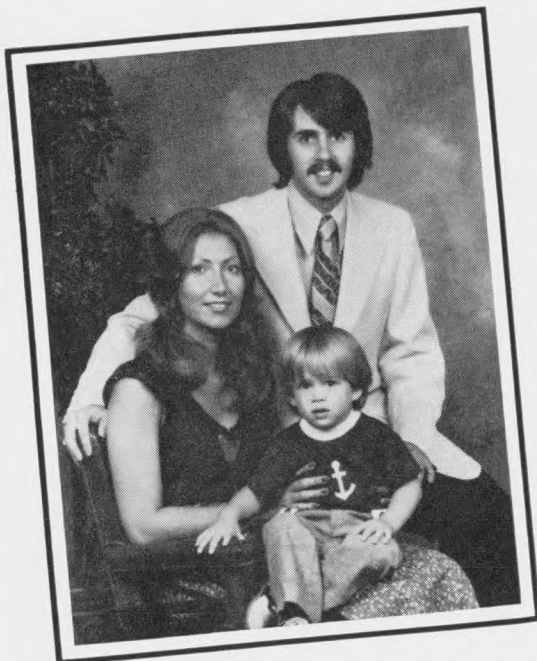
Anaheim (Calif.) Savings introduced an income tax service in late 1971 and utilized over 12,000 Sears 1908 catalogues and 12,000 *Saturday Evening Post* replicas to stimulate prospects to "come in and talk over the service."

Citizens Savings in San Francisco was another institution that incorporated the Sears catalogues—more than 20,000 of them—in profitable incentive programs.

Promotional programs involving the nostalgia books and magazine replicas have not been restricted to the West Coast. Clyde Savings in Chicago was one of the first to utilize the Sears catalogues as a giveaway/traffic builder. Also, Prudential Savings in St. Louis—a conglomerate of 10 associations—recently began a promotion with antiques and Sears catalogues.

In addition to the three Sears mail order catalogues, Digest has also produced a fourth Sears catalogue on motor buggies; a late 19th century cata-

Let your customers know you feel they're Special People



When a customer chooses your bank, it's because he feels confident in your services. Now you can let your customers know you appreciate their confidence by giving them a personal gift—a professional, 8x10 Natural Color family portrait through our Depositors Portrait Service.

The finished portrait, worth up to \$25 in many studios is FREE to your customers. For you there is only one \$250 service fee, no matter how many portraits are taken. We handle all technical details and furnish everything you need for the promotion. In addition to being unique as deposit premiums, portraits are excellent in public relations programs.

FOR ADDITIONAL INFORMATION, CONTACT
MR. T. C. RIGGINS (314) 231-1575

OR WRITE TO:

MR. T. C. RIGGINS
DEPOSITORS PORTRAIT SERVICE INTERNATIONAL
1706 WASHINGTON AVE.
ST. LOUIS, MO. 63103



DEPOSITORS PORTRAIT SERVICE INTERNATIONAL

In Mississippi, unlike many areas of the United States, its natural resources have not been exploited and depleted. For this reason the really golden years of growth and development lie ahead. Mississippi's abundance of timber, minerals, clean water and other resources put it at the frontier of economic opportunity in America.

First National has its finger on the pulse of Mississippi and plays an important role in helping build and expand the state's economy.

If you need information on Mississippi's natural resources-their availability or their reserves-your most knowledgeable source is First National of Jackson.

Branches: Commercial National Bank, Greenville/Leland · The Bank of Greenwood, Greenwood · First National Bank, McComb · Amite County Bank, Gloster/Liberty · Tylertown Bank, Tylertown

First National Bank

Jackson, Mississippi Member FDIC



We can see
the forests for
the trees.

logue of Marshall Field & Co., major Chicago department store; an 1894 *Ladies Home Journal* and a 1905 *Saturday Evening Post* replica. Publications dealing with "hand-cranked" automobiles, the evolution of women's fashions, and toys, dolls and games that entertained generations ago are other members of the Digest's nostalgia line. ••

Star-Teller

'Banking Under the Stars' Is Theme of New Service Offered at Bank in Kansas

"The bus leaves an hour before there's a bank open, or even a grocery store . . . and did you ever try to buy a ticket with a check?"

So begins the text of an intriguing advertisement sponsored by National Bank of America, Salina, Kan., recently when it inaugurated its Star-Teller service, which permits "banking under the stars."

Star-Teller opens at seven a.m. on Monday morning and continues offer-

BANKING UNDER THE STARS

The bus leaves an hour before there's a bank open, or even a grocery store . . . and did you ever try to buy a ticket with a check?

When you need cash (and it's too late or too early) turn to NBA.

There are times when only cash will do. When it's too late to write a check at the store or too early to get a big bill broken, where do you go for change? Drive in and tell your troubles to the NBA Star-Teller. It's a real person; you see and hear each other via TV. Banking under the stars is safe, even in the dark of night; you stay in your car. It's not limited to a few select customers with special privileges. And it's not limited to change-making. Star-Teller can give you the same bank services you get during the day from the NBA Auto Bank tellers.

Star-Teller works a 137-hour week: from 7 Monday morning till midnight Saturday. It's exclusive with NBA. If you don't have a checking account here, come in during banking hours. Twenty minutes then can open our bank for you early and late. And if it's free, shouldn't you check with us?

TV Teller

National Bank of America

Member FDIC

Member FDIC

The Star-Telling Bankers

Ad for Star-Teller service offered by National Bank of America, Salina, Kan., illustrates need many customers have for cash at odd hours.

ing service without letup for 137 hours straight—until midnight Saturday.

Star-Teller is not just a machine, it's a human, proclaims the bank's advertising. Service depends on a closed circuit TV system which enables the customer to see the teller and talk with her when transacting business. And business is not limited to check cashing or change making—deposits and loan payments are also accepted.

The convenience of the new service is emphasized by the bank. Safety is assured as the customer need never leave his auto. Fast service is assured as the customer can select any time of the night to transact his banking business, and there are seldom waiting lines in the wee hours of the morning.

Considerable adjustment in working hours was necessary before the service could be offered and special training and some personnel changes were required to achieve continuous operation, the bank said.

The service was inaugurated because the bank felt obligated to provide service to those who cannot come to the bank during regular hours.

The extended service makes quite an effective selling tool to lure customers from competitors—especially those who suffer from insomnia!

Camera Kit

First of Chicago Premium Aimed at Grads, Travelers

A recent savings promotion at First National, Chicago, was aimed at providing the right gift for June grads or summer vacationers. To attract savings deposits, the bank offered a Kodak pocket camera outfit for less than \$10 to customers depositing \$200 or more in new or existing savings accounts.

In addition to the pocket-sized camera, each outfit includes a film cartridge, flash cubes, a wrist strap and instruction manual. The kit is not available at retail outlets.

"If you've ever missed a big picture because you didn't have a small camera—we've got the camera for you," said ads in Chicago daily newspapers. The ads included coupons for mailing in deposits and camera orders. TV and radio spots featured examples of missing that big picture—from UFOs to movie stars.

Rings, Pendants, Etc.

Jewelry Premiums Attract Large Deposits To St. Louis-Area Bank

Self-liquidating premiums which elicit a substantial cash investment by the purchaser seem to attract larger deposits. This is the conclusion of Commercial Bank, Olivette, Mo., which recently ran a two-month promotion featuring Linde simulated diamonds.

Seventy customers of the bank purchased rings or pendants varying in self-liquidating price from \$29.95 to \$149.95 with a three-carat lady's solitaire at \$59.95 one of the most popular items.

The promotion brought in 34 new accounts, but more significant, the average deposit in a savings or checking account was approximately \$1,360, compared with the \$100 which was the figure necessary to make a jewelry purchase.

Commercial Bank, which only within the last six months has begun to use deposit incentives, already has a history of successful premium events. In September, October and November, 1973, the bank offered three pairs of Foster-Grant sunglasses free with a \$100 savings deposit. New accounts obtained totalled 118 and new money generated by the promotion totalled \$178,438.

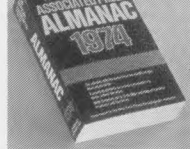
Building around the theme, "Do your Christmas shopping at Commercial," the bank offered a variety of premiums in return for a \$200 to \$5,000 savings deposit from November 20, 1973, to January 20, 1974. Among the more popular items were a pocket size Micro radio, ice buckets, stainless steel flatware (a 16-piece starter set), thermal blankets and a flashlight with a five-year battery. New accounts obtained totalled 135 and new money amounted to \$93,246.

In California

Free Almanacs Are Used To Create Lobby Traffic

Everybody wants to know what's going on in the world.

That's why almanacs are so popular. And these books are becoming well used as bank premiums.



The Official Associated Press Almanac for 1974 was used by banks last fall to attract new money. One

of the financial institutions using a recent edition was Mutual Savings, Pasadena, Cal., which put the book to work to produce lobby traffic in two of its larger offices.

Individuals stopping in to receive their copies were shown the advantages of opening savings accounts, according to William G. Campbell, vice president.

The almanac was promoted by direct mail only and was given free to those visiting the bank. The size and quality of the book surprised most recipients, who apparently were wary of free gifts.

The 1975 edition of the Associated Press Almanac will be available November 1 from Hammond, Inc., Maplewood, N. J.

What Is the Assembly?

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

Between 1968 and the spring of 1974, nineteen Assemblies have taken place. While the program listed here is specifically for the Colorado Springs Assembly, other Assemblies follow a similar format. Subjects for discussion are determined by trends and

issues in banking at the time of each Assembly.

Any inside or outside bank director, advisory director, prospective director or senior bank officer is invited to attend the Assemblies, and past registrants are invited to attend again occasionally. Bank directors, senior officers, senior level bank supervisors and bank educators throughout the United States have acclaimed the Assemblies program. The Assemblies are endorsed by the American Bankers Association, The Independent Bankers Association, and by various state associations.

Three will be conducted during 1975.

THREE ASSEMBLIES IN 1975

21st at El Conquistador Hotel, San Juan, Puerto Rico, Jan. 30 - Feb. 5
22nd at The Homestead, Hot Springs, Virginia, May 25-29
23rd at The Biltmore, Phoenix, Arizona, November 5-9

CURRICULUM & EVENTS TWENTIETH ASSEMBLY FOR BANK DIRECTORS

The Broadmoor, Colorado Springs, Colorado
August 31 - September 3, 1974

Director: Theodore D. Brown
Co-Director: William H. Baughn

TIME	TOPIC	SPEAKER
Saturday, August 31		
3:30- 5:00 p.m.	Registration	
5:00- 5:15 p.m.	Welcome - THE FOUNDATION AND THE ASSEMBLY	Richard B. Johnson
5:15- 5:45 p.m.	BANK ETHICS - NEED FOR A CODE?	William H. Bowen
5:45- 6:15 p.m.	LEGAL RESPONSIBILITIES OF BANK DIRECTORS	Robert H. Fabian
6:30- 9:00 p.m.	Reception and Banquet	
Sunday, September 1		
7:30- 8:30 a.m.	Breakfast Buffet	
8:30- 9:15 a.m.	CREDIT ADMINISTRATION	Roy D. Hartmann
9:15- 9:45 a.m.	THE FINANCIAL SITUATION	Bruce MacLaury
9:45-10:00 a.m.	Coffee Break	
10:00-12:00 noon	Discussion Groups	
12:00	Dismissal for Lunch, Recreation, and Informal Discussions	
Monday, September 2		
8:30- 9:00 a.m.	EVALUATING MANAGEMENT	Eugene Swearingen
9:00- 9:30 a.m.	ANALYSIS AND PLANNING	Charles F. Haywood
9:30-10:15 a.m.	WHAT A BANK SUPERVISOR EXPECTS FROM DIRECTORS	Charles M. Van Horn
10:15-12:00	Discussion Groups	
12:00- 2:00 p.m.	Luncheon and Address	Jack T. Conn
2:00-	Dismissal for Recreation and Informal Discussions	
7:00- 9:00 p.m.	Reception and Banquet	
Tuesday, September 3		
8:30- 9:00 a.m.	TRUST BUSINESS	Gibbs McKenney
9:00- 9:30 a.m.	THE PLACE OF THE INDEPENDENT BANK	Fred T. Brooks
9:30-10:00 a.m.	WHAT'S HAPPENING TO THE HOLDING COMPANY	Nat S. Rogers
10:00-12:00 p.m.	General and Special Discussion Groups New Banks Discussion Group Trust Business Discussion Group	Agemian, Cooper and Van Horn Hubbard, McKenney, Richardson, Stocker
12:00-	Luncheon	
Faculty Co-ordinator: Robert W. Kneebone		
Counselors		
Charles Agemian	James Denman	Oran Kite
Donald Carlson	Robert Empie	Frank Kliever
Raphael Carrion, Jr.	John Barry Hubbard	Claude Leyendecker
Patrick Clifford	Leonard Huck	Irby Metcalf
James Cooper	Hugh C. Jones	Fred Pickens
		Will Mann Richardson
		Max Schuette
		Lyman Seely
		Walter Sharp
		William Shea
		Van Smith
		Wayne Stewart
		Ed Stocker
		Leon Stone
		Vince Thompson
		B. Finley Vinson

LADIES' PROGRAM

Saturday, August 31

3:30- 5:00 p.m.
6:30- 9:00 p.m.

Registration
Reception and Banquet

Sunday, September 1

9:30-11:30 a.m.

Brunch and Tour

Monday, September 2

10:00-10:30 a.m.
10:30-11:00 a.m.
12:30- 1:30 p.m.
7:00- 9:00 p.m.

WHAT BANKING IS ABOUT
TRUSTS AND YOU
Luncheon
Reception and Banquet

Leonard W. Huck
Will Mann Richardson

Tuesday, September 3

12:00-

Luncheon

Faculty and Advisory Council

ADAMS, Eugene H. — President, First National Bank, Denver, Colorado
***AGENIAN, Charles A.** — Chairman of the Board, Garden State National Bank, Hackensack, New Jersey
ALBRIGHT, Harry W. — Superintendent of Banks, State of New York Banking Department, New York, N. Y.
ARBuckle, Ernest C. — Chairman of the Board, Wells Fargo Bank, San Francisco, California
BALLES, John J. — President, Federal Reserve Bank, San Francisco, California
BAUDER, Frank E. — Chairman and President, Central National Bank, Chicago, Illinois
BAUER, Raymond W. — President, Union County Trust Company, Elizabeth, New Jersey
***BAUGHN, William H.** — Dean, School of Business, University of Colorado, Boulder, Colorado; and Director, Stonier Graduate School of Banking
BOWEN, William H. — President, Commercial National Bank, Little Rock, Arkansas
BOYD, Robert B. — President, Freedom National Bank, New York, N. Y.
BROOKS, Fred T. — President, Merchants State Bank, Dallas, Texas
BRIEMMER, Andrew F. — Board of Governors, Federal Reserve System, Washington, D. C.
BROWN, Theodore D. — President, First National Bank, Denver, Colorado
BUNTING, John R. — President, The First Pennsylvania Banking and Trust Co., Philadelphia, Pa.
BURLING, M. V. — President, The Herget National Bank, Pekin, Illinois
***CAMP, William B.** — Former Administrator of National Banks, Comptroller of the Currency, Washington, D. C.
CARLSON, Donald M. — President, Elmhurst National Bank, Elmhurst, Illinois
***CARRION, Rafael, Jr.** — Chairman and President, Banco Popular de Puerto Rico, San Juan, Puerto Rico
***CARVILL, H. C.** — Executive Manager, Arkansas Bankers Association, Little Rock, Arkansas
CLIFFORD, Patrick J. — Chairman of the Board and Chief Executive Officer, Security National Bank, New York, N. Y.
***COLDWELL, Philip E.** — President, Federal Reserve Bank, Dallas, Texas
CONASTER, R. Gene — Vice President, Bank of America NT & SA, San Francisco, California
***CONN, Jack T.** — Chairman and Chief Executive Officer, Fidelity Bank, NA, Oklahoma City, Oklahoma
COOPER, James L. — Chairman of the Board, Atlantic National Bank, Atlantic City, New Jersey
COTTON, John C. — President, Citizens Bancorp, Vineland, New Jersey
DAVIDS, Lewis E. — Hill Professor of Bank Management, Department of Finance, University of Missouri, Columbia, Missouri; Editor, BANK BOARD Letter
***DAVIS, Archie K.** — Chairman of the Board, Wachovia Bank & Trust Co., Winston-Salem, North Carolina
†DENMAN, James H. — President, Citizens State Bank, Nevada, Missouri
DIDIER, Robert I., Jr. — Executive Vice President, Louisiana Bankers Association, Baton Rouge, Louisiana
DOMAN, Michael — Regional Administrator of National Banks, Eleventh National Bank Region, Dallas, Texas
DUNNE, Gerald T. — Professor of Law, St. Louis University, St. Louis, Missouri
DUWE, J. Rex — Chairman of the Board, The Farmers State Bank, Lucas, Kansas
EMPIE, Robert Y. — President, Stock Yards Bank, Oklahoma City, Oklahoma
FABIAN, Robert H. — Exec. Vice President & General Counsel, Bank of America NT & SA, San Francisco, California
FEARON, Robert H., Jr. — President, Oneida Valley National Bank, Oneida, New York
***FORREY, Robert C.** — Executive Vice President, New Jersey Bankers Association, Princeton, N. J.
FROST, Tom C., Jr. — Chairman of the Board, Frost National Bank, San Antonio, Texas
GARDNER, Frederick K. — Executive Vice President, New York State Bankers Association, New York, N. Y.
***GILLILAND, Joe T.** — Executive Vice President, Oklahoma Bankers Association, Oklahoma City, Okla.
GLEASON, Harold V. — Chairman of the Board, Franklin National Bank, New York, N. Y.
GONZALEZ-OLIVER, Wallace — Secretary of the Treasury, Commonwealth of Puerto Rico, San Juan, Puerto Rico
HANSEN, Hugh J. — President, Pioneer Bank & Trust Co., Shreveport, Louisiana
***HANSON, Kermit O.** — Dean, Graduate School of Business, University of Washington, Seattle, Wash.
†HARRIS, George H., Jr. — Chairman of the Trust Committee, Federal Reserve Bank, New York, N. Y.

HARTMANN, Roy D. — Senior Vice President, Security Pacific National Bank, Los Angeles, California
HAYWOOD, Charles F. — Dean, College of Business and Economics, University of Kentucky, Lexington, Kentucky
HEMPEL, George H. — Professor of Finance, Graduate School of Business, Washington University, St. Louis, Missouri
HERZOG, Lester W. — President, National Commercial Bank & Trust Co., Albany, New York
HEWITT, John G. — President, First Merchants National Bank, Neptune Township, New Jersey
HINKLE, Paul — Chairman and Chief Executive Officer, Charleston National Bank, Charleston, West Virginia
HOLE, Robert B. — Executive Vice President, Security Trust Co., Rochester, New York
HORVITZ, Paul — Director of Research, Federal Deposit Insurance Corp., Washington, D. C.
***HUBBARD, John Barry** — Executive Vice President & Trust Officer, Fort Worth National Bank, Fort Worth, Texas
†HUCC, Leonard W. — Executive Vice President, Valley National Bank, Phoenix, Arizona; and Dean for Bankers, Southwestern Graduate School of Banking, Dallas, Texas
***HUDGEONS, Denton R.** — Executive Secretary, New Mexico Bankers Association, Santa Fe, New Mexico
JAFFER, Herman M. — Director and Counsel, The Prospect Park National Bank, Wayne Township, New Jersey
JOHNSON, H. Russell — President, Oneida National Bank & Trust Co., Utica, New York
†JOHNSON, Richard B. — Director, Southwestern Graduate School of Banking and Assemblies for Bank Directors
JOHNSON, Walter F. — President, First National Bank, Abilene, Texas
JONES, Hugh C. — Executive Vice President, The Bank of Woodward, Woodward, Oklahoma
JONES, James H. — Chairman and Chief Executive Officer, First National Bank of Commerce, New Orleans, Louisiana
KANE, John E. — Chairman, Department of Economics, University of Arkansas, Fayetteville, Arkansas
***KEITH, Russell** — Executive Manager, West Virginia Bankers Association, Charleston, West Virginia
***KIMBERLIN, Sam O., Jr.** — Executive Vice President, Texas Bankers Association, Austin, Texas
***KITE, Oran H.** — Chairman of Loan Policy Committee, Retired, Republic National Bank, Dallas, Texas; and Chairman, Commercial Banking Major, Southwestern Graduate School of Banking
KLEWER, Frank G., Jr. — President, Cordell National Bank, Cordell, Oklahoma
†KNEEBONE, Robert W. — Consulting Vice President, Texas Commerce Bank, Houston, Texas
KREIDER, Lawrence E. — Executive Vice President—Economist, Conference of State Bank Supervisors, Washington, D. C.
†KYGER, Murray — Chairman of the Executive Committee, First National Bank, Fort Worth, Texas; and immediate past Dean for Bankers, Southwestern Graduate School of Banking
LARSEN, Arnold E. — Regional Administrator of National Banks, Fourteenth National Bank Region, San Francisco, California
LEE, John F. — Executive Vice President, New York Clearing House, New York, N. Y.
LeMAISTRE, George A. — Director, Federal Deposit Insurance Corp., Washington, D. C.
LEYENDECKER, Claude E. — President, Mimbres Valley Bank, Deming, New Mexico
LOVE, Benton F. — President, Texas Commerce Bank, NA, Houston, Texas
LUCHEY, Charles Emmet — Attorney at Law, Harrison, Lucey, Sagle & Solter, Washington, D. C.
MAYO, Robert P. — President, Federal Reserve Bank, Chicago, Illinois
McKENNEY, W. Gibbs — Attorney at Law, Taxes and Estates, Baltimore, Maryland
METCALF, Irby G., Jr. — Chairman of the Board, Continental National Bank, Fort Worth, Texas
MILLER, Dean E. — Deputy Comptroller of the Currency for Trusts, Administrator of National Banks, Washington, D. C.
MILLS, P. J. — Director, Louisiana Superport Authority, New Orleans, Louisiana
MITCHELL, George W. — Governor, Federal Reserve System, Washington, D. C.
MOELLER, Horace C. — President, Colonial National Bank, Haddonfield, New Jersey
***MORRIS, Howard J., Jr.** — Executive Vice President, Alabama Bankers Association, Montgomery, Alabama
***MORTHLAND, Rex J.** — Chairman of the Board, Peoples Bank & Trust Company, Selma, Alabama
NADLER, Paul S. — Professor of Finance, Rutgers University, Graduate School of Business Administration, Newark, New Jersey
NATALE, Mario, Jr. — Executive Vice President, Peoples

OULLIBER, John A. — Chairman of the Executive Committee, First National Bank of Commerce, New Orleans, Louisiana
PARISE, R. Patrick — Regional Counsel, Eleventh National Bank Region, Comptroller of the Currency, Dallas, Texas
PEARCE, C. M. — Vice President and Manager, Seattle First National Bank, Seattle, Washington
PICKENS, Fred M., Jr. — General Counsel, Merchants & Planters Bank, Newport, Arkansas
PIERSON, J. Ed — President, City Bank & Trust Co., Natchitoches, La.
PLUMMER, Frank A. — Chairman of the Board and President, First National Bank, Montgomery, Alabama
†RANDALL, Kenneth A. — President & Chief Executive Officer, United Virginia Bankshares, Inc., Richmond, Virginia
†RAY, DeWitt T., Sr. — Oil Producer and Investor, Dallas, Texas
†RIC-HARDSON, Will Mann — Senior Vice President and Trust Officer, Citizens First National Bank, Tyler, Texas; and Chairman, Trust Program, Southwestern Graduate School of Banking
***ROGERS, Nat S.** — President, First City National Bank and President, First City Bancorporation, Houston, Texas
SAXON, James J. — Attorney at Law, Washington, D. C.; and former Comptroller of the Currency, Washington, D. C.
SCHUETTE, F. Max — Chairman of the Board, Southern National Bank, Houston, Texas
SCHUMANN, R. K. — President, Greeley National Bank, Greeley, Colorado
SEAL, Robert H. — Exec. Vice President, National Bank of Commerce, San Antonio, Texas
SEARLE, Philip — President, BancOhio Corporation, Columbus, Ohio
SEELY, Lyman E. — Executive Vice President, First National Bank of Oregon, Portland, Oregon
SHARP, Walter M. — President, Community Bank, Huntington Park, California
SHEA, William A. — Shea, Gould, Climenko and Kramer, New York, N. Y.
SHINE, Henry M., Jr. — Executive Vice President, California Bankers Association, San Francisco, California
SMITH, James E. — Administrator of National Banks, Comptroller of the Currency, Washington, D. C.
SMITH, Van — President, Bank of Tuckerman, Tuckerman, Arkansas
SNOWDON, David T. — Vice President, Mellon National Bank and Trust Co., Pittsburgh, Pennsylvania
STEWART, E. Wayne — President, First National Bank, Alamogordo, New Mexico
†STEWART, Robert, Jr. — President, Bank of the Southwest, Houston, Texas
STOCKER, Edward E. — Executive Vice President and Trust Officer, Continental National Bank, Fort Worth, Texas
STONE, Donald E. — President, Farmers National Bank, Malone, New York
STONE, Leon — President, Austin National Bank, Austin, Texas
STORRS, Thomas I. — President, North Carolina National Bank, Charlotte, North Carolina
†SWEARINGEN, Eugene L. — Chairman of the Board and Chief Executive Officer, National Bank of Tulsa, Tulsa, Oklahoma
†TERRY, Ronald A. — Chairman and Chief Executive Officer, First Tennessee National Corporation, Memphis, Tennessee
THOMPSON, Quinton — Regional Director, Dallas Regional Office, Federal Deposit Insurance Corp., Dallas, Texas
THOMPSON, Vincent E. — Senior Vice President, Republic National Bank, Dallas, Texas
TYRE, MacDonell — President and Chief Executive Officer, Sun First National Bank, Orlando, Florida
***VAN HORN, Charles M.** — Regional Administrator of National Banks, Second National Bank Region, New York, N. Y.
†VINSON, B. Finlay — Chairman of the Board, First National Bank, Little Rock, Arkansas
VOGEL, John H. — President and Chief Executive Officer, National Bank of North America, New York, N. Y.
***WALKER, Charles E.** — Economic Consultant, Washington, Economic Report, Washington, D. C.
WATSON, Justin T. — First Deputy Comptroller of the Currency, Comptroller of the Currency, Washington, D. C.
***WILLE, Frank** — Chairman, Federal Deposit Insurance Corporation, Washington, D. C.
WITTEBERG, Gordon G. — Architect, Little Rock, Arkansas
WOODS, John W. — Vice Chairman, First National Bank, Birmingham, Alabama
WRIGHT, John W. — President, Trinity National Bank, Dallas, Texas
YOUNG, Sam D., Jr. — President, El Paso National Bank, El Paso, Texas

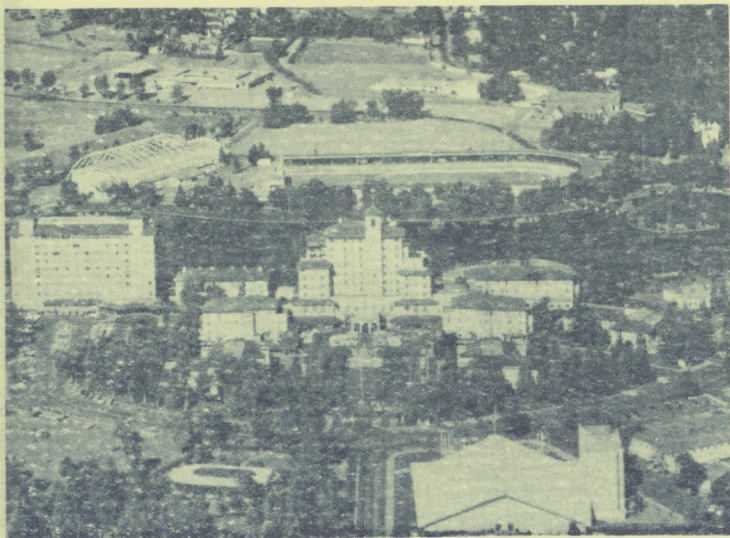
*Member of the Advisory Council of the Assemblies
 †Member of the Board of the Foundation of the Southwestern

Registration

The \$300 registration fee covers all materials, receptions, banquets, breakfast buffets, luncheons and all lectures, discussion sessions and other scheduled activities. A \$25 deposit which is applied toward the total registration fee of \$300 is required with each registration. The \$100 fee for wives covers evening receptions, banquets, scheduled luncheons, lectures, and special activities.

Directors are responsible to the hotel for their accommodations and miscellaneous expenses. Hotel accommodation forms will be sent registrants from the Assembly office, which will be returned to the hotel.

Tours are being arranged for the Assemblymen and their wives at no additional cost.



The Broadmoor, Colorado Springs, Colorado

REGISTRATION FORM TWENTIETH ASSEMBLY FOR BANK DIRECTORS

The Broadmoor
Colorado Springs, Colorado
August 31—September 3, 1974

NAME: _____ Name called by: _____

Business Address: _____ Phone: _____
Company P. O. Box City, State, Zip

Profession or Principal Business Interest _____ Title: _____

Home Address: _____ Phone: _____
Zip

Wife Will Attend? _____ If yes, wife's name: _____

Bank Directorship held in: _____

President: _____ Size of Bank? _____

Number of Directors on Board: _____ Number of years on Board: _____

Bank Address: _____ Zip
P. O. Box City State

Directors Committees on which I have served: _____

Main Interest: Credit Area _____ Trust Area _____ Other: _____

Deposit (\$25.00) Attached: _____ Total registration fee (\$300) enclosed: _____ Wife's registration fee (\$100) enclosed: _____

The registration fee covers all materials, receptions, and scheduled banquets, luncheons; and all lectures, discussion sessions and other scheduled activities.

Please make checks payable to: The Foundation of the Southwestern Graduate School of Banking. Mail to: The Assemblies for Bank Directors, P. O. Box 1319 at S.M.U., Dallas, Texas 75275.)

The Assemblies for Bank Directors
SOUTHERN METHODIST UNIVERSITY
P. O. BOX 1319
DALLAS, TEXAS 75275



THE FOUNDATION OF THE SOUTHWESTERN
GRADUATE SCHOOL OF BANKING ANNOUNCES

Assembly for Bank Directors

The Broadmoor
Colorado Springs, Colorado
August 31-September 3, 1974

Some Staggering Losses

New Banking Services Bring Byproduct: Weakening of Procedural Safeguards

By **OSCAR W. JONES**
Director
Loss Prevention Services
Scarborough & Co.
Chicago

BY ALL comparative standards, the last five years probably will go down in history as a period in which the financial aspects of this nation's economy were subjected to most unusual stresses and strains. Inflation, wide fluctuations in stock and bond markets, similar fluctuations in prevailing interest rates—all these hurled their impact on a national economy already groaning under pressure of the first adverse condition mentioned—inflation. Only by very competent management in the monetary and fiscal areas of governmental supervision was disaster in the nation averted.

No industry in the nation felt more of these stresses and strains than did that of banking. How banks met these changes is a success story in itself. For, despite all the adverse forces working against financial institutions in our nation, most banks showed acceptable profits during these trying times.

How have banks managed to hurdle the many obstacles thrown into their financial pathways and still show a decent profit?

Banks perform many services, but there are two functions that are basic. Banks receive money for deposit, and they lend that money for profit. The ways in which these two functions are carried out have changed over the last decade, but the banking industry still must balance the interests of the depositors, borrowers and stockholders.

But it is of the *changes* that we must take particular note in analyzing banks' success story that has unfolded during the last five years when all the

odds were against their even making a profit. As we are all aware, there have been many changes, both in customer services offered by, and in the mechanical and electronic equipment available to, banks in recent years. Every day, banks are changing existing procedures in order to offer new services, reorganizing operations in order to utilize new equipment and improving their facilities by many new methods.

All this, of course, is the result of the philosophy of free enterprise, the law of supply and demand and of the inevitable result—healthy competition among our nation's banks. Most of these changes are customer-oriented and have become necessary so that banks may remain competitive within their own industry. Most of the changes are necessary to meet demands of the increasing number of customers and their transactions. It has been through these vehicles that banks have been able not only to compete with other industries, but to remain profitable as well.

But there has emerged, along with this vast change within the banks, a monster—an undesirable byproduct. For many of these changes have resulted in weaknesses of procedural safeguards that have permitted staggering losses or that have allowed losses to grow larger before being detected. We are speaking particularly of embezzlement losses. Attending the new services offered by banks, and the new methods employed in delivering these services, there has been an increase in incidence and size of embezzlement losses during the last five years.

In the bank insurance business for the past 55 years, we are very disturbed by this turn of events, and, as the one who pays the premium for Bankers Blanket Bond Insurance to cover part of these losses, the banker also should have a direct interest in this short review of the subject. Losses affect the insurance premium of the individual bank as well as the rates for the entire banking industry.

Believing their future could not be built entirely on achievements of the past, banks realized that they must constantly pursue innovative ways to perform the many services they should render to their customers. During the last decade—and particularly during the last five years—the computer, for example, has come of age in the banking industry, and it is now being used more in that industry than in any other. Thus, through application of the computer, as well as other new programs, banks are able to give their customers the most modern and complete banking services. Every year, more and more banks are converting their operations to use of computers and other electronic equipment. In 1973 banks continued increasingly to install automatic electronic teller equipment.

This conversion to use of electronic equipment is, of course, only one change that has emerged during the last few years which lends itself to the possibility of staggering losses to the bank. There are innumerable other changes that have caused weaknesses in the banks' internal controls and operational procedures. In their keen competition for customers, bankers have become more lenient in their attitude toward opening new accounts without adequately verifying the new account application. Also, there has been more leniency in cashing checks for noncustomers and in paying checks and in acceptance of other documents and instruments that later prove to be forged.

Much of the written and spoken word has been disseminated on the subject of bank auditing and internal controls. While it is not within the scope of these few paragraphs, nor is it our intention here to conduct a training course on the subject, it is worthwhile to note that the banker of today must parallel his operational-procedure changes with accompanying and compensating audit and internal control changes. For—let's face it—embezzlement and forgery losses are on the increase! And bankers must act *now* to stem the tidal wave of these bank-breaking losses.

The next decade surely will bring further application of increasingly sophisticated methods of banking procedures. And although the basic elements of banking likely will not change, bankers feel—and rightly so—that they must concentrate their attention on the needs, desires and aspirations of their customers.

So, let the words used here be few and simple, and let the problem and the solution stand out by themselves in their own significance. And while

(Continued on page 86)

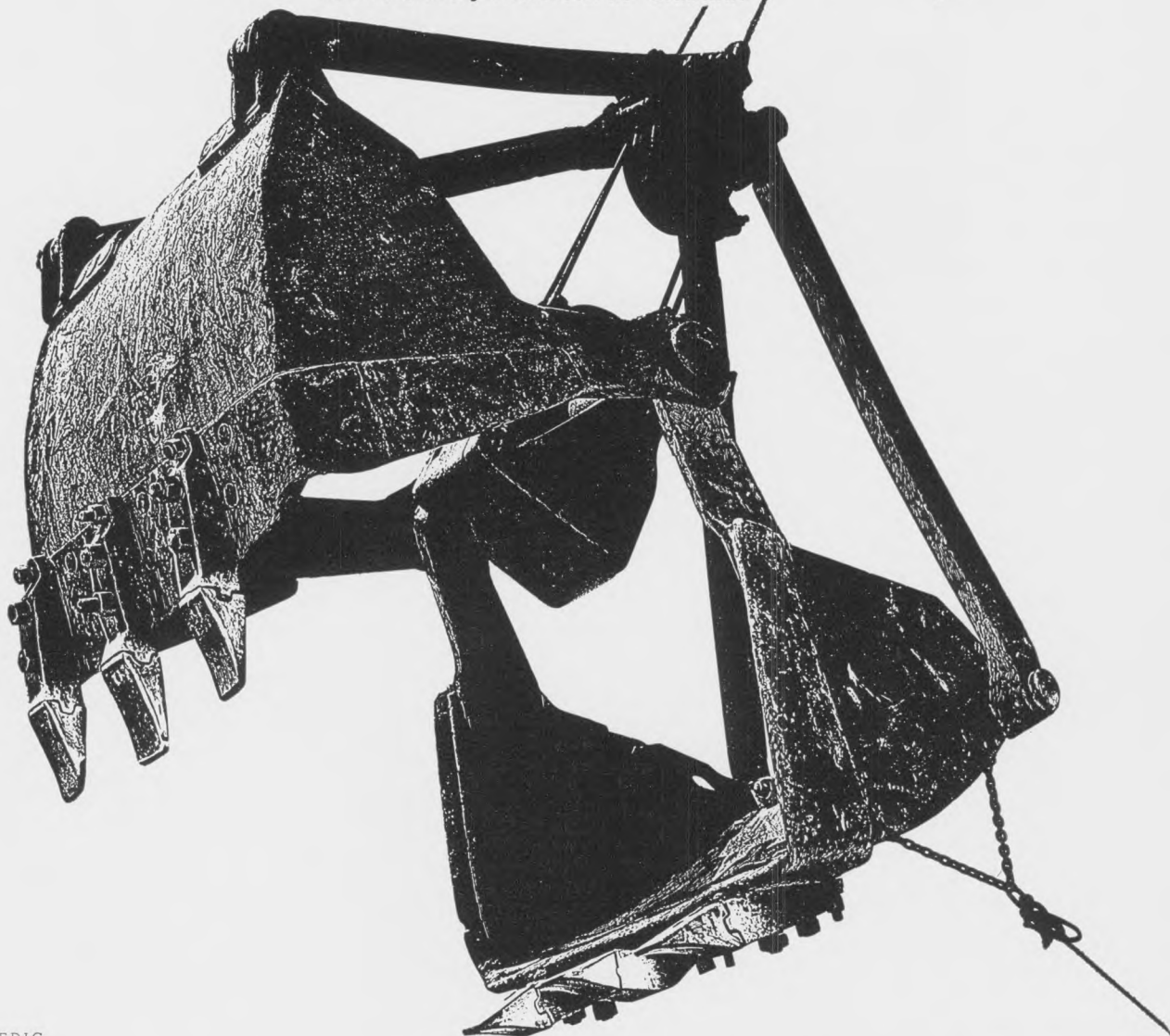


Construction loans. We dig 'em.

