

# NORTHWESTERN BANKER DES MOINES

**NOVEMBER, 1925**

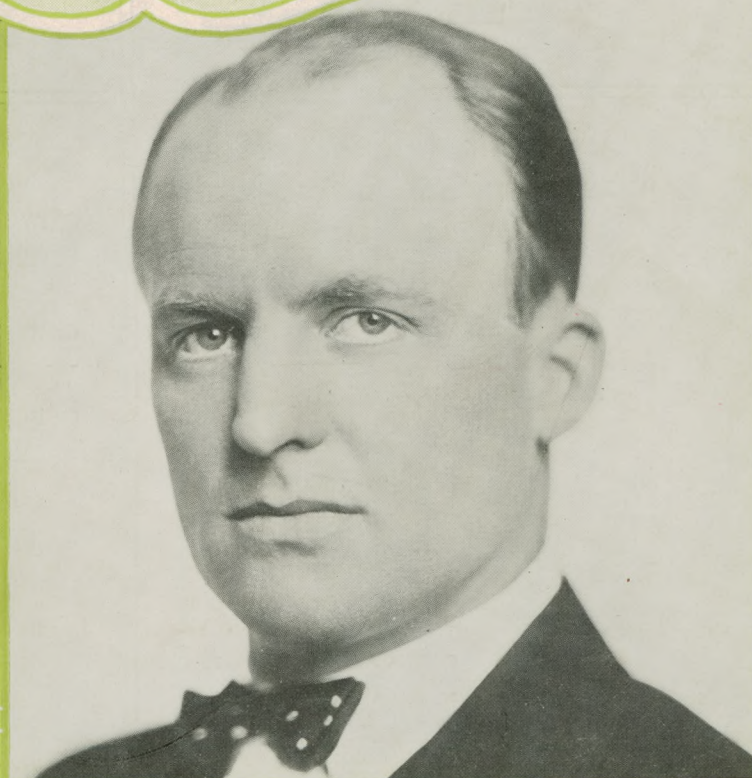
A. B. A. Convention

Special Nebraska Bankers  
Convention Section

(Page 23)

*THE PHOTO BELOW*

*Hanford MacNider, president of the First National Company, Mason City, Iowa, and former American Legion head, has been made assistant secretary of war.*





# Northwestern National Life Insurance Company

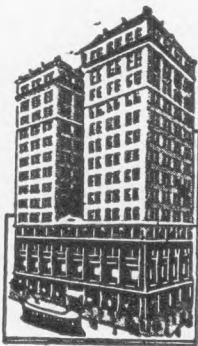
MINNEAPOLIS, MINNESOTA

C. T. JAFFRAY, Chairman of Board

A PURELY MUTUAL, OLD-LINE, WESTERN COMPANY

**DIRECTORS**

- F. A. CHAMBERLAIN, President First National Bank
- E. W. DECKER, President Northwestern National Bank
- C. T. JAFFRAY, President "Soo" Railway
- J. A. LATTA, Vice President Northwestern National Bank
- E. L. CARPENTER, President Shelvin-Carpenter-Clarke Co.
- B. F. NELSON, President Hennepin Paper Co.
- A. F. PILLSBURY, Treasurer Pillsbury Flour Mills Co.
- T. F. WALLACE, Treasurer Farmers & Mechanics Savings Bank



FOUNDED in 1857—68 years ago; and during this period through conservative, substantial banking THE FIRST NATIONAL has rendered an unexcelled service to correspondent banks in the west.

Sixty-eight years afford ample test and supply conclusive proof of the stability of any institution—particularly that of a bank.

F. H. DAVIS  
President

C. T. KOUNTZE  
Vice Pres. and Chairman

**First National  
Bank of Omaha**

## Bonds for banks

Nation-wide facilities for buying or selling.



Chicago, Davenport, Minneapolis, St. Paul, Omaha, St. Louis, Kansas City, Kan.

THE *Des Moines* business of Iowa banks is invited. These banks are thoroughly equipped in every department.