And more and more of our correspondents dig the idea of increasing their lending capacity by sharing construction loans with us. Our participation lets you give the go-ahead to more and bigger projects. With no disturbance of your bank-customer relationships. We share the loan—you get the credit. Write our Correspondent Bank Department, 399 Park Avenue, New York, N.Y. 10022. Or call (212) 559-3456. It could be the most constructive thing you do today.

FIRST NATIONAL CITY BANK

Bankers everywhere call us "Citibank"



Member F.D.I.C.

HC Affiliate Provides Marketing Expertise To Banks With Limited Talent, Budgets

Firm draws on experience at anchor bank

MARKETING is an accepted term and practice in the banking field today and the presidents of most banks—even those in small communities away from metropolitan areas—often wish they could afford the services of a competent marketing professional.

But where do you go for marketing services, along with related advertising and public relations expertise, if you are the president of a small bank and if you have a relatively low marketing and/or advertising budget? Can you find an advertising agency willing to work on your bank's small budget? Can you hire a part-time person? Can you be your own marketing man—which most small bank presidents are—or can you take your problem to your city correspondent?

In Arkansas, First Bank Financial Services, Inc. (FBFS), located in Little Rock, believes it has the answer, or at least some of the answers, for bankers who need help in marketing and advertising.

FBFS, an affiliate of Worthen Bank, which is, in turn, a subsidiary of First Arkansas Bankstock Corp. (FABCO), has been in business less than two years and its primary function is to provide marketing services to banks in or adjacent to the state of Arkansas. Most of its activities to date have been confined to Arkansas and southern Missouri, but leaders of FBFS believe they'll soon be opening offices in other states so the organization can work with banks in those states. As it stands now, a corporate airplane must carry FBFS personnel to distant jobs, which adds considerably to the expense.

E. Kearney Dietz, who has headed FBFS since its inception in February, 1973, is a firm believer in the premise that small- and medium-size banks throughout the U. S. have a real need for marketing assistance.

In the earlier days of banking, he says, the local banker's education and skills were directed almost entirely toward the *use of funds*, e.g., how to

lend and invest funds once they were deposited in the bank. The real problem today, he says, is in *attracting* funds to the bank so they are available for lending and investing.

Thus, Mr. Dietz says, the importance of marketing to any bank becomes clear and, as a result, a definite need for the services of a firm like FBFS becomes evident.

FBFS, Mr. Dietz says, was a natural evolution from marketing programs originated by Worthen Bank, anchor bank for FABCO, which is the only multi-bank holding company in Arkansas and which has organized or purchased other nonbanking affiliates as allowed under the Fed's "laundry list" of financial services.

Worthen Bank, he said, operating in an extremely aggressive manner in recent years, literally pioneered some new marketing concepts, which were extremely successful. Reasoning followed, therefore, that these programs, once they were "debugged" and adapted to other markets, could work equally well for banks scattered throughout the state.

E. Kearney Dietz was named president of First Bank Financial Services, Inc., Little Rock, at the firm's inception. His background includes five years as vice president and director of marketing for Union National, Little Rock, and four years as a partner of a Little Rock advertising, marketing and public relations firm. In this latter role, he worked with Arkansas banks, providing advertising and marketing counsel, conducting market research and providing sales and human relations training for bank employees.



Also, a company such as FBFS would have available staff people at Worthen Bank who could provide the capability for market planning and research, new service development, sales and human relations training and particularly employee incentive campaigns, which had been honed to a fine edge at Worthen. One such campaign produced more than \$17 million in new deposits in a 10-week period!

FBFS is set up to provide services to financial institutions under either long-range contracts or on a one-time project basis, Mr. Dietz says.

In the *marketing services* area of the FBFS operation, the company provides comprehensive marketing planning (including market research), continuous marketing counsel and, if required, service as an advertising and public relations agency. These services can be purchased as an entire package or in part. Typically, the company is retained to provide a comprehensive marketing plan for a bank.

When this service is contracted for, FBFS begins by conducting a marketing inventory of the client bank. An FBFS executive interviews top management and the officer and department head staff of the bank to determine the bank's current profile, its marketing-related activities and the habits and attitudes of the staff. The company also gathers economic data to determine the size of the bank's market and to project future economic activity which will, in turn, determine the bank's potential for growth.

Share-of-market statistics are charted over a 10-year period. These figures include information for all banks, S&Ls and credit unions in the market. This guarantees that a particular bank has the chance to look at the entire market for deposits rather than just the so-called "bank market" and helps to eliminate the tendency to compare a bank with itself—that is—merely compare one year's figures with another and

HC Affiliate (Continued)

come to the conclusion that healthy growth was achieved in any given year. When compared with the growth of prior years, that growth may, indeed, seem healthy, but when compared with the growth that was possible (new dollars in the market), the figures might take on an entirely different look.

After the marketing inventory has been completed, FBFS conducts market research to determine the attitudes and habits of the public about banks and bankers, other financial institutions, services and media. The research is conducted using the face-to-face interview method.

With the inventory and the research report in hand, FBFS has completed the situation analysis part of the marketing planning job. Armed with this information, the company could prepare the total plan but it does not. The company's philosophy is that people who are charged with the responsibility of carrying out a plan ought to have some ownership in the plan and that this can best be achieved if those people have a part in writing the plan. This is accomplished through two FBFS-conducted meetings.

The first is a long meeting (usually about four or five hours) with bank officers and department heads. During the meeting the information gathered by the company is shared with the group. The group is then asked to identify problems and opportunities which seem to suggest themselves and to adopt specific objectives for the future. FBFS provides projections and forecasts concerning overall economic activity, deposit growth, the activities of competitors and the changes in customers' needs for bank services so the group will have a pretty good idea of what is possible before it is asked to set goals for itself.

After the objectives have been spelled out, the group spends the remaining time coming up with action programs designed to achieve specific objectives. Typically, these programs deal with internal communications programs, training, selling bank services, new service development and a host of others. Some FBFS clients have outlined as few as 10 action programs while others have adopted as many as 30.

After the meeting with the officers has been concluded, the FBFS staff prepares the preliminary marketing plan for presentation for a later meeting to the bank's entire staff. During this meeting the staff is given the bene-

fit of the inventory and research information. It is then told of the objectives adopted by the officers and exposed to descriptions of the action programs suggested during the earlier meeting. The bank staff then has the opportunity to assign priorities to each of the action programs and indicate members' individual interest in participating in the activities of one or more of the action program committees. These action programs become the "guts" of the marketing plan. They are usually described initially on a single sheet of paper which names the program, fixes responsibility for implementation, outlines action steps and indicates to whom progress reports are to be submitted and when those reports are due.

In some cases, the presentation of the marketing plan to the entire bank staff marks the end of the FBFS responsibility to a particular client. In other cases, the company is retained additionally to "ride herd" on the plan and make it work. This activity is carried out through a counseling function in which an FBFS executive spends a day a month in the client bank working with both top management and with other officers and staff members who have been charged with specific action program responsibilities. Marketing counsel is also available to financial institution clients that do not choose to use FBFS in a marketing planning role.

The company is not intent on displacing advertising agencies that work for client banks. As a matter of fact, FBFS usually works with a given bank's agency to provide information helpful to the planning and coordination of external communications programs. If, however, the bank does not have an agency and wishes to retain FBFS, the company is quite capable of serving in that capacity.

With regard to the training services area of the FBFS operation, the company has developed a two-day sales and human relations training workshop which it makes available to financial institutions. During the workshop, three or four people from the FBFS training staff conduct sessions on the premises of the institution which retains its services. The company uses television equipment, role-playing, transactional analysis, a wide variety of audio-visual equipment and the latest training methods to expose employ-

ees to techniques of relating to people and to communicating persuasively with them. The company also conducts monthly followup training sessions to try to make sure that emphasis is continually given to the sales and human relations function by a particular staff. The company also provides supervisory training for financial institutions and is currently working on the preparation of a teller training package which can be used to train tellers one at a time.

FBFS is now working with one south Arkansas bank client which retained the company to do a comprehensive marketing planning job, provide monthly marketing counsel, handle advertising and public relations, conduct the sales and human relations training workshop and provide monthly follow-up training for the staff. In such cases, FBFS charges a special package rate.

Another division of FBFS deals with the employee incentive area of operation. The company has packaged a special campaign which it calls the "Key People Incentive Program," which is for sale to banks and savings and loan associations. FBFS sets up the campaign in a given financial institution, trains the in-house campaign coordinator, provides the necessary forms, point systems, etc., conducts the kickoff meeting using a specially prepared and locally customized audio-visual presentation and provides merchandise and travel prizes—all for a percentage fee guaranteed in advance. The fee is based on an institution's size and number of employees.

The company has established relationships with manufacturers and has merchandise shipped to its Little Rock warehouse. This way, when a request for a particular prize is received in Little Rock, the prize can be shipped that day. The company's philosophy is that incentive campaigns are more effective if prizes are awarded as soon as possible after they have been won.

This is not possible in connection with grand prize winners who choose travel prizes. FBFS makes arrangements for special group rates and usually contracts months in advance for an airline charter and room reservations. Grand prize winners of recent FBFS Key People Incentive Campaigns will spend this Memorial Day weekend in Montego Bay, Jamaica, with all expenses paid for two.

The campaigns last for 10 weeks. Recent campaigns have brought in anywhere from a 2% up to a 12% deposit gain. One \$20-million bank increased its deposits by \$2,375,000 during the 10-week period and another bank had 86% of its employees qualifying for at least one prize. • • •

EDITOR'S NOTE—This is sixth in a series of articles on nonbanking activities of HCs.

High Schoolers Learn About Banking With Bank-Sponsored Study Course

Filmstrip, workbook, tour highlight week-long classes

TEACHING the practical aspects of banking without the use of adequate materials is a widespread practice in the nation's high schools.

Not only does a great deficiency in textbook materials exist, but published information rarely is up to date with the vast changes taking place in banking. When most new textbooks get into the classroom, the material compiled for the writing is usually three to five years old. The texts are usually used for from five to eight years, further out-dating the material.

The result is that students do not learn about banking through any formal system. It has been estimated that from 75% to 85% of students graduating from high school do not know how to properly write a check.

This situation, long known to bankers, is beginning to attract the attention of school and state officials. In Oregon, for example, where bankruptcy rates are higher than anywhere else in the U. S., a student must show that he can balance a checkbook and compute the cost of loan interest before he receives his diploma.

State requirements and legislated curriculums are extreme measures, and they may not be necessary; especially with the advent of a new supplementary education program called "Banking Is . . .," created and produced by National Learning Productions, St. Albans, W. Va.

The program paints a comprehensive picture of banking through the use of a 170-frame filmstrip, a recorded narration and overhead transparencies. In addition, the program provides each student with a study guide and practice checkbook in which he completes individual work projects.

Among the banks sponsoring "Banking Is . . ." in local high schools is Hamilton National, Chattanooga.

According to H. Thomas Zeilke, assistant vice president in the business development section, the program di-

rects the student through the various banking functions—savings, checking, lending, protection of valuables—by use of a fully dramatized narration.

The script begins with a fatherly character, known only as the authority, talking to a high school student who is unfamiliar with banking and who questions its relevancy to him. "What would I do with a checking account?" he asks. "I don't even know how to write a check!"

The authority takes the student on a tour of a bank and demonstrates to him, through a series of intermittent dramatized episodes, how a bank may help him meet some of his needs. In one episode, a student is having to sell his motorcycle to get enough money to go to college; in another, a student unwittingly is roped into a 46% interest charge by buying a stereo from a fly-by-night salesman.

Mr. Zeilke says the filmstrips are well received by students, who tend not to pay attention to lectures when the topic is finance.

Hamilton National, and other banks sponsoring "Banking Is . . ." in various cities, make arrangements with Na-

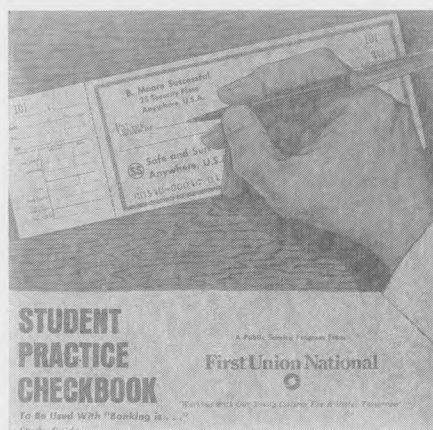
tional Learning Productions to contact local school officials and offer to supply the course and the related work materials, free of charge. Members of the faculty teaching business courses incorporate the "Banking Is . . ." material into their curriculum, devoting about five hours of classes to the topic each year. After the course has been completed at a given school, the bank supplies a representative to answer any questions students might have. The representative usually arranges for the students to tour one of the bank's offices to further impress upon them the workings of a bank.

Hamilton National sponsors the program in 21 high schools in the Chattanooga area. It is in the second year of this sponsorship, and, although the expense of providing the course is high, due to the large number of schools involved, Mr. Zeilke says there are benefits to be derived from the sponsorship.

For instance, the contacts made with teachers at the schools, which are renewed each year when the bank takes the course supplies to the school. A bank officer is designated as a "student-bank counselor" and is briefed by the regional coordinator from National Learning Productions on how the program is to be implemented and followed through at the school with a question-and-answer visit.

The advertising and public relations benefits of sponsorship are obvious, Mr. Zeilke says. The bank officer reaches the uncommitted customer face-to-face at a time when he is beginning to think seriously about money and about where he will do his banking. If approached properly, the student will feel he has a personal friend at the bank who will help him if he has a question or needs assistance.

When the students take the workbooks home, their parents see that the bank is doing something constructive toward the education of their children, not just providing imprinted book cov-



Course includes book of checks to enable students to practice check writing and reconciliation. Checks bear logo of sponsoring bank, in this case, First Union Nat'l of North Carolina.

ers, miniature diplomas or athletic advertising.

The bank tour often results in the opening of new student accounts, Mr. Zeilke says. While on tours, some students are surprised to see a few of last year's high school graduates working at the bank. This helps to make them feel at home.

During the course, students are not only told about bank forms, they are given practice using them. The course includes an exercise in opening an account, figuring interest on savings, applying for a loan, rating credit and computing loan interest. Each student has a practice checkbook, imprinted with the sponsoring bank's name, to test and reinforce his understanding of check writing, depositing and reconciling a bank statement.

Twice each year, school officials fill out evaluation forms regarding the "Banking Is . . ." course, with copies going to the sponsoring bank so management can determine whether the course is having a viable effect on students.

Students generally, Mr. Zeilke reports, take an interest in the course. Although the film strips are shown only in the classrooms, the workbooks can be taken home. They explain the various functions of banking in a simple, yet complete, manner, so that they can be saved for reference in later years.

One student was so impressed with his workbook that he said he was going to take it home to his mother so "she can learn to do her banking better!" • •

China Offer

New Bank Opens Doors With Aid of Premium

One way to get people into a new bank is to offer china as a premium. That's what First National, Scottsburg, Ind., is doing, and has been doing since it first opened for business last November.

The bank is offering two styles of china from the Weigl Co., New York City. One free place setting is given

when a new checking or savings account is opened for \$25 or more. Additional deposits qualify customers to purchase additional place settings.

The offer was advertised in newspapers and radio and is scheduled to continue indefinitely.

New Coin Bank Premiums



Two new coin banks are being introduced this year by Royalty Industries, Hialeah, Fla. The twin raggedy anne doll banks are called Anne and Andee.

'Round-the-Clock Officer Availability Promoted by St. Louis Banks

EXPLODING the myth about "bankers' hours," St. Louis' Manchester Financial Banks have been running a series of large-space newspaper ads emphasizing that bank officers are available to customers at night as well as during the day.

The Manchester Financial Banks are Manchester Bank, Manchester Bank's Hampton Office and National Bank of Affton, in a St. Louis suburb.

"Our purpose behind the ads," George Guernsey III, executive vice president, explained, "was to get it across to our customers and prospective customers that our officers are ready and willing to help them with their problems day or night. We're not just 9 a.m. to 2 p.m. banks."

The ad campaign chimed in with the banks' sales slogan—"The performance people—we'll get it done!"—by using the headline, "Performance is 'call me at home tonight.'" The opening sentence of well-displayed body-copy said:

"The home phone numbers of our officers are constantly given to our customers to get the job done at any hour of the day or night."

"This does not mean," Mr. Guernsey said, "that we give all our customers a list of the officers' phone numbers, but it does mean that any one of us is available when the customer has a need for such service. After all, our home

phone numbers are in the telephone book."

In Mr. Guernsey's case, he receives two or three phone calls at home every week from customers who do business

**Performance is
'call me at home tonight'**

The home phone numbers of our officers are constantly given to our customers to get the job done at any hour of the day or night.

These officers welcome the calls and more important, they perform. They make loan commitments. They wire money wherever it is needed. They handle financial emergencies on a 24-hour basis.

Being exceptionally available is just another example of our attitude . . . our commitment to getting the job done, no matter what. We're The Performance People.

Manchester Bank
Executive and Check Deposit • St. Louis, Missouri 63101 • 214-150-070

Manchester Bank—Hampton Office
1100 Hampton Avenue • St. Louis, Missouri 63102 • 714-122-060

The National Bank of Affton
10200 Greengarden Road • St. Louis, Missouri 63124 • 314-631-8000

The Performance People

with him personally and with most of whom he is on a first name basis. What do they call about?

"A customer may be in the process of making a loan and is called out of town," Mr. Guernsey quoted as an example. "He phones to tell us about it and asks to have the papers ready when he gets back. Another customer finds he is able to make an advantageous purchase of merchandise, but before he closes the deal he wants to make sure he can finance it. Usually it is some unexpected occurrence that causes a customer to phone an officer at home. Like the death of a relative in a distant city, which puts the customer in need of a substantial amount of cash right away and he can't raise it. Our officers have obtained money in such a case by cashing their personal checks where they were known."

The banks' attitude is capsuled in the second paragraph of the newspaper ads:

"These officers welcome the calls and, more important, they perform. They make loan commitments. They wire money wherever it is needed. They handle financial emergencies on a 24-hour basis.


"Being exceptionally available is just another example of our attitude . . . our commitment to getting the job done, no matter what. We're The Performance People." • •

HAMILTONIAN FEDERAL Presents...

FREE GIFTS FOR Better Homes & Gardens

LIMITED TIME OFFER

WITH A CERTIFICATE DEPOSIT OF \$5,000.:



YOUR CHOICE:
Black & Decker®
ELECTRIC GARDEN TOOLS


A. 13-INCH DOUBLE EDGE HEDGE TRIMMER
Safe, electric power takes the work out of trimming hedges and shrubs.

B. NO-STOOP ELECTRIC GRASS TRIMMER
Easy new way to trim grass in a standing position, no stooping.


WITH A PASSBOOK DEPOSIT OF \$400.:
Choose 1 of 6 Deluxe Loose-Leaf Better Homes & Gardens Books:

A) Decorating
B) Handyman
C) Gardening
D) Cook, or
E) Sewing Books.

WITH A PASSBOOK DEPOSIT OF \$100.:
Choose one of these 2 elegant glassware sets.




24-PIECE GLASSWARE SET including 8 each of 3 popular size glasses.



8-PIECE LAZY SUSAN including tray, bowl and 6 small trays on saucer.

WITH A PASSBOOK DEPOSIT OF \$200.:
Choose from 11 Better Homes & Gardens Cookbooks, each covering a Cooking Specialty, such as Budget Foods, Meats, Salads and Fondues.



Your choice of 2 Books from Group A or 1 Book from Group B with deposit.

Limit: one Free Gift per Account—Sorry, Gifts not available—Certain Gifts may be purchased with additional deposits of \$100.

GIFTS ON DISPLAY & AVAILABLE AT ALL 4 HAMILTONIAN OFFICES

Oversize postal card distributed by Hamiltonian Federal illustrates five premiums, including *Better Homes and Gardens* books and Black & Decker electric garden tools. Opposite side of card lists locations of S&L's four offices in St. Louis area.

Careful Keying of Premium to Market Is Practice at St. Louis Area S&L

KEY YOUR incentive premium to your market. That is the "open, Sesame" that unlocks the door to larger deposits.

Such is the experience of Hamiltonian Federal Savings & Loan which has four offices in prosperous middle class neighborhoods, one on St. Louis' south side and three in affluent suburbs.

Using this motivation principle, the S&L combined two electric garden tools with a selection of *Better Homes & Gardens* homemaking books to fit its key directly into the homes of upper middle class housewives. And to make the appeal as broad as possible, a choice of a 24-piece glassware set or an eight-piece lazy susan set was added.

This broad approach to the needs and wishes of St. Louis housewives generated a total of more than \$5,700,000 in gross deposits over a 40-day period co-incident with the S&L's interest paying date. Of this amount more than \$2,500,000 represented a net gain during the period when deposits of S&L's normally decrease following the interest-paying date.

The garden tools, both manufactured by Black & Decker, were a 13 inch double-edge hedge trimmer and a "no stoop" grass trimmer. For a certificate of deposit of \$1,000 the customer could

By **ARTHUR C. NORRIS**
Contributing Editor

buy either of the tools for \$5. For a CD of \$5,000, he received either of the tools free.

The *Better Homes & Gardens* Books were divided into three groups. For a minimum deposit of \$400 the customer had his choice of a decorating book, a handy-man's book, a garden book, a cookbook or a sewing book. For a deposit of \$200 the customer could choose any two of six different cook-

books plus any one out of a second group of five cookbooks.

To make the incentive program even broader in its appeal, the S&L also offered a choice of a 24-piece glassware set which had a retail value of \$8.50 or an eight-piece lazy susan set which included tray, bowl and six small trays.

During the 40-day period, Hamiltonian customers "bought" approximately 460 trimmers, 2,000 *Better Homes & Gardens* books and close to 6,000 glassware sets.

Six months earlier at the year-end interest paying date, Hamiltonian featured another group of premium offers as a means of offsetting the decline in deposits that usually follows the payment of interest.

Top offer in this promotion was a choice of two electric lamps, one a 34 inch antique bronze table lamp and the other a 16 inch pewter and black accent lamp. Either of the lamps was free with the purchase of a \$5,000 CD. Or either could be bought for just \$9.75 upon the purchase of a \$1,000 CD.

In addition, the S&L offered in exchange for a minimum passbook deposit of \$400, a choice of a 24-piece glassware set, an eight-piece lazy susan set, and five different lamps. A passbook deposit of \$200 obtained the choice of

S&Ls Pay Daily Interest

A trend toward payment of daily interest by St. Louis S&Ls received new impetus at the end of the first half of 1973 when more S&Ls shifted to payment of interest daily instead of semiannually. A majority of the 28 S&Ls in the St. Louis S&L League now pay daily interest with only about a half dozen clinging to the semiannual payment dates. Officers of the league implied that it was primarily competition among the S&Ls that led to the shift and only secondarily an effort to meet bank competition.

a stadium bag or a cartoon animal toy bank.

In this promotion the S&L moved a total of 2,560 lamps of which 572 were the bronze lamp and 81 the pewter lamp, both of which required the purchase of a four-figure CD. In addition depositors walked away with 1,000 free glassware sets, 1,400 toy banks and 440 stadium bags.

During the 60-day period this promotion was under way, the S&L took in more than \$8,000,000 in gross deposits. Its net increase in deposits during this period was more than \$3,400,000.

To spread the word about its promotions, Hamiltonian uses page-dominating space in metropolitan and neighborhood newspapers, and television and radio spot announcements for periods of from four to six weeks. Large postcards (5½ by 8½ inches) on which the premiums are pictured and described are mailed to all existing account holders. And a stunt that generates word-of-mouth publicity is the "Hamiltonian Air Force," a "fleet" of light planes that tow banners advertising the S&L's premium promotions and fly over areas of concentrated population like shopping centers and St. Louis' Busch Memorial Stadium when sporting events are held.

Hamiltonian Federal S&L is a 50-year old association that grew out of a credit union connected with the now-defunct Hamilton Shoe Co. Years ago the S&L used premiums regularly, then dropped them for some years. In 1970 the practice was resumed on a once-a-year basis, and in 1972 the incidence was boosted to every six months. A program is now under consideration to use a premium promotion every month during the year, Thomas G. Terneus, assistant vice president and director of marketing reported. ••

Ovenware Premiums Introduced



Salem China Co., Salem, O., has introduced this line of cookware called "Gourmet Oven-top-Table Ware." It includes a collection of Worcester-like souffle dishes, covered casseroles, ramekins and pastry dishes. The items can be offered as one-shot or mini-continuity premiums.

30

How Many?

Brick-Guessers Compete To Publicize New Building For Bank in Kentucky

Are guessing contests of any value in bank publicity? James S. McKenzie, president, Bank of Oldham County, LaGrange, Ky., would answer a definite "yes."

"Although I doubt that our recent contest tied into the construction of our new building brought in any new business, it certainly caused a lot of talk," he said, "and any time you get people talking about your bank it's good for the bank."



James S. McKenzie, pres., Bank of Oldham County, LaGrange, Ky., presents \$100 bond and a clock radio to first place winner, Mrs. Mary Jo Knight. Mrs. Knight came closest to guessing the number of bricks used in erecting the bank's new building, which was 56,200. Mrs. Knight guessed 56,243.

The contest was to name the number of bricks that would be used in erecting the bank's new building. Prizes were \$100, \$50 and \$25 U. S. savings bonds for first, second and third place guessers. In addition, if the winner of any of the prizes was a depositor of the bank, he also received a clock-radio.

The contest ran for three months, concluding 10 days after the last brick was laid. Close to 600 entries were received on special cards which had to be validated by a teller with the time and date the entry was handed in. This was done to avoid ties, in which case the earliest entry would receive the prize.

Money in a Hurry

60-Minute Service on Loans Offered by C&S, Atlanta

A money-back guarantee on its over-the-counter installment loans has been initiated by Citizens & Southern National, Atlanta. The bank's new "60-Minute Money" loan service guarantees loan approvals within an hour or the

customer receives a month's free interest.

The guarantee will apply to all approved installment loan applications made at any C&S office in Georgia during normal banking hours.

If the bank takes more than the guaranteed hour to approve a loan, the customer will receive a check immediately in an amount equal to one month's interest charges.

According to Hudson Whitley, marketing director, "Our customers have a right to expect a quick answer. We realize that many times a major purchase hinges on the loan decision and see this as an area where we can better serve our customers—and we're putting our money on the line to back it up."

Green Thumb

Banks Disburse Goodwill With Seedling Giveaways That 'Grow' on Recipients

Goodwill that really grows is the theme of Musser Forests, Indiana, Pa., supplier of trees, plants and seedlings as bank premiums or giveaways.

These items have worked well in connection with promotions tied in with ecology and community involvement.

City National, Columbus, O., used seedlings as a giveaway to promote a new type of account. Every customer opening a then-new Moneytree account at the bank was given a seedling.

The bank reports that more than 5,000 tree seedlings were given out in a two-day period. The bank received a substantial amount of favorable publicity in the local press in connection with the promotion.

First National, Ebensburg, Pa., uses seedlings as giveaways whenever it opens a new office or celebrates an anniversary. On the bank's 75th anniversary, pine tree seedlings were given out and well accepted, according to William P. White, president. Rhododendron and azalea seedlings were distributed when the bank opened a new office.

According to Mr. White, the seedling gifts have a permanent effect in that they continue to advertise for the bank each time the recipient looks at his growing seedling.

The bank is making plans to change its name to Laurel National and plans to distribute laurel seedlings during a promotion in connection with the name change. Laurel is the state flower and it is illegal to dig a laurel plant from the woods, so the seedling offer is expected to be popular with bank customers.

Junior Ecology Club Plan Provides Means for Banks To Get Youngsters to Save

WHAT BANK wouldn't want to encourage youngsters to develop the savings habit? One of the drawbacks to such encouragement is the difficult task of motivating a youngster to squirrel away funds on a continuous basis.

But it's being done at McPherson (Kan.) State, located in a community of 10,000 people almost in the middle of the state.

Bank officials huddled with the bank's advertising agency, Advertising Concepts, Inc., Wichita, to devise a savings program that would be attractive to young people while, at the same time, being reasonably priced and uncomplicated to administer.

What they came up with is called "The Johnny Appleseed Ecology Club."

According to Don Stefes, bank president, the ecology theme carries a

strong interest for youngsters and adults alike. This theme was used as the nucleus for creating a savings theme. Thus, the program instills ecological awareness in young savers at the same time it develops a thrift theme.

The Johnny Appleseed program is designed around a coloring project calendar that outlines various ecology projects throughout the year. The youngster is invited to the bank to become a member at no charge. His initial ecology kit includes the project calendar, a sew-on apple shoulder patch in bright colors, a membership card and a dime-saver apple bank.

The items are included in a Junior Ecology Kit envelope. The calendar gives continuity to the program by encouraging members to add to their savings accounts monthly and in turn re-



This is design on envelope of materials for members of Johnny Appleseed Junior Ecology Club at McPherson (Kan.) State.

ceive additional Johnny Appleseed gifts. This motivates children to save regularly and improve the quality of their environment at the same time.

According to Larry Stroup, marketing officer at McPherson State, a goal of 500 members was designated for the first year of the program. Launching date was March 21, 1974. Seven working days following the program's announcement saw 243 youngsters signed on as members. Enrollment is expected to continue at a brisk pace as the initial members spread the word of their participation.

The Johnny Appleseed Junior Ecology Club was designed to offer an incentive to attract the youngster to the bank lobby with some additions to his savings. On alternate months it provides suggestions for building a do-it-yourself ecology project.

According to Vernon Dossett, bank cashier, the program is too new to enable a determination to be made regarding average balances of member savings accounts, but the national average for accounts of youngsters 12 years of age and under stands at \$170.

Mr. Stefes said that the program was designed, not only to create community-wide ecology interest, but also to create an awareness on the part of youngsters that the bank is interested in them as individuals as well as future customers. Each member registration card asks if the youngster's parents maintain accounts with the bank, showing that management realizes the potential in this area. • •



The youth savings market isn't peanuts, as evidenced by lineup of children eager to sign up as members of Johnny Appleseed Club at National Bank, Wichita. These children brought their savings to bank in cans that formerly contained nuts. Clerk helps young club member with formalities of membership.

MID-CONTINENT BANKER for May 15, 1974

Here's your chance to win

Free Rib-eye Steaks



Bring this card to our new Baseline Road Branch Bank. It entitles you to try your luck in our Matchbox Machine which makes its payoffs in steaks! At least 60 people will win our grand prize—six thick, boneless, 12-ounce rib-eye steaks fit for a king. Another 120 people will win our runner-up prize of two 12-ounce boneless rib-eyes. And for those who do not hit the big payoff, it's beans for dinner—a free can of pork and beans. You can't lose ... and there's no obligation!

So come by our spanking new, full service branch bank at 7400 Baseline Road, just one block east of Chicot Road, and play the game that no one can lose! From 9:00 A.M. to 6:00 P.M., Friday, January 18.

 **WORTHEN**
Bank & Trust Company, N.A.
the Pacesetter
MEMBER FDIC

This is mailing card that was sent to residents in zip code areas serviced by branch. Same layout was run in suburban newspapers.

least four reasons for the success: (1) The special nature of the giveaway item itself; (2) the day we chose for the celebration; (3) the unique combination of media promotions we used; and (4) the way people interacted with those first three variables.

"The rib-eye steak is a quality item that is a luxury today to many people," says Mr. Oates. "But it's also a practical giveaway—the kind of thing no one would turn down. This special combination of luxury and practicality is what I think made this type of promotional premium unique and popular for us. A lesser cut of meat wouldn't do; and something like a toaster is not needed by everyone even though it's a lot more expensive. That's another point about this type of item—it's relatively cheap as a giveaway."

These special advantages of rib-eye steaks as giveaway items were supplemented, we think, by a side gimmick we called "Steak Helper," a can of pork n' beans. No customer was a loser at our opening. Those who came and failed to win a steak were given a 14½ ounce can of pork n' beans with a label which read "Steak Helper—Complete! Just Add One Steak, Baked Potato and Tossed Salad. From The Pacesetter." Several customers who didn't go away with steaks seemed delighted to have "Steak Helper," and had fun showing the cans with the special labels to their friends.

Second on our list of reasons for success was the day we chose for the celebration—Friday. The spirit of "Thank God It's Friday" seemed to prevail, a feeling we have not felt at openings held on Mondays.

Aside from just being the beginning of the weekend, however, there are other reasons Friday seems to be good. It's usually a busy day for a bank—people need to handle their banking before the weekend and will come to a branch then, grand opening or not. It is also usually a bank's longest working day—we're open to 6 p.m.—making a good service-oriented impression, we think. It is also a common time for people to go shopping, which brings them to the shopping center locations where a branch is usually located.

Third on the list we're keeping is the relatively inexpensive multi-media approach we took on advertising the opening. First was a direct mail piece sent to the homes in the zip code areas serviced by the branch. The piece we have successfully used for our three latest branch opening steak giveaways is a 5½" by 8½" self-mailer postcard (quoted at the beginning of this article)

Combination of Factors Makes Branch Opening A Memorable Occasion

By GLEN COOPER, Marketing Representative,

Worthen Bank, Little Rock

"HERE'S your chance to win FREE RIB-EYE STEAKS. Bring this card to our new Baseline Road Branch Bank. It entitles you to try your luck in our Matchbox Machine which makes its payoffs in steaks! At least 60 people will win our grand prize—six thick, boneless, 12-ounce rib-eye steaks fit for a king. Another 120 people will win our runner-up prize of two 12-ounce boneless rib-eyes. And for those who do not hit the big payoff, it's beans for dinner—a free can of pork and beans. You can't lose . . . and there's no obligation!"

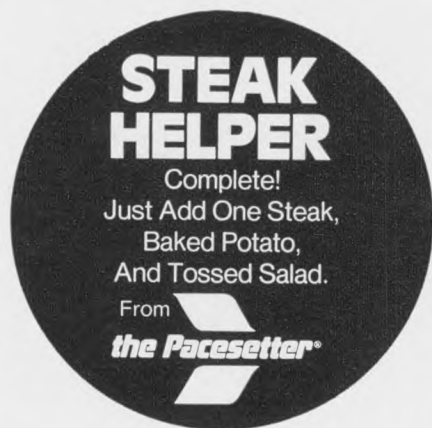
If that makes your mouth water, then you will find it easy to understand how we got 3,000 people in southwestern Little Rock to attend our latest branch bank grand opening. It was the largest branch opening in our history. The branch was an immediate success. It has since been one of our largest volume branches—in checking and saving accounts as well as in loans.

This success was only partly caused by a steak giveaway, of course. Added to the 1,150 steaks we gave away (and 2,100 cans of pork n' beans), was a large measure of competence, courtesy and enthusiasm on the part of the branch manager and his staff. Then we must give credit to the people who chose the branch site, too, I suppose.

But the steak giveaway did seem to add a magic touch.

This grand opening was our third to feature a steak giveaway promotion. The first was successful, but we had trouble with our giveaway machine and the opening seemed to be lacking in excitement. The second was also good, but was staged on a smaller scale. The third was the best, and we think we know why.

Randy Oates, an assistant vice president of Worthen in charge of branch marketing, believes that there are at



These labels were placed on cans of pork and beans, which were given to those who didn't win steaks.



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.

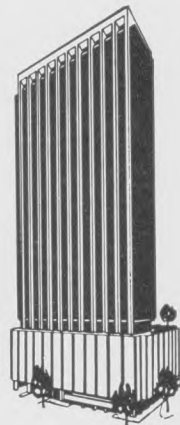
The banking business produces the same types of problems . . . moments of crisis when you have to assess the situation accurately, mobilize your resources, and act quickly to profit from your opportunities. In these moments you'll learn to appreciate the kind of correspondent **Action** you get from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

4
FOURTH
NATIONAL BANK
515 SOUTH BOULDER
TULSA, OKLAHOMA 74103



which instructs the receiver to bring it to the branch for a free steak. Our response from this mailer seems to be that about 16% who receive it bring it to the branch—a large percentage.

The text and layout of the card also worked as a small advertisement in two of the area's "shoppers news" type newspapers. Readers were invited to clip an ad and bring it in. Astonishingly, this seemed to work also—15-20% of those at the branch opening brought ads.

A third media was radio. In fact, to say it was third may be misleading. We sponsored an on-the-scene radio broadcast all afternoon from the branch on the top-rated AM rock station in the area. Music was played, of course; but, between records, off-the-cuff announcements for our branch were broadcast from a fact sheet we prepared. Also, branch personnel were interviewed. This caused excitement that made the event special for everyone and caught the Friday afternoon drive-time traffic. Our branch was so crowded at 6 p.m., when the opening was supposed to end, that it didn't end. We had to send out for more steaks and more cans of "Steak Helper," to handle the crowd which was lined up from the inside of the bank out into the parking lot.

We think this use of direct mail, newspaper and radio advertising was strong and that each contributed to the large turnout. There's nothing magic in this—almost everybody uses a multi-media approach—but ours was a little different than we have tried before and it seemed to work well. It also was done inexpensively, since we didn't use major newspapers or TV.

Last, but certainly not least, was people. The real magic in any event of this sort is the attitude of the people involved—the branch bank staff and the customers. We think the emphasis here was on people, not things.

In giving away steaks to winners right on the spot, we achieved a built-in immediacy to the winning procedure which was effective. People driving by the branch, hearing the radio promotion, could drop in, win a rib-eye steak and take it home right then. We also used a promotional electronic slot machine we obtained from a local independent service station. People got one chance to play the machine in their attempt to become steak winners. This was entertaining and winners—especially six-steak winners—caused a great deal of excitement.

This was not all that contributed to this festive, warm Friday afternoon grand opening, however. We served refreshments, including corn chips, potato chips and a champagne fountain of punch which required no servers, enabling our branch manager and his

staff to be free to encounter customers and potential customers. They could also be interviewed by the radio disc jockey doing the on-the-scene broadcast.

After all, to the customer, a bank's services tend to look the same as those offered at all other banks. So do grand openings. Only the people have a uniqueness that can't be copied by the competition. And only a people-oriented grand opening can achieve a uniqueness like our most recent steak giveaway did! ••

Suitable for Framing:

New Orleans Bank Offers Free Set of Color Prints With Scenic Checks

Bank of New Orleans is offering an extra incentive to buy its scenic checks—a set of five beautiful prints free with each check order.

Each 11x14-inch print, in two colors, is ready for framing. Each print duplicates a scene from one of the five scenic checks—the French Quarter, St. Louis Cathedral, New Orleans' Superdome, the SS President and the St. Charles Avenue streetcar. Persons who want only the scenic prints can purchase them at a small price from the bank.

The checks, packaged 200 to an order, with 40 deposit slips, are per-

sonalized with the customer's name and address. No charge is made to those who maintain balances of \$300 or more.

As part of its selling message on the checks, the bank suggests that not only can depositors enjoy the New Orleans scenes as they write their checks, but they will be publicizing their city everywhere those checks go.

At New Bank

Inflation, Fuel Crunch Make Popular Premiums Of Meat, Rental Auto

Want major response to a sweepstakes offering? Tie in to high meat prices and the gasoline shortage.

Such seems to be the message to be garnered from the results of the sweepstakes which featured the grand opening of the new Boatmen's National of North St. Louis County, Florissant, Mo.

Five valuable prizes were offered, each of which could be won by filling out a card at the bank. Appeal of each of the prizes was indicated directly because customers had to re-register each week to become eligible for each week's prize.

The first week a Polaroid camera was offered and drew approximately 1,500 registrants. The second week the prize was a stereo components set which drew 2,800 entrants. The third week a side of beef was the award and 4,200 cards were filled out. For the fourth week the prize was three months rental of a Volkswagen "bug" and 4,500 people registered.

Obviously, the cumulative effect of the bank's radio, television and newspaper advertising must be taken into account; nonetheless, it seems significant that response to the free transportation represented by the VW offer tripled that for the camera.

The fifth week's prize was a four-day, three-night trip for two to New Orleans. For this drawing all the cards filled out during the first four weeks were put into the hopper, plus cards filled out during the fifth week. The result: more than 21,000 entrants.

Bank officers reported that the sweepstakes drew "rush-hour" traffic to the bank during the weeks of the opening celebration. This was added to by the bank's offering of a long list of premiums to induce customers to open savings and checking accounts with substantial deposits and to make worthwhile add-ons. Among the premiums offered were watches, clocks, thermometers, humidity meters, barometers and radios.

This ad invited public to purchase scenic checks from Bank of New Orleans and receive free set of color prints.

wats COOKING?



North Central Life's toll-free, National "HOT-LINE" service. An instant solution to your large-loan creditor insurance problems!

We've taken a "back-burner" idea, put it up front where it belongs, and stirred up the entire creditor insurance industry. We want to share it with you.

The ingredients are simple. All you need are two telephones (yours and ours) and a creditor insurance problem of any kind. The recipe is easy to follow. Take a delicious, large-loan opportunity that requires immediate creditor insurance action. Add a complex insurance rate problem that has been boiled to the aggravation point. Now, before the mixture bubbles over, pick up your phone and call (800) 328-9117. Toll-free. Ask for the "Red Coat Desk."

In most cases, you'll receive immediate over-the-phone approval for insuring the loan or an instant answer (via computer) on your rate problem. Extremely complicated situations will be resolved by a Redcoat within 24 hours.

Chew on this for a while: Since its introduction three years ago, North Central's NO LIMIT creditor insurance program and Red Coat Service have handled thousands of insurance applications and rate calculations . . . immediately, efficiently and tastefully!

That's "WATS" cooking at North Central. A "Hot-Line." Another great service from The Leader In Insurance Through Financial Institutions.

Get complete details. Call (800) 328-9117.

North Central Life Insurance Company

NORTH CENTRAL LIFE BUILDING, ST. PAUL, MINNESOTA 55101



Protection all ways



**Redcoat
Service**

Working With the Press When You'd Rather Not

By GUS ASPLUND
Vice President & Manager
Communications Department
Seattle-First National Bank

I'VE NEVER met a banker who didn't like good publicity about his bank or himself. Likewise, I've never met one who said he enjoyed working with the press.

It's easy to understand this reluctance. Much of what we do as bankers involves customer relationships and matters of a confidential nature. Most of us don't understand reporters and editors and it's human

nature to be apprehensive of what we don't understand. Given a preference, we'd probably choose to ignore the press. But, the fact is that, in its own way, the press represents the public and, because we are public-owned companies and what we do affects the lives of many people, the public has the right to know what we're doing.

Most of us are intimidated by the power of the press. But power there is. And it's power that you can put to work for you and your bank if you plan properly and execute your plan. And that includes dealing with the press even when you'd rather not—such as after a holdup or a defalcation—or even after a half ton of aluminum siding has fallen off several corners of your building and the nearby streets have been roped off by the police department to keep people from getting killed, as happened with us twice.

As important as the plan is the personnel you select to create and carry it out. Press relations means "serving the press." The good press officer does so by being a reliable, knowledgeable communicator with the news media. The good press officer is usually one



who's nosy—at least nosy for news, who's bright, who likes a lively way of life, who enjoys people, who thrives on a certain amount of excitement. In short, a person who can survive while living dangerously.

He or she is important to the communications of your bank because he or she:

- Can furnish information to the press on a basis of mutual trust;
- Can suggest worthwhile follow up;
- Supplied with adequate information, can properly explain the why as well as what you're doing;
- Can earn the reputation as one who appreciates and understands the problems of news media;
- Can establish rapport so that in an unfavorable situation the press may listen more favorably.

A member of the financial press recently listed the standards by which he felt a press officer should be measured. The ultimate, he said, is for the press officer to have "the confidence of the reporters and editors whose readers and viewers you care about." The newsman must be able to trust the press officer. "Honesty," he emphasized, "cannot be a point of debate." On these points I agree completely.

However, he went on to say, "The press officer needs to 'know all there is to know about the bank.'" And that's where I have to disagree. Total knowledge would be ideal—but it's an unachievable goal. It's virtually impossible for anyone to "know all there is to know about the bank." Personally, I'll settle for a press officer who's intelligent, who knows something about every phase of our business and who knows the right person in our bank to call on for the expertise. I want someone who can serve as a catalyst between our officers and the press; who can establish a climate in which our people can feel comfortable when talking with media people. This, of course,

means carrying on a continuing educational campaign which starts at the very top of the organization and extends to every area.

The press officer's missionary work includes briefing his people on what *not to say* as well as *what to say*—recognizing that much of our business is of a confidential nature. It includes warning his people to expect playback of a remark made "off the record" or intended just in jest.

Actually, it's much easier for press officers to oversell their associates on the idea of saying little or nothing than it is to stimulate them to respond to questions asked in an interview. The more exposure and the more conditioning they receive, the sooner they will become good spokesmen for their banks.

But, regardless of how hard a press officer works, chances are there will be occasions when a spokesman feels he hasn't been treated fairly by the press. The classic story is that of the small town newspaper editor who ran the headline: "Half of the State's Legislators Are Crooks." After much pressure from a number of legislators, he ran a retraction. It read: "Half of the State's Legislators Aren't Crooks." Bankers react just like entertainers, football coaches, and yes, even state legislators. They love the press when it's being praiseworthy and hate it when it's being critical.

Obviously, you can't plan all your press relationships in advance—so you plan what you can and prepare for what you can't plan. The quality and quantity of the missionary work by the press officer among the bank's official family determines to a great extent how well you're prepared to take positive action in any emergency.

To illustrate how positive action works better for you than being defensive or negative, let me report on two contrasting ways we handled our press relations during negotiations with our employees' union a few years ago. In the first instance, as it became obvious that negotiations were heading for an impasse, we decided we'd say nothing. Meanwhile, the leader of the employees' association maintained almost daily communication with the press—locally, in Seattle, and nationally with the *American Banker*. As negotiations went from bad to worse, we found that we'd been put in the position of defending ourselves against charges and claims by the labor leader. Our responses to questions from the press were usually in the form of: "I don't know, but I'll try to find out." Those were dark days for our customer and public relations.

The next time the contract came up



Mountain lion cubs. Photographed by Ron Nielsen.

We protect you

We protect bankers from the things they fear most.

Like loss of money? Well, yes, but we also provide protection for wives and children, complete employee benefit plans . . . like the ones we administer for state banking associations.

We also protect bankers from (pardon the expression) themselves . . . through blanket bond, excess fidelity insurance, directors and officers liability, and errors and omissions coverages.

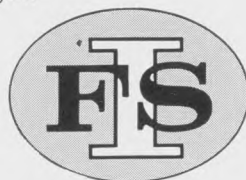
Protection from customers? You better believe it!

We are the largest writers of blanket single interest and specific single interest policies in the country.

Computers make you nervous? We're big in EDP coverages, too.

If we've forgotten anything, remind us and we'll insure it.

If you need financial insurance service, call Financial Insurance Service.



FINANCIAL INSURANCE SERVICE, INC.

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

“Although we got a late start with the cans, **we totally sold out our inventory of 3,000** by Monday, December 24th. We charged fifty cents per can with all proceeds going to a local newspaper Christmas charity.

We felt this added further meaning to the promotion, allowing someone to receive a unique packaging idea in return for a charitable donation.”

WACHOVIA BANK & TRUST CO.
Charlotte, North Carolina

can-o-cash® Gift Shop

Your Christmas and All-Occasion Customer Relations Program

This 12" display can solve your customer's every gift need. Seal money in these bright labeled gift cans. Each can is imprinted with your institution's name. Great publicity! Totally self-liquidating.

- Christmas
- Happy Day
- Happy Couple
- Happy Graduation
- Happy Anniversary
- New Baby
- Happy Birthday



motorized
year 'round
display
included
in order.

advertising concepts, inc. (316) 684-0461

6572 E. Central, Wichita, Kansas 67206

Send brochure and free sample call

Name _____
 Firm Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____

for renewal, we took the offensive, publicity-wise, and followed each negotiation session with a statement of facts to the press and to our staff, excluding only those points that both bargaining groups had mutually agreed not to air publicly. We had learned that "you have to talk under certain circumstances" and that it's better to report facts than it is to respond to charges by a belligerent opponent.

Our press relations were outstanding the "second time around." We did one other thing of which I was especially proud. In both instances, our spokesmen had been totally honest. Our opposition, during the first negotiations, had taken advantage of our reluctance to talk by distorting the facts as he pleased. In the long run, this hurt his cause—a good reporter just isn't fooled very long—you can depend on it.

You may ask: Where was our press officer during the first go-round of labor negotiations? The fact is that she was running around in circles, totally frustrated. Which reminds me, that among the qualities a press officer needs most—one that I overlooked mentioning before—is the capacity to look at things philosophically. Press officers have to live dangerously and with bank policy which, in some instances, may be antiquated. Nevertheless, the press officer must be 100% loyal to the bank. He won't do himself, his capacity to serve nor his bank any good by using reporters as a sounding board to gossip about shortcomings that may or may not exist.

Currently, many of our Head Office people, through our press officer, are involved in press relations. That's because as soon as our local newspapers decided to capitalize on current trends toward consumerism by becoming ombudsmen and publishing "Action" or "Troubleshooter" columns, our press officer got together with the editors of those columns and volunteered that our bank would supply the answers to any questions about banking, providing they were not specifically addressed to another bank. The questions come in almost daily and she's kept busy getting the answers from our people or legal counsel and writing them up for the "Action" or "Troubleshooter" editors. But her diligent work pays off as she has established excellent rapport with members of the Fourth Estate—rapport which is especially valuable if you've goofed and an unsympathetic editor could legitimately make you look bad.

I suspect there have been instances when good news coverage has resulted from press relations based on booze or other gifts. But there's no substitute for

Chances are, the Whitney has already solved your banking problem.

No, we're not omnipotent. Nor know-it-all. But we have been around a long time (more than 90 years) and we've seen a lot of the banking business as it came down the road. We've had a great deal of experience in problem solving — for ourselves, for our cus-

tomers, and for other banks. We like to share what we've learned, and in the sharing, learn some more. So talk with your man from the Whitney today. Your problems may have been our problem sometime. And if it has, you are welcome to our solution.

Whitney
NATIONAL BANK OF NEW ORLEANS
Established 1883

a press relationship based on mutual trust and respect. If your press officer can establish that kind of relationship, he or she is invaluable, and you can expect to get almost all the press coverage you deserve. It is the responsibility of a reporter to get the facts, whether the news is good or bad. Your press officer should not be expected to suppress bad news. But you can expect reporters to listen more favorably to those whom they trust and respect—with whom they have rapport.

There are still those in our business who think they can "buy" the press and that the volume of news, space or time should be in proportion to their advertising dollars. Let me say that if you feel you have to use the leverage of your advertising to suppress facts or try to get more space, you're scraping the bottom of the barrel. Stating it positively: If you deal with the press as honestly as you can; if you don't flack them to the point of being burdensome; if you don't ask or demand extra special treatment, sometimes you get it. One other point on how the press officer can make points with the press. And that's by serving as a third party—providing the press with legitimate news tips that don't necessarily involve the bank or seem self-serving (always ensuring that there's no invasion of privacy or security, of course).

As mentioned before, when you're planning what you might want to say to the press, look to your press officer to furnish you with the kind of questions reporters might ask. This is especially true of the press conference. Without getting basic about press conferences, let me mention a few points we've found helpful. First, follow up written invitations with phone calls. Second, if you've invited TV cameramen, check your power supply—as well as your coat hangers and parking facilities. And don't fail to adjourn your meeting when you think everything has been said.

Incidentally, a new complication of the press conference is the fact that TV-radio and newspapers don't mix very well. About like oil and water. TV looks for the 30- to 60-second film strip and, along with radio, seeks pointed dialogue; newspapers want material in depth. One of our major tasks has been to satisfy all media; and it takes some doing. Most importantly, before you set up a press conference, be certain you have something to say or announce that's actually newsworthy and requires demonstration or needs to provide reporters with an opportunity to ask questions.

Your publicity plan should involve the press officer whenever possible.

The experienced press officer has the faculty of anticipating public reaction. Sometimes his or her involvement might be extensive, or it might be limited to several paragraphs written for an operational bulletin.

Let me cite an example of how the news results of one of our actions might have been upgraded had the recommendation of our press officer been followed. Shortly after we went to automation, when it was decided that all checks had to be encoded and counter checks would have to be eliminated, our operations people developed a program for phasing out counter checks. It started with the removal of checks from our customer counters, leaving limited supplies with customer contact personnel. Our press officer recommended a news story explaining how and why we (along with other banks that had gone on computers) were planning to phase out counter checks, disclosing that they would still be available upon request, and pointing out how customer service was being improved since our bank was now providing imprinted checks. This recommendation was overruled on the grounds that the public "probably won't notice," or that they'll "ask if they need a counter check."

Among the persons to notice the absence of counter checks from customer counters was a newspaper reporter in one of our branch communities who decided to work up a feature article on the subject. As you've probably anticipated, our branch officer, left on his own, when interviewed by the reporter, said simply that our bank was getting rid of counter checks because our computers couldn't handle them. Our competitor, when asked for an explanation, said that his bank's checking account service was being upgraded, that his bank would continue to provide all services and that customers who wanted counter checks would still be able to get them upon request.

Every discussion of press relations should contain a compendium of dos and don'ts. This list will be far from complete but may provide you with a few helpful hints.

1. If bad news breaks, try to treat it just as you would good news; that is, don't hold it back. Better to get a black eye in one issue than to have a reporter uncover the material you've been trying to sit on, and kick you in the fanny with it for the next 10 days.

2. Provide reporters with as much detail as possible and avoid using the complex and often obtuse language of the financial world. If your release mentions Eximbank, for example, append a short fact sheet to the release,

outlining the history of Eximbank. The same rule is applicable in areas other than financial news. Before we started work on our new headquarters building—which was news because it was the largest ever built in the Pacific Northwest—we arranged to cover each step of the construction with detailed fact sheets. These were prepared through a continuing series of bulletins based on information from interviews with architects, contractors, engineers, decorators and others. These bulletins became assignment sheets for editors and resulted in wide coverage of the construction progress as well as providing pertinent information for our customers, staff and potential tenants.

3. Unless you have conclusive proof otherwise, treat errors and misquotations as honest mistakes and voice your correction in this tone. If the material obviously is a personal attack, ignore it. We in our business, unfortunately, do not have the freedom afforded a Viennese composer, Max Reger, who once wrote a hostile critic as follows: "I am sitting in the smallest room in my house. I have your review before me. In a moment, it will be behind me."

4. If you must complain, don't do it to the publisher or editor when a reporter makes a serious error in his story. Tell the reporter personally, in a calm, dispassionate manner. Chances are good he'll do something about it.

5. Localize your news releases whenever possible. Don't expect an editor or writer to wade through a generalized story to do the job for you.

6. Do introduce your top brass to news reporters. There are numerous times when reporters would like the benefit of background information that your people possess. You can make brownie points by bringing them together.

7. Be philosophical if your "important" news story misses the edition in which you expected to see it. And don't be surprised if it's cut up much more than you think it should be. Most stories have to be cut or edited.

8. Never be careless. If you don't know—say so. It's better to sound ignorant than to be stupid.

9. Finally, the words "no comment" may serve as a security blanket for some bankers. However, they should be used only when necessary and then should be explained as fully as possible.

During the past several months, we've heard a lot about consumerism. With the consumer in mind, I'd like to leave you with the thought that "anything you do that can't stand the test of public scrutiny is something you probably shouldn't be doing." • •

With our investment performance in managing pension and profit sharing plans, why be modest?

As there are specialties in your profession, managing pension and profit sharing funds is a specialty with us.

Because we manage them so well, our pooled equity fund for employee benefit accounts has consistently outperformed others including the accepted investment indexes such as the Dow-Jones Industrial Average and Standard & Poor's 500 Average.

This investment performance, together with our administrative

excellence, has helped rank us in the top two-tenths of 1% of all trust departments in the United States and the only Kansas City bank in the top 100. (American Banker's Ranking of Trust Departments by Revenues, 1973.)

Let our team of specialists help you set up and meet meaningful pension and profit sharing objectives. Call Mick Aslin today at 816-221-6800, or send in the request below for a look at our performance record.

united for growth



Mick Aslin,
Employee Benefit Planning Officer,
United Missouri Bank of Kansas City.
P.O. Box 226, Kansas City, Mo. 64141

Please send me an outline of your performance record regarding pension and profit sharing plans.

Your name _____

Bank name _____

Address _____

City _____ State _____ Zip _____



united missouri banks

of Kansas City, N.A.
of Blue Valley
South
of Hickman Mills
of Blue Springs, N.A.

of Carthage, N.A.
of Joplin, N.A.
of Boonville
of Brookfield
of Warrensburg, N.A.

of St. Louis, N.A.
of Ferguson
of Jefferson County
of Kirkwood

How to Finance Mobile Homes and Recreational Vehicles

By ROBERT W. JACKSON, Vice President
Exchange National Bank of Chicago

THE MOBILE HOME and recreational vehicle industries, and they are separate, distinct industries, have changed dramatically in the past 10 or 15 years. Today they offer lucrative financing opportunities to banks. In this case, "lucrative" means some of the highest yields available from any kind of loan—in the range of 10-11%.



However, high loan yields don't fall off of trees. They demand a little work and knowledge. There are pitfalls to be avoided and guidelines to be followed. Unfortunately, many lenders envision gypsy families moving from one "dust bowl" trailer park to another and ignore the mobile home industry. They shouldn't. The days of Ma and Pa Kettle and their trailer are gone.

Few people would call a five-room, 12 by 65 foot unit weighing seven tons, equipped for permanent water and electrical hookups, a *mobile* home. Recreational vehicles, now ranging up to 36 feet in length, really have become mobile homes of sorts.

During the past 10 years, Exchange National has developed extraordinary expertise and an enviable track record in providing direct and indirect financing for mobile homes and recreational vehicles. The bank has been among the top 25 U. S. banks in mobile home fi-

ancing. It has purchased more than \$100 million of mobile home paper with total retail losses of five thousandths of 1%. (Losses of .00005, versus an average net delinquency rate of .006% for direct and indirect mobile home loans between 1969-1972.)

I'd like to share some of our knowledge and experience with you, so that you will be able to successfully tap these important and growing financing markets.

The best way to approach mobile home financing is to define the industry. Shipments totaled approximately 675,000 units in 1973, up from 575,-

Banks Supply MH Funds

Banks constitute the major source of credit to the mobile home industry, according to a survey made by the American Bankers Association.

Mobile homes accounted for 44% of all new single family dwellings sold in the U. S. last year, the ABA reported. As the cost of conventional housing rises, mobile homes have become virtually the only kind of low-cost housing widely available to 40% of the families in the nation earning less than \$8,000 per year.

At the end of 1973, banks had \$7.2 billion in mobile home loans outstanding, representing 57.5% of all such debt, the greatest share of the total financial community's commitment to the mobile home market, the ABA said.

000 units a year earlier. Sales topped \$4 billion, with an average unit retail price of \$6,950. The industry has recorded an annual growth rate of 16% during the past 10 years. Average unit size increased from eight by 30 feet in 1952 to 12 by 65 feet in 1972. Today mobile homes include built-in and free-standing furnishings and appliances, wall-to-wall carpeting, drapes, all-electric kitchens and often dish washers, automatic disposals and washer-dryer combinations. They provide an enjoyable lifestyle for seven million Americans!

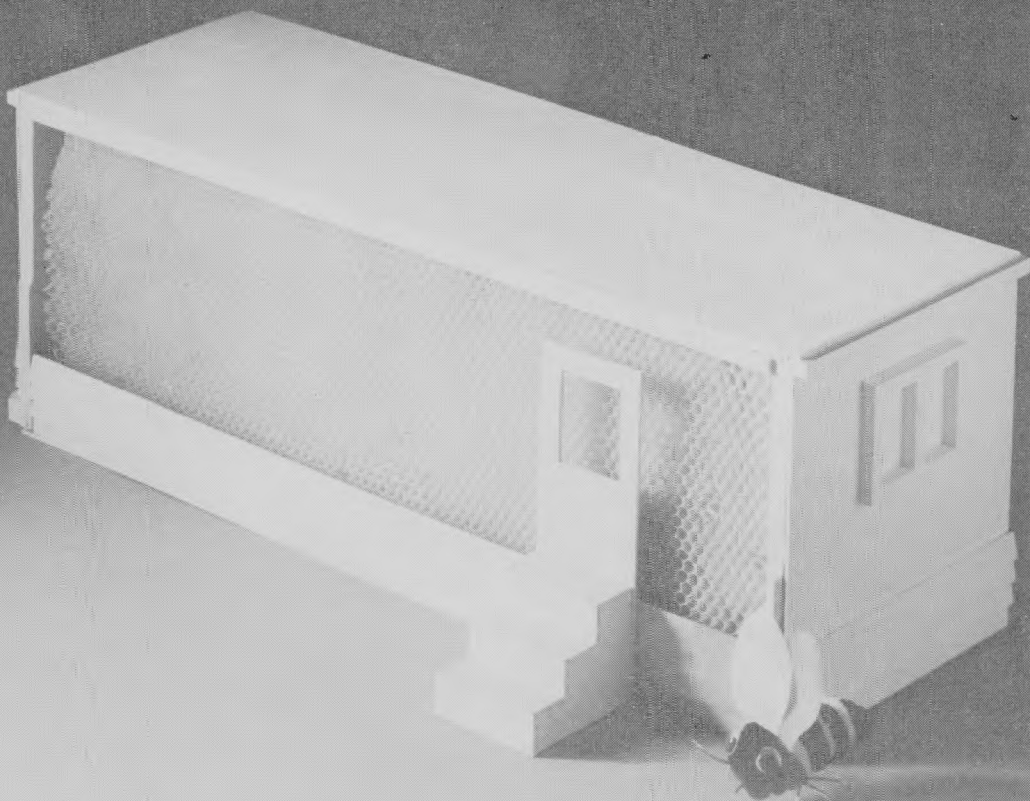
The mobile home industry has a manufacturing base of approximately 330 firms producing homes at more than 800 factory sites. Nearly 10,500 dealerships sell mobile homes in the U. S. Almost 400 supplier companies provide more than a billion dollars of materials, components and furnishings annually. Obviously, I'm writing about a dynamic industry which already has a broad base and an excellent future.

Market research identifies three general groups of mobile home buyers: (1) Young marrieds with no families who have not yet purchased conventional housing, (2) childless middle class working couples, (3) older couples living on limited incomes from pensions, profit-sharing, etc., who are economically unable to maintain larger homes. In a sentence, then, the market can be defined as smaller blue-collar families in the 20-35- and 45-60-year-old age groups who wish to obtain "instant housing" and maintenance-free living without paying the high prices required for standard housing.

However, economics does not force buyers into mobile homes. A recent Cornell University survey revealed that only 10% of the families interviewed gave economics as a reason for their lifestyle. Almost half cited proximity to work as the most important reason. The study further comments that the preference for the mobile home style of life seems to be well substantiated by the general lack of plans to move among those 35 and older and the choice of another mobile home as a next residence among sizable proportions of the older groups.

The composite average buyer, then, is a married 35-year-old man with one child. He is a "blue-collar" worker who has been on his present job for almost five years and earns \$700 a month. He purchases a 12 by 60 foot home for \$6,500, paying 20% down and financing the balance with a 91-month term loan.

Successful lending requires a knowledge of what you are financing as well as who your borrowers are. The most



Want a honey of a yield without the risk of being stung?

Mobile home loans offer high yields . . . but, it takes knowledge and expertise to produce them. CMI knows what it's all about.

We have the most successful mobile home mortgage insurance program in the business. And this success makes it possible for us to provide lenders with more than just 100% insurance coverage against loss of principal from a borrower's default.

We assist you in preventing defaults in order to protect your interests. For

example, we'll give you tips on how to check the stability of dealers and service companies.

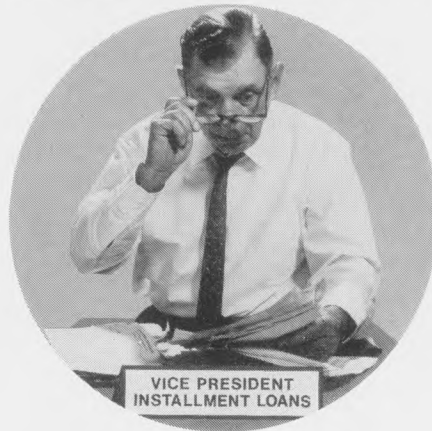
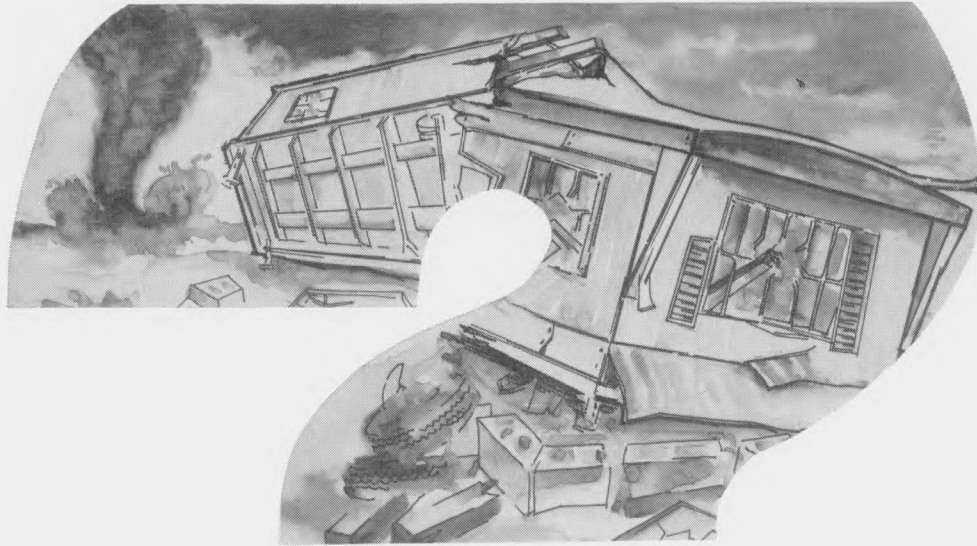
And we understand that you, the lender, are the greatest factor in profitable mobile home lending. So, we can help you with proven underwriting methods and credit check procedures.

When it comes to service, we're a beehive of activity. Why not give us a buzz? Write or call (Toll Free) 800-356-8080. (In Wisconsin) 800-362-8070. We'll send you a free fact file with the whole sweet story.

CMI The
Mortgage
Insurance
People



Continental Mortgage Insurance Inc., Commercial Mortgage Insurance Inc., CMI Credit Insurance Inc., are subsidiary companies of CMI Investment Corp. 2 East Gilman Street, Madison, Wisconsin 53701



**Will Your Mobile Home Physical Damage Insurance
pay your total losses?— OURS DIDN'T!**

I had to write off \$2000 per coach. Did You?

**Finally a policy has been designed to
cover this loss area. Call or write for
further information.**

Name _____

Company _____

Address _____

City _____

State _____ Zip _____



2102 E. 52nd Street
Suite E
Indianapolis, Indiana 46205
(317) 253-4444

popular-sized mobile home sold today is a single unit 12 feet wide by 65 feet long with 744 square feet of living space. These statistics present the average composite unit. Actually, mobile homes offer an astounding array of options and alternatives, including enclosed rooms and screened porches or carports that telescope out of the unit when it is set up permanently. Larger 14 foot- and now 16 foot-wide units offer even more space and a variety of floor plans including up to three bedrooms. Double-wide units—two units manufactured separately and joined at the permanent site—offer up to four bedrooms, a family room and as much floor space as the average conventional home. With options, these units can cost up to \$25,000.

Across the country, mobile home parks are a far cry from the eyesores that cropped up before and immediately after World War II. In the last decade, carefully planned and landscaped parks accommodating up to 1,000 mobile homes have been opened. These include recreational facilities with swimming pools, enclosed party and sport centers and dining facilities that rival some country clubs. More than 13,000 mobile home parks, each with more than 15 units, are spread from coast to coast. Because of land requirements, the majority are located in the South and West, away from metropolitan areas. Rents charged for spaces vary from about \$50-\$60 monthly to more than \$100, depending on the age of the park, its location and the facilities available.

Of course, the most important topic is the profitability of mobile home financing. At Exchange National, we handle strictly dealer-originated paper. Still, mobile home loans are among the most profitable portfolios we own. We are very comfortable with a 10 to 10½% yield on these loans. Clearly the income potential is substantial.

Mobile homes are a popular product with growing demand and these loans can provide an excellent return. All the ingredients are present. What then are the basics for establishing a successful finance program? There are three critical basics to watch for: (1) The amount financed in relation to the wholesale cost, or the manufacturer's invoice, (2) the term of payment in relation to this cost and (3) the down payment.

There are various interpretations of "manufacturer's invoice," and certain limitations must be placed on them. For instance, the manufacturer's invoice should be the amount stated on the invoice at the point of manufac-

ture, *exclusive* of all freight and transportation charges; and also *net* of: (a) Any credits allowed for omission of standard items of equipment by the manufacturer, furniture removed, either by the manufacturer or dealer and (b) any discounts, bonuses, refunds, or rebates—except discounts based solely on volume of dealer purchases.

In every transaction, the lender should incorporate an advance sufficient to cover the cost of adequate physical damage insurance and the seller's single-interest insurance, *plus* credit life insurance when it is requested by the purchaser. If the contract is terminated either voluntarily or by repossession prior to the final loan maturity, advances made to purchase these insurance coverages are subject to refund.

Much has been said and written about the maximum term and amount of advance for mobile home loans. Service plan companies and the FHA and Veterans' Administration all have their own programs. Our experience has shown that the maximum term for a loan on a new single-wide mobile home should be set at 10 years; for a new double-wide model, 12-15 years; for a used single-wide, seven years; and for a used double-wide, nine years. The amount of the advance should be no greater than 115% of the cash value of the home at the time of sale.

Greater competition, continuing inflation and rising unit prices reflecting increasing options have pressured contract term extensions during the last 10 years. However, this development also accurately reflects the real nature of the loan. Mobile homes depreciate less quickly than Volkswagens. For years, dealers and lenders estimated depreciation at a straight 10% a year. But a recent study by First National City Bank showed that major brand mobile homes depreciate 10% only in the first year, and 5% per year thereafter. The Citibank survey also revealed that even after 15 years, when most units will be discarded as year-round housing, mobile home units still have a resale value of approximately 20-35% of their original cost. These figures indicate that the 10-year (or even longer) contract may be justified by the unit's life span.

Once a loan has been made, the lender naturally is concerned about the safety of the retail paper. According to the American Bankers Association's 1972 Installment Credit Survey, mobile home buyers average .6% delinquency, which compares favorably to purchaser performance for many other items. However, certain features the lender can build into mobile home financing, combined with prudent lending prac-

tices, assure a profitable return. There are four especially important coverages: (1) Credit insurance, (2) credit life insurance on the borrower, (3) vendor's single-interest and (4) physical damage insurance.

Credit insurance is a relatively unknown safeguard unique to the mobile home industry. It covers the deficiency between the resale of the repossessed mobile home and the unpaid balance on the loan, including any repossession and resale costs.

For example: A mobile home owner buys a home for \$6,500 and a year later defaults while still owing \$5,500. The dealer sold him the home on a nonrecourse basis, so the lender has the responsibility of repossessing the home. First the lender checks with his attorney to determine if the unit is recoverable by law. If it is, he repossesses it, reburishes it and resells it. But suppose it returns only \$5,000, \$500 less than the amount of the outstanding loan? In this case, credit insurance would cover the lender's expenses, reasonable resale commission, repossession and refurbishing expenses and the \$500 difference between the loan and the resale price of the home.

The second type of insurance is credit life, which pays off the loan in the event of the borrower's death. In most states, the insurance covers the full amount outstanding, up to \$15,000 for a 12-year term.

Vendor's single-interest coverage—VSI for short—is a part of the basic mobile-owner's policy paid for by the borrower. It covers a variety of liabilities—for instance, losses due directly to the owner's acts of conversion, embezzlement or secretion, as well as any uninsured collision or upset losses. It also provides a per-mile transportation allowance on the repossessed units. This interesting type of insurance can work for the lender in a number of ways.

Let's suppose a young couple, after living in a mobile home for two years, decides to relocate to another park. They have a mobile-owner's policy on the unit, but no trip collision coverage. While under tow, the tractor skids off the road and overturns the mobile. If the uninsured costs are more than the owner's equity in the unit, he'll probably tell the lender to keep the wreck. In that case, VSI insurance would cover the loss even though the unit itself wasn't covered.

Here's another example: A mobile home owner, in need of cash, sells the automatic washer-dryer that came with his home. Then he defaults on his loan and the lender is forced to repossess it. VSI would reimburse the lender for

the actual cash value of the missing appliances. These are just two of many possible examples of VSI's vast range of coverage.

Finally, and perhaps most important, is physical damage protection coverage. This is the standard mobile-owner's policy that provides comprehensive coverage for fire, theft, windstorm, flood and almost any other direct, sudden or accidental loss. It includes coverage for off-right-of-way collision wherever the mobile home is moved, with or without the lender's knowledge. This is *must* coverage in every mobile home transaction. Every lender should be certain the borrower obtains it. The insurance can be financed in the loan contract.

Another factor which helps protect the loan is the quality of the mobile home unit financed. Obviously, a cheaply constructed unit with inadequate heating and plumbing facilities is a poor long-term risk to cover. You can avoid problems of inferior craftsmanship and save your customer many headaches by insisting that he purchase a mobile home certified by the manufacturer to conform with the ANSI Standard A119.1 requirements. The American National Standard Institute and the National Fire Protection Association developed this broad standard. Today more than two-thirds of the mobile homes produced meet its qualifications. In addition, 65% of the states demand that mobile homes shipped to them conform to the ANSI standard.

In effect, the ANSI standard protects the purchaser and the lender by specifying minimum performance characteristics while giving manufacturers the flexibility to introduce technical advances and manufacturing efficiency. It covers four basic parts of the home: (1) Construction of the body and frame, (2) the plumbing system, (3) the heating plant and (4) the electrical system. Mobile homes must meet this standard to qualify for FHA or VA guaranteed loans. All qualifying mobile homes bear the blue and silver seal of the Mobile Home Manufacturers Association. Lenders should not cover a mobile home that does not qualify for this seal.