Valley Bank Building

**Valley National Bank  
AND  
Valley Savings Bank**  
DES MOINES, IOWA

- E. A. CRAWFORD, President
- D. S. CHAMBERLAIN, Vice President
- C. T. COLE, JR., Vice President
- W. E. BARRETT, Cashier
- JOHN H. GINSBERG, Asst. Cashier
- C. M. CORNWELL, Asst. Cashier

Established 1872

Combined Capital and Surplus  
**\$1,100,000.00**

## SIOUX CITY

serves one of America's richest farming territories, and its commercial importance in the West makes a good banking connection in this city highly valuable.

We invite correspondence regarding our service to banks and bankers.



CAPITAL ONE MILLION DOLLARS



DIVIDENDS HAVE BEEN PAID WITHOUT INTERRUPTION SINCE 1872

# The Northwestern National Bank

## Minneapolis, Minnesota

September 28, 1925

### RESOURCES

Loans and Discounts.....	\$50,070,299.94
Stock in Federal Reserve Bank.....	180,000.00
Banking House .....	582,217.69
New Banking House Site.....	600,000.00
Other Real Estate.....	112,512.04
Customers' Liability on Letters of Credit and Acceptances.....	375,383.32
Interest Earned but Not Collected.....	539,534.17
Overdrafts .....	33,595.37
Redemption Fund .....	14,500.00
Railroad and Corporation Bonds.....	5,041,979.18
State and Municipal Bonds.....	2,505,613.47
United States Government Securities..	8,015,519.16
Cash and Due from Banks.....	19,577,892.45
	<hr/>
	\$87,649,046.79

### LIABILITIES

Capital .....	\$ 4,000,000.00
Surplus .....	2,000,000.00
Undivided Profits.....	717,083.44
Reserved for Interest, Taxes and Con- tingencies .....	810,838.98
Dividend Checks Outstanding.....	303.00
Circulation .....	290,000.00
Letters of Credit and Acceptances....	375,383.32
Borrowed Bonds .....	60,000.00
Deposits .....	79,395,438.05
	<hr/>
	\$87,649,046.79

### OFFICERS

EDWARD W. DECKER, President

THEODORE WOLD .....	Vice President	JAMES A. LATTA.....	Vice President
ALEXANDER A. McRAE.....	Vice President	ROBERT E. MACGREGOR.....	Vice President
FRANCIS A. GROSS.....	Vice President	WILLIAM E. BRIGGS.....	Vice President
CLARENCE E. HILL.....	Vice President	SCOTT H. PLUMMER.....	Cashier
HUNTINGTON P. NEWCOMB.....	Assistant Cashier	J. CAMERON THOMSON.....	Assistant Cashier
JAMES ARCHIBALD ROSS.....	Assistant Cashier	ROGER S. HUME.....	Assistant Cashier
WILL M. KOON.....	Assistant Cashier	HENRY J. RILEY.....	Assistant Cashier
GUY E. MASTERS.....	Assistant Cashier	CLARENCE R. CHANEY.....	Assistant Cashier
HERBERT LEE POST.....	Assistant Cashier	JAMES E. NEVILLE.....	Assistant Cashier

ROBERT F. MACTAVISH, Comptroller

Affiliated with

The Minnesota Loan and Trust Company  
Combined Resources \$105,514,000



# NORTHWESTERN BANKER

## DES MOINES

*The Oldest Financial Journal West of the Mississippi*

THIRTIETH YEAR

### CONTENTS FOR NOVEMBER 1925

NUMBER 459

	Page		Page
Across from the Publisher.....By Clifford DePuy	10	Federal Land Banks.....	19
Frontispiece.....Arthur W. Loasby	12	Completes Half Century.....	20
A. B. A. Convention.....	13	Half Century of Service.....	21
Legal Department.....	15	Nebraska Convention Section.....	23
News and Views.....	16	Florida Building Permanently.....	31
F. A. A. Convention.....	18	South Dakota News.....	71
Personal Paragraphs.....	44	Nebraska News.....	75
Iowa Bond Section.....	49	Minnesota News.....	79
Farm Mortgage Section.....	60	North Dakota News.....	83
Insurance Section.....	63	Iowa News.....	87
Bankers' Wants.....	70		