Comprehensive insurance coverage and the ANSI standard enable the lender to increase loan size because of the comprehensive protection they offer. However, they are no substitute for careful, thorough credit analysis.

If a financial institution's usual credit yardsticks indicate that a potential borrower cannot handle a \$6,000 loan, it should not provide funds. There is nothing magic about a mobile home. A lax lending policy will only produce

headaches and loan losses.

At this point, mobile home lending might look like a good area for greater financial commitments. It should, because such loans can provide excellent returns. But there are some problems every potential mobile home lender should consider.

The first problem is related to competition. Very simply stated, it is a too rapid deterioration of rates and terms. In the past, perhaps, lenders have been too conservative in estimating the depreciation rate of mobile homes. Maybe contracts can be extended without increasing the lender's risk. However, before 12-year contracts on single-wides or 15-year contracts on double-wides become standard, financial companies should gain significant experience with the relatively new 10-year and 12-year contracts. Someone aptly observed that we human beings adjust to change through trial and error. The mobile home industry is changing fast as a result of decisions made three years ago to extend contract terms. Lenders should live with the 10- and 12-year contracts a little while longer before moving beyond them.

Another problem that might hamper the industry's growth is a structural vacuum in the financial field. Mobile home financing has grown at an extremely rapid rate. Today there is a decided need for a secondary market for mobile home paper. Some financial institutions have reached the limit of the mobile home portfolios they desire to carry. They must find or form a secondary market for loans to continue to meet their customers' increasing demands. True, some governmental agencies perform this function, namely the FHA and the VA. A few quasi-governmental agencies also are involved. However, dealing with a governmental agency is a far cry from having a sound program in the private sector of the economy.

Exchange National has long and profitable experience in buying mobile home portfolios from smaller banks. Unfortunately, we are one of the few banks offering this service. The failure of financial institutions to provide such an outlet could stagnate the growth of the mobile home industry. There is no reason why this secondary market growth should not occur. A properly financed and insured mobile home is an excellent, safe investment for any financial company.

Finally, professionals and experienced lenders have become increasingly concerned about deteriorating construction standards, the lack of manufacturers' product warranties (similar to the one- or two-year warranties on

cars, TVs etc.) and the resulting chill in dealer-manufacturer relationships. To avoid problems in this area, finance only mobile homes bearing the MHMA's seal of construction approval.

Mobile home service companies offer the industry a valuable service, so all potential lenders should be familiar with them. Mobile home service companies specialize in putting together a comprehensive finance package including: (1) A competitive finance charge, (2) specialized mobile home insurance coverage and (3) credit life insurance. They can provide the lender with a satisfactory yield together with a no-loss guarantee on retail outstandings. At the same time, they provide the dealer with a nonrecourse plan, and also compensate him in cash for his efforts in generating business. These organizations are staffed with professionals who have experience in virtually every phase of financing and servicing mobile home portfolios. They really do help some companies avoid major problems in originating mobile home loans.

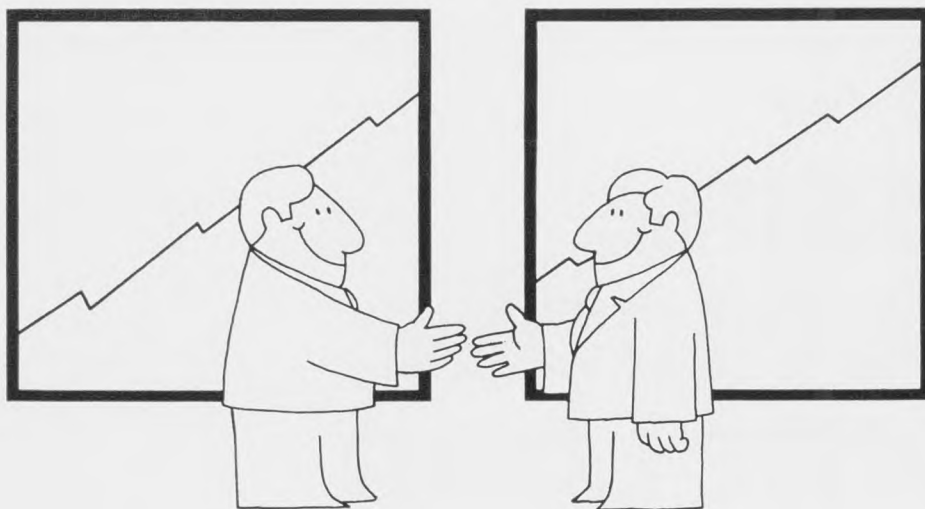
Obviously, the service company, in large measure, becomes the subscriber's mobile home department, so any interested organization should choose one only after careful investigation.

A number of trends now developing in the industry, which should intensify during the remainder of the '70s, indicate an excellent future for mobile home financing.

First, the financial community is beginning to realize that a mobile home no longer is mobile—it is another form of permanent housing. With this realization, mobile homes no longer will be financed as personal property with term loans, but with mortgages like any other permanent residence. By 1980, mobile home mortgages probably will be quoted at the typical institutional mortgage rates and yields of the day. Mobile home loan terms should continue to lengthen, reaching 20 years by the end of the decade.

Second, the volume of mobile homes produced each year should continue to increase by 15% or more, as individuals and the government realize that these units offer an excellent and economical alternative for permanent housing. In mid-1973, the average retail price of a mobile home, including furnishings and appliances, was about \$6,950, or \$9.07 per square foot. The comparable figure for an unfurnished site-built home excluding land costs was \$15.13 per square foot! As a result of this economic pressure, mobile homes now account for almost 97% of all single-family homes sold under \$15,000, 80% of those homes sold un-

We Manage to Make a Profit.



For our clients. And for ourselves.

Efficient management of mobile home portfolios is a UMSC specialty.

It's a specialty that has made us a profitable company. And, since our profitability is geared to a fractional participation in the profitability of our client lenders, they profit from our loan management know-how even more than we do.

More than 150 lending sources—mostly banks and savings and loan associations—depend on UMSC for all or part of the many

financial and insurance services involved in mobile home lending. This should tell you something. It should tell you that a lot of very savvy loan officers and investment experts find it safer, more convenient, and more profitable to let UMSC manage their mobile home loan portfolios.

If your lending institution isn't one of our clients, why not contact a UMSC field office near you. One of our mobile home financing experts will be happy to explain how we manage to make a profit. For our clients. And for ourselves.



UNIVERSAL MOBILE SERVICES CORPORATION

ATLANTA—Fulton General Agency, Inc. (404) 233-4153 DALLAS—Region Office (214) 637-5260
 HOUSTON—Region Office (713) 529-3851 HOUSTON—Fulton General Agency of Texas, Inc. (713) 527-8451 HOUSTON—Western Brokers, Inc. (713) 527-8469 JACKSON, Tenn.—Universal Brokers, Inc. (901) 423-9531 NASHVILLE—Region Office (615) 244-0876 PORTSMOUTH, O.—Region Office (614) 354-5641 ST. ANN, Mo.—Region Office (314) 291-3600 ATLANTA—Region Office (404) 266-0576

der \$20,000 and 67% of the homes sold under \$25,000 (according to the June, 1973 "Mobile Home Industry Report" of the Mobile Home Manufacturers Association).

The Administration already has stated that mobile homes represent the easiest way for nearly half of all American families to meet their housing needs. For the first time, the government is counting mobile homes as part of the housing needed to meet its 10-year goal of 26 million rehabilitated or new housing units completed by 1979.

Several other trends are developing, all of which will strengthen the pri-

mary and secondary mobile home markets.

- Single site occupancy will increase. About 50% of mobile homes currently are placed on individually owned property in rural or small town locations. This market is expected to grow with the demand for moderately priced housing and as mobile homes more closely resemble site-built homes in appearance and financing.

- Mobile home communities will begin to replace the traditional mobile home park. We are beginning to see a new type of development based on the condominium concept. The home

owner owns both his mobile home and the land beneath it. He owns the other facilities in common with the other home owners in the development and pays a service fee to maintain them.

- Increased usage of mobile homes in urban housing is coming. Fixed-site townhouses, row houses, duplexes—even high-rises—now are being built from mobile home units or "modules."

- Vacation or second home usage will grow. Approximately 95% of all mobile homes currently are used as primary residences. The market for second homes increases with the general economic expansion of the nation as well as the growth in the retirement age segment of the population. By the end of the decade, more than 25,000 to 30,000 mobile homes could be used as second homes annually.

Are you one of the few

Missing The Mobile Home Loan Market?

One out of every four housing starts is a Mobile Home! And lending institutions now have over \$3 billion in Mobile Home outstandings.

Mobile Enterprises can provide you, too, with pre-qualified, high yield, insured Mobile Home contracts. And with it, the experience, daily service and liaison work that will save you the overhead

costs of enlarging your installment loan department.

Take the time to find out what 40 years of Mobile Home market experience can do for you.

Get the facts!



We will send you, free, this comprehensive report on the Mobile Home market, plus a brochure on how Mobile Enterprises can start you on the road to higher installment loan profits.

CALL

ME

**MOBILE
ENTERPRISES,
INC.** FORT WAYNE, IND.
Phone: 219-747-7563

Short-Term Problems

However, mobile home sales are running into some short-term problems, undoubtedly related to the energy crisis. Year-end 1973 and early 1974 shipment figures for mobile homes show sales down approximately 20% from November, 1972, levels, the industry's first significant sales decrease in quite a few years. Yet this probably is a short-term reaction, not the beginning of a long-term trend, for the reasons just mentioned.

The recreational vehicle industry is entirely separate from the mobile home industry. Frankly, it is a much newer and less developed market. And it faces some rather unique problems now.

The term "recreational vehicle" refers to several different kinds of units. Travel trailers are 16- to 35-foot units designed to be pulled by a car or truck. Motor homes have similar dimensions, but are self-propelled. Both of these units can cost up to \$20,000 or more for deluxe models with all the options. Camping trailers can easily be pulled behind a car. They fold out of a low-profile trailer. These carry a price tag of up to \$3,000 or more. Truck campers are carried in the bed of a pickup truck and cost up to \$5,000 or more. Pickup covers are portable units designed to enclose the bed of a pickup truck. They are the smallest recreational vehicle unit and cost up to \$1,000 or more. The average retail prices for these units range from \$600 for the pickup covers to \$8,600 for motor homes.

This industry has enjoyed spectacular growth with annual sales growing from 80,000 units to 730,000 units during the past decade. On the surface, the recreational vehicle industry might

New Center For Your Financial Needs.

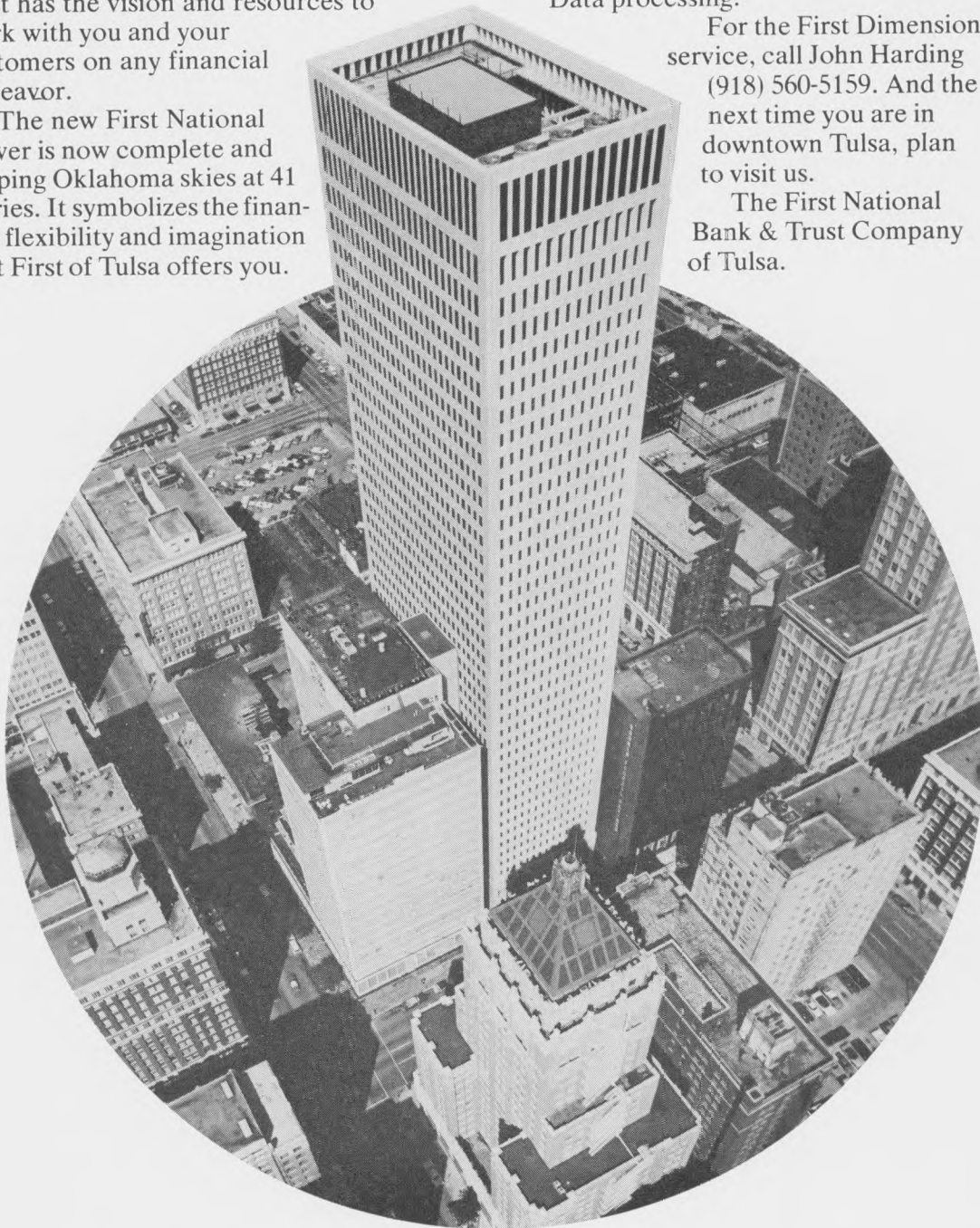
Tulsa is continuing to grow in importance as a hub of business in the Southwest. And First of Tulsa, with assets of over \$600 million, is at the center of the action. First has the vision and resources to work with you and your customers on any financial endeavor.

The new First National Tower is now complete and topping Oklahoma skies at 41 stories. It symbolizes the financial flexibility and imagination that First of Tulsa offers you.

Loan participations. Trust and financial management programs. Bond services. Directors' audits. Bank profit planning and security measures. Data processing.

For the First Dimension in service, call John Harding (918) 560-5159. And the next time you are in downtown Tulsa, plan to visit us.

The First National Bank & Trust Company of Tulsa.



FIRST TULSA
YOUR FULL SERVICE BANK

seem similar to the mobile home industry. However, there are some important differences.

First, unlike the primary-residence mobile home, the recreational vehicle is just that—a leisure-time item designed for mobility and use away from the primary residence. It is a luxury item, not a necessity.

Second, the market for recreational vehicles is different from the mobile home market. It is much more affluent. In 1972, more than one-third of all sales were made to families with incomes of more than \$10,000. One sale in eight was to a family with an income greater than \$20,000.

Third, recreational vehicles depreciate more rapidly than do mobile homes. Many of these items are collapsible and designed for travel so they deteriorate much faster than stationary mobile homes. Chassis and motors are particularly susceptible to wear. Frankly, some models, like the motor home and pickup covers, have been in mass usage only for five to eight years, so we still don't have a good fix on their average depreciation.

Fourth, the terms of recreational vehicle loans naturally are shorter than those for mobile homes, varying from two to seven years. These terms should not be extended until we have more experience with the durability of these units.

There are several important similarities between these two markets as well.

First, recreational vehicle loans are just as lucrative as mobile home loans. The annual percentage rate on a five-year finance transaction averages between 10.85% and 11.68%.

Second, The American National Standards Institute has developed a comprehensive safety and construction standard like the one for mobile homes. The Recreational Vehicle Institute provides a seal for all vehicles meeting this standard. As with mobile homes, lenders should finance only vehicles bearing this blue and silver certification.

Third, various comprehensive insurance plans, similar to those described for mobile homes, are available to protect the borrower and lender. Remember, though, recreational vehicles are mobile, so the ever-increasing risks of collision liabilities must be adequately covered.

Briefly, the major pointers we have learned for successful recreational vehicle financing are:

- Thoroughly check the credit profile of the borrower, using appropriate standards. Since this financing is for a luxury item purchase, total payment should not be more than 15-25% of in-

come, net of mortgage, food and other long-term installment commitments.

- Finance only vehicles bearing the ANSI A119.2 standard certification.

- Become aware of the dealers in your community who sell the vehicles you finance. Assure yourself that they are competent, reputable businessmen. Visit them at their places of business if possible.

- Be careful to limit the terms of your loans appropriately: Three years are adequate for smaller campers priced under \$2,500. Five to seven years are standard for larger motor homes and trailers costing more than \$5,000. Do not extend loans beyond these limits.

- Insist on down payments ranging from 33% for the smaller units to 20% for the larger motor homes and trailers.

- Require the owner to carry comprehensive insurance coverage that protects your investment in his vehicle.

Thoroughly research every aspect of recreational vehicle lending. The Recreational Vehicle Institute, Inc., Des Plaines, Ill., can provide you with excellent material and refer you to other groups that provide exhaustive information about this subject.

The recreational vehicle industry is facing a major problem today—the energy crisis. Gasoline shortages, or the threat of them, are critically affecting its prosperity. Shipments in the second half of 1973 fell 6% to 40% for manufacturers, reversing a five-year trend of 20% annual growth.

Recently, one of the Chicago papers carried a story about the problems of a new recreational vehicle dealer. From his opening in April, 1973, through September he sold 144 vehicles. In October he sold seven units, in November four, in December three, and in 1974 to date he had sold *only* one unit.

We've all read about what's happened to Winnebago Industries, the nation's largest supplier of recreational vehicles. Its production has been cut from 600 vehicles a week to 200 per week. Last November, the largest Winnebago dealership in the nation closed its doors to avoid bankruptcy. Obviously, the energy crisis is weakening markets for both new and used recreational vehicles. This situation demands caution on the part of lenders. In the short run, at least, there is little or no market for repossessions. Every recreational vehicle lender should remember that he is financing a luxury item with questionable resale value. The key to success now is caution.

However, the long-term outlook is not quite as bleak. With certain modifications of its products, the recreational vehicle market should strengthen and continue to grow, although at a

less spectacular rate. For instance, the industry probably will have to reduce the size of its units, particularly motor homes. A maximum length of 22 feet may be necessary to prevent gas-guzzling recreational vehicles from going the way of dinosaurs and the Edsel. Certainly the monster 30-36-foot motor homes now in production cannot survive the emerging era of energy conservation. Flexibility in product design will be the key to success. In the long run, the growing four-day work week and America's increasing interest in travel and family recreation will keep the industry vibrant.

Unfortunately, there isn't any single secret or hot tip that will guarantee success in mobile home or recreational vehicle financing. But these policies and procedures will help lenders eliminate problems and tap the considerable profit potential of these markets:

- Know your customer's financial condition inside and out.

- Measure his ability to cover the loan by appropriate standards, keeping in mind that you are still financing a luxury item—not permanent housing.

- Get to know reputable dealers in your area.

- Only finance vehicles meeting ANSI-RVI specifications.

- Insist on adequate equity, or down payment, from your customers.

- Do not extend loans beyond suggested limits to develop more business or help a financially weak customer.

- Take full advantage of comprehensive insurance protection.

- Continually monitor manufacturer's invoices to be sure you are financing only the unit, not freight or other charges.


- Become familiar with the items you are financing. Keep abreast of industry developments.

These steps have helped Exchange National successfully finance more than \$100 million of mobile homes and recreational vehicles. There is no reason why other financial institutions cannot record similar success. • •

Credit Managers Challenge Use Of Trust Receipts

In an address before the United States Savings & Loan League Convention in San Francisco recently, David J. Leichey, past president of the Mobile Home-Recreational Vehicle National Credit Managers Association, told some 300 delegates that the use of trust receipts by lending institutions in attempting to secure mobile home and recreational vehicle wholesale floor plan collateral is inadequate and legally obsolete.

Mr. Leichey indicated that a recent



Introducing: The 37-story experience.

You enter a strikingly spacious environment. You're surrounded by vivid botanical displays and the latest in technology and banking convenience.

You descend to the lobby. Above you, a vaulted panorama of light and color reaches five stories high. Beautiful art work catches your eye.

A pair of bold and vibrant tapestries, 50 feet long, hangs before you. At every turn your senses are awakened, challenged. You're in the new home of The Fort Worth National Bank. Our new building not only creates an exciting banking atmosphere for customers, but also symbolizes youthful vitality that belies our 100 years of age. That same vitality guided by experience is available to you. Call on the Fort Worth National when you need help in our area or in the area you serve. And when you're in Fort Worth, come by and experience our new home.

**THE
FORT WORTH
NATIONAL
BANK**

Member FDIC

survey of some 3,600 lending institutions indicated that 60% of the finance companies were currently using the questionable trust receipt forms.

He indicated that the association plans to release a publication entitled, "Trust Receipt—An Obsolete Document in Securing Mobile Home and Recreational Vehicle Inventories."

The publication was authored by three industry attorneys who independently concluded that the use of the trust receipt document creates potential exposures to the alleged secured creditor.

Mr. Leichey indicated that the association has a sincere desire in seeing that the lending community maintains adequate security in its wholesale floor plan loans. He stressed the fact that the trust receipt form is not providing the needed security.

The publication provides the appropriate directive in securing mobile homes and recreational vehicles under the Uniform Commercial Code. Lending institutions may obtain copies of the publication by writing to the Mobile Home-Recreational Vehicle National Credit Managers Association, P.O. Box 1259, Louisville, Ky.

Omnibus Housing Legislation Includes Mobile Home Package

WASHINGTON—The Senate recently passed the Omnibus Housing Bill, which liberalizes the Federal Housing Administration's mobile home loan program and provides federal standards for all mobile homes.

"One important section of this new bill is the combination loan package for a mobile home and a suitable lot. The bill also provides for loans to persons who are interested only in the lot," said John Trask, Washington affairs committee chairman for the Mobile Homes Manufacturers Association.

Terms for single-wide mobile home loans remain the same, a \$10,000 loan limit and a 12-year repayment period. Under the new wording, \$5,000 may be added to cover the purchase of an "undeveloped" lot and the loan maturity would be extended to 15 years. With a "developed" lot, the loan may be increased by \$7,500 with the same maturity period.

Loans for double-wides are \$15,000 with 15 years to pay. Loans which include land will be extended to \$20,000 for a double-wide home and an "undeveloped" lot and \$22,500 for a home and "developed" lot. The repayment period for these loans will be lengthened to 20 years.

Mobile home loans may also be offered by the Farmers Home Adminis-

tration. FmHA officials noted that for the first time they would begin making mobile home loans under their program which authorizes insured loans at 8¼%.

FmHA has no cost limit but requires homes to be no more than 1,400 square feet of living space. In the past, homes could be financed in towns with populations of 10,000 but the new bill raises this limit to 25,000.

"Senator William Brock (R., Tenn.) was instrumental in having the mobile home safety legislation passed in the Senate Banking Committee. Without his assistance, consideration of the bill would not have gone as smoothly as it did," Mr. Trask said.

The bill further authorizes the Secretary of Housing and Urban Development to create mobile home construction standards. This responsibility will be directed to a National Mobile Home Administration established by HUD and headed by an assistant secretary. A National Mobile Home Advisory Council will also be created.

The standards developed "shall be reasonable; shall meet the need for mobile home safety, durability and quality and shall take account of state and local laws relating to mobile home safety and construction." The bill also notes no state shall establish or continue any construction or safety standard not identical with those prescribed by HUD.

The mobile home section of the Omnibus Housing Bill also requires manufacturers and dealers to furnish first purchasers with a one-year warranty. The manufacturer must certify that a home was delivered to the retailer in compliance with the standards and the dealer must certify that the home was delivered to the buyer in compliance with all applicable standards. Neither the manufacturer or dealer is liable for defects resulting from work completed by parties other than themselves.

The bill must now go to the Housing Subcommittee of the House Banking and Currency Committee.

Christmas Coupon Books Expected to Be Plentiful

No shortage of Christmas-related materials is expected this year, according to Rand McNally & Co. The firm has redesigned its Christmas Club coupon book line and revamped its production facilities in expectation of a continued rapid growth in the number of Christmas Club savers.

The Financial Systems Division is offering coupon books with new full color cover designs with Kodachrome photos repeated in full color on each coupon. The coupons are designed to

enhance the bank's image, according to Frank J. Blaser, vice president.

Design themes are carried through on such promotional materials as posters, flyers and checks. Custom designs can be created through the firm's art and design department.

"Christmas clubs are growing in popularity among consumers as a means of savings at a time of widespread financial insecurity, and among savings institutions as a means of winning new customers who can be exposed to other services," Mr. Blaser said. "They are also believed to be effective in encouraging 'customer loyalty' and regular patronage."

Banks Buy Early, Heavy For Coming Christmastime

Banks are buying earlier and heavier for the 1975 Christmas club season, according to John H. Guinan, president, Christmas Club a Corporation.

"Banks aren't hesitating too much about their premium selections for 1975 Christmas clubs," he said. "In most cases, they are making decisions at the time our representatives make the initial call."

Among the premiums being offered by the firm, Christmas Morning Shopping Bags—complete with the bank's name on the front—are moving fast. "It's amazing how this new premium has caught on," Mr. Guinan said. "It's our biggest attraction."

Premiums have become a growing part of Christmas Club's business and a continuing momentum in that area is predicted.

"Banks see premiums as an integral part of their Christmas Club programs in attracting and maintaining customers. And the Christmas Club program itself teaches customers to use other banking services and creates a large dollar deposit at little cost, among other advantages. In actuality, banks realize it is a small price to pay for the additional opportunities it opens up," Mr. Guinan said.

Antiqued Banknotes Available

Impact Specialties Co., Des Plaines, Ill., is offering antiqued banknotes that can be used as giveaways, business cards, novel mailers, etc. Backside can be imprinted with bank's message. They really look old due to antiquing process!



**“We do our
corresponding
in person.”**



Our TOLL FREE number 1-800-292-5577

Liberty
NATIONAL BANK
& TRUST COMPANY

LOUISVILLE, KENTUCKY 40202

Answer These Questions Before Renewing An Apparel Program!

By HOWARD A. WOLFE
Executive Secretary
Career Apparel Institute
New York City



MANY BANKS have been using career apparel for several years, and, since the life span of a career apparel program is generally between 18-36 months, many of these banks are reviewing and evaluating their present programs to determine if any changes are in order when replacing outfits.

Bank officials in this position should ask themselves a number of questions:

Has the design and overall appearance of the garments kept pace with the image the bank is trying to convey?

Are the styles up-to-date?

Have the garments worn well?

The answers to these questions can guide a banker to the proper direction the new program should take. He can readily determine whether his replacement program should be a continuation of the present one or be changed.

The Career Apparel Institute offers the following suggestions to banks considering changes in their present career apparel programs:

- *Determine objectives.* There is more to re-planning a career apparel program than simply saying, "We want new clothes."

What should the career apparel program do for the bank?

Is it time the bank's image was changed? Has the present career apparel theme been effective in projecting this image?

Be sure to take into consideration both what the bank wants to achieve and also what employees expect from a career apparel program. No program, old or new, will get employee acceptance unless there is some input from the people who will be wearing the garments.

- *Determine budget.* Just like everything else, the costs of garments and material have gone up. Know how much money the bank can spend on career apparel so the program can be worked out within the context of available funds.

One method effecting changes in a career apparel program on a small budget is to replace the garments piece-by-piece, instead of renewing the entire program at one time.

This provides a freshness to the outfits and allows for a gradual change in

the entire concept without large initial cash outlays.

- *Meet with your local supplier.* The Career Apparel Institute recommends that a bank embarking on any type of apparel program select a specialist who can provide design ideas, fabric information, merchandise availability, new developments, style recommendations, etc., so that the bank will have the best outfits to suit its purposes within the budget available.

The names of qualified suppliers can be obtained from the Career Apparel Institute, 1145 Avenue of the Americas, New York, N. Y. 10036.

Career apparel, which a few short years ago was only a concept, is now a reality in the banking industry. Bankers should take the time and make the effort necessary to make sure their bank's apparel program is being put together by someone knowledgeable in the field.

The success of a career apparel program—whether it be the first, second or third—will be more likely to be assured if the bank knows what it wants and where to get it. • •

Don't miss out
on an important
step in making
1974 your best
year. Ever.

A LEE career apparel
program.

OKAY, I'm interested. Get me the facts on your new **Esprit de Corps** corporate careerwear programs.

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

Send to:

Lloyd Bennett, Sales Manager
H. D. Lee Company
P.O. Box 15039
555 Sunshine Road
Kansas City, Kansas 66115



CAREER APPAREL

Division of The H. D. Lee Company

A company of  V corporation



At right, Creative Image, Dallas, offers coordinated combinations made from Celanese Fortrel polyester double-knit material.

Riverside Mfg. Co., Moultrie, Ga., offers blazers in eight colors, plus American Beauty line for women (see photo on cover).



Winton Designs, Oakland, Calif., offers coordinates with six basic pieces, including eight-gored skirt, hot pants, etc.



Corpor-ette Fashions, Chicago, designed and executed these outfits for St. Paul Federal Savings, Chicago.

Tweed jacket-over-dress combination is offered by Portrait Clothes by Barco, Gardena, Calif. All-tweed look is also available.



At right, patterns and solids provide numerous mix-and-match combinations, including these from Omniform, New York City.





At left, Image Wear by Rollins, New York City, features sportive ensembles that add versatility to apparel programs.



New highland tweed ensembles, one of six complete wardrobes offered by Career Girl, Dallas.



Angelica, St. Louis, offers more than 80 coordinated garments and accessories, such as those pictured above.



Lee Career Apparel, Kansas City, features Esprit de Corps career-wear in 100% Dacron polyester doubleknit from in-stock inventory.

Career Apparel for Banks

Designers offer vivid colors and stylish fabrics that add taste and practicality to the banking scene.



His furnace is nearly empty. And his milling machines aren't doing much milling.

Your customer has big orders on the books now. But his inventory's pretty low. And so's his bank balance.

You discuss a few things. Like collecting his receivables. Taking care of his payables. All while restocking.

But that takes cash. And his is tied up. He still needs more money than your bank can lend him.

You tell him it's still time to call Talcott in Chicago or Dallas.

You participated, the first time around, with our local Business Finance office. And we're ready to be partners again. Result: He gets the cash. You get the credit. And keep a customer.

Talcott's been doing business like this for 120 years. We've got plenty of experience working with bankers.

Any banker knows it takes money to make money. Talcott can help supply the money, if your customer wants to make it.

For more information contact James Talcott, Inc., Business Finance Division, 230 West Monroe Street, Chicago, Ill. 60606. (312) 782-9044. Or 222 Republic National Bank Tower, Dallas, Texas 75201. (214) 742-2546.

Time to call Talcott.

He brought in a big one this morning. A single order for 5,000 turbo-prop rotors.

His sales are finally off the runway and flying. But his production's still on the ground. 25 rotors a day is his tops. And it's ship in 90 days or forget about repeat orders. So he's come to the bank for help.

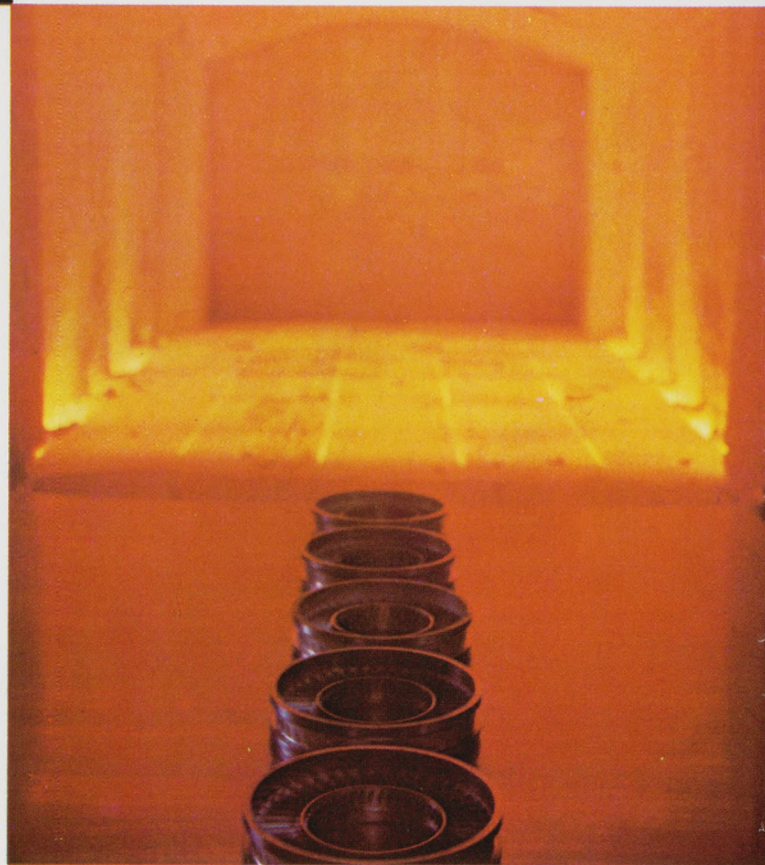
You both agree he needs to hire 10 more men. Start his special tooling fast. And build his inventory of alloy steels.

But most of all he needs money. And his customers have most of his. You sympathize. But you know there's no way your bank can loan him the amount he needs.

You tell him it's time to call Talcott in Chicago or Dallas.

Talcott's local Business Finance office can probably arrange a loan in which your bank can participate. We can act as your secured lending department. And manage the loan. All while you retain an account.

Talcott can help you keep a customer happy, while you help him get cash fast. So when his sales take off, so will his income.



Still time to call Talcott.

Quality, Economy, Experience Requisite To Stay in Career Apparel Business

THE ADOPTION of career apparel in the financial industry has resulted in tremendous growth for the career apparel manufacturing industry. Numerous firms have been formed to serve this growing market—and many of them have found they could not offer the quality and economy necessary to remain in business.

One company that has prospered in the career apparel manufacturing field is Portrait Clothes, a division of Barco of California. Portrait entered the career apparel market in 1970, but Barco has been in the apparel business for more than 40 years.

Portrait Clothes, like many of its relatively youthful competitors, has established itself in the career apparel market. It recently posted a 300% sales increase amounting to several million dollars in new business.

David Stengel, vice president of sales for both Portrait Clothes and Barco of California, was interviewed recently on the trends of the career apparel industry.

MCB: How has the career apparel business changed in the four years since your firm entered the market?

Mr. Stengel: I feel there has been a change in that there is now a more

thorough acceptance of the career apparel concept by firms that did not think apparel was for them when the concept was first introduced. In the early days, only a few institutions were really interested in improving their corporate images through apparel. These firms are now considering apparel because of the exposure apparel has had through banks and other financial institutions.

Another change has been an updating of quality by some manufacturers. Four years ago most apparel manufacturers were sportswear-oriented. They thought it would be a simple thing to crash the corporate market. They singled out any firm with six or more people in one office as a natural for career apparel. But they were geared to turn out clothing on a quick turnover basis, using fabrics that would not hold up to daily usage. Unfortunately for them, they fell flat on their faces.

The manufacture of career apparel is highly specialized. The garments are not uniforms, per se, but a strong background of uniform manufacturing is essential to success in the career apparel market.

Barco of California, our parent firm, has been making washable garments

Individual Look at Olympia Bank



Women employees at Olympia Bank, Chicago Heights, Ill., recently were outfitted in career apparel supplied by Career Fashions by Means Services of Chicago. Basic outfit consists of dress, vest, skirt, blazer, overblouse, jacket, jumper and slacks. Pieces are available in solid red or navy and certain items come in blue-and-white houndstooth. Several types of blouses add to variety of ensembles, enabling each woman to dress with an individual look.

MID-CONTINENT BANKER for May 15, 1974

"Put in an appearance"
with

CAREER FASHIONS

by

MEANS
SERVICES

Give your bank the advantages of a well planned Career Apparel Program:

**Professional Appearance
and Attitude**

**Distinct Employee
Identification**

**Coordinated and Varied
Employee Dress**

**A Recruitment
Incentive**

Means Career Fashions representatives with extensive experience will help you get the right program for your bank:

Fashion with a Function

Top Designer Styling

Full Color Coordination

Quality Construction

Proper Fit—Better Wear

Easy Care Apparel

**Continuity of Supply of Colors,
Styles and Sizes.**

AVAILABLE ON:

1. OUTRIGHT PURCHASE
2. STRAIGHT LEASE

**FOR ALL THE BENEFITS
FROM BANK CAREER APPAREL**

PLEASE CONTACT

CAREER FASHIONS

by

MEANS
SERVICES

DIVISION OF F. W. MEANS & COMPANY
2516 S. Wabash Ave., Chicago, Ill. 60616
312/842-5707

for more than 40 years and it has marketed these garments through people who wear them and wash them every day. Customers have come to realize that apparel must be made to stand up to this type of use. Only firms that can supply this kind of quality can gain a customer's confidence—and his repeat orders.

MCB: Is fashion playing a more important role now than it did formerly?