### DE PUY PUBLICATIONS AND THEIR TERRITORY

NORTHWESTERN BANKER  
DES MOINES

MID-CONTINENT BANKER  
SAINT LOUIS

UNDERWRITERS REVIEW  
DES MOINES



TRANS-MISSISSIPPI BANKER  
KANSAS CITY

INSURANCE MAGAZINE  
KANSAS CITY

SOUTHWESTERN BANKERS JOURNAL  
FORT WORTH

IOWA BANK DIRECTORY  
DES MOINES

THE NORTHWESTERN BANKER, PUBLISHED BY DEPUY PUBLISHING Co., INC., CAPITAL STOCK, \$100,000.00  
555 Seventh Street, Des Moines.

CLIFFORD DEPUY, Publisher; G. A. SNIDER, Associate Publisher; R. W. MOORHEAD, Editor.  
H. H. HAYNES, Associate Manager; REX V. LENTZ, Associate Manager.

MINNEAPOLIS OFFICE: Frank S. Lewis, 840 Lumber Exchange Bldg., Phone Main 3865. CHICAGO OFFICE: Wm. H. Maas, 1221 First National Bank Bldg., Phone Central 3591. NEW YORK OFFICE: Philip J. Syms, 150 Nassau St., Phone 4836 Beekman. ST. LOUIS OFFICE: Donald H. Clark, 408 Olive St., Phone Main 1342. KANSAS CITY OFFICE: Glen D. Mathews, 405 Ridge Bldg., Phone Harrison 5857.

FORT WORTH, TEXAS, OFFICE: H. Lawson Hetherwick, 409 F. & M. Bank Bldg.  
SAN FRANCISCO OFFICE: George Wight, 600 Baldwin Bldg.

Entered as second class matter at the Des Moines postoffice

Subscription Rates, \$3.00 per year; 50 cents per copy

Official Publication of  
THE SOUTH DAKOTA BANKERS ASSOCIATION  
THE IOWA FARM MORTGAGE ASSOCIATION  
THE IOWA BOND DEALERS ASSOCIATION



## Success to the "Hold-Your-Corn" Movement!

THE start is being made. Iowa is seriously undertaking a co-operative marketing plan.

Ours is the greatest corn state. But extensive production nowadays will not suffice—attention must also be given to orderly marketing.

Modern commerce is being stabilized in every direction. The corn farmer will profit greatly by falling in line.

If the present plan fares well [and it should] Iowa prosperity will be enhanced to an incalculable degree.

*Let's all put our shoulders  
to the wheel.*



**IOWA**  **LOAN**  
**& TRUST** **COMPANY**  
**BANK**  
*Member Federal Reserve System*  
DES MOINES' OLDEST BANKING INSTITUTION  
**DES MOINES**





## 3% ON BANK ACCOUNTS

Condensed Statement as of September 28, 1925

### Resources

Loans and Discounts -----	\$ 38,880,903.75
Overdrafts -----	97.26
United States Obligations -----	62,720,561.38
Other Bonds and Investments -----	48,174,428.42
Banking House, Furniture & Fixtures -----	2,027,188.61
Cash and Due from Banks -----	32,084,752.94
	<hr/>
	\$183,887,932.36

### Liabilities

Capital -----	\$ 7,500,000.00
Surplus -----	6,000,000.00
Undivided Profits -----	1,101,894.49
Reserves -----	4,756,277.99
Circulating Notes -----	2,265,000.00
Deposits { Banks -----	\$ 43,919,455.72
{ Individuals -----	118,345,304.16
	<hr/>
	162,264,759.88
	<hr/>
	\$183,887,932.36

### DIRECTORS

Wilson S. Arbuthnot  
Charles W. Brown  
Harry W. Croft  
Arthur V. Davis  
William H. Donner

Childs Frick  
Roy A. Hunt  
William Larimer Jones  
Alfred C. Knox  
James H. Lockhart  
J. Marshall Lockhart

Henry C. McEldowney  
Richard B. Mellon  
Richard K. Mellon  
William L. Mellon  
Walter S. Mitchell  
Howard Phipps

David A. Reed  
William C. Robinson  
William B. Schiller  
James M. Schoonmaker  
George E. Shaw

# Mellon National Bank

PITTSBURGH, PENNSYLVANIA





**This Is a Good Company**



**It Makes Me Happy**

|||||  
**Buy Life Insurance from a Good Company**  
**Sell Life Insurance for a Good Company**  
|||||

**The Universal Life Insurance Company**

**DUBUQUE, IOWA**

**M. A. NATION, President**



# Fellow Bankers:

If you are interested in Florida, or any of your customers are making investments in Florida, we suggest that you get in touch with this company which is headed by J. V. Carpenter, formerly of Brazil, Indiana, and last year's president of the Indiana Bankers Association.

This company specializes in mortgage loans on residential property in and around Miami; appraisals are made for loaning or investment on property in southeast Florida. The company also buys and sells real estate on a brokerage basis, and handles rentals, property management, and insurance.

Florida investments are sound—but the same care and intelligence must be used in buying property in Florida as in any other part of the United States.

It will pay you to deal with a company which looks at investments from the banker's viewpoint.

## South Florida Mortgage Company

Capital \$50,000.00

J. V. CARPENTER, President

L. G. WILD, Vice President

JOHN R. PEARSON, Vice President

S. GROVER MORROW, Vice President

HARRY A. BRATTIN, Secretary

150 South East First Street  
MIAMI, FLORIDA

*A Conservative Bank for  
Conservative People Visiting  
or Living in FLORIDA*

# BEING AGREEABLE

This bank avoids formality. We believe we can be friendly, cordial and agreeable without losing our dignity.

*Your Patronage Solicited  
Resources Over \$13,000,000.00*

## FIRST-AMERICAN BANK & TRUST COMPANY

WEST PALM BEACH, FLORIDA



THE Seaboard's investment service certainly puts a check on the loss of unwary dollars. We have no securities of our own to sell, but we do have exceptional facilities for securing investment information which is supplied free to our customers who ask.

### The SEABOARD NATIONAL BANK

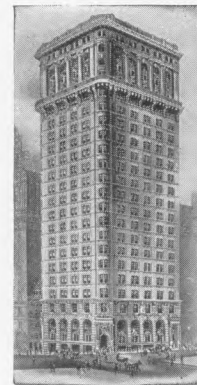
OF THE CITY OF NEW YORK

MAIN OFFICE  
Broad and Beaver Streets

MERCANTILE BRANCH  
115 Broadway at Cedar Street

UPTOWN BRANCH  
24 East 45th Street near Madison Ave.

## THE HANOVER NATIONAL BANK OF THE CITY OF NEW YORK Established 1851



Capital . . . \$5,000,000  
Surplus and Profits 25,000,000



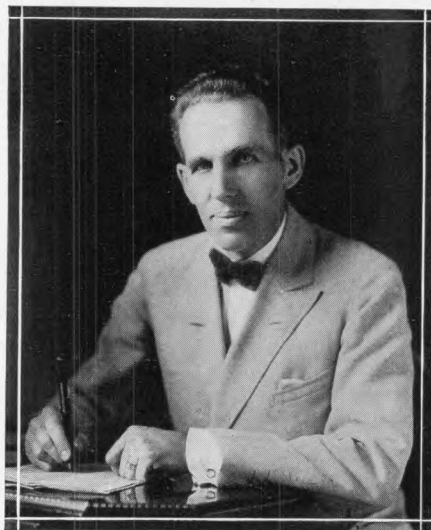
# ACROSS THE DESK FROM THE PUBLISHER

A MEMBER of our organization has just returned from a trip through Florida.

I was very much interested in discussing with him the kind of treatment he received from the bankers in that state because I knew they were simply rushed to death with business and were working at a high rate of speed.

He told me in every case except two he was received in a most courteous manner; that he was given ample time to explain his proposition and, although the banks were jammed and crowded with people transacting business, that he never had received more courteous treatment anywhere.

I think this is a very fine tribute to the bankers of Florida. When business is rolling in in unprecedented amounts, when banking deposits are accumulating so fast that new bank buildings are being built in almost every city in Florida; in other words, when everything is coming their way, it would not be surprising if some bankers in the "magic state"



*By Clifford DePuy*

were abrupt, discourteous and inattentive to individuals who call on them.