Mr. Stengel: Not in itself. The most important role is played by the upgrading of fabrics. We have been able to update fashion by adding tweeds, two-tones and color coordinates because we have been able to upgrade the fabrics involved with these fashion trends. Classic styling with modern fabrics is still a big factor.

MCB: How can you add items to a wardrobe without destroying the total look?

Mr. Stengel: By adding new blouses and other items that do not have a significant effect on the total overall appearance of ensembles. Blouses can be changed constantly without affecting the total look.

MCB: What is the difference between a custom line and an in-stock line?

Mr. Stengel: Cost, primarily. We can't design a custom line for small groups because it isn't profitable. The price is too high. Therefore, we have created an in-stock program that offers many colors, styles, sizes and a selection that provides individuality, but without the pain of high prices.

On the other hand, a group of 500 employees or more affords the opportunity to design a special line within the

framework of a moderate price structure.

MCB: When career apparel was first introduced to the more conservative types of business firms like insurance companies and banks, was there any kind of initial resistance?

Mr. Stengel: Yes, due primarily to lack of knowledge of the benefits involved both for the employee and the employer. When it became more generally realized that apparel was a company benefit and that it upgraded the work performance and appearance of personnel, resistance was overcome. Any resistance on the part of employees melted when they saw the quality of the garments and realized that they no longer would have to use a large part of their salaries to buy clothing for work.

MCB: Was there a marketing problem involved?

Mr. Stengel: Yes, that was part of it. But there were other problems, too. For instance, we had to convince prospects that we were not just an apparel company but a manufacturer working specifically in the career apparel area.

MCB: What future trends do you see affecting career apparel as an industry?

Mr. Stengel: As I said before, fashion was not originally the key part of our industry thrust, but now that we have the ground rules established, we can institute more fashion angles. We can do this in many cases with accessory items, by going into fashion much more and by adding additional items every six months. This enables customers to stay abreast of current trends.

We are also getting into the area of fabric treatment, especially soil release.

Also, we are catering not only to the female aspect of the industry. Originally, we would go into an organization and outfit a limited number of personnel, but now we try to clothe everyone—from clerks to executives—with complete wardrobes that tie in to company decor and personality. This creates a total concept that complements company-identity programs. • •

Free Items Favored

Clients Rate Housewares As They Select Premiums From S&L in St. Louis

Housewares have always been popular as incentives, simply because they appeal directly to the lady of the house who makes many buying decisions. But which houseware premiums are most popular with housewives?

One answer to that question can be found in the response Roosevelt Federal Savings & Loan, St. Louis, obtained to the comprehensive list of 25 different household items it offered as premiums during a major "new money" campaign in late 1973 and early 1974.

The three most popular items among the 25 offered were those which may be described as the "cheapest"; that is, they could be obtained free when the customer made a deposit as small as \$250 or could be bought for \$2.95 with a \$100 deposit. These were a griddle, a tea kettle and an electric warming tray.

Fourth most called for was a blanket that could be "bought" for \$1.95 and a \$250 deposit or \$4.50 and a \$100 deposit, while fifth and seventh most



**Professional
Creations
Incorporated**

San Antonio, Texas



YOUR PEOPLE AND THE IMAGE THAT THEY CREATE FOR YOUR COMPANY ARE YOUR MOST IMPORTANT ASSET

Professional Creations, Inc., as counselors and creators of career apparel, provides you a functional and high-fashioned career apparel program.

SPECIAL FEATURES OF OUR PROGRAM

1. All of our garment fabrics are top quality, comfortable and easy to maintain. 100% polyester double knit, completely machine washable and dryable.
2. All our garments are cut individually, in accordance with the measurements of the participating employee, to help you satisfy your personal fashion tastes and preferences.
3. Ample garments of your career apparel are maintained in our warehouse to eliminate any long delay in getting the new employee into the apparel.
4. All standard alterations are taken care of at our expense through alteration centers in your community area.

For more information, write

PROFESSIONAL CREATIONS, INC., 10834 Vandale, San Antonio, TX 78216
(or call collect 512/349-1779)

NAME

COMPANY

ADDRESS

CITY STATE ZIP

often "bought" were a dutch oven and a chicken fryer, either of which could be obtained for \$2.95 and a \$250 deposit or \$5.95 and a \$100 deposit.

In the sixth and eighth slots were a seven-piece cookware set and a five-speed electric blender. Either could be "bought" for \$5.95 and a \$1,000 deposit, \$8.95 and a \$250 deposit or \$10.95 and a \$100 deposit.

The ninth most often called for was a spray/steam/dry iron which was obtainable for \$4.95 and a \$1,000 deposit, \$7.95 and a \$250 deposit or \$9.95 and a \$100 deposit.

Tenth most popular was a dual control electric blanket which "sold" for \$5.95 and a \$5,000 deposit, \$10.95 and a \$1,000 deposit, \$13.95 and a \$250 deposit or \$15.95 and a \$100 deposit.

Other items offered included (listed in ascending order of value): a rechargable flashlight, parson's table, stadium blanket, home tool kit, manual ice cream maker, decorator clock, pastry toaster, percolator, electric blanket (single control), flatware set, electric ice cream maker, jigsaw, waffle baker/grill, broiler oven and electric clock.

It seems significant that five of the 10 most wanted items bore the brand of a well-known manufacturer. In premiums—as at the cash counter—the well-known, nationally advertised brands usually have the most appeal to the housewife.

Heart Fund Tops:

Bank Asks Depositors To Designate Groups For Charitable Gifts

For a month recently, Commercial National, Peoria, Ill., asked its depositors to help decide where part of the bank's annual charitable donations should go. As a result, more than 125 tri-county organizations will receive money from the bank.

Each time a charitable, religious or educational group was named by a qualified depositor, it received a \$5 contribution from Commercial National. The Heart Fund was chosen most frequently and, as a result, is getting \$500 from the bank. Other top organizations chosen were the Cancer Society and Salvation Army. About a third of the total number of organizations chosen were Peoria-area churches.

"Like many other business firms," said Talman W. Van Arsdale Jr., bank vice president for area development, "we make annual contributions to various charitable groups located throughout the community. This year, we decided to let our customers help us

choose where some of these donations should go. We are pleased by the response from our customers, and we know all the organizations chosen will appreciate the extra donations."

Thinking Ahead?

Snow Shovel Premium Helps Motorists in Winter

When winter comes, Mr. Banker, you'll want a timely premium that will bring in deposits to replace the Christmas Club drain. How about a folding "trouble shovel" that can be kept in

the trunk of an automobile ready for digging out when a snow storm hits?

The 36-inch shovel "folds" to a compact 14 inches and fits under the auto seat or into a corner of the trunk. Actually the handle comes in two pieces which interlock, while the blade of the shovel is a third piece.

This item is offered by Advertising Concepts, Inc., Wichita, Kan.



THE NEXT TIME

your employees ask if Career Apparel is a uniform, show them this ad.

Better yet, send for our full color brochure, and show them the whole line. It won't cost you anything, and it may save you a lot.

Designs in Dacron®

PORTRAIT CLOTHES

by Barco of California

350 West Rosecrans Ave Gardena CA 90248 (213) 770-1012



The Fashion Classics by Creative Image

The Fashion Classics by Creative Image make the difference. Your employees are a direct reflection of your firm. Their attitude and appearance tell the public what to expect. Career Apparel is your assurance that each employee will reflect your image properly. Our collection includes an outstanding selection of smart styles in vibrant mix and match colors all made from beautiful carefree Fortrel Polyester Doubleknits. Knowing that organizations differ, we created the most attractive, versatile and serviceable line of Career Apparel available today.

Creative Image

A SUBSIDIARY OF *Heuman Marcus Inc.*
 1709 N. Market St. Dallas, Tex. 75202
 Carefree double knits of Celanese® Fortrel® polyester. ®Registered trademark of Fiber Industries, Inc.

MCB-5

Co. Name _____

Address _____

Phone _____

City _____ State _____

Zip _____ No. of Girls _____

Career Apparel Guidebook Published by Institute

The answers to management's questions about career apparel—the concept of fashionable corporate identifying clothing for company employees—are provided in a free comprehensive guide recently published by the Career Apparel Institute, New York City.

The use of career apparel has received wide acceptance in many industries, not only for advertising, public relations and marketing purposes, but as a tangible fringe benefit that can be offered to employees. Many organizations have found it extremely useful in reducing employee turnover.



The 46-page "Guide to Career Apparel" explains in detail the concept of career clothes. It explores the benefits to both employer and employee and offers information on how to start an apparel program. Numerous case histories illustrate how companies in varied fields have used apparel effectively.

Included in the publication is an article that first appeared in the November, 1973, issue of MID-CONTINENT BANKER, entitled "Everything you Wanted to Know About Career Apparel but Didn't Know Whom to Ask!"

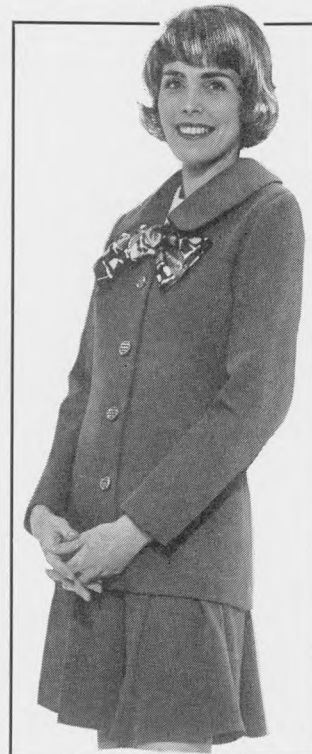
The guide includes a directory of suppliers of apparel with details of their specialties. An index of product availability and a geographic listing is also included.

Copies of the publication are available from the Career Apparel Institute, 1156 Avenue of the Americas, New York, N. Y. 10036.

Dorcia ORIGINALS

PROFESSIONAL FASHIONS

Go Everywhere Any time!



Exquisite styling, tasteful color combinations and expert tailoring give these DORCIA ORIGINALS their mark of distinction.

They can be worn with confidence at every occasion: during working hours—at social gatherings—during leisure hours.

Wardrobes of interchangeable coordinates in easy-care Dacron polyester last for years and can be supplemented with the newest styles.

For information write to:



International Creations, Inc.
 308 West 15th, Austin, Texas 78701

Mini-Computers

Banks Offer Calculators As Tax-Time Chore Aids

One of the more popular premiums during the last three months has been the desk top or take along electronic calculator.

Reason? The approaching deadline for income tax forms.

International City Bank, New Orleans, offered either model as instant interest upon deposit of \$500 for two years or \$250 for four years in a 6% savings certificate. Instant interest was also available in cash if the customer preferred.

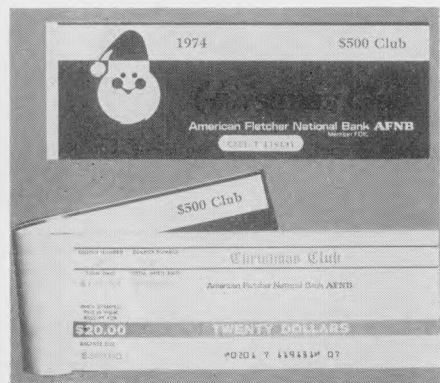
Indiana National, Indianapolis, offered the calculators to BankAmericard holders, permitting payment through monthly installments. Prices were \$69.95 for the pocket model and \$79.95 for the desk top model.

Calculators should be popular premiums for some time. Manufacturers are predicting the cost of some models to drop to \$19.95 within a year's time.

Personalized Christmas Clubs Offered by Cummins-Allison

Banks can plan and establish their own personalized Christmas club programs with individualized name identity integrated into full-color artwork appearing on materials going out to customers, according to Allison Division, Cummins-Allison Corp., Indianapolis.

The Cummins-Allison program consists of coupon books, full-color checks and special promotional materials, in-



MICR encoded Christmas Club coupon book is one of many forms offered by Cummins-Allison.

cluding carol books, shopping lists, calendar application cards, Santa cutouts, statement stuffers and signature application cards.

A new-account retention program is also offered that permits automatic renewal of accounts, enabling the bank to keep files of customers open and active as long as membership is renewed.

MID-CONTINENT BANKER for May 15, 1974

Who Projects your Corporate Image?

Each Employee Should

They will . . . in fashionable CORPOR-ETTE career apparel. Styled by leading designers, and manufactured in durable, easily maintained fabrics, these coordinates not only complement your employees, but also your total image. CORPOR-ETTE's computerized sizing and reserve supply guarantees a perfect fit—even for new employees. Isn't it time your bank projected its great image? Contact Esther Miller.

(312) 527-3766

CORPOR-ETTE FASHIONS
Div. Fashion Plate
55 E. Randolph • Chicago 60601

Winton designs inc
of California
PROFESSIONAL CAREER APPAREL
Specialist in Career Apparel for Businessmen & Women
485 - 10th Street
Oakland, California 94607

Midwestern Representative
Carl Gensen
535 No. Michigan Ave.
Chicago, Ill. 60611
(312) 222-1816

- 100% Polyester Double Knit fully washable by machine for ease and convenience of care
- Fashion styling designed by top designers
- Quality fabrics and expert tailoring
- Continuing program of style and fabrics
- Fabric dyeing to your specifications

100% alterations for perfect fit for every employee. Personnel turnover, storage and replacement alteration. Accidental cigarette burns, etc., repaired at minimal cost.

Some of our many satisfied users: Mother Lode Bank, Altaville, Union Safe Deposit Bank, Stockton, Commercial Farmers National Bank, Oxnard, and California Republic Bank, Frazier Park.

Specialist in Career Apparel for Businessmen/Women

Making Your Identity Known Starts With the Selection of a Look

and CAREER GIRL has been in the business of designing and manufacturing these image making looks going on 15 years now. We know how to make your name known and keep your employees happy too.



Yes, we are interested. Please send more information.

NAME

TITLE

ORGANIZATION

ADDRESS

CITY

STATE..... ZIP.....

PHONE

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

CAREERgirl

9212 Chancellor Row/Dallas, Texas 75247

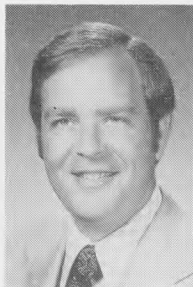
Motivation To Be Theme Of Junior Bankers Meeting In Little Rock June 8

LITTLE ROCK—Motivation will be the theme of the 1974 Arkansas Bankers Association Junior Bankers Educational Conference, set for June 8 at the Camelot Inn here.

"How to Make Your Career Go Twice as Fast With Half the Work" is the title of the morning program, presented by Somers H. White, president of a management consulting firm bearing his name. Mr. White is a former Arizona state senator and at one time was in the employ of Chase Manhattan Bank, New York City. In addition to his morning talk, he will appear as banquet speaker.



BURKETT



DILL

Also on the program will be a marketing panel and a session on state legislation affecting banking, the latter to be presented by William H. Bowen, president, Commercial National, Little Rock.

Luncheon speaker will be Dale Bumpers, governor of Arkansas.



SANGALLI



MAY

Tom Ed Hayes, president of Ark.BA and president, First National, Hope, will also be on the program.

President of the Junior Bankers is Wesley L. Burkett, assistant vice president, First State, Springdale. Serving with Mr. Burkett are Robert Dill, assistant vice president, Simmons First National, Pine Bluff—vice president; Bill May, installment loan officer, Citizens Bank, Jonesboro—treasurer; and James Sangalli, cashier, State First National, Texarkana—secretary.

Mr. Burkett began in banking in 1960 with McLroy Bank, Fayetteville. He joined First State, Springdale, in 1964. He was named loan officer in 1973. He is a graduate of the Ark.BA School of Basic Banking and of the Southwestern Graduate School of Banking.

Mr. Dill is in the marketing department of Simmons First National and has served as assistant vice president since 1973. He was formerly an operations officer and a marketing officer. He has been active in the Junior Bankers since 1970, serving in numerous capacities. He is a graduate of the School

of Basic Banking, is chairman of the southeast Arkansas AIB study group and is a member of the Bank Marketing Association.

Mr. May joined Citizens Bank, Jonesboro, as collection manager in 1971. That same year he was promoted to assistant loan officer and in January, 1972, was made loan officer. He had prior experience with a finance firm in Memphis.

Mr. Sangalli joined State First National, Texarkana, in 1966, was elected assistant cashier in 1967 and assistant vice president in 1969. He has served as cashier since last January.

Hear 'Hits of Broadway':

Standing-Room-Only Crowd Attends Concert at Mall Sponsored by Bank

Shoppers in a Chattanooga, Tenn., shopping mall were treated to a concert presented by the city's symphony orchestra and sponsored by American National in cooperation with the mall's merchants' association and the National Endowment for the Arts.

The hour-long program, called "Hits of Broadway," was given before a



standing-room-only crowd (see illustration). The orchestra performed songs from "The Sound of Music," "Porgy and Bess," "My Fair Lady," "South Pacific," "Fiddler on the Roof" and "West Side Story."

In speaking of this first effort at bringing the symphony to the people, its conductor, Richard Cormier, said, "We could not be more pleased with the excellent response received at the mall."

SALES REPRESENTATIVE

Sales representative needed to call on Midwestern banks to sell Public Relations Newsletter and other services. Knowledge and experience of agriculture and bankers necessary. Degree preferred. Compensation includes base salary plus commission. 50% travel expected, expenses paid. Fringe benefits include pension, profit-sharing and cash incentive plans. Send resumé to: C. B. Paige, Personnel Director, Doane Agricultural Service, Inc., 8900 Manchester Road, St. Louis, MO 63144. An equal opportunity employer.

New Structure Appears on Little Rock Horizon



An arrow indicates the structural steel frame of the building being erected by First National, Little Rock, which expects to occupy its new home by the first of next year. The bank said the 30-story structure—costing \$23 million—will be the state's largest and tallest building and will have an area equal to 10 football fields. Under a "fast-track" construction system used, the general contractor was hired soon after the decision to build was made and began excavation even before plans had been drawn. While excavation was underway, the architect prepared foundation drawings, and by the time the foundation was laid, plans for erection of more than 7,000,000 pounds of structural steel were delivered. At every stage of the project up to completion, the contractor is working just behind the architect and engineers. According to Chairman B. Finley Vinson, the advantage of "fast track" is time, and time is money with today's rising construction costs.

Manufacturers Hanover introduces the first fully automated coupon paying and cremation service.

To save you time, money and mistakes.

The first fully automated system of coupon paying and cremation is here. From Manufacturers Hanover, the leader in coupon paying services.

Gone is the tedium of sorting coupons by hand. Gone is the costly storage of unreconciled coupons. Gone are the risks of destroying today's high-denomination coupons without a numerical listing.

For each account — each with its own account number — the computer stores such information as interest rates, maturity dates, payment dates and stops. As coupons are paid, coupon numbers are fed to the computer and key verified. The computer then calculates the total number of coupons and proves the face amount. All coupons due for cremation are listed in numerical order.

The system is so foolproof that Manufacturers Hanover guarantees all items listed on our cremation

certificate as well as all stops that have been properly placed with us.

Best of all, MHT's automated service generally costs less than you now pay to have it done manually. And when you name MHT co-paying agent — you can reap the benefits of this modern system at lower rates.

Another benefit of this exclusive, computerized system — the speed, economy and accuracy of it could well bring new business your way from municipal and state agencies.

Get all the details about Manufacturers Hanover's automated coupon paying and cremation service. Contact your National Division representative or Lawrence M. Masterson, Assistant Vice President, at (212) 623-2691 or 40 Wall Street, New York, N.Y. 10015.

**MANUFACTURERS
HANOVER** 



Just in Time for Christmas . . .

S&L's Home Entertainment Premium Gala Attracts Million Dollars Per Month

Stereo records and tapes included among premiums

HOW ABOUT a phonograph record, television and stereo premium campaign that brought in more than \$3.1 million in new money during a three-months pre-Christmas campaign in a city of 30,000?

Such were the results obtained by Central DuPage Federal Savings & Loan, which has its headquarters in Wheaton, Ill., a prosperous community of upper middle class residents in Chicago's suburban area.

The promotion was built around a "free" offer of stereo records and tapes—tied to a minimum deposit, of course—plus a spin-off of the customer to color TVs and stereo hi-fi sets.

A selection of more than 20 different stereo LP records and eight-track cartridges bearing the brand-name of Pickwick International, Inc., Woodbury, N. Y., was offered. The customer obtained a record free for depositing \$100 or more in a new or existing account or a free cartridge for \$200 or more. Each additional similar deposit brought the right to purchase a record for \$1 or a tape for \$2.

In addition, the original deposit entitled the customer to purchase any of a variety of TVs and eight-track stereo tape players at prices sharply discounted. A 19-inch color TV with matching rollabout cart was priced at \$269.37, while the 13-inch sold for \$216.74. An eight-track stereo tape player, stereo FM-AM radio and stereo phonograph combination could be obtained for \$145.37, while a combination tape player and radio combination sold for \$89.41. All were advertised as ideal Christmas gifts.

Pushing the premiums was a comprehensive promotional campaign prepared by Caruso, Malis & Pollack, Chicago advertising agency. Under the di-

By **ARTHUR C. NORRIS**
Contributing Editor

rection of George R. King, account executive, the campaign took off in mid-November, 1973, with a mailing of 55,000 two-color folders, the front page of which emphasized the free records and tapes and the "special saver discounts" on the TVs and stereo hi-fi units "just in time for Christmas."

The inside spread displayed an overall view of the various records, tapes, TVs and stereos offered around the figure of an attractive young woman. Big type clarified: "A \$100 savings deposit qualifies you for all this!"

In February, 1974, a similar mailing went to 30,000 customers and prospects concentrated in the vicinity of nearby Carol Stream, Ill., where the Wheaton S&L was opening a new office, its third branch, using a trailer as temporary headquarters. As an added feature during the Carol Stream

Branch opening Central DuPage gave away a color television each week for four weeks. All the customer had to do was deposit his name and address in a box in the office lobby.

Throughout the promotion from November, 1973, through February, 1974, the S&L ran full-page tabloid ads in seven local newspapers. The original copy was dominated by a large reverse cut pounding the campaign theme: "A \$100 savings deposit qualifies you for all this!" And "all this" was fully illustrated and priced in the ad.

Through March the ads were revised to focus on the Carol Stream Branch opening, emphasizing that the branch was now open, but continuing major stress on the "all this" theme.

This large newspaper space was necessary because no local radio or television coverage was available. Mr. King pointed out.

As a result of this campaign in strength "approximately 1,806 new ac-

(Continued on page 70)

Portion of Central DuPage Federal's newspaper ad featuring home entertainment premiums. One free stereo record was offered for first \$100 deposit or one free stereo tape for first \$200 deposit. Additional records and tapes were available for purchase with subsequent deposits.

A \$100 SAVINGS DEPOSIT QUALIFIES YOU FOR ALL THIS!

Deposit \$100 or more in a new or existing CDF savings account, and take your choice from over twenty different stereo LP records . . . FREE! Or, if you prefer 8 track cartridges, deposit \$200 or more, and take your FREE gift on tape. You'll find all the top singers, instrumentalists and groups, mood music, show tunes, country & western, children's favorites and many more are here.

Each time you make an additional deposit of \$100 or more, you may purchase another stereo record for \$1*, or an 8 track cartridge tape for \$2*.

As good as this is, there's even more. Your opening deposit qualifies you for SPECIAL SAVER DISCOUNTS on nationally advertised 1974 Admiral color tv and stereo hi-fi units. They are priced far below what you would expect for this quality.

Come in today and open or add to your savings account at CDF - the exciting place where you save money in more ways than one. This offer is limited to deposits made after November 22, 1973 and may be terminated at any time without notice.

*Add 5% (limits sales tax to an purchased items. Add \$10 delivery charge for color tv sets, and \$8 delivery charge for hi-fi units service, 62 miles of Chicago.

Includes the exclusive **Admiral 5 POINT COLOR TELEVISION PROTECTION PACKAGE**

The Fort Worth National Corporation is now called Texas American Bancshares Inc.

The Fort Worth National Corporation has changed its name to Texas American Bancshares Inc.

The reason for the change is that we've simply outgrown our former name. We now have subsidiary banks in Houston, Dallas, Amarillo, Midland, and Levelland, in addition to our lead bank, The Fort Worth National.

Our new name reflects more accurately the statewide nature of our operations, and we've adopted a new logotype to register the name graphically.

Our holdings now include:

The Fort Worth National Bank
Southern National Bank, Houston
Exchange Bank & Trust Company, Dallas
American National Bank, Amarillo
Commercial Bank & Trust Co., Midland

Levelland State Bank, Levelland
The Fort Worth National Company of Texas

In addition to the wholly owned subsidiaries above, we hold an approximate 25% interest in:

Bank of Fort Worth
Central Bank and Trust, Fort Worth
North Fort Worth Bank
Riverside State Bank, Fort Worth
Tarrant State Bank, Fort Worth

We're now the sixth largest bank holding company in Texas, where multibanking is creating a dynamic new era. We're glad to be a part of it.

TEXAS AMERICAN BANCSHARES INC.

P.O. Box 2050, Fort Worth, Texas 76101

Phone (817) 338-8671

TEXAS AMERICAN BANCSHARES INC.



NASDAQ Symbol: TABS



Can-O-Cash customers enjoy watching bank employee seal their gifts while they wait. This busy can sealer works at Farmers Trust, Spencer, Ia.

Money-In-Cans Becomes Tradition At Holiday-Minded Banks

IF ONE of your Christmas presents last year was sealed in an attractive holiday-labeled tin can marked Can-O-Cash, you were one of over 450,000 people who opened at least one of their 1973 Christmas packages with a can opener!

The unique concept of sealing money in a can has grown over the past four years into a tradition at more than 300 banks throughout the U. S. offering the Can-O-Cash program.

First State, Salina, Kan., reports using over 3,000 cans this past holiday season in its \$14 million bank. It was the fourth year the bank had offered the program. According to Jerry Simpson, vice president, the bank traditionally starts receiving phone calls right after Thanksgiving inquiring if it will offer Can-O-Cash again for Christmas.

A sealing device, not much larger than an old fashioned meat grinder, actually seals a metal lid on the "pork and bean" sized tin cans used for Can-O-Cash. The cans are labeled with four-color Christmas designs that include space for "to and from" designations. In addition to attracting a great deal of customer comment and goodwill, most banks report a great number of noncustomer interest and participation. Each Can-O-Cash label is imprinted with the bank's name, which assures that the recipient will be aware of the sponsor.

In addition to various amounts of money being sealed in Can-O-Cash containers, car keys, transistor radios, gloves, etc., are often sealed to provide perfect disguises for the gifts.

Can-O-Cash seems to be a popular stocking stuffer also. One enterprising bank in Tulsa arranged for special lobby displays of miniature "cannable" gifts representing most of the bank's commercial retail store accounts. The idea proved to be popular with customers looking for unique gifts to substitute for cash and the bank promoted

good customer relations with its retail accounts in the bargain.

About half of the 300 banks using Can-O-Cash last year charged for the service. At 50¢ per can the program is easily self-liquidating, providing a good customer relations program at virtually no cost. National Bank of Commerce, Jackson, Tenn., reported selling its entire stock of 1,500 cans and "could have sold 500 to 1,000 more."

A representative of Wachovia Bank in North Carolina commented, "Although we got a late start with the cans, we totally sold out our inventory of 3,000 by Monday, December 25. We charged 50¢ per can with all proceeds going to a local newspaper Christmas charity. We felt this added further meaning to the promotion, allowing someone to receive a unique packaging idea in return for a charitable donation."

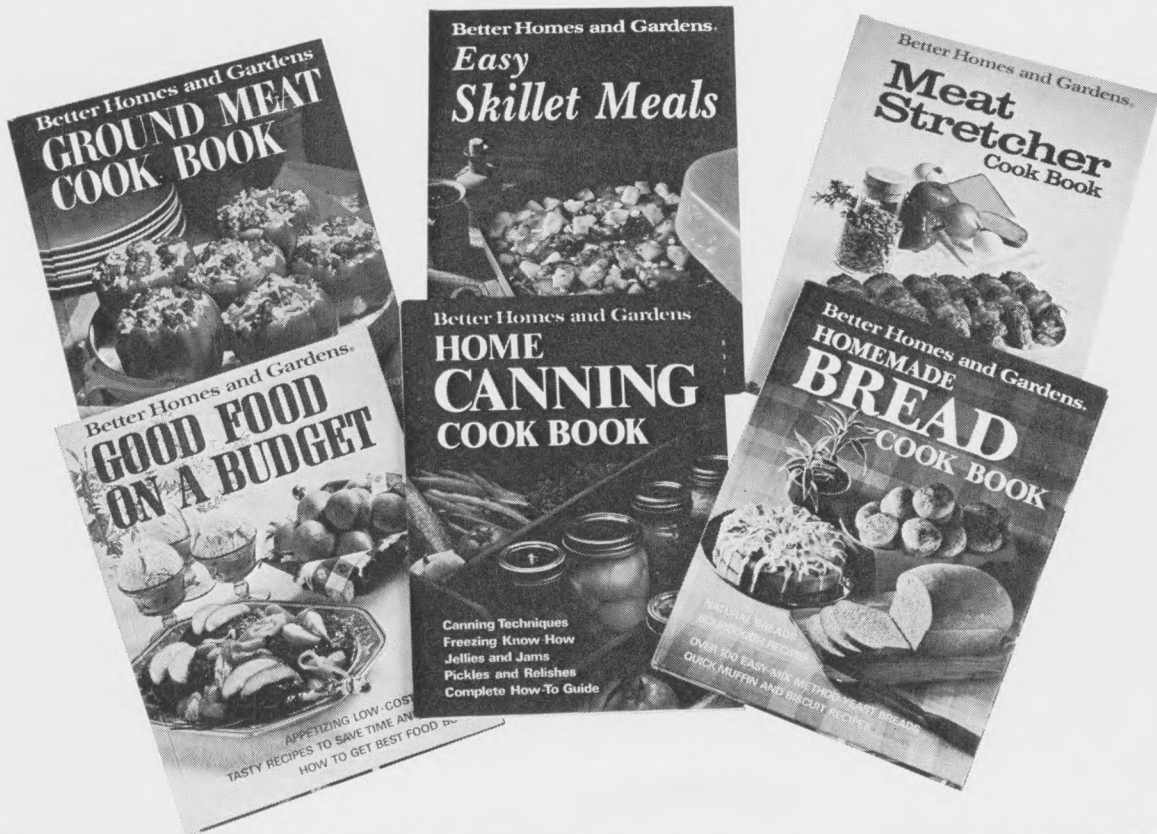
Can-O-Cash turns out to be more than just a clever Christmas idea as the cans now include snap-on plastic lids slotted to convert opened cans into year-round savings banks.

Appropriately attired "Miss Santas" were employed by many of the banks in their lobbies this past year to add that extra Christmas touch to Can-O-Cash displays. These young girls served as full-time customer relations contacts for sealing and dispensing the containers. Customers seemed to enjoy watch-



"Miss Santa" Susan King operates Can-O-Cash display at Security State, Big Spring, Tex. Banks can obtain complete program including 1,000 cans, lids, labels, sealer and publicity materials, for \$435.

A Proven Christmas Club Promotion Idea



Better Homes and Gardens Idea Books

Any of these six timely books will make a valuable incentive for your customer to join your Christmas Club. Each one tells how to make the most of every food dollar . . . and do it deliciously. Most are priced at only \$2.49 (less liberal discount).

Or you can choose from over 60 other **hard cover** Better Homes and Gardens Books. All are colorful . . . always available . . . nationally promoted, accepted and respected. They really fit when it comes to building new customers for your bank. And we handle everything. No commitment necessary.

For complete details, send coupon or call Bill Buchholz collect 515-284-9168.

MID-CONTINENT BANKER for May 15, 1974

The Meredith Book Division
1716 Locust St. • Des Moines, Iowa 50336

Please send more information on using
Better Homes and Gardens Books as premiums.

Name _____

Title _____

Bank _____

Address _____

City _____ State _____ Zip _____



**Better Homes
and Gardens® Books**

ing their money or other gift being sealed in cans with the Miss Santas adding extra personal interest.

According to Dale Krebs, developer of Can-O-Cash, and president of Advertising Concepts, Inc., Wichita, Kan., the popularity of Can-O-Cash for Christmas has prompted banks to expand on the concept, resulting in an all-occasion Can-O-Cash program featuring cans labeled for birthdays, anniversaries, graduation, young marrieds, new baby and a general "have a happy day."

Summarizing his bank's successful Can-O-Cash program, Dale E. Wallace, National Bank of Wichita, concluded, "It seems to be a fun gift for everyone, and you know—we've not had one Can-O-Cash gift brought back for exchange!" • •

First of Louisville Offers Dual-Purpose Personal Banking Card

LOUISVILLE—First National has introduced FirstCard, a new personal banking card for its checking account customers.

FirstCard will allow all First National checking customers to make deposits to or withdrawals from their checking accounts, as well as other banking transactions, by means of the bank's Teller/24 anytime banking machines.

Additionally, the personal banking card will allow customers to receive faster service when cashing personal checks at all 38 First National offices.

Prior to FirstCard, only holders of First National Master Charge cards could use the bank's Teller/24 ma-

chines. Now, checking account customers may use FirstCard and Teller/24 to make deposits to checking or savings accounts, withdraw from checking, make loan payments and transfer funds from checking to savings accounts.

According to A. Stevens Miles, president of First National, FirstCard will help the bank give better service. "In no way will FirstCard replace personal banking," he said. "Instead, it allows us to improve our service because with the combination of FirstCard and Teller/24, the bank is always open, even when it's closed.

"Another advantage of FirstCard," he continued, "is its use as an identification for faster check cashing privi-



leges when customers use any branch of First National other than the one normally used."

Checking account customers who are also First National Master Charge customers will be issued a combination card as their present Master Charge cards expire.

Bank Aids Civic Groups



First Farmers Bank, Owenton, Ky., participated in two community activities recently. At left, librarian Frances Beverly holds one of the serving pieces from a 50-place setting of stainless presented by the bank to the new Owen County Public Library facility. Jay Congleton, bank president, center, presents a \$125 check to Mrs. Kenneth Green, president, Owen County Historical Society, to be used toward the restoration of the archives building and surrounding property.

Home Entertainment

(Continued from page 66)

counts were opened during the months of December, January and February," Charles W. Atten, Central DuPage Federal president, reported. "Of this total, an estimated 1,500 were accounts with new money. New money brought into the association during the three-month period was approximately \$3,108,600.

For the duration of the promotion, 2,500 records and 775 tapes were sold or given away. Out of the 3,275 items ordered from Pickwick International, perhaps 30 have been returned. In other words, reaction to record and tape quality was overwhelmingly favorable.

As of the first week of March, 1974, Central DuPage Federal had sent a total of 76 orders to the TV distributor for drop-shipping. These orders constituted 42 19-inch color TVs, 14 13-inch, 18 large stereos and two small stereos.

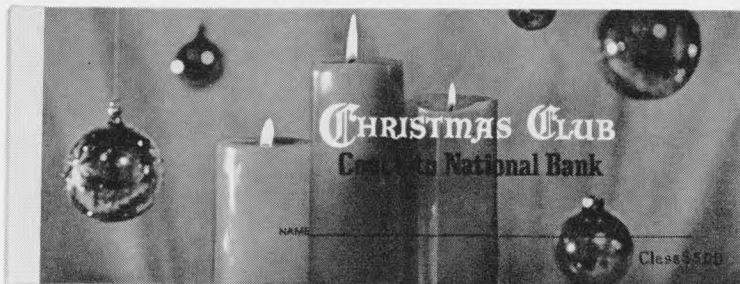
Central DuPage Federal is just a matter of months more than 50 years old. For the last 25 years the S&L continually has used strong premium promotions to enhance its acceptance in its community and to expand deposits and thereby lending capacity.

Recent highly successful premium campaigns offered a choice of 20 household items, featured flatware with a choice of silver plate, gold plate or stainless steel, and offered a free 8x10 photographic portrait, just for coming into the office.

The S&L's officers feel that its expansion from one office to four can be traced directly to these aggressive promotional campaigns. They plan to continue them. • •

Your Rand McNally man knows the real meaning of Christmas Clubs.

Your Rand McNally man is an expert on Christmas Clubs. Everything to establish a new club or improve your present program. Promotion literature, displays, premiums. All operational supplies, including manual or MICR coupon books with Mod. 9, 10, 11 or straight sequential numbering. Write for details.



RAND McNALLY
Financial Systems Division

Box 7600, Chicago, Ill. 60680
10 East 53rd Street, New York, N.Y. 10022
206 Sansome St., San Francisco, Calif. 94104

It's the little things that make a flight NICE GOING. And that's where our smiles come in: the big, honest, friendly ones you get from the people you meet when you fly on Ozark Air Lines. You'll get 'em from our hostesses, our ticket agents, our pilots . . . And when you see how right they make your flight, you just might find yourself smiling back.



SMILES:

we're big on that

Call your travel agent or

OZARK  [®]
AIR LINES

Christmas Ideas

Put them to work for your bank!

Colorful Premium

Holiday Decorating Book Offered As Club Incentive By Mercantile, St. Louis

Offering 5% interest (5.13% effective annual yield) plus a colorful *Better Homes & Gardens* Christmas idea book as a bonus, Mercantile Trust, St. Louis, opened approximately 5,200 Christmas club accounts this year.

Using page-dominating space in major newspapers, Mercantile emphasized the 5% interest rate in large type and displayed an actual picture of the

Christmas book cover as an added incentive to open a Christmas club account.

Body copy told how the 5% interest rate actually compounded at 5.13% because interest was paid daily and went on to describe the Christmas Book.

"It's a 68-page, full-color book of the best Christmas decorating ideas and recipes from *Better Homes & Gardens*. You'll want to use some of the ideas this year."

Readers were urged to fill out a file-card-size coupon that appeared as part of the ad and to mail it or bring it to the bank in order to open an account.

The book itself was the usual highly-professional *Better Homes & Gardens* showpiece. Titled "All-Time Favorites for Christmas," it bore a heavy cover printed in six colors and contained 64 pages of text on high-grade magazine stock. Sixty-two of 64 text pages contained color, mostly full-color illustrations of the various Christmas decorations and treats.

The text was divided into six categories: favorite front entry ideas, favorite ornaments to make, favorite creative walls and wreaths, favorite festive decorations, favorite crafty wrappings and cards and favorite treats from the kitchen.

The back cover bore a Christmas decoration and message plus space for the individual bank's imprint. This could be replaced with ad copy specially prepared by the bank.

In four-figure quantities the books cost approximately 50¢ each.

The Best Bank Christmas Activity Is the One That's Planned for Early!

Is it too early to be thinking about Christmas in May?

Not really, according to bank marketing people and those who service banks with Christmas decorating ideas and promotions.

A typical complaint among bankers is that they don't have enough time to plan for their bank's Christmas activity. This is usually due to the fact that they didn't give the activity much thought until September or later. Then they found their competition had come up with the program they had been considering or that there wasn't enough time remaining before the holiday to adequately plan the type of activity the bank desired.

The summer months—or even earlier—are the months to plan for the holidays, according to marketing people. When plans are made early, they say—just as when people do their Christmas shopping early—there's less rushing, because time is not pressing.

Also, especially this year, there is less likely to be any chance of a shortage of whatever the bank needs for its Christmas activity—be it artificial snowmen or imprinted gift envelopes—when planning is done early.

Although numerous excellent holiday activity ideas are available, many banks find themselves up against the wall for ideas. This can be avoided by maintaining a Christmas idea file containing copies of advertisements and articles dealing with Christmas. This file can be added to throughout the year, but especially right at Christmas and shortly thereafter—when the newspapers are carrying ads and news stories about various holiday promotions.

Another source of ideas is the pages of this magazine, which feature Christmas ideas in both articles and advertisements in the May and August issues. Exhibits at state and other banking conventions can be a valuable source of ideas and information. Some of the more original ideas for holiday activities are developed right in the bank.

But the main thing to keep in mind is that it's never too early to start thinking about your bank's next holiday activity!

Christmas Club Promotion



Christmas Club a Corporation, Easton, Pa., has developed a club promotional program entitled "On Donder" to spark customer enthusiasm for participating in Christmas club plans. The program incorporates a theme of a Santa Claus riding a reindeer mounted on a four-wheel bike. The theme illustration appears on all club materials.

Christmas Candle Premium Attracts 700 Club Savers

More than 700 Christmas club accounts were attracted to St. Louis Federal S&L by the offer of a free nine-inch yuletide candle with each account opened.

Decorated with a picturesque winter scene on a radiant beaded glass exterior, the large candle was long burning and made a festive feature around which to build a table centerpiece glowing with warmth.

The gift was available to Christmas club customers from November 1 to January 31 and was typical of the premiums the S&L offers regularly at year-end to Christmas club customers.

New Christmas Premium



Pickwick International, Inc., Woodbury, N. Y., is offering a series of five phonograph records as holiday premiums. Each album contains a full-color decoration inside that can be assembled by children and used as a Christmas decoration. Complete assembling instructions are included with each album and only a pair of scissors is necessary for assembly.

In Indiana

Bank Brings Christmas To Needy Children With Doll Donations

Christmas had a special significance for some 100 girls of needy families in Porter County, Ind., last year. And it came about because of the centennial celebration of Northern Indiana Bank, Valparaiso.

Each month during the bank's centennial observance, a special project or event is being held (from October, 1973, through September, 1974). The December project was participation in a "Dress-A-Doll" contest.

The bank ordered 100 18-inch dolls from Richard Stebbins & Associates, Minneapolis, which were distributed to the first 100 people requesting them. The people agreed to make clothes for the dolls and return the dressed dolls to the bank prior to Christmas so they could be judged. A special centennial

Christmas Kitchen Serves Bank Customers



An annual Christmas event that gets more popular each year is the Christmas Kitchen display at Bank of the Southwest, Houston. Nostalgic setting gives bank opportunity to serve refreshments to customers in an unusual way. Customers look forward to stopping by at the kitchen each year. The artificial snowman is especially popular with Houston children, who seldom get to see a real one.

dress category was added to the six usual categories of fancy, sensible, knit or crochet, storybook character, nationality and special (15 and under).

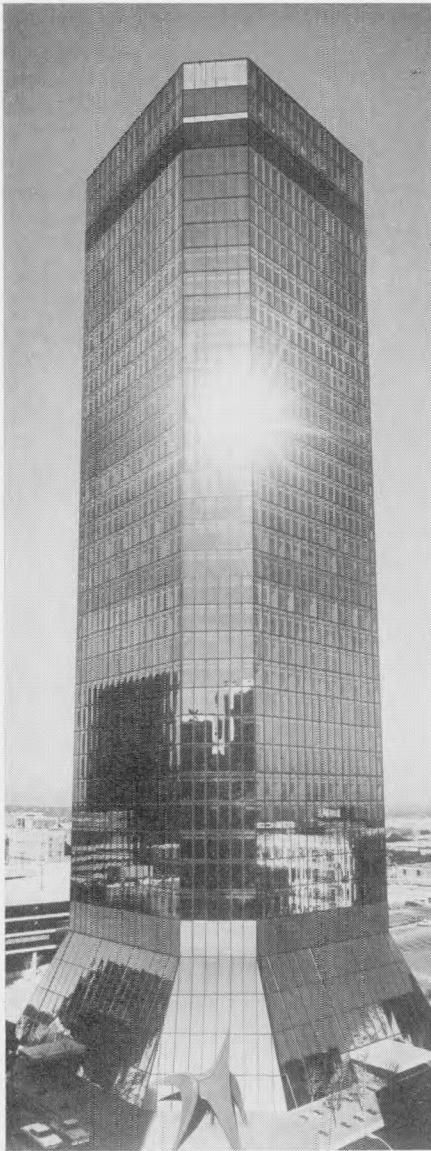
The judging was done by a home economics teacher, a fashion advertising executive and a representative seamstress. Winners were presented with ribbons, photos and certificates by the bank's Senior Vice President

Reg Hildreth, who, with a snowy-white beard, bore some resemblance to Santa Claus.

Following the contest, all 100 dolls were displayed at the bank prior to being taken to the welfare department for distribution to girls from needy families throughout Porter County, compliments of the bank and many of its customers.



Reg Hildreth (l.), sr. v.p. at Northern Indiana Bank, Valparaiso, examines dolls dressed by bank customers. Winners hold their dolls.



Sun's rays bounce off gleaming exterior of \$30-million, 37-story Fort Worth Nat'l Bank Building. Forty-foot-tall, 16-ton sculpture by Alexander Calder graces grounds. In left background is portion of new parking garage and drive-in. Complex covers more than two city blocks.

Fort Worth National Occupies Sixth Home Following Ceremony

THE NEW HOME of Fort Worth National, said to be the oldest and largest bank in the city it has served for the past 101 years, has been formally opened—a new \$30,000,000 soaring, 37-story glass-sheathed tower occupying a full block, with connecting motor bank and parking garage.

The entire complex occupies two and one-half blocks in downtown Fort Worth.

Opening ceremonies and dedication of the new building, the sixth home occupied by the bank since its founding in 1873, were held in front of the Throckmorton Street entrance.

The ceremonies were climaxed with the unlocking of a giant-sized padlock by Lewis H. Bond, chairman, assisted by H. B. Fuqua, honorary chairman, and three-year-old Kate Van Zandt Johnson, great-great granddaughter of Major K. M. Van Zandt, the bank's first president, who served as president for 56 years between 1874 and 1930.

The opening ceremonies were planned to symbolize the dedication of the new building to the bank's future service, while commemorating Fort Worth National's 101 years of past service to its customers, community and trade area, a spokesman said.

Brief remarks were made by Mayor R. M. Stovall; J. C. Pace Jr., president of the Fort Worth Chamber of Commerce; John Portman of Atlanta, architect for the new building; Philip W. Coldwell, president of the Federal Reserve Bank of Dallas; and Michael

Doman, regional administrator for National Banks, Dallas.

The new Fort Worth National Building is a spectacular addition to the city's skyline. Said to be the tallest building in Fort Worth, it towers to a height of 454 feet, rising from a five-story pyramid-shaped base surrounded by tree-dotted plazas on all four sides.

One plaza, at the corner of Fifth and Throckmorton Streets, is dominated by Alexander Calder's "The Eagle," a sculpture 40 feet tall and weighing more than 16 tons.

Connected to the bank building by a pedestrian bridge above Taylor Street is the city's largest parking garage, with a capacity of 814 cars, and a motor bank housing 11 closed-circuit television drive-through teller windows, 24-hour depositories and other customer conveniences.

The building is set back 23 feet from the curb of the street, providing space for the landscaping which adds another dimension to the structure.

At each of the four entrances to the building is an eight-foot reinforced concrete canopy extending 18 feet over the sidewalk.

Upon entering the building, an individual steps into a spacious environment. The feeling is one of openness and expanse.

Suspended walkways above the main banking lobby connect with the core of the building, where escalators and high-speed elevators are available to all banking and tenant areas.

Kate Van Zandt Johnson, three-year-old great-great granddaughter of the first pres. of Fort Worth Nat'l, unlocked ceremonial padlock at bank opening. Assisting were H. B. Fuqua, center, honorary ch., and Bayard H. Friedman, bank pres.

One level below the street and the circular walkways is the main banking lobby, a naturally-lighted area blooming with botanical displays and featuring a 40-foot fountain.

From the main banking lobby one can look upward into four stories of open expanse. A circular, third-floor public dining facility hangs suspended, affording patrons a 360-degree view of the surrounding cityscape.

Two 12-foot by 50-foot woven wall hangings, designed and produced in Bogota, Colombia, adorn the walls, and the sky is visible through the slanting glass panels of the pyramid base.

More than 360 pieces of a permanent art collection accent the interiors of the banking quarters.

The main banking lobby has a gross area of 35,025 square feet and is 11 feet below street level. The exterior glass walls slope outward, admitting daylight. Ceiling height is 36 feet in most areas, while part of the banking lobby is open vertically 50 and one-half feet to the fifth floor level.

Fort Worth National occupies the first 16 floors of the 37-story building, with floors 17 through 33 being leased to tenants. A guest dining room is located on the 34th floor and the Century II Club, a private club, is on the 35th floor. Floors 36 and 37 are utilized for mechanical and air-conditioning equipment.

The gross area of the building is 584,660 square feet.

The structure is of reinforced concrete construction and is sheathed with 3,540 sheets of reflective glass.

According to John Portman, the architect, the building was created with people in mind.

"What we have created for Fort Worth National," he says, "is a true milestone in bank buildings. The building relates banking to people. We have provided, we believe, an environment that people will like.

"The building is extremely functional and designed for serving people. More than that, it makes banking an exciting and pleasurable experience." • •



Main banking lobby at Fort Worth Nat'l has 58-foot ceiling, 40-foot fountain, 18 trees, sculptures and tapestries. Teller stations are on right and other banking services are on left.



In Kansas City:

Nixon's Fate, Various Banking Topics Fill Agenda at United Mo. Conference

Seminars sponsored by United Missouri Bank of Kansas City were held at Crown Center Hotel in mid-town Kansas City. View here shows Kansas group in session. Missouri bankers participated in seminar two days later. Scene directly above shows bankers wives returning to hotel following tour of River Quay area, a recently developed shopping and entertainment area.

PRESIDENT Nixon will serve out his current term in office. He will not resign and he will not be impeached by Congress.

That is the opinion expressed by senior bank executives from Missouri and Kansas in a recent opinion poll taken at a four-day seminar hosted by United Missouri Bank of Kansas City.

The more than 375 bankers from the two-state area were asked if they thought the President will serve out his current term, be impeached, or resign. Of those that responded, 65% were of the opinion that Mr. Nixon will complete his term in office, 22% thought he would resign and 13% said he will be impeached.

In addition to giving bankers an opportunity to prognosticate about the President's fate, the United Missouri

program, billed as a working conference, included brief presentations by United Missouri Bank officers on the subjects of operations, trust investments, personal trusts, employee benefit services, loans, money management and portfolio planning. Each presentation was followed by an open-forum question-and-answer session to facilitate the free exchange of ideas and opinions.

When asked to comment on what he saw as the future of the prime rate, R. Crosby Kemper Jr., chairman, host bank, stated, "I feel that the prime is beginning to firm up—at least for the short-range future—mainly because of the tremendous need for the government to be in the money markets. Another primary factor contributing to the firming of the prime rate is the fact

that we are currently having strong inflation with a 12% Consumer Price Index increase in 1973 and an 18% increase projected for 1974. A lender in times of inflation tends to want to get this debasement of currency made up to him in the form of interest on the money he lends."

In commenting on the automobile industry, Grafton Potter, assistant trust investment officer, pointed out that all consumer durables are down this year and automobiles are no exception. He estimated that the automobile industry will produce between 9.5 and 10 million units during 1974, or a reduction of approximately 14% under the record 1973 production of 11.4 million. The small car penetration will continue to increase because of energy considerations and the fact that the consumer



LEFT: Don V. Thomason, sr. v.p., United Missouri Bank; C. J. Giblin, ch., and Floyd Lampert, pres., 1st Nat'l, Beloit, Kan.; and T. J. Morris, pres., Parklane Nat'l, Wichita. **RIGHT:**

Jerome H. Scott Jr., pres., United Missouri Bank; Robert A. Brown, pres., Home Nat'l, Arkansas City, Kan.; and R. Crosby Kemper Jr., ch., United Missouri Bank.

now looks on the smaller automobile not as a status symbol but as a utility mode of transportation.

Tom Waterhouse, trust investment officer and research specialist on the construction industry, pointed out that 20-25% of a family's disposable income is spent on housing. The average cost of a home in the U. S. today, including land, is now \$32,000. Waterhouse estimated that housing starts during 1974 will amount to about 1.6 million, not including mobile homes, and that two million is a realistic projection for 1975. • •

Freedoms Foundation Honors Liberty of OC

OKLAHOMA CITY—Liberty National, its advertising agency, Lowe, Runkle Co., and the Oklahoma Chamber of Commerce received the Valley Forge Freedoms Foundation's George Washington honor medals April 4 at the Oklahoma City C. of C. board meeting here.

In one presentation, the award for economic education went to the bank, represented by Willis J. Wheat, senior vice president-marketing, and to the state C. of C., represented by its president, Bill Jennings. Another award for advertising excellence went to Liberty and its ad agency, Lowe, Runkle, represented by John Farr, vice president.

The Valley Forge Freedoms Foundation award was presented by Oklahoma State Supreme Court Justice Robert Lavender in recognition of "Let's Talk Business," a mass media communications and public information program supporting the role of business and profits in the American free-enterprise system. The program was developed by Lowe, Runkle and launched in cooperation with the state C. of C. to help



Willis J. Wheat (l.), sr. v.p.-marketing, Liberty Nat'l, Oklahoma City, and Oklahoma State Supreme Court Justice Robert Lavender display medals given bank by Valley Forge Freedoms Foundation.

the general public better understand business and economic policies and to combat misconceptions held by a rising number of young people.

As part of the "Let's Talk Business" program, Liberty initiated a public service communications campaign that included a Viable New Business Ideas contest for Oklahoma youth between 18 and 25; a Creativity in Economic Education competition for Oklahoma school teachers in kindergarten through grade 12 and a Matching Funds Program to the Oklahoma Council on Economic Education. Altogether, be-

tween \$10,000 and \$15,000 was contributed by the bank for educational grants and contests, according to J. W. McLean, chairman and chief executive officer.

■ HARRIS BANKCORP., Chicago, has elected John W. Baird to its board. He is president and a director, Baird & Warner, Inc. Because of tenure policy for directors, Harry O. Bercher, retired chairman, International Harvester, did not stand for re-election to the board of Harris Bankcorp., parent of Harris Trust.



You can give control of collateral to anybody. But no one takes control better than NYTCO. For a NYTCO brochure on the full spectrum of third party collateral control services, write NYTCO Services, Inc., 50 California St., Suite 2110 MF, San Francisco, California 94111

Convention 'First-Timers'

These new faces will be representing city-correspondent banks at the Mississippi, Illinois, Indiana and New Mexico conventions this year. They are introduced here.

New Mexico Convention

• **Bradford Johnson** is an account officer at First National City Bank, New York, and handles corres. relationships in New Mexico, Texas, Oklahoma and Wyoming.

Illinois Convention

• **Don Barton Thomason** joined Mercantile Trust, St. Louis, last

summer. He is a rep. assigned to the Illinois div. of the banks and bankers dept.

Mississippi Convention

• **Woodrow W. (Woody) Day Jr.** is an a.v.p. at National Bank of Commerce, Memphis, which he joined in 1970 as a management trainee.

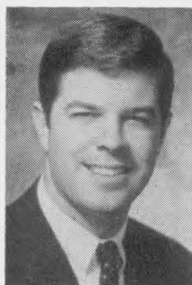
• **M. Robert (Bob) McKinney Jr.**, an a.v.p. at National Bank of Commerce,

Memphis, works in the commercial lending area.

• **Bruce W. Hill**, corres. banking officer, joined Union Planters Nat'l, Memphis, in 1965. He is a new member of the correspondent dept.

Indiana Convention

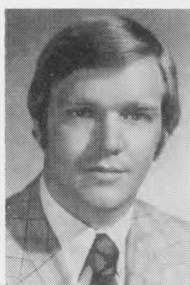
• **David A. Fellingham**, a.v.p., National Bank of Detroit, joined the bank in 1965 as a credit analyst trainee.



McKINNEY



FELLINGHAM



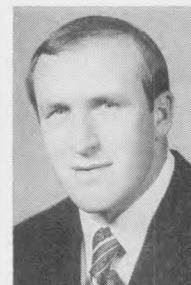
THOMASON



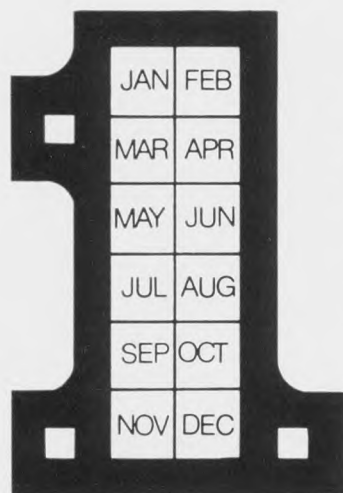
JOHNSON



DAY



HILL



Over 270 banks send every customer a single monthly statement covering all his accounts.

They use the NCR Central Information File.

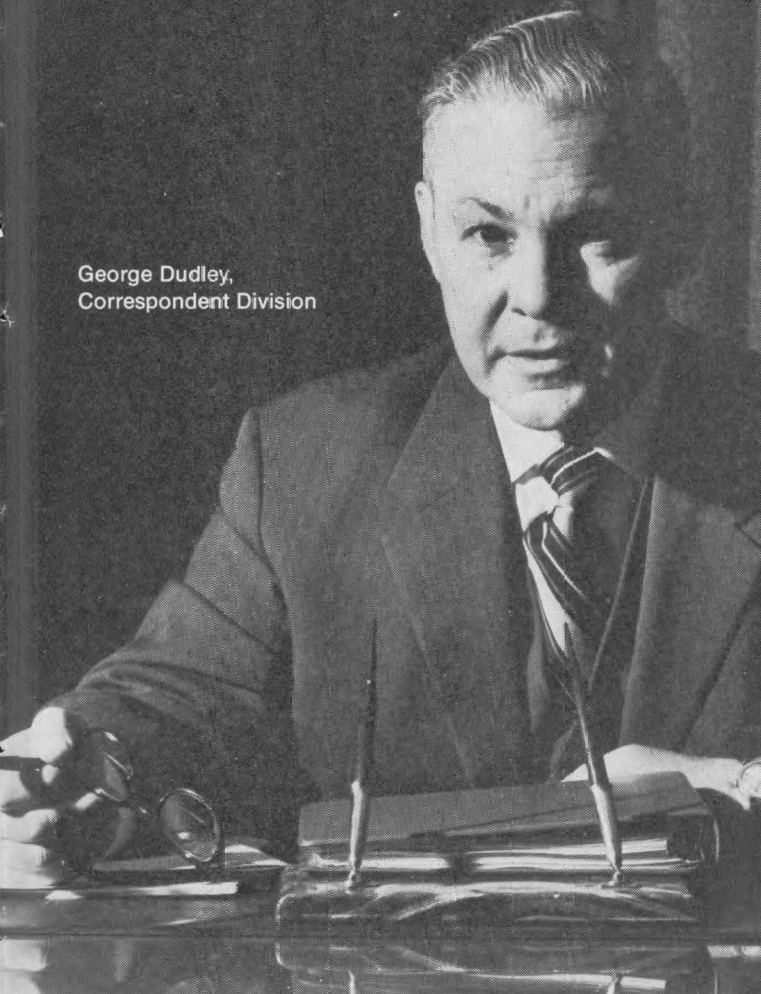
Wouldn't your customers appreciate that service?

NCR

Complete Computer Systems

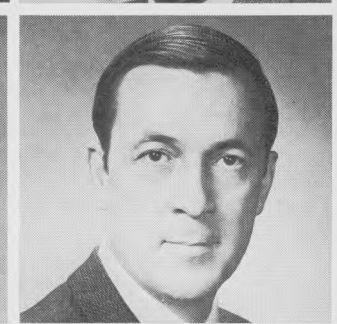
“Week after week, you depend on one of our correspondent bankers. But a lot of people you never see are helping you, too.”

George Dudley,
Correspondent Division



Clockwise from top:

- J. Walter Peniston
- William O. Weis
- William J. Fisher



“When a good customer asks for a lot of money, we can help.

We can help when a key employee leaves and you have to fill the position quickly; when you want to sell Fed funds; when you need checks collected—fast; when you want to buy bonds and treasury bills.

You want a correspondent banker you can depend on. And you want to know that the bank he represents is staffed with professionals in every department—people who

know how to solve problems like yours.

We’ve got really good people in our Correspondent Division. And we have hundreds of other professionals—behind the scenes—helping your First National correspondent help you.”

FIRST NATIONAL BANK
of Kansas City, Missouri
a Charter Bank 

Depend on The First People.



Our 1973 Annual Report is out.

Marking 75 years of service for the Hancock in South Mississippi, it contains our full statement of condition and interesting color pictures and text highlighting the role of agriculture in the bank's trading area. We're proud of this report and would be pleased to send you a copy. Just write for one in care of Doug Luce, Correspondent Banking Department, P.O. Box 4019, Gulfport, Mississippi 39501.

 **Hancock 75th Bank**
...and we've only just begun! Member FDIC

Mississippi Convention

President



SEAL

Leo W. Seal Jr., MBA pres., is pres., Hancock Bank, Gulfport, which he joined in 1947. He is a past pres. of the Junior Bankers Section and the Mississippi Economic Council and is a dir., Banks of Mississippi, IBAA.

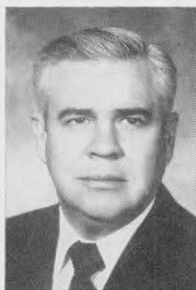
Vice President



LAMPTON

R. Ben Lampton, assn. v.p., is pres., First National, Jackson. He is a graduate of the School of Banking of the South and is now serving as a lecturer at the school. He is immediate past pres., Jackson Chamber of Commerce.

Treasurer



HOWARD

W. E. Howard Jr., MBA treas., is pres., Commercial Nat'l, Laurel, which he joined as a dir. in 1954. He has served MBA as ch., Bank Management Conference. He is a graduate of the School of Banking of the South.

Biloxi, May 18-21

Headquarters—BUENA VISTA HOTEL

PROGRAM

FIRST SESSION, 9:15 a.m., May 20

Call to Order and Invocation.

Executive Committee Report—R. B. LAMPTON, chairman of committee, vice president, Mississippi Bankers Association, and president, First National Bank, Jackson.

Financial Report—W. E. HOWARD JR., treasurer, Mississippi Bankers Association, and president, Commercial National Bank, Laurel.

Chair of Banking Report—DR. HARVEY S. LEWIS, head of chair, University of Mississippi.

Junior Bankers Section Report—ROBERT H. ALEXANDER, president of section, and vice president, Commercial National, Greenville.

Standing Committee Reports.

Address—ROY JACKSON, regional director, FDIC, Memphis.

SECOND SESSION, 9:30 a.m., May 21

Call to Order and Invocation.

President's Address—LEO W. SEAL JR., president, Mississippi Bankers Association, and president, Hancock Bank, Gulfport.

Report on School of Banking of the South—ORRIN H. SWAYZE, director emeritus, School of Banking of the South, Jackson.

Meeting of the Members of the American Bankers Association—J. C. WHITEHEAD JR., ABA vice president for Mississippi, and president, Bank of Mississippi, Tupelo.

Address—J. GRANT BICKMORE, ABA treasurer, and president, Idaho Bank, Pocatello.

Address—RICHARD ALLEN, regional vice president, Weyerhaeuser Corp., Columbus.

Presentation of 50-Year Club Certificates.

Necrology Committee Report—R. C. LIDDON, chairman of committee, and chairman, Security Bank, Corinth.

Resolutions Committee Report—FRANK E. COOPER, committee chairman, and president, Bank of Oxford.

Nominating Committee Report and Election of Officers.

HOWARD IVY

J. S. LOVE, III

J. S. Love Company

Investment Securities

DEPOSIT GUARANTY BANK BLDG.
Suite 847

Jackson, Miss. 39205

1935 - 39th Anniversary - 1974

Phones:
353-2481
353-2482
Area Code - 601

P.O. Box 216

Mississippi Junior Bankers Elect Officers



New officers were elected recently by the Junior Bankers Section of the Mississippi Bankers Association at its convention in Biloxi. Seated, from left: Robert H. Alexander, vice president, Commercial National, Greenville—president; Bobby L. Harper, vice president, National Bank of Commerce, Columbus—vice president; and Cecil R. Burnham, executive vice president, Truckers Exchange Bank, Crystal Springs—treasurer. Standing, from left: Lewis F. Mallory, executive vice president and trust officer, Peoples Bank, Starkville—retiring president; John R. Bryan, assistant vice president, Mississippi Bank, Jackson—retiring secretary; and James L. Alford Jr., assistant cashier, First National, Jackson—secretary.

Active Markets

Mississippi

Municipal Bonds

ALVIS & COMPANY

JACKSON, MISS.

Investments

LAMAR BLDG.

PHONE 353-6326

LESTER ALVIS LESTER ALVIS, JR.
FERRILL BATTLE

Specializing
in Louisiana and
Mississippi
Municipal Bonds



Hattier, Sanford & Reynoir

INVESTMENT BANKERS
Whitney Building, New Orleans, La. 70130
(504) 525-4171

More Than Sun and Sand Promised by Miss.BA For 86th Annual Meeting

ABA Treasurer J. Grant Bickmore, seeress Jeane Dixon and jazz musician Pete Fountain will be highlighting the 86th annual Mississippi Bankers Association convention, which will meet May 18-21 at Pete Fountain's Buena Vista Hotel in Biloxi. Mr. Bickmore is president, Idaho Bank, Pocatello.

Registration will begin at 2 p.m., Saturday, May 18, and parties will be held at 6 p.m. and 9 p.m.

Sunday's activities include registra-

tion beginning at 9 a.m. and two more parties—at 2 p.m. and 5:30 p.m., the latter being held at poolside.

Registration will begin at 9 a.m. on Monday, May 20, and the first general business session will convene at 9:15 a.m. in the Regency Room with MBA President Leo W. Seal Jr., president, Hancock Bank, Gulfport, presiding.

A new convention activity, a women's coffee corner, will open at 9:30 a.m. and continue throughout the day in the Sun Room.

The first party of the day will be held at 11 a.m., followed by the golf tournament at the Broadwater Beach

C omplete
o rrespondent
o verage

IN AN EXPANDING
EAST MISSISSIPPI MARKET

Merchants & Farmers
Bank MERIDIAN, MISS.

Capital, Surplus and Reserves Exceed \$4,700,000.00

**When it comes
to Credit Life,
the Standard Bearers
will give you more
than just a fair shake.**



There's more to servicing credit life than just going around shaking hands. The Standard Bearers believe that above all, our customers deserve good, reliable service. That's why we've been in the credit life business longer and have written more credit life than anyone in our area. For more than just a fair shake — for service with strength to stand behind it, call on the **Standard** in the business.



Standard Life

INSURANCE COMPANY/JACKSON, MISSISSIPPI

Sun Course, beginning at 11:30 a.m.

A luncheon for members of the MBA executive committee and past presidents will be held at noon.

Three parties will round out the day's activities—an oyster bar at 4 p.m., the MBA cocktail party at 6:30 p.m. and the MBA seafood jamboree at 7:30 p.m. The latter will feature Pete Fountain and his jazz group. Mr. Fountain will also perform for dancing later in the evening.

The schedule for Tuesday, May 21, begins with breakfast for graduates of the School of Banking of the South at 8 a.m., registration at 9 a.m., women's coffee corner at 9:30 a.m. and the second general business session at 9:30 a.m.

A women's social hour and luncheon will begin at 11:30 a.m., the oyster bar will open at 4 p.m., the MBA president's reception will begin at 6 p.m. and the annual banquet will start at 7:30 p.m. Miss Dixon will perform at the banquet and golf tournament winners will be announced and an introduction and installation of officers will be held.

Final convention event will be a breakfast for the MBA executive committee at 8:30 a.m. on Wednesday, May 22.

Usury Rate Law Is Passed By Mississippi Legislature

Monthly interest rates on revolving credit ranging from 1% on amounts above \$1,200 to 1½% on amounts up to \$800 have been established by statute by the Mississippi Legislature. The measure clears up uncertainty about which, if any, of the state's usury statutes apply to revolving credit. It becomes effective July 1.

Banks in the state have been charging 1½% per month based on this uncertainty, as well as the contested legality of a bill passed by the Legislature last year.

The new statute also reduces the rates small loan firms can charge, and institutes a graduated rate ranging from 12% to 36% annual percentage rate for such firms under the state's small loan act. Prior to the new statute, small loan firms could charge 41.75% annual percentage rate on loans of any amount.

The new law also permits banks in the state to make direct auto loans for the first time.

An interest rate bill passed a year ago was vetoed by the governor on the grounds that the 1½% rate stated in the bill was too high. There was some

doubt whether the governor's veto was effective due to its timing. It was contended that the bill had become law without the governor's signature, due to the fact that the veto was tardy.

A series of court decisions failed to clear up the uncertainty about the bill, and banks went ahead charging the 1½% interest rate as though it were law. The new law clears up the uncertainty.

The new law also raises the contract rate from 8% to 10%, but the corporate rate is retained at 15%.

The new law also institutes the Rule of 78s for rebates and makes the broker-dealer relationship optional. Previously, regulations stated that a small loan firm could not negotiate a loan unless it had contracted with a wholesale lender.

Another restriction requires loan firms to obtain funds from lenders domiciled in the state.

The new law also states that interest charges related to revolving credit cannot be imposed for a minimum of 30 days after billing.

Under the section dealing with auto loans, banks for the first time will have direct access to funds under the state's Motor Vehicle Sales Act. The law states that these auto loan rates are permitted: On one-year loans, 12.92% average percentage rate; on two-year loans, 18.46%; three-to-four-year loans, 24%; and over four years, 26.75%.

The Legislature also enacted a bill that prohibits banks from writing insurance other than credit life and credit health and accident policies, unless the banks are located in communities of 7,000 population or less.

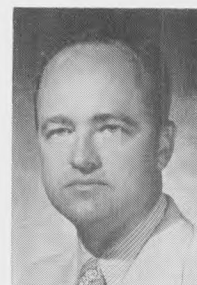
Three Bankers Will Leave MBA's Exec. Committee

Three bankers are retiring this year from the Mississippi Bankers Association executive committee. They are R. E. Kennington II, president, Grenada Bank; Douglas A. Herring, president, Security State, Starkville; and Archie R. McDonnell, president, Citizens National, Meridian.

Mr. Kennington has been president and CEO of the Grenada Banking System since 1970. His banking career began with Deposit Guaranty National, Jackson, which he served until 1955.



HERRING



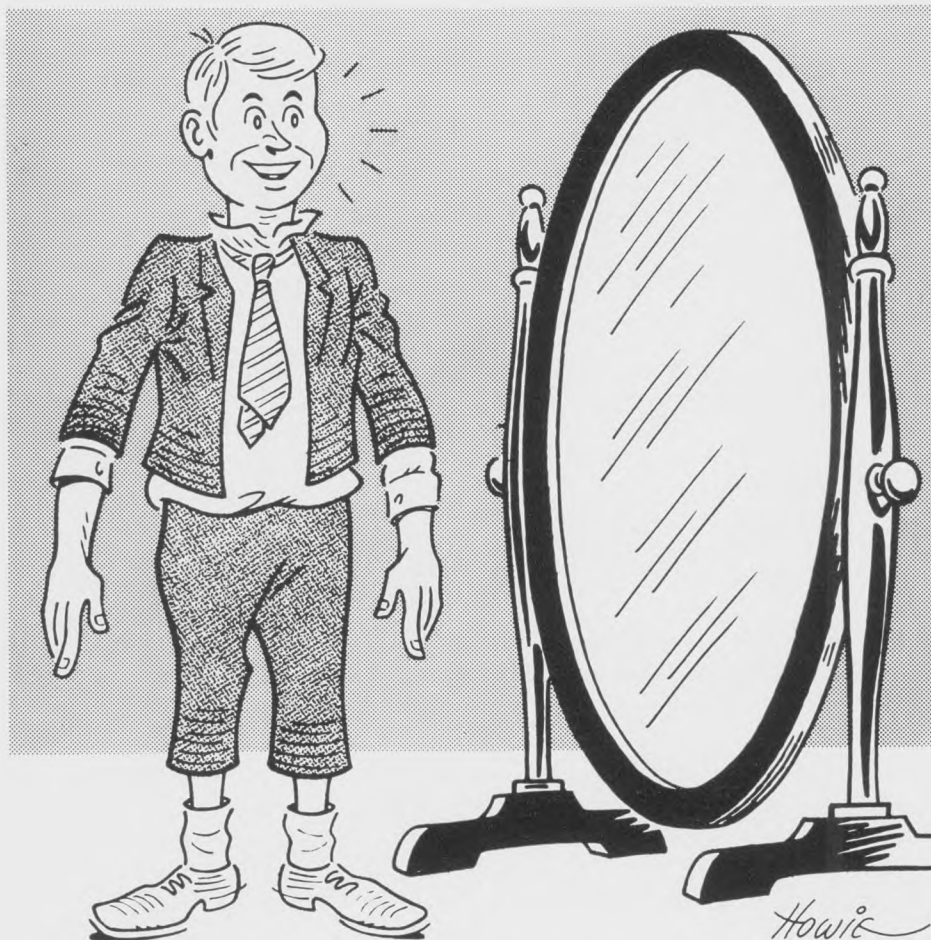
KENNINGTON

'BANK WITH US'



through our Correspondent Bank Department. Call John R. Bryan, Jim Crell, L. D. Whigham at 1-800-222-8030, Mississippi Bank & Trust Company, and take advantage of the correspondent bank services available to you. We can administer your profit sharing and pension plan, assist you with your investment portfolio, or work with you on a loan situation. The entire management of our bank is available to you through our Correspondent Bank Department. You'll find people you can bank on at Mississippi Bank & Trust.

Mississippi Bank
& TRUST COMPANY
Jackson, Mississippi / Member FDIC



Looking for Profitable Growth? We've been where you plan to go.

In the past ten years Deposit Guaranty has grown from a \$192 million bank to a \$778 million bank.

During this growth period we have encountered certain problems that you may now be facing.

We feel that we have solved these problems with a degree of success as our continuing growth seems to indicate.

In solving these problems we have employed the services of specialists in many areas and have developed a certain amount

of expertise among our other staff members.

This expertise is available to you through our Correspondent Bank Department in such areas as: Investments, Loan Evaluation and Participation, Management by Objective, Profit Planning and Budgeting, and many other specialized services.

Our size is such that we can perform the desired functions of a regional bank but without losing the personal touch. When calling, ask for Howard, Alan, Bill, Joel or Ed.



CORRESPONDENT DEPARTMENT

DEPOSIT GUARANTY NATIONAL BANK

GROW WITH US / MEMBER F.D.I.C.

P.O. Box 1200 Jackson, Mississippi/601/354-8076

Branch Banks: Greenville Bank, Greenville; Mechanics Bank, McComb; City Bank & Trust Co., Natchez; Monticello Bank, Monticello; Newhebron Bank, Newhebron; Farmers Exchange Bank, Centreville, and offices in Clinton and Pearl.