When business is quiet and they have plenty of time it is not hard to be courteous with customers; but when customers are coming in on every train, when the lobby of their bank is jammed and packed like a theatre on a busy night, then courtesy is at a premium and whatever else may be said about the Florida bankers, this testimony of a man who has just returned

from there, after having called on practically every large financial institution in that state, is certainly a fine recommendation for the high type of bankers who are conducting the financial affairs of their respective organizations.

It is not hard to realize that they are under a tremendous pressure when you realize that one bank in Miami had deposits a year ago of \$850,000, and at the present time it has deposits of over \$15,850,000.

Courtesy always pays, whether it is in Florida or any other state.

## Know You Know

A BANKER must know that he knows about the business of the customers that have transactions with his bank if he expects to succeed.

If you are operating a bank in a mining region you have to know the mining business, its requirements and how to advise correctly in connection with such a business.

If you are conducting a bank in a cotton state you have to know the requirements of that crop and how to advise cotton farmers accordingly.

If you are operating a bank in the agricultural sections of the middle and northwest you must know the problems of the farmer and how to solve them.

Dean E. A. Burnett of the College of Agriculture of the State University of Nebraska, in an address recently, said, "In a state where farming means as much as it does in Nebraska, the problems of the

farmers must be great or small, according to the banking facilities they have. However, if the man operating the bank is not on intimate terms with the problems which his farmer clients face and also on intimate terms with the latest solution of them, his usefulness to his clients is impaired.

"I know that bankers have come to our short courses who had no idea of what the farmers' everyday problems were. Some could not tell the difference between a legume and a churn. How then, when a farmer came to them for advice, could they give it to him intelligently? And how could they conduct their own business, which depends on the farmers, intelligently?"

The Nebraska short course for bankers and for farmers has done much to educate both of these classes of citizens as to how to conduct the farming

business on a better and much more substantial basis.

Such a short course for bankers and farmers could well be carried out in every agricultural state in the nation. A banker must know what he is talking about when he gives advice to a farmer customer. He must know the difference between a churn and a chisel and how to use them, and he must know

the difference between various kinds of crops and when and how to plant them. If he does not know these things he cannot give the kind of advice that will make his customers prosperous and in turn make his bank a success.

Every banker must know that he knows the needs and requirements of his customers.

### *The Harvest*

**I**N THE October issue of THE NORTHWESTERN BANKER we published several harvest letters from bankers in the Northwest. If you haven't read them in their entirety we suggest that you do so because they contain the essence of the present business outlook in this great agricultural region.

Here are a few paragraphs from leading bankers in the various states:

A banker from Iowa says, "General farm conditions are much improved over last year and the farmers are feeling much better and more satisfied."

A banker from Nebraska says, "One dollar's worth of farm products will come nearer buying one dollar's worth of non-agricultural products than a year ago. The equilibrium has not been reached yet but it is nearing the point. Therefore, the eastern Nebraska farmer is feeling better, being in a better financial shape—meeting bills and obligations promptly. Business in other lines is already beginning to feel the effects of this stimulant."

A banker from Minnesota says, "All crops here are very good this year. Much better than last year and are bringing better prices."

A banker from North Dakota says, "As to general farming conditions, there has been a marked tendency toward diversification, with an ever-increasing number of cows, hogs and chickens; all of which are producing cash returns daily to the farmer. Also, we find that there is a tendency to farm much more cautiously than in former years and to produce the crop with very much less expense than in prior years."

A prominent Minneapolis banker says, "The income of the Minnesota farmer will be more per capita this year than last. Diversification is working into the situation very nicely."

In fact, the entire situation may be well summed up by another banker who said, "The general condition of our farmers is better than it has been for five years, and I feel now that business conditions will show a steady improvement."

The harvest this year in the Northwest is going to be the greatest it has ever been and, with better prices than formerly, the farmers, business men and bankers all will enter 1926 with a smile upon their faces and with money to their credit.

### *Friendly Understanding*

**F**RRIENDLY understanding among bankers will do more to eliminate unfair competition than any other one thing we know of.

The City Clearing House has helped to accomplish such results and the County Clearing House, which is being adopted in many states, is also accomplishing the same purpose.

A banker in discussing the subject of clearing houses before the American Bankers Association said, "Competition is so savage in some places that banking hours are unknown and even the legal holidays are unobserved. Would not a friendly understanding along this line, based on a clearing house rule, be decidedly advantageous?"

"The five banks in a Missouri town of 8,000 having a well-conducted clearing house, found that they were giving away so much exchange that it was working a hardship. A rate of 10 cents per hundred was fixed and what was a considerable loss was

turned into a source of revenue. A uniform schedule of making charges for collections was found to be equally profitable."

When banks in any community manage their institutions on a basis which works a hardship on their competitor, they will sooner or later find themselves conducting their own institutions at a loss and perhaps force their competitors to do likewise. No one is benefited by unfair competition and the banks themselves sacrifice profits which they could legitimately make if they conducted their institutions along sound lines.

"Friendly understanding" is just as essential in banking as it is in any other class of business and, in fact, in many ways it is more necessary, because bankers cannot very well be fighting among themselves and at the same time be giving to their communities the highest grade of service.





**ARTHUR W. LOASBY**

President, The Equitable Trust Company of New York

Mr. Loasby entered upon his banking career as a clerk in the First National Bank of Syracuse. He worked his way up through the ranks to a vice presidency in this bank and later accepted the presidency of the Trust and Deposit Company of Syracuse. Mr. Loasby served as president of this institution for six years. Under his direction a consolidation was effected between the First National and the Trust and Deposit Company, Mr. Loasby becoming president of the combined institutions. In 1920, he became a vice president of The Equitable Trust Company of New York and shortly after was appointed a trustee of the company. In 1922, Mr. Loasby was made senior vice president. When Alvin W. Krech was appointed chairman of the board of The Equitable on July 1, 1923, Mr. Loasby succeeded him as president of the company.

# The NORTHWESTERN BANKER

## *The Necessary Financial Journal*

### A. B. A. Holds Record Convention at Atlantic City

OSCAR WELLS, president of the First National Bank of Birmingham, Alabama, was elected president of the American Bankers Association at its convention in Atlantic City, N. J., September 28 to October 1, 1925, at which the Association went on record as favoring rechartering of the Federal Reserve Banks indeterminately or for ninety-nine years, and raised a fund of \$500,000 to endow scholarships and research in economics in American colleges in celebration of its Golden Anniversary.

The Association further recommended that the rechartering of the Federal Reserve banks be kept entirely separate in Congress from all questions of detailed amendments to the Federal Reserve Act. An innovation at this convention was the

limitation of the resolutions in the general convention on two major questions, the only other subject treated in addition to the Federal Reserve being the advocacy of elimination of the Federal estate tax and the Federal gift tax and of state inheritance taxes on intangible personal property of non-residents.

The convention city for 1926 was settled by the Executive Committee meeting on the last day of the convention, Los Angeles, California, being awarded the coveted honor.

The establishment of the \$500,000 educational fund was formally announced by Lewis E. Pierson, chairman, Irving Bank-Columbia Trust Co. of New York, as head of the Fiftieth Anniversary Committee. He said that the intention of the Foundation was to broaden educational effort in the direction of sounder economic understanding. He stated that \$216,000 had been raised in advance of the meeting; and by the final session of the general convention, a total of \$468,225 had been subscribed, while conditional pledges outstanding assured more than the full amount. Half represents subscriptions by the American Bankers Association, the American Institute of Banking and individual bankers, and the other half quotas assigned to each state.

The Executive Council voted \$50,000 from the reserve funds of the Association and the American Institute of Banking, through individual subscriptions from its members, subscribed \$25,000.

Melvin A. Traylor, president of the First Trust & Savings Bank of Chicago, was elected first vice president of the Association, and Thomas R. Preston, president of the Hamilton National Bank of Chattanooga, Tennessee, second vice president. At an organization meeting of the new Executive Council of the Association, the closing day of the convention, Nathan D. Prince, vice president of the Hartford-Connecticut Trust Co., Hartford, Connecticut, was elected treasurer, succeeding J. Elwood Cox, president of the Commercial Bank of High Point, N. C. F. N. Shepherd of New York was

re-elected executive manager; Thomas B. Paton of New York, general counsel, and William G. Fitzwilson of New York, secretary and assistant treasurer.