MID-CONTINENT BANKER for May 15, 1974

85

Your Canton Business Invited

CANTON EXCHANGE BANK

CANTON, MISSISSIPPI

"In Our 94th Year"

**WE WELCOME
THE OPPORTUNITY
TO SERVE YOU**

BRANCH OFFICES: MADISON—RIDGELAND—
EAST CANTON SHOPPING CENTER

Common Capital	Total
\$450,000.00	Resources
Earned Surplus	Over \$26,000,000.00
\$750,000.00	

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Southern and General Markets
Municipal Bonds



HOWARD, WEIL, LABOUISSÉ, FRIEDRICH

INCORPORATED
Investment Securities

211 Carondelet St. • Tel. 504-588-2711
New Orleans, La.

MEMBERS NEW YORK STOCK EXCHANGE, INC. & AMERICAN STOCK EXCHANGE
DECATUR MOBILE GAINESVILLE CHICAGO ALEXANDRIA BATON ROUGE
COVINGTON HAMMOND LAKE CHARLES CLARKSDALE GREENVILLE HATTIESBURG
JACKSON NATCHEZ VICKSBURG CHARLOTTE NEW YORK

THE FIRST NATIONAL BANK

"WHERE
THE
ACTION
IS"

302 Main St.
Greenville, Miss. 38701
Member F.D.I.C.



For Every Banking Service



CORINTH, MISSISSIPPI MEMBER F.D.I.C.

Following military service, he joined the Department of Bank Supervision in 1958, later becoming a bank examiner. He joined Grenada Bank in 1963, but left the following year to join Bank of Louisville, which he served until 1969, when he returned to Grenada.

Mr. Herring has been president of Security State since January, 1973. He began his banking career with First National, Jackson, in 1956 and in 1960 he joined the Department of Bank Supervision as a senior examiner. He moved to Security State in 1963. He is a past vice president of Group Four and is a former advisory member of the Small Business Administration.

Biographical information on Mr. McDonnell had not been received at press time.

■ FIRST NATIONAL, Meridian, has promoted Billy N. Beaver, Bill Partridge and Pete Gaston to assistant vice presidents. Mr. Beaver joined the bank in 1969 and Messrs. Partridge and Gaston joined the bank in 1970.

Procedural Safeguards

(Continued from page 23)

we in the bank insurance business do worry about it, it is inevitable that the banker must worry about it, too. He must worry not only about bearing some of the loss—through the vehicle of greater deductibles in his insurance program—but also must assume responsibility for implementing acceptable audit procedures and for maintaining adequate internal controls in his bank.

Most bankers are aware of this and also are completely aware of, and concerned with, the monetary consideration of any insurance program connected with the bank . . .

"Low loss ratios in your bank will result in lower premium rates for your bank in comparison with those banks having higher loss ratios. . . ." While we recognize that this statement is trite, we would like to remind all bankers that it is only trite from overuse because it is basically true. This truism, too, should be considered by the banker when evaluating his bank's need for a good audit program and adequate internal controls. The rising tide of these bank losses *can* be turned back by the strengthening of procedural safeguards, implementation of good audit programs and by maintenance of adequate internal controls. But only by taking these direct actions, will banks be able to continue to offer new services, through the vehicles of improved procedures and methods, still satisfy their purposes and meet their goals, and—at the same time—guard against corresponding increases in losses. • •

When a banker needs a banker

Helping bankers help their customers is our business. When your customers are banking on you, you can bank on First National.

Our experienced correspondent bankers know banking and they want to help you.

We've been helping bankers for over 50 years.



Joe Knight

Link Skelton

Charlie Gray

Stafford Naff

Correspondent Banking Department

The First National Bank Of Birmingham.

Member F.D.I.C.

An Alabama Bancorporation affiliate



“Take correspondent banking. If you’re going to help your customer, you’ve got to be big enough. And you need a strong senior management commitment.”

Robert K. Wilmouth,
Executive Vice President,
The First National Bank of Chicago

Our senior management’s commitment to correspondent banking can be seen in several ways.

For example, our correspondent loan activity gives you a good, clear indication. Between 1970 and 1973, loan volume in this area has increased by over 1000%. A gain hardly possible without the full support of our top level decision makers.

The reasons for this kind of growth on our part?

We agreed to design some very complex credit programs — pragmatic solutions to problems that many other banks wouldn’t or couldn’t touch.

Another reason. Corporate customers keep getting bigger. So they and their bank often need another aggressive partner to assist them with their growing financial

requirements.

Also, many banks have developed opportunities of their own. And need the assistance of a major money center bank to handle their expansion needs.

By expanding our loan operations, by being innovative in our handling of complicated credits, we’re able to help you grow, help you compete.

You have the support of a major money center bank.

You have the support of its senior management, like Robert Wilmouth and Robert Judson, who are vitally involved in First Chicago’s correspondent banking relationships.

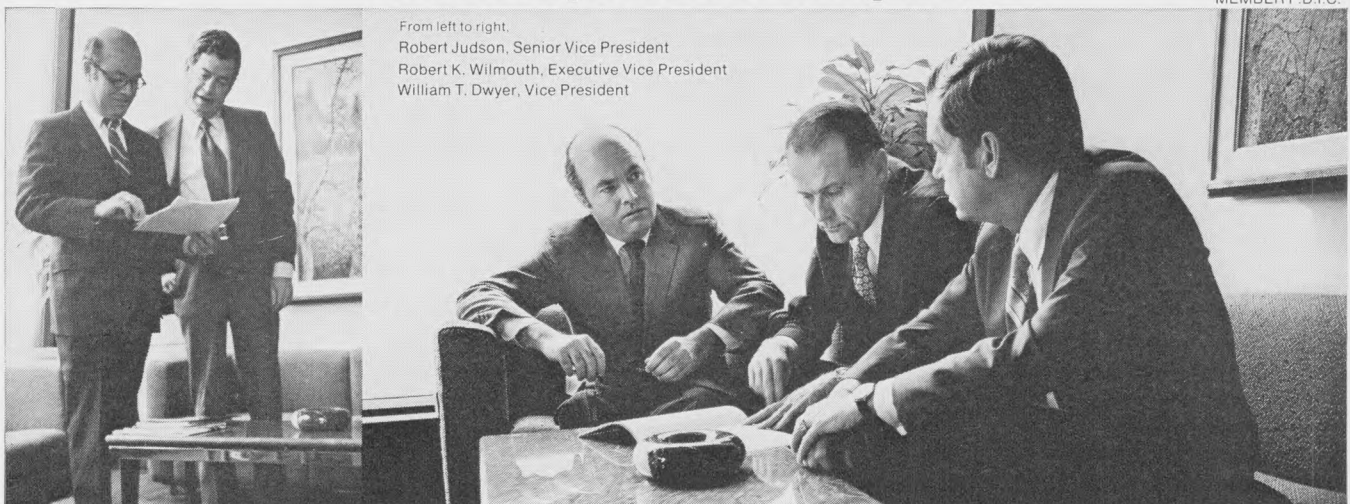
Get things started. Call Bill Dwyer and his associates at (312) 732-4100. It might be just the edge you need.

The First National Bank of Chicago

BANKS, BANK HOLDING COMPANIES AND RELATED ACTIVITIES

You compete. We compete.

MEMBER F.D.I.C.



From left to right,
Robert Judson, Senior Vice President
Robert K. Wilmouth, Executive Vice President
William T. Dwyer, Vice President

Illinois Convention

Peoria, May 19-21

Headquarters—PEORIA HILTON HOTEL

PROGRAM

FIRST SESSION, 9:30 a.m., May 20

Presiding—JAMES GHIGLIERI, president, Illinois Bankers Association, and president, Citizens National Bank, Toluca.

Presentation of Colors.

Welcome—RICHARD E. CARVER, mayor of Peoria.

Address—"The Washington Scene," ROBERT GORALSKI, NBC News, Washington, D. C.

Panel Presentation—"Bank Supervision in the Changing Financial World."

Address—REX J. MORTHLAND, president, American Bankers Association, and chairman, Peoples Bank, Selma, Ala.

American Bankers Association Annual Meeting and Elections.

Report of Nominating Committee—JOHN W. LUTTRELL, chairman of committee, and president, First National Bank, Decatur.

SECOND SESSION, 9:30 a.m., May 21

Presiding—JAMES GHIGLIERI.

Address—"The Role of Private Lenders in Rural Development," WILLIAM W. ERWIN, assistant secretary for rural development, U. S. Department of Agriculture, Washington, D. C.

Panel Presentation—"A Look at Banking's Competition: Will Illinois Be Next?"

THIRD SESSION, 11 a.m., May 21

IBA Annual Meeting and Business Session.

Annual Reports—JAMES GHIGLIERI and ROBERT C. SCHRIMPLE, executive vice president, Illinois Bankers Association, Chicago.

Election of Officers.

Convention Luncheon—MELVIN R. LAIRD, former Secretary of Defense and former counselor to the President for domestic affairs.

Adjournment.

President



GHIGLIERI

Vice President



KURTZ

2nd Vice Pres.



BUSBOOM

James Ghiglieri, IBA pres., is pres., Citizens Nat'l, Toluca, which he joined in 1951. He has served IBA on the public relations, organization, insurance and protection, nominations, legislation and finance committees and is a past ch. of Group Six.

William O. Kurtz Jr., IBA v.p., is pres., Metropolitan Bank, Chicago. He retired as sr. v.p. at American Nat'l, Chicago, in 1971 to assume his present position. He is a dir. at First Nat'l, LaGrange, and is a former ABA state v.p. for Illinois.

Arthur F. Busboom, IBA 2nd v.p., was elected pres., Bank of Rantoul, last January. He had been pres., Gifford State, the past 12 years and continues as ch. of that bank. Among his IBA activities have been serving as pres., Champaign County Bankers Federation, and of Group 7.

MID-CONTINENT BANKER for May 15, 1974



LAIRD



ERWIN

Melvin Laird Will Speak At IBA Convention To Be Held in Peoria

Melvin R. Laird, former counselor to President Nixon and Secretary of Defense, will be the featured luncheon speaker at the Illinois Bankers Association's 83rd annual convention to be held May 19-21 at the Peoria Hilton Hotel.

Other dignitaries to appear during the three-day session will include Robert Goralski, NBC News Washington correspondent; William W. Erwin, assistant secretary for rural development, U. S. Department of Agriculture; and Rex J. Morthland, ABA president, and chairman, Peoples Bank, Selma, Ala.

The convention will begin at noon Sunday (May 19) with opening of the registration and exhibit areas. Official meetings to be conducted that day include those of the IBA executive committee and council of administration. A special New Orleans festival reception will be held that evening with entertainment provided by the Billy Hill Dixieland Jazz Band.

On Monday morning (May 20), the first general session will open with a welcome by Mayor Richard E. Carver of Peoria. Next, Robert Goralski, NBC News Washington correspondent, will speak on the current Washington scene. A special panel presentation entitled "Bank Supervision in the Changing Financial World" will follow. Panelists include: H. Robert Bartell Jr., Illinois commissioner of banks and trust companies, Springfield; James A. Davis, regional director, FDIC, Chicago; and Charles B. Hall, regional administrator for national banks, Chicago. Following, Rex J. Morthland, ABA president, and chairman, Peoples Bank, Selma, Ala., will address the convention.

The morning session will terminate with the ABA's annual meeting and election of state officers and a report of the IBA committee on nominations by chairman John W. Luttrell, president, First National, Decatur.

Two luncheons will be featured at noon, one for members of the IBA's 50-Year Club and the other a special women's luncheon and style show presented by D. Schaffer Fashions of Peoria. The balance of the day and the evening will be open to conferees. The only official function that evening is a reception and dinner for past presidents and treasurers of the IBA.

The second general session will begin on Tuesday morning (May 21) with an address by William W. Erwin, assistant secretary for rural development, U. S. Department of Agriculture, Washington, D. C. Mr. Erwin will discuss the role of private lenders in rural development. Following his address will be a panel presentation entitled "A Look at Banking's Competition: Will Illinois Be Next?" Featured will be William G. Fish, president, Bay Bank, Beverly, Mass.; Edward N. Lange, counsel, Washington Bankers Association, Seattle; and H. Jack Moors, executive vice president, First National, Lincoln, Neb. Among the items to be discussed by the panelists will be negotiable order of withdrawals, point-of-sale terminals and expanded credit union and savings and loan association powers.

The third general session will begin prior to the convention luncheon at which former Presidential adviser Melvin Laird will speak. The order of business at the annual meeting will include reports of the IBA president and executive vice president and the election of state association officers for the year 1974-75, beginning July 1.

The afternoon portion of the business meeting will be devoted, among other things, to a discussion and vote on a proposal for revisions of the IBA constitution and bylaws.

A reception sponsored by IBA member banks in Peoria, Tazewell and Woodford counties will be held Tuesday evening and the convention will terminate with a banquet featuring the music of the Tommy Dorsey Orchestra.

Approximately 1,500 bankers and their guests are expected to attend.

Edge Act Request Filed

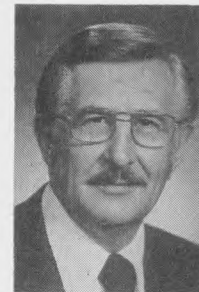
CHICAGO—Northern Trust has filed an application with the Fed for permission to establish an Edge Act subsidiary in Miami. The subsidiary would be known as Northern Trust Interamerican Bank and will be headed by Joaquin P. Viadero, vice president and general manager.

Edward Byron Smith, chairman of Northern Trust, said the new subsidiary will provide full-scale international banking services.

Livasy, Gibson Are Nominees For IBA Officer Positions

Nominations for IBA officers for 1974-75 include the names of Ray G. Livasy for second vice president and H. Hurst Gibson for treasurer.

Mr. Livasy is president, Millikin National, Decatur, which he joined in 1965 after serving Bank of Illinois in Champaign from 1958 to 1965, rising from assistant vice president to president. He has been president of Millikin National since 1966.



GIBSON



LIVASY

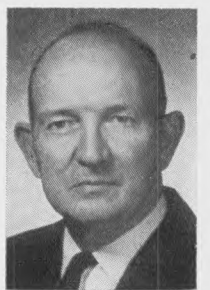
He has served IBA on its bank management, state legislation and federal legislation committees and as a member of the council of administration.

Mr. Gibson is president, City National, Rockford, which he joined in 1946. He was elected assistant cashier in 1947, cashier in 1950, vice president, cashier and director in 1959, vice president and assistant trust officer in 1960 and executive vice president in 1967. He has been president since 1972.

He has served IBA as president of Group Four, member of the council of administration and as a member of the committee to revise the IBA constitution and bylaws. He is currently chairman of the banks of Illinois trust committee.

Schanzle to Complete Year As Treasurer of IBA

George H. Schanzle, chairman, president and CEO, White County Bank, Carmi, will complete his year as IBA treasurer June 30.



SCHANZLE

Mr. Schanzle began his banking career at Mississippi Valley Trust, St. Louis, in 1936. He joined White County Bank following military service in World War II. He was elected president in 1956 after serving as vice president and executive vice president.



“I finally met a big-city banker who knows what’s happening on Main Street. He’s with American National!”

“His name is Mike Byrne. And he really knows something about small-town banking.

He was telling me about something called the Bond Portfolio Service. It’s a fully computerized investment management system, for even the smallest portfolios.

It can give us a really sophisticated portfolio analysis, and complete bond accounting.

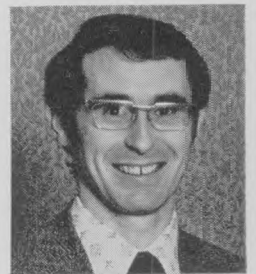
And it actually reduces clerical costs, too.

LaSalle at Washington/LaSalle at Wacker 60690/Phone (312) 661-5000/Member FDIC

You know, I think he’s right: We’ve got more than a third of our assets in our investment portfolio, and we should let the computer give us a hand.

Next time Mike’s here, I’d like you to meet him.

He’s one big-city banker who understands our situation, too.”



AMERICAN NATIONAL
THE IDEA BANK

BANK AND TRUST COMPANY
OF CHICAGO



Independent Community Banks in Illinois Plan Unit-Banking Promotion Strategy

A SPECIAL-INTEREST group has been formed in Illinois for the purpose of strengthening the unit-banking tradition in the state.

Headed by Arthur R. Murray, president, Citizens State, Milford, the Independent Community Banks in Illinois (ICBI) has more than 135 members.

Mr. Murray says that the ICBI is working within the Illinois Bankers Association and is attempting to resolve some points of difference it has with IBA leadership.

According to Mr. Murray, ICBI believes that the primary mandate to the leadership of the IBA is to carry out the stated policy of the IBA, which includes a 100% effort to retain unit banking. This should be done through a more intensive and continuing lobbying effort, making Illinois bankers



MURRAY

throughout the state aware of the need to be active in their support of candidates and legislators as state-wide elections draw near and supporting a consumer education effort aimed at marshaling consumer interest in the bank structure question.

ICBI believes that the IBA constitution should be structured so that there is improved grass roots representation on the council of administration. To bring this about, ICBI intends to offer amendments to the IBA constitution, such as an amendment to permit the IBA membership to vote for officers by mail; to modify the composition of the council of administration by reducing presidential appointments from six to three and increasing group representation and by modifying the makeup of the executive committee by having five past group presidents replace the current five appointees of the IBA president.

Mr. Murray says the ICBI has been warmly received by Illinois banks, but that the organization hopes to have a short life. "We are satisfied that bank-

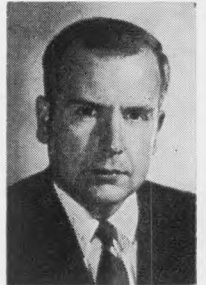
ers throughout the state will continue their warm response to our proposals and the IBA leadership will therefore become more responsive to the requirements of its members," Mr. Murray said.

ICBI officers include Mr. Murray, who is chairman; Wayne A. O'Neill, president, First National, Gibson City—vice chairman; Ervin H. Vogel executive vice president, First National, Freeburg—secretary; Kenneth I. Ward, president, Fairfield National—assistant secretary; and William W. Smith, executive vice president, Durand State—treasurer. • •

Fleschner Wins Promotion At Mercantile Trust

Jerald L. Fleschner has been promoted to assistant vice president in the banks and bankers department of Mercantile Trust, St. Louis.

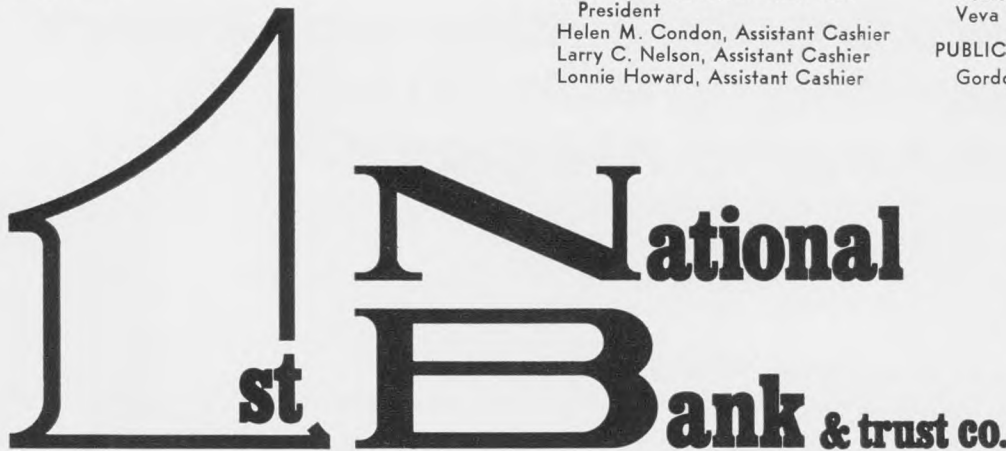
Mr. Fleschner joined the bank in 1969 and travels in Illinois and Iowa. He is currently enrolled in the Graduate School of Banking at the University of Wisconsin.



FLESCHNER

Enjoy the IBA Convention in Neighboring Peoria

and drop by for a visit if you have a chance. If we may be of assistance to you in the Pekin area, call on us any time.



• 414-438 COURT ST.

PEKIN ILL.

• MEMBER FDIC

OFFICERS

ADMINISTRATIVE

William E. Troutman, President
George A. Hibberd III, Executive Vice President
Larry E. Friend, Cashier
Liz Coleman, Assistant Board Secretary

LOAN DEPARTMENT

John F. Turnell, Vice President
Ollie M. Smith, Assistant Vice President
Robert D. Somers, Assistant Vice President
Helen M. Condon, Assistant Cashier
Larry C. Nelson, Assistant Cashier
Lonnie Howard, Assistant Cashier

Penny Stapleton, Assistant Cashier
CUSTOMER SERVICE DEPARTMENT
Anne B. Sweeney, Assistant Cashier
Millie Farris, Assistant Cashier
Winifred McIntyre, Assistant Cashier
Letha Moore, Assistant Cashier
James Jackson, Bookkeeping Manager

TRUST DEPARTMENT

H. Wayne Carmichael, Vice President & Trust Officer
Dexter Allen, Assistant Trust Officer
Veva Martin, Assistant Trust Officer

PUBLIC RELATIONS

Gordon M. Snow, Vice President

DIRECTORS

William E. Troutman
Egbert B. Groen
E. L. Cottingham
James M. Unland
Duane A. Cullinan
J. N. Jansen
F. R. Hellyer
Dale Sarver
Charles E. Gagnier
Virgil J. Vogel
Keith C. Groen

AMBI-Sponsored Structure Bills Introduced in Ill. Legislature

Two bills have been introduced in the Illinois Legislature on behalf of the Association for Modern Banking in Illinois (AMBI).

SB 1312 calls for amending the Banking Act and adds to the listing of corporate powers the power to establish additional facilities in the same county or within 20 miles of the home office of the bank, subject to certain limits and conditions. The bill also would provide for home office protection. Banks would be limited to establishing two additional facilities during 1975 and four per year thereafter.

SB 1313 calls for the enactment of the Illinois Bank Holding Company Act of 1974 and sets out conditions under which companies could acquire control or ownership of banks or bank holding companies. It repeals the 1957 act that prohibits HCs and outlines a plan that would divide the state into five districts, within which HCs would have to confine their operations. It provides for HCs to acquire up to two banks in 1975 and up to four banks per year from 1976 on.

Both bills, should they be enacted, call for an effective date of January 1, 1975.

The Illinois Legislature will remain in session until June 30, which raises the question as to whether sufficient time remains this year for enactment. However, an official of AMBI has stated that, should the bills not pass this session, they will be resubmitted in the 1975 legislative session.

Central Nat'l Ends Remodeling, Posts 500% Gain in 10 Years

CHICAGO—Central National has put the finishing touches on a bank-wide remodeling program that coincides with the institution's 10th anniversary at its downtown location.



New look at Central Nat'l, Chicago, can be seen in the trust department (top) and on the main banking floor (bottom).

The bank states it has achieved more than a 500% growth rate for the decade. Resources at the time of the bank's move from the west side of Chicago to the downtown location were \$160 million. Current assets are in excess of \$837 million.

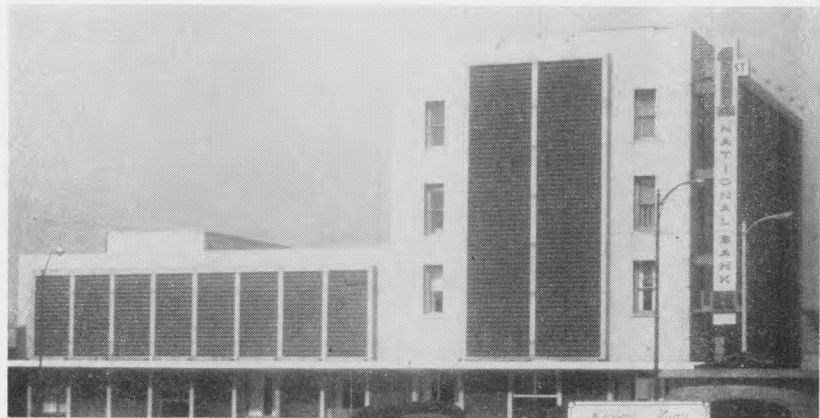
Coinciding with the completion of the remodeling program, the bank has moved operating functions to a new office building across Monroe Street from the bank. Automated business services, data processing, check processing, audit, employee dining facilities and other operations not related to customer contact now occupy five floors at 200 West Monroe Street.

Seyfarth Gets Nixon Bid To Chair Dispute Center

BLUE ISLAND—Henry E. Seyfarth, chairman, First National, and partner in a Chicago law firm, was recently appointed by President Nixon to serve with the International Center for Settlement of Investment Disputes.

The center is affiliated with the International Bank for Reconstruction and Development and concerns itself with the settlement of disputes between private investors of one country and the governments of other countries.

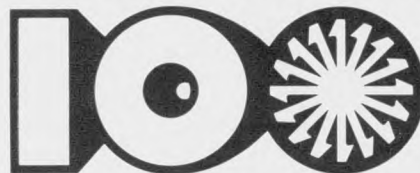
Mr. Seyfarth is chairman of the Association for Modern Banking in Illinois (AMBI).



We invite inquiries when you have customers—both corporate and individuals—moving to our area

President—William S. Badgley
Executive Vice President—Dean E. Kamper
Senior Vice President—R. Roy Martin

CELEBRATING OUR



FIRST
NATIONAL
BANK
OF BELLEVILLE

ANNIVERSARY

19 Public Square

• Belleville, Illinois 62222

Phone (618) 234-0020

Group Officers Elected By Ill. Bankers Assn.

The Illinois Bankers Association has elected the following group officers:

Group 1: pres., Alfred E. Gallo, pres., Cosmopolitan Nat'l, Chicago; v.p., Howard E. Lovely, v.p., American Nat'l, Chicago; treas., Irving Seaman Jr., CEO and ch., executive committee, Nat'l Boulevard Bank, Chicago; sec., Margaret Hadley, Chicago.

Group 2: pres., Arthur R. Murray, pres., Citizens State, Milford; v.p., John H. Thode, exec. v.p., Evergreen Plaza Bank; v.p. & sec.-treas., Robert W. Dempster, v.p., cash. & TO, Nat'l Bank of Mendota.

Group 3: pres., Walter J. Peterson, v.p. & cash., First Nat'l, Malta; v.p., Raymond S.

Johnston, pres., First Nat'l, Mt. Prospect; sec.-treas., Richard J. Daniel, exec. v.p., State Bank, Antioch.

Group 4: pres., Richard L. Geach, exec. v.p., Citizens Bank, Warren; v.p., Donald R. Lovett, ch. & pres., Dixon Nat'l; sec.-treas., Ben H. Ryan Jr., pres., State Bank, East Moline.

Group 5: pres., John D. Moss, pres., Litchfield Bank; v.p., John C. Shover, exec. v.p., First Nat'l, Barry; sec.-treas., Jack Holloway, cash., Bank of Kampsville.

Group 6: pres., J. D. Lemmerman, pres., Nat'l Bank, Monmouth; v.p., Robert L. Denton, v.p. & cash., South Side Trust, Peoria; sec.-treas., M. E. Peine, pres., Farmers State, Minier.

Group 7: pres., W. S. Miles, pres., First Nat'l, Lerna; v.p., Thomas A. Hagan Jr., pres., Commercial Bank, Champaign; sec.-treas., Larry E. Harshbarger, pres., Bank of Charleston.

Group 8: pres., Carl W. Troxel, v.p. & cash.,

John Warner Bank, Clinton; v.p., James H. Orr, cash., First Nat'l, Lincoln; sec.-treas., Jack Tate, pres., Shelby Loan & Trust, Shelbyville.

Group 9: pres., Dean E. Kamper, exec. v.p., First Nat'l, Belleville; v.p., Norman Stein, exec. v.p., First Nat'l, Carlyle; sec.-treas., John A. Hunter, sr. v.p., Bank of Edwardsville.

Group 10: pres., James M. Withrow, exec. v.p., Bank of Mt. Carmel; v.p., John Howard, exec. v.p., Security Bank, Mt. Vernon; sec.-treas., William F. Todd, pres., Bank of Egypt, Marion.



Pictured at meeting of Group 9 of IBA are (l. to r.): William O. Kurtz, 1st v.p., IBA, and pres., Metropolitan Bank, Chicago; Dean E. Kamper, newly elected pres. of group; Ernest Karandjef, outgoing pres. of group and pres., Granite City Trust, and Arthur Busboom, 2nd v.p. of IBA and pres., Bank of Rantoul.

MAY WE INTRODUCE

OFFICERS

Harry E. Crunclenton, President
Kenneth W. Oesterle, Executive Vice President
Elmer J. Arnold, Vice President
R. Terry Patterson, Cashier
Kenneth G. Andres, Assistant Vice President
Alice L. Gannon, Assistant Vice President
Terry W. Schaefer, Assistant Vice President
Helen C. Harriss, Assistant Cashier
Charles E. Lynch, Assistant Cashier
Sharon L. Seibert, Auditor
Margery G. Lewis, Administrative Assistant

DIRECTORS

Lawrence E. Snyder, Chairman
Maurice Bone
Gerald L. Bratsch
Harry E. Crunclenton
Lloyd C. Farquhar, Jr.
John M. Karns, Jr.
Robert E. McGlynn
Joseph Millard
Kenneth W. Oesterle



4800 W. Main St.

Belleville, Illinois

Member FDIC

Greetings
to the
Illinois Bankers Association
from



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

New Correspondent Div. Formed At Continental Bank, Chicago

CHICAGO—John B. Tingleff, vice president, has been named head of Continental Illinois National's new correspondent banking division to serve metropolitan Chicago customers.



TINGLEFF

The new regional division will be part of the bank's Midwest banking network and is being formed to serve the needs of local banks in the area of the Federal Reserve's Chicago Regional Check Processing Center.

In other action, the bank has elected 13 new second vice presidents, including Terence P. Garvey, John A. Kaupisch, James G. McCormick, Peter F. Dolle, Thomas E. Elyea, Richard A. Mayer, Tyrus L. Kaufman, Darold D. Hoops, Christopher J. O'Donnell, Ralph M. Fox, Edward J. Halle, John R. Schroeder and Fred W. Wulffing.

Illinois Death

FRANK M. DENNY, director and first vice president, First National, Vandalia. He had served as an active director for 46 years.

FOR
EVERY CORRESPONDENT
SERVICE IN CENTRAL ILLINOIS
IT'S THE

Springfield A TRADITION
Marine Bank
OF SERVICE

SPRINGFIELD, ILLINOIS

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

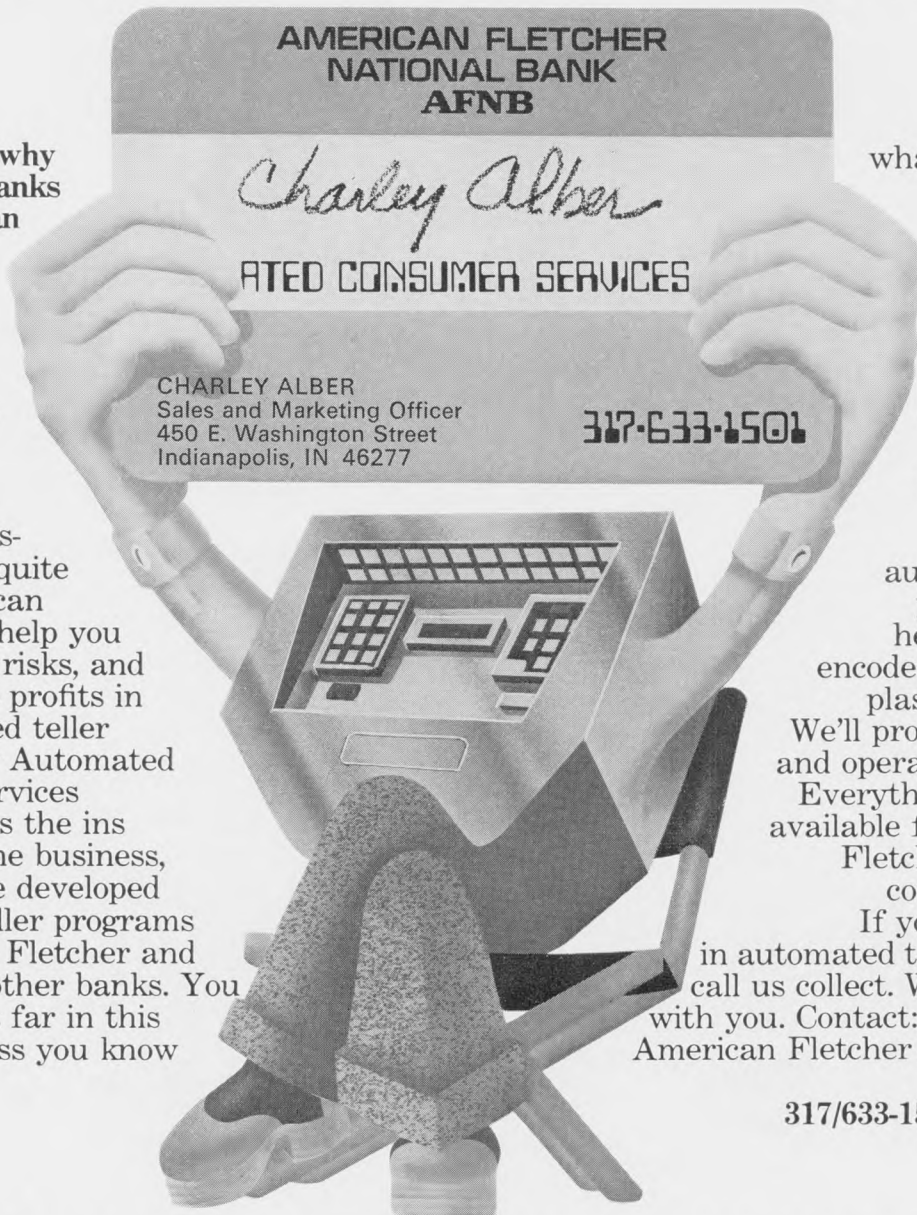
PHONE (217) 789-0850



AUTOMATED TELLER PACKAGES. A TRICKY BUSINESS OF MINIMIZING RISKS AND MAXIMIZING PROFITS.

Here's why over twenty banks think American Fletcher has the best program around.

Automated tellers aren't an inexpensive proposition. Obviously, mistakes can be quite costly. American Fletcher can help you minimize the risks, and maximize the profits in any automated teller program. Our Automated Consumer Services Bureau knows the ins and outs of the business, because we've developed automated teller programs for American Fletcher and over twenty other banks. You don't get that far in this business unless you know



what you're doing. American Fletcher's Automated Consumer Services Bureau

offers you a comprehensive teller

program. We'll assist you in acquiring the automated tellers you want. We'll help you emboss, encode and issue your plastic teller cards.

We'll provide marketing and operations guidance. Everything you need is available from American Fletcher, at a highly competitive price.

If you're interested in automated tellers packages, call us collect. We'd like to talk with you. Contact: Charley Alber, American Fletcher National Bank.

317/633-1501 Call Collect.

AMERICAN FLETCHER NATIONAL BANK AFNB

Indianapolis, Indiana

Indiana Convention

President



COPLIN

James P. Coplen, assn. pres., is pres., Nat'l Bank, Logansport. He joined the bank as pres. in 1963. He is a dir. of Indiana State Chamber of Commerce. His banking career began in Kokomo in 1946.

Vice President



LIFE

Richard A. Life, assn. v.p., is pres., Wabash Valley Bank, Peru, which he joined in 1954. He was elected pres. in 1966. He has served IBA as ch. of the convention com. and has served on numerous other committees.

Treasurer



PIERCE

Robert W. Pierce, assn. treas., is pres., Sullivan State, which he joined in 1946. He has been pres., tr. off. and a dir. since 1961. He is a past pres. of Region Six and was ch. of IBA's bank study committee.

FRENCH LICK, June 12-13

Headquarters—FRENCH LICK-SHERATON HOTEL

PROGRAM

FIRST SESSION, 9:30 a.m., June 12

Call to Order and President's Message—JAMES P. COPLIN, president, Indiana Bankers Association, and president, National Bank, Logansport.

Treasurer's Report—ROBERT W. PIERCE, treasurer, Indiana Bankers Association, and president, Sullivan State Bank.

Meeting of Members of American Bankers Association—WILLIAM C. FARRELL JR., ABA state vice president, and president, Elston Bank, Crawfordsville.

Address—EUGENE H. ADAMS, chairman, ABA governing council, and president, First National Bank, Denver.

Address—"The Energy Crisis," speaker to be announced.

SECOND SESSION, 9:30 a.m., June 13

Call to Order—JAMES P. COPLIN.

Report of Nominating Committee—PAUL N. DINKINS, committee chairman, and president, Irwin Union Bank, Columbus.

Election of Officers.

Address—C. JACKSON GRAYSON, dean of the School of Business Administration, Southern Methodist University, Dallas.

Address—WILLIAM T. DWYER, vice president, First National Bank, Chicago.

Address—JAMES E. LENTZ, senior vice president on leave from Indiana National Bank, Indianapolis, to work with the Indiana Department of Commerce.

Adjournment.



Planning IBA convention program are (from l., seated) Jan N. Zigler, IBA secretary; Robert C. Nelson, IBA executive vice president; Sanford P. Hunter, chairman; James P. Coplen, IBA president; and Richard A. Life, IBA vice president. Standing are Jack L. Colbert; Hilton J. Swain; Kenneth A. Wright; Robert W. Pierce, IBA treasurer; and M. J. Ferriter.

'Challenge of Change' Theme Selected for IBA Convention Set for French Lick June 12-13

The 77th annual convention of the Indiana Bankers Association will deal with the theme "Challenge of Change" when it convenes at the French Lick-Sheraton Hotel June 12-13.

Convention speakers were selected to tie in with the theme. They include C. Jackson Grayson, dean of the School of Business Administration at Southern Methodist University, Dallas, who recently completed service as President Nixon's price commission chairman; James E. Lentz, senior vice president, Indiana National, Indianapolis, who is on leave to work in the area of economic development with the Indiana Department of Commerce; an as-yet unnamed representative from one of the nation's leading oil companies, who will speak on the energy crisis; William T. Dwyer, vice president, First National, Chicago, whose topic will be "Adequacy of Bank Capital and Other Credit Considerations"; and Eugene H. Adams, ABA governing council chairman, and president, First National, Denver.