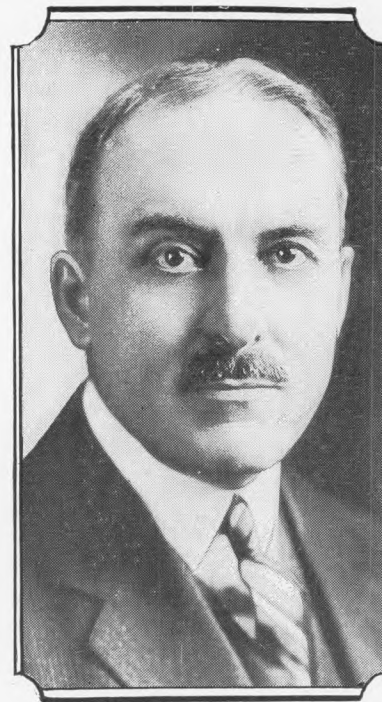
Thomas F. Wallace, treasurer of the Farmers and Mechanics Savings Bank, Minneapolis, Minnesota, was elected president of the Savings Bank Division, succeeding Alvin P. Howard of New Orleans. The new vice president is W. R. Morehouse, vice president of the Security Trust and Savings Bank of Los Angeles. Savings deposits in the United States have increased more than \$2,000,000,000 during the past year, retiring President Howard reported. The figures will show an increase from \$20,844,000,000 to \$22,934,000,000, he said.

W. C. Wilkinson, president of the Merchants and Farmers National Bank of



**GRANT McPHERRIN**

President Central State Bank, Des Moines, Iowa, recently elected President State Bank Division, American Bankers Association.



**THOMAS F. WALLACE**

Treasurer Farmers and Mechanics Savings Bank, Minneapolis, Minn., recently elected President Savings Bank Division, American Bankers Association.



Charlotte, North Carolina, was elected president of the National Bank Division. Charles W. Carey, president of the First National Bank, Wichita, Kansas, was elected vice president. Edgar L. Mattson of Minneapolis, the retiring president of the division, in his address made a plea for the perpetuation of the Federal Reserve System substantially in its present basic form, at the same time advocating the removal of hampering limitations on national banks. He cited the falling off since 1923 of nearly 200 in the number of national banks, contrasting their increase in resources in 1924 with the greater increases in the resources of other banking systems.

Inordinately high surtax rates must go, and they will go in the revision to be made in the coming session of Congress, Representative John Q. Tilson, of Connecticut, declared in addressing the division. They were never justified from the beginning, he said. The permanent peacetime maximum rates should not exceed 15 per cent, he declared. Some of the "new and vicious" features added to the present revenue bill which Mr. Tilson asserted should be eliminated were the inheritance tax, the gift tax and the "Peeping Tom" publicity amendment to the income tax law.

Limitations upon first mortgage loans on improved city real estate are putting national banks at a disadvantage and losing them customers to state banks, said A. F. Dawson, president of the First National Bank, Davenport, Iowa, who urged support of an amendment permit-

ting first mortgage loans on such property for a five-year period and increasing the aggregate amount which may be loaned upon real estate to 50 per cent of the time deposits.

Alexander Dunbar, vice president of the Bank of Pittsburgh, N. A., was elected president of the Clearing House Section, succeeding C. W. Allendoerfer, of Kansas City, Missouri. John R. Downing, vice president of the Citizens Union National Bank, Louisville, was elected vice president. Mr. Allendoerfer, in his presidential address, said that free service to the public was being overdone in some instances. This condition was an outgrowth of the keen competition between banks that has sprung up in the past few years, he said. All business of a bank, he urged, should be more carefully examined to determine whether it is profitable to the bank or otherwise.