Entertainment will include a German beer garden, followed by a banquet and variety show. The first business session will open on a patriotic note with the appearance of the Lafayette (Ind.) Fife and Drum Corps.

Convention banquet speaker will be Francis X. Stankard, senior vice president, Chase Manhattan Bank, New York, who will discuss his trip to China taken with his boss, David Rockefeller.

Committees. Serving on the convention program committee, which is chaired by S. P. Hunter, president, First Bank, Indianapolis, are Russell E. Archbold, president, Fayette Bank, Connerville; Terrence D. Brennan, president, St. Joseph Valley Bank, Elkhart; Jack L. Colbert, president, Washington National; Jack V. Early, president, Franklin Bank; M. J. Ferriter, vice president, Purdue National, Lafayette; William T. Kelsey, president, First National, Kokomo; Wayne Stoner, chairman and president, First National, Valparaiso; Hilton J. Swain, president, Bremen State; and Kenneth A. Wright, president, Citizens National of Whitley County, Columbia City.

Mrs. C. Lloyd Griffis (president, Old-First National, Bluffton), is chairman of the women's convention program committee. Serving on the committee are Mrs. Richard A. Life (president, Wabash Valley Bank, Peru); Mrs. Thomas G. Andrew Jr. (vice president, American Fletcher National, Indianapolis); Mrs. Earl H. Green (president, First National, Aurora); Mrs. Robert



Planning women's convention events are (from left, seated) Mrs. Richard A. Life, Mrs. Thomas G. Andrew Jr., Chairman Mrs. C. Lloyd Griffis; Mrs. Earl H. Green, Mrs. Robert R. Park and Mrs. James P. Coplen. Standing are Miss Janie Bracken and Mrs. Freddie Williams (IBA staff), Mrs. Robert C. Nelson and Mrs. A. M. Price.

R. Park (senior vice president, Merchants National, Muncie); Mrs. James P. Coplen (president, National Bank, Logansport); Mrs. Robert C. Nelson (IBA executive vice president); and Mrs. A. M. Price (president, First National, Rochester).

Griffis Selected for IBA VP By Nominating Committee

The IBA nominating committee, chaired by Paul N. Dinkins, president, Irwin Union Bank, Columbus, has announced the following candidates for IBA officers for 1974-75:

Richard A. Life, president, Wabash Valley Bank, Peru —IBA president; C. Lloyd Griffis, president, Old-First National, Bluffton —IBA vice president; and Howard Brenner, president, Tell City National —IBA treasurer.

Nominated as members-at-large for the IBA board of directors will be R. J. Brunton, president, Citizens National, Evansville; Robert A. Morrow, president, Lincoln National, Fort Wayne; and Benton N. Wakefield Jr., president, First Bank, South Bend.

Bibler, Brenner, Frenzel To End IBA Director Terms

The terms of Joseph W. Bibler, Howard Brenner and Otto N. Frenzel III on the IBA's board of directors will expire this year. Mr. Bibler is president, Northern Indiana Bank, Valparaiso; Mr. Brenner is president, Tell City National; and Mr. Frenzel is chairman, Merchants National, Indianapolis.

Mr. Brenner will merely be changing hats, as he has been nominated for the post of IBA treasurer, which will put him back on the board.



GRIFFIS

Little Bank Legislation Passed in Short Session

The 1974 Indiana Legislature adjourned in mid-March without acting on most of the bills affecting banking that had been submitted at the beginning of the session.

Senate Bill 211 was signed into law. It is designed to solve a problem concerning the pledging of bank assets. A 1973 law on bond refunding provides that the proceeds of the refunding bonds may be placed in interest bearing bank CDs, provided that the CDs are secured to the full amount by direct obligations of, or obligations the principal of and interest on which are unconditionally guaranteed by the federal government. A problem arose because of a question as to whether Indiana banking law permitted banks to pledge assets to secure deposits.

The new law provides that the proceeds of refunded bonds may be deposited in any eligible financial institution having prior written approval of the director of the Indiana Department of Financial Institutions.

Another bill enacted into law was SB 212, which permits banks to pledge as security against deposits assets that are authorized by state and federal statute. This legislation also provides that data processing services performed off premises for financial institutions shall be subject to the same regulations and examination as if performed on premises.

The legislature passed a resolution calling for a six-member study committee to study banking laws. The speaker of the house will appoint two state representatives and a public member to the committee. The president pro tempore of the senate will appoint two senators and a public member. The committee report is due by November 19. Emphasis is expected to be on banking structure.

■ **HOOSIER STATE**, Hammond, has opened its 11th banking center, located in Munster at 545 Ridge Road. The center features a drive-up and a safe deposit department.

■ **FIRST NATIONAL**, Richmond, has opened its new and remodeled main office at Seventh and Promenade. The bank added more than 14,000 square feet of space with a new two-story wing.

■ **ST. JOSEPH VALLEY BANK**, Elkhart, has promoted Robert J. Holtz Jr. to assistant vice president and Donald E. Hobik to sales consultant.

■ **UNION BANK**, Kokomo, has promoted R. Douglas Smith and Stephen L. Voorhis to assistant vice presidents, Stephen W. Betzner and Mrs. Marjorie R. Graves to assistant cashiers, Stanley M. Moore and James P. White to trust officers, John O'Donnell to assistant trust officer and Thomas Bommarito to administrative assistant.

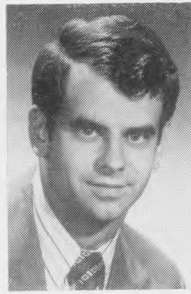
■ **EDWARD W. QUINLAN** has been elected to the board of Peoples Bank, Indianapolis. He is the bank's executive vice president.

■ **MRS. BETTY EVERITT** has been elected to the board of Irwin Union Corp., HC controlling Irwin Union Bank, Columbus. She is a professional educator.

■ **AMERICAN FLETCHER NATIONAL**, Indianapolis, has elected R. Dean Fasig, Jean A. Griffin and Alvin J. Katzman banking center officers; John R. Fraps to mortgage loan officer; Joseph N. Lockhart and Gary M. Richardson to data processing officers; Wendy A. Teer to Master Charge accounting officer and Charles A. Wood to management engineering officer.

■ **MERCHANTS NATIONAL**, Indianapolis, has promoted Michelyn M. Gallagher, Glen R. Jacobs, Elbert (Chris) Powell and Richard J. Thoben to assistant cashiers; Loretta M. Wall to assistant operations officer and Richard A. Nagel to branch manager.

■ **WILLIAM K. MCGOWAN JR.**, vice president at American Fletcher National, Indianapolis, and manager of the real estate department for the past four years, has been assigned the additional responsibilities of managing the new public relations department. Mr. McGowan will be assisted by John T. Sutton, who will continue to serve as vice president for governmental affairs. The new public relations department will plan and implement all bank programs or projects of community interest.



ELYEA

Elyea Elected Second V.P. At Continental Bank

CHICAGO—Thomas E. Elyea has been elected a second vice president at Continental Illinois National.

Mr. Elyea, who works with the bank's correspondents in Indiana, joined the bank in 1969 and was elected a commercial banking officer in 1972. He holds AB and MBA degrees from Indiana University.

■ **ST. JOSEPH VALLEY BANK**, Elkhart, has elected Greg S. Church as corporate service officer and Dennis L. Huff and Dennis L. Tudor as staff auditors. In addition, Larry F. Andrews and James F. Ross were promoted to assistant vice presidents and Vic Pagani was promoted to trust officer.

Indiana Death

PHILIP H. WILLKIE, 54, president, Rushville National, on April 10. He was found dead, apparently of a heart attack, in the garage of his home. Mr. Willkie, son of the late Wendell Willkie, candidate for President in 1940, was active in the cause of independent banking.

Community Service Recognition



First Bank, South Bend, has been recognized by the Indiana Bell Telephone Co. for having provided time and temperature service for the past 33 years. Shown at plaque-awarding ceremonies are (from left) Gail Mutchmore, Indiana Bell; Jack Ellis, Indiana Bell; Benton M. Wakefield Jr., bank president; and Jerry Miller, South Bend mayor. During the last 33 years, the bank has serviced 159 million time and temperature callers.

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.

SEND YOUR ORDER AND CHECK (sorry, no billed orders) TO THE PUBLISHER:

The BANK BOARD Letter

408 Olive St. (Room 505)
St. Louis, Mo. 63102

New Mexico Convention

President



CLARK

James A. Clark, assn. pres., is exec. v.p., Albuquerque Nat'l, which he joined last year, following 9 years with Security Nat'l, Roswell, where he was pres. He is a past ch., NMBA investment com.

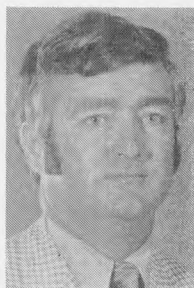
Pres.-Elect



JARAMILLO

Henry Jaramillo Jr., assn. pres.-elect, is pres., Ranchers State, Belen, which he organized in 1960. He is past ch., Group 4 and served on the NMBA budget and legislative committees.

Treasurer



LOCKHART

Robert E. Lockhart, NMBA treas., is sr. v.p., Santa Fe Nat'l, which he joined in 1958 as a management trainee. He is a past pres. of BAI's Rio Grande Chapter.

Albuquerque, June 13-15

Headquarters Hotel—HILTON INN

PROGRAM

FIRST SESSION, 10 a.m., June 14

Call to Order—JAMES A. CLARK, president, New Mexico Bankers Association, and executive vice president, Albuquerque National Bank.

National Anthem—GENE IVES of "The Company."

Invocation—DR. J. HARRY VANDERPOOL, minister, Central United Methodist Church, Albuquerque.

Address of Welcome—THOMAS P. RYAN, president, Greater Albuquerque Chamber of Commerce.

Response—HENRY JARAMILLO JR., president-elect, New Mexico Bankers Association, and president, Ranchers State Bank, Belen.

President's Annual Report—JAMES A. CLARK.

Address—"A View From the Comptroller," JAMES E. SMITH, Comptroller of the Currency, Washington, D. C.

SECOND SESSION, 9 a.m., June 15

Call to Order—JAMES A. CLARK.

American Bankers Association Meeting—ROBERT H. ALLAN JR., ABA state vice president, and president, First State Bank, Gallup.

Address—"A Piece of the Action," WILLIS W. ALEXANDER, executive vice president, American Bankers Association, Washington, D. C.

Report of the Executive Vice President—DENTON R. HUDGEONS.

Recognition of 25- and 50-Year Club Members—JAMES A. CLARK.

Address—PETE V. DOMENICI, U. S. Senator.

Report of the Audit Committee—RAYMOND E. ROSE, chairman of committee, and vice president and auditor, Albuquerque National Bank.

Report of the Resolutions Committee—JOHN D. GUEST, chairman of committee, and chairman and chief executive officer, Merchants Bank, Gallup.

Report of the Nominating Committee—CLAUDE E. LEYENDECKER, chairman of committee, and president, Mimbres Valley Bank, Deming.

Election of Officers.

Presentation of Past President's Pin and Certificate.

Remarks by New President.

Selection of 1976 Convention City.

Announcements.

Adjournment.

MID-CONTINENT BANKER for May 15, 1974

Busy Program Planned For NMBA Convention In Albuquerque June 13-15

More than 1,300 bankers from throughout New Mexico and nearby states are expected to attend the 63rd annual convention of the New Mexico Bankers Association in Albuquerque June 13-15 at the new Hilton Inn.

Registration for the three-day convention will begin at 8 a.m. Thursday, June 13, at the Hilton Inn with the past president's luncheon set for noon that day. A reception from 6 p.m. to 7:30 p.m. will wind up Thursday's activities.

Billy Truax of the Dallas Cowboys will be featured speaker at a prayer breakfast Friday morning, which will be followed by the first general convention session.

Highlight of the Friday session will be an address by James E. Smith, Comptroller of the Currency, Washington, D. C., on the subject "A View From the Comptroller."

Saturday's business session will open with the state American Bankers Association meeting presided over by Robert H. Allan Jr., president, First State, Gallup.

The state ABA session will be followed by an address by Willis W. Alexander, ABA executive vice president, entitled "A Piece of the Action."

Mr. Alexander's address will be followed by the report of the Association's executive vice president, Denton R. Hudgeons, and recognition of 25- and 50-year club members.

New Mexico's junior U. S. Senator, Pete Domenici, is also scheduled to address the assembled bankers at the Saturday morning business session.

On Saturday afternoon, a meeting of the NMBA executive council is set for 2 p.m., which will be attended by newly appointed committee chairmen and trust division officers as well as council members.

The convention will wrap-up Saturday evening with the annual banquet in the International Ballroom.

A highlight Friday will be an address by Dr. Gilbert N. Holloway, lecturer and radio-television artist, who will discuss "higher perception" at the Friday Women's luncheon.

Among the social events set for the three-day session are a men's golf tournament Thursday morning at the Rio Rancho Country Club, women's golf Friday morning at the Albuquerque Country Club, women's tennis Friday morning at the Indoor Tennis Club and the women's luncheon Friday at the Hilton Inn.

The president's luncheon is sched-

Convention Speakers



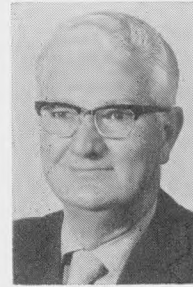
SMITH



ALEXANDER



DOMENICI



HUDGEONS

Principal speakers on the program for the NMBA convention include James E. Smith, Comptroller of the Currency; Willis W. Alexander, ABA executive vice president; Pete Domenici, U. S. Senator and Denton R. Hudgeons, NMBA executive vice president.

uled for noon Friday at the Hilton Inn.

Afternoon social activities include men's tennis Friday afternoon at the Indoor Tennis Club, and a women's bridge tournament at the Hilton Inn.

A reception will be held on the patio of the Hilton Inn Friday evening followed by a chuckwagon buffet supper.

■ NEW OFFICERS for Group Four of the New Mexico Bankers Association include James A. Milton, senior vice president, Bank of New Mexico, Albuquerque—chairman; Peter J. Racki, president, Citizens Bank, Gallup—vice

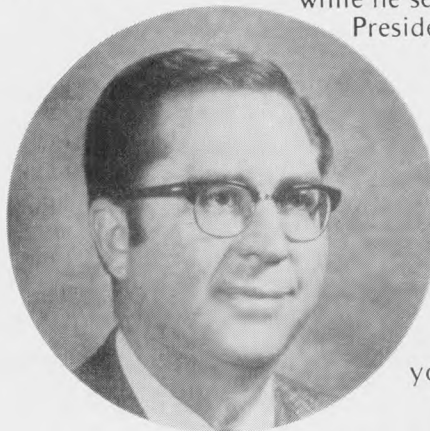
chairman; and Denton R. Hudgeons, Santa Fe—secretary.

■ GARY STARNES has been elected assistant cashier and manager of the Solano Branch of Farmers & Merchants, Las Cruces. He was formerly with Northgate National, El Paso. Jack Price, vice president, has left the bank to join American Bank of Commerce, El Paso.

■ JAMES C. BRADLEY has been named an assistant vice president at First National, Albuquerque. He was formerly a methods officer.

"Good Job, Jim!"

The staff of Albuquerque National Bank is proud of the job done by its Executive Vice President, James A. Clark, while he served as the 1973-1974 President of the New Mexico Bankers Association.



Jim says that the job was made easy and rewarding, thanks to all the friendly and helpful people in the Association.

Jim and all the people at A.N.B. say "Thanks and we'll see you at the Convention."

ALBUQUERQUE NATIONAL BANK

NEWS

From the Mid-Continent Area

Alabama

■ RICHARD C. ACKERT has joined First National, Birmingham, as vice president and marketing director. He was previously senior vice president and marketing director at First National, Fort Myers, Fla.

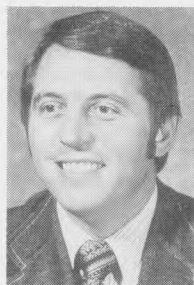
■ CITY NATIONAL, Dothan, has promoted Mary Ann Knight to loan administrator and Pat Kines to administrative assistant. Mrs. Knight joined the bank in 1961; Mrs. Kines in 1973.

■ RALPH H. CASSELL has been promoted to vice president and manager of the marketing services division of Central Bancshares of the South, Inc., Birmingham.

■ THOMAS S. GRAVES has been promoted from senior vice president to executive senior vice president at Farmers & Merchants Bank, Centre. He has been with the bank nine years.



GRAVES



ACKERT

Arkansas

■ FIRST NATIONAL, Wynne, has announced the following promotions: Larry R. Mashburn from vice president and cashier to executive vice president; Gerald Duncan and Miss Dorothy Harris from assistant cashiers to assistant

vice presidents; Bill Boone from assistant cashier to cashier and Mrs. Rebecca Weaver and Mrs. June Taylor to assistant cashiers.

■ COMMERCIAL NATIONAL, Little Rock, has opened its ninth office, called the Barrow-Kanis Facility. In the accompanying illustration, President William H. Bowen is shown wielding a giant pair of scissors during the ribbon-cutting ceremony. The ribbon, in-

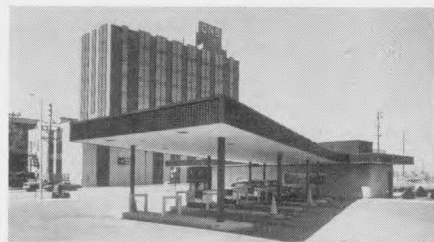


identally, consisted of dollar bills. The new full-service facility is managed by Jim Hallford and is housed in a former restaurant building, which was completely remodeled as a bank structure.

Kansas

■ WILLIAM M. MILLS JR. has retired as senior vice president and trust officer at Merchants National, Topeka, and has joined the law firm of Goodell, Casey, Briman & Cogswell as counsel. He had been with the bank since 1956.

■ THE FORMAL grand opening of the new Terrace Bank drive-in facility of Commercial National, Kansas City, was held last month. The new facility is located on the southeast corner of Sixth and Minnesota, across from the main Commercial National building, and is designed in an L shape on approximately 4,000 square feet of



ground. Customer parking is adjacent. The facility includes an enclosed working area with two walkup teller windows, a drive-up teller window and an employee lounge. Five drive-up teller terminals, or kiosks, are located under an 80-foot canopy.

Kentucky

■ W. W. CUSHING has joined Bank of Danville as executive vice president in charge of commercial and real estate loans. He was formerly a vice president at Central Bank, Lexington, which he joined in 1966.

■ FIRST NATIONAL, Nicholasville, held groundbreaking ceremonies recently for its new Edgewood Branch at the corner of Edgewood and Main streets.

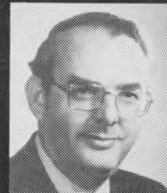
■ FIRST SECURITY NATIONAL, Lexington, plans to form a one-bank holding company within the next year. Directors of the bank have authorized management to begin the legal procedures involved with the formation.

■ GORDON B. GUESS has been elected president, Peoples Bank, Marion, succeeding the late Neil Guess. Gordon Guess had been executive vice president and cashier. He once worked for Louisville Trust, resigned to join a Florida bank, returned to Louisville Trust, where he spent part of his time in the correspondent bank department, and last year went to Peoples Bank.

CNB

COMMERCIAL NATIONAL BANK

6th & Minnesota Ave. 913 371-0035
Kansas City, Kansas 66101



BOB LOYD



BERNARD RUYSSER

PROFESSIONAL CORRESPONDENT TRUST SERVICE

“Investment decisions got you down? We’ll help you up.”

Do you need advice about specific government and municipal bonds? Would you like to talk about your bond portfolio ratios? We have the experienced, knowledgeable, full-time, bond and money market experts who can and will be glad to help you. Only Citizens Fidelity Bank can provide you with these advantages:

- Kentucky’s only complete bank bond department.
- Our own inventory of actively traded issues allows you to purchase odd-lots at a minimum cost.
- We compete favorably on large-lot prices with all primary government bond dealers.

- We can assure you of fair, unbiased opinion on government, federal agency, municipal issue and the money market generally.

- Our official standing with fiscal agencies and underwritings enables us to handle your federal agency orders at the net offering price on all new issues.

Interested? Call us collect, Area Code 502/581-2194.

Come grow with us®. . .
under the sign of the Service Tree



Joe M. Rodes Bob Folsom Joe L. Hamilton

© Servicemark of Citizens Fidelity Bank and Trust Company Louisville, Ky. Member FDIC

NEWS

From the Mid-Continent Area

Louisiana

■ **FIRST NATIONAL**, Morgan City, has named Dr. J. M. Fernandez and Thomas C. Carr to its board.

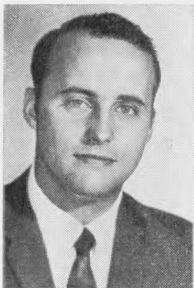
■ **PONTCHARTRAIN STATE**, Metairie, has elected Warren F. LeRuth, Robert J. L'Hoste and Paul S. Sells to its board. Messrs. LeRuth and Sells were previously advisory directors.

■ **CITIZENS NATIONAL**, Morgan City, has changed its name to First National.

■ **DONALD A. HAYDEN**, real estate developer, has been elected to the board of American Bank, Baton Rouge, and Great American Corp.

Missouri

■ **MERCANTILE TRUST**, St. Louis, has elected C. Philip Johnston a vice president and promoted Dennis R. Morrison and Richard R. Bacon to assistant vice presidents, Thomas M. Fitzgerald to correspondent banking officer and William H. Bell to assistant secretary. Mr. Bacon is in the banks and bankers department, as is Mr. Fitzgerald.



BACON



FITZGERALD

■ **KENNETH A. GRIGSBY** has been promoted from assistant secretary to auditor, Mercantile Bank, Kansas City, which he joined in 1969.

Oklahoma

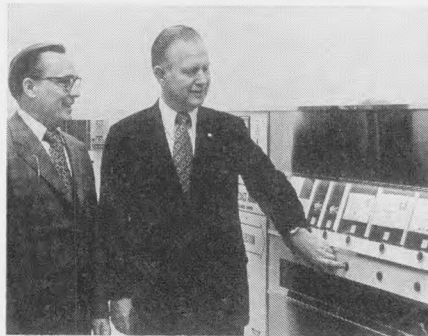
■ **FIDELITY BANK**, Oklahoma City, has elected C. B. Cameron to its board. He is president, American Fidelity Assurance Co., and replaces his father,

C. W. Cameron, who recently retired as a bank director. C. B. Cameron also is president, American Fidelity Insurance Co.

■ **FOURTH NATIONAL**, Tulsa, has elected Mrs. Fred B. Koontz III a director. The former Miss Judith Johnson, she is the daughter of the late E. Fred Johnson, long-time chairman of the bank, and she is the wife of a vice president of Fourth National.

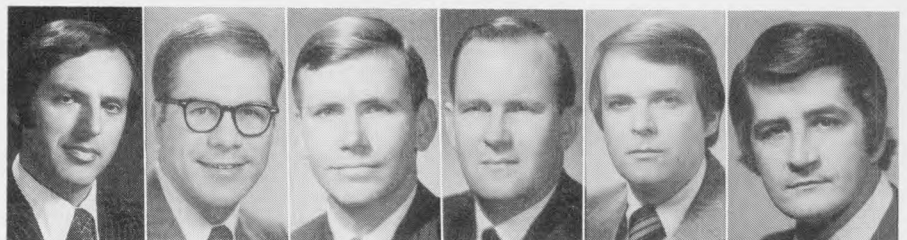
Tennessee

Postal Center in Bank Bldg.



William F. Greenwood (r.), vice chairman, First American Nat'l, Nashville, and **Nashville Postmaster David I. Huggins** check out the downtown area's first self-service postal center, located in the 28-story First American Center. The center can dispense stamps, post cards and envelopes and can accept and insure parcel-post items. There also are a letter drop and a dollar-bill and coin changer, as well as a direct telephone line to the main post office.

■ **NATIONAL BANK OF COMMERCE**, Memphis, has elected five divisional managers first vice presidents. They are James L. Breazeale Jr., John S. Evans, Gus B. Denton, Gary L. Lazarini and David L. Wark. Joel Clements and Ronald Hawkins were named assistant vice presidents. Mr. Hawkins serves as a correspondent banking representative in Tennessee. He was formerly with Union Planters National, Memphis.



WARK

DENTON

EVANS

BREAZEALE

HAWKINS

LAZARINI

Texas



MEAD



CARPENTER

■ **FROST NATIONAL**, San Antonio, has promoted Lon P. Carpenter and elected George C. Mead vice presidents. Carl M. Cody, Ernest J. Rodriguez and Howard P. Smith were named assistant vice presidents and Carl R. Hudgins became a trust officer.

■ **FIRST NATIONAL**, Amarillo, recently sponsored a seminar on the financial aspects of the cattle, livestock and grain market. About 200 bankers from a five-state area attended the meeting which was moderated by Lindley Finch, vice president and ag economist, Continental Illinois National, Chicago.

■ **STOCKHOLDERS** of Republic National, Dallas, voted recently to make the bank a subsidiary of Republic of Texas Corp., a bank HC.

■ **DALE A. ANDERSON** has been elected senior vice president and manager of the bond and investment department at National Bank of Commerce, Dallas.

■ **W. TERRY STAGNER** has been named vice president at Austin National. He joined the bank in 1969 and is assistant treasurer of Austin Bancshares Corp. and assistant operations officer at Austin National.

Died: John M. Bennett, 96, former chairman, National Bank of Commerce, San Antonio. He was chairman, San Antonio Branch, Federal Reserve, Dallas, in the early 1930s and one of the charter directors, American General Insurance Co., Houston, when it was organized in 1926.

How many ways can you CUT a

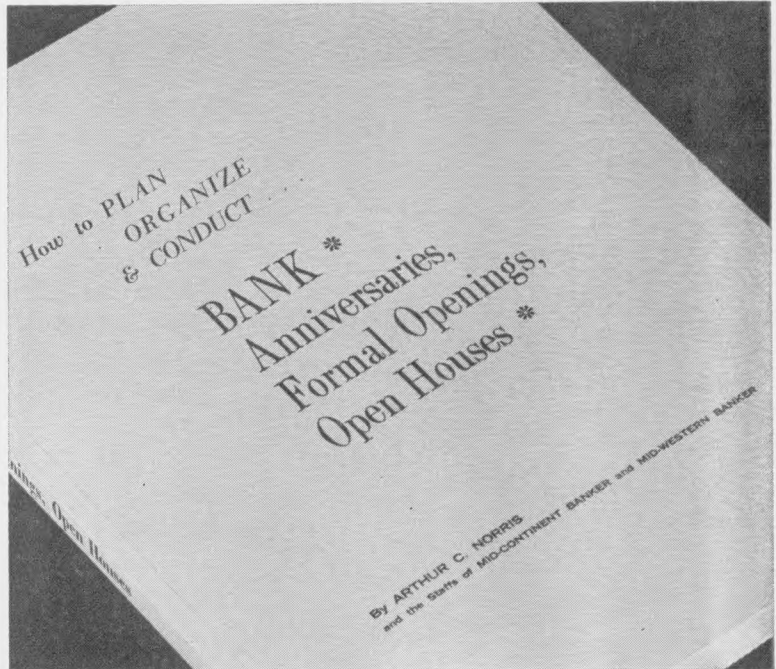
RIB / BON?

READ our Bank Celebration book . . . and learn a score of publicity-spawning ways to conduct the traditional ceremony . . .

SEE how much news meat you can pack into the opening of a new or remodeled building or a new facility.

LEARN more than 50 different attention-demanding ideas that attracted crowds to actual bank celebrations . . . pulled hundreds of new customers . . . new accounts.

ADAPT any one of these ideas to your own needs to achieve a new approach, a novel twist that makes new business.



BASED ON ACTUAL RESULTS reported by hundreds of banks, our Bank Celebration book tells in 158 fact-packed pages . . .

How to PLAN, ORGANIZE and CONDUCT BANK ANNIVERSARIES . . . FORMAL OPENINGS . . . OPEN HOUSES

TWELVE CHAPTERS and **EIGHT APPENDICES** jammed with **SPECIFICS** tell you from first step to final clean-up how to make sure **YOUR** Bank Celebration is a star-studded success . . .

. . . Order your copy today so you'll be ready to plan your celebration tomorrow.

By Arthur C. Norris
and the
Editors of Mid-Continent Banker
and Mid-Western Banker

Price: \$14.00

(Quantity prices available)

Order Now From

MID-CONTINENT BANKER

408 Olive Street • St. Louis, Missouri 63102

MID-CONTINENT BANKER for May 15, 1974

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

Please send us copies of your bank celebration
book at each.

Check enclosed. \$.

Name Title

Bank

Street

City, State, Zip

(Check should accompany order. We pay postage and handling.
Missouri banks please include 4% sales tax.)

'Historic Denver' Published



Theodore D. Brown (l.), president, First National, Denver, presents copy of new book "Historic Denver, the Architects and Architecture 1858-93" to Colorado Governor John D. Vanderhoof. The book was underwritten by First of Denver after being commissioned by Historic Denver, Inc. It chronicles the city's architectural past.

All Media Used:

Ad Campaign Is Begun To Improve Bank's Image, Stress Retail Services

Union Planters National, Memphis, has begun a massive advertising campaign built on the theme, "Let Us Help You Get More Out of Life." There are two objectives: Improve the bank's image and emphasize retail deposit services. The bank is using TV, news-

papers, radio and outdoor billboards in the campaign.

In the first eight weeks, the bank said its message reached 82% of the 25-49 age group 11 times each week on the three commercial TV stations; radio spots reached a similar level of concentration, and the newspapers took the bank's print ads (see illustration) to between 80% and 85% of all Memphis-area households. Additionally, 28 outdoor boards carry the theme, reinforced by bus cards and point-of-purchase material in every branch.

Union Planters also emphasizes the program through lapel stickers that are worn by contact personnel and anyone else who wants them. They break the sales theme into two parts: "Let Us Help You" and "Get More Out of Life."

Let us help you get more out of your savings account.

These days, it seems more people are doing more talking about saving money. If you're one of them, we'd like to be part of the conversation. Because at Union Planters we can help you get more out of every dollar you put aside.

To begin with, we'll pay you the newest maximum legal bank interest rates of 5% and 5 1/2% on regular and premium savings, and even higher on certificates of deposit. And if you're not sure of what plan is best for you, we'll sit down together and help you select the one that best meets your future goals.

But besides giving you high rates when you save, Union Planters also gives you more ways to save.

For instance, you can simply tell us how much money you want to put away each month, and we'll automatically transfer that amount from your Union Planters checking account to your savings account. That way, you're assured of saving a regular amount of money without having to worry about making a deposit. Because we do it all for you.

Your savings account is just one way that we can help you get more out of life.

Why not drop by any of our 36 branches, and get more details about how we can help solve any other money management problems you may have.

Because at Union Planters National Bank, getting more out of life begins with getting more out of your money.

Union Planters
Let us help you get more out of life.

The bank hopes that the stickers, worn separately or together, will provoke comments from customers and thus further reinforce the theme's impact.

The bank pointed to one particularly persuasive TV spot that features still scenes of the Mississippi River, the city and, most importantly, Union Planters people at work. Richard Holley, advertising director, said proudly that not one professional actor was used in that commercial because the bank searched its branches for some of the friendliest faces it could find and came up with a lot more than could be used in a short time. The spot that features those friendly faces carries a strong message built on a musical concept that says, "People say life is like the river, moving on . . . never still. So start planning your life, don't keep drifting . . . Let Union Planters help you get more out of life."

The bank believes the campaign will help identify the convenience of its deposit services and make a strong

case for the professional, friendly approach it takes to solving its customers' personal money management problems and needs. The campaign identifies and promotes retail services designed to fit into every family's financial plans for future stability, according to Larry Frankenschach, marketing division director.

The bank is conducting an incentive campaign among employees so that they will have an extra reason to see that the new advertising program is a success.

● **Index to Advertisers** ●

Advertising Concepts, Inc.	14, 38
Alton Banking & Trust Co.	94
Alvis & Co.	82
American Fletcher Nat'l Bank & Tr. Co., Indianapolis	96
American Nat'l Bank & Tr. Co., Chicago	91
Assembly for Bank Directors	19-22
Bank Anniversary Book	105
Bank Board Letter	99
Bank of Belleville	94
Bank of New Orleans	11
Barco of California	61
CMI Investment Corp.	43
Canton Exchange Bank, Canton, Miss.	86
Career Girl Mfg. Co.	63
Chromalloy American Corp.	16
Citizens Fidelity Bank & Tr. Co., Louisville	103
Commercial National Bank, Kansas City, Kan.	102
Corpor-Ette Fashions	63
Creative Image	62
Cummins-Allison Corp.	15
De Luxe Check Printers, Inc.	8
Deposit Guaranty National Bank, Jackson, Miss.	85
Durham Life Insurance Co.	7
Financial Insurance Service, Inc.	37
First Alabama Bancshares	6
First Bank Financial Services, Inc., Little Rock	5
First National Bank, Belleville	93
First National Bank, Birmingham	87
First National Bank, Chicago	88
First National Bank, Greenville, Miss.	86
First National Bank, Jackson, Miss.	17
First National Bank, Kansas City	79
First National Bank, St. Louis	108
First Nat'l Bank & Trust Co., Pekin	92
First Nat'l Bank & Tr. Co., Tulsa	49
First National Bank of Commerce, New Orleans	3
First National City Bank, New York	24
Forbes, Inc.	12
Fort Worth National Bank	51, 67
Fourth National Bank, Tulsa	33
Glendale Federal Savings	10
Hancock Bank, Gulfport, Miss.	80
Hattier, Sanford & Reynoir	82
Hegco Industries, Inc.	106
Howard, Weil, Labouisse, Friedrichs & Co.	86
International Credits, Inc.	62
Lee Career Apparel	55
Liberty Nat'l Bank & Tr. Co., Louisville	53
Liberty Nat'l Bank & Tr. Co., Oklahoma City	2
Love Co., J. S.	82
Manufacturers Hanover Trust Co.	65
Means & Co., F. W.	59
Mercantile Bank, St. Louis	13
Merchants & Farmers Bank, Meridian	82
Meredith Corp.	69
Mississippi Bank & Trust Co., Jackson	84
Mobile Enterprises, Inc.	48
NCR Corp.	78
National Stock Yards National Bank	107
North Central Life Insurance	35
NYTCO Services, Inc.	77
Ozark Air Lines, Inc.	71
Professional Creations, Inc.	60
Rand McNally & Co.	70
Security Bank, Corinth, Miss.	86
Springfield Marine Bank, Springfield, Ill.	95
Standard Life Insurance Co.	83
Talcott, Inc., James	58
United Missouri Bank, Kansas City	41
Universal Mobile Services Corp.	47
Whitney National Bank, New Orleans	39
Winton Designs	63
Womeldorff & Lindsey	106
Yanan & Associates, J.	44

For Your Banking Equipment Needs, Call HEGCO!

- Drive-Up Windows
- After-Hour Depositories
- Vault Ventilators
- Safe Deposit Boxes
- Burglar Alarms
- Metal Under Counter Equip.
- Surveillance Cameras
- Pneumatic Tube Systems
- Fire Resistive Products
- Used Equipment of All Types
- Vault Engineering Service

HEGCO Industries, Inc.
4618 N. Post Rd., Indianapolis, Ind. 46226



WOMELDORFF & LINDSEY
1030 TOWER BLDG. LITTLE ROCK
PARTNERS:
J. E. WOMELDORFF R. P. LINDSEY



They will see you at your bank . . . talk to you from Stock Yards Bank . . . and be with you at your convention.

They get around, these hard-driving men of Stock Yards Bank. They have to in order to keep abreast of your individual needs. And when your key man isn't handy, someone else with authority to make decisions is.

So, see you at the convention while your staff continues to profit with authoritative service at the flick of a finger to the numerals: 618-271-6633.

"YOUR BANKER'S BANK" . . .

Just across the river from St. Louis




THE NATIONAL STOCK YARDS NATIONAL BANK
OF NATIONAL CITY

NATIONAL STOCK YARDS, ILLINOIS 62071

Member Federal Deposit Insurance Corp.

Orlando, Flier and Rathgeb.

You can't find bankers who can give you faster decisions than these men.



Joseph Orlando
Vice President
(314) 342-6391

Michael D. Flier
Commercial
Banking Officer
(314) 342-6394

Richard M. Rathgeb
Commercial Banking Officer
(314) 342-6392

**Because they speak for First . . .
in Illinois, Indiana, Iowa and Kentucky.**

No bank anywhere gives its correspondent bank officers more freedom to act on their own.

Because we know our men.

And they know their bank.

For any special services from overline loans to computerized bond analysis, get the job done better . . . by working with a man who speaks for First.

Fast.

Some Special Services for Our Correspondent Banks:

Fast action on overline loans . . . even if your bank is not yet a First correspondent.

Computer services second to none. Years of experience in all forms of EDP. Our computer marketers and technicians will be happy to visit and talk with you.

Computerized transit and clearing activities speed up collections with the new RCPC's.

Bond Department services, including fast computerized portfolio analysis. Our investment experts are in constant contact with bond dealers nationwide.

Personal and Corporate Trust services through St. Louis Union Trust. Largest trust company in Missouri. Over \$4 billion in assets.

Exchange ideas at our Annual Conference of Bank Correspondents . . . plus special educational seminars.

First National Bank in St. Louis

Member FDIC