Eugene P. Gum, of Oklahoma City, was elected president of the State Secretaries' Section, succeeding William F. Augustine, of Richmond, Virginia. Other officers elected were: Harry G. Smith, of Louisville, Kentucky, first vice president; W. A. Philpott, Jr., of Dallas, Texas, second vice president. Thomas B. Paton, general counsel of the Association, addressed the section on "The McFadden Bill and Branch Banking" tracing the course of the bill through Congress. He explained the changes recommended at the last convention of the Association and analyzed its several provisions.

Better bank management would have reduced the number of bank failures in

1924, C. B. Hazlewood, vice president of the Union Trust Company, Chicago, told the State Secretaries. As the common causes of bank failures, most of which he said are due in one phase or another to lack of proper management, he specified excessive loans, inexperience, too many banks for all to live, and too much loaned to one industry.

Grant McPherrin, president of the Central State Bank, Des Moines, Iowa, was elected president of the State Bank Division, succeeding W. C. Gordon, president of the Farmers Savings Bank of Marshall, Missouri. G. E. Bowerman, vice president of the Fremont County Bank, Sugar City, Idaho, was elected vice president. Cooperative grain marketing is entirely practicable, Mr. Gordon said in his annual address, despite some conspicuous failures recently to establish associations. The number of associations now operating profitably prove that the scheme is entirely feasible and practicable, he said.

The election or nomination of state bank commissioners by bankers was one of the major recommendations put forth by Mr. Gordon; others, for the reform of state bank supervision being for an adequate salary and a term of five years for commissioners, larger discretionary powers for them in granting charters and enforcing regulations, a sufficient staff of well-qualified examiners with adequate pay, whose appointment shall be free from partisan influence, and full authority to the banking department to act as receivers in the case of failed banks.



First picture on the left: E. L. Johnson, president, Leavitt & Johnson Trust Company, Waterloo, Iowa, with Grant McPherrin, president of the Central State Bank, Des Moines. Mr. McPherrin was signally honored at the Atlantic City convention by election as president of the State Bankers Section. Middle photo: Mr. and Mrs. Chas. A. Burns, Chicago, strolling on the board walk at Atlantic City. Mr. Burns is a popular and well-known vice president of the Foreman National Bank of Chicago, and together with his beautiful and charming wife, took an active part in the convention's social activities. Photo at the right, from left to right, Oscar Wells, new A. B. A. president; Richard Hawes, St. Louis, a former association president, and Melvin A. Traylor, Chicago, newly elected first vice president of the association.

# The Right of a Bank to the Deposit of Bankrupt Depositor

*By the Legal Department*

**O**FTENTIMES a party that is being pressed by his many creditors for immediate settlement of large, long-past-due obligations makes a final appeal to the bank for relief. Generally, at the time the bank holds notes and other evidence of indebtedness against him that is due and unpaid. He asks for further loans to save him from a financial crash. The bank, after a careful investigation, decides it would not be justified in increasing their loan to this individual.

The party is in active business and carries a regular, substantial balance on his checking account with the bank. The bank makes due and proper demand upon the depositor for full settlement of all the past-due notes held by the bank. He shows the bank he is unable to secure sufficient funds to pay the notes. The bank, without delay, applies the total amount of depositor's checking account on the notes due the bank. The question before us for consideration is: Did the bank have a legal right to apply this deposit on the indebtedness of insolvent depositor?

The important facts involved in a situation as shown above will be stated. In April, 1924, a man named Mack owned and operated a large general store in a thriving western city, and did business with a bank hereinafter designated as The Bank, both as borrower and depositor. On May 1, 1924, Mack had on deposit with The Bank, subject to check, about \$25,000. On that day, The Bank presented to Mack demand notes signed by him, amounting to \$25,000, and demanded payment. Mack refused payment, whereupon The Bank charged the checking account of Mack with the amount of the notes. On May 15, 1924, Mack applied to The Bank for a restoration of its credit as a depositor, and as an inducement to the bank to reinstate its credit, and as security for the amount of indebtedness which he would owe upon reinstatement, agreed to assign to The Bank a certain mortgage called the Harper mortgage and to hypothecate a deed to a certain tract of land.

As a result of the negotiation, The Bank restored on its books the credit in favor of Mack, taking new demand notes to evidence the indebtedness, and accepting the securities offered. Thereafter deposits were made by Mack with The Bank in the usual and regular course of business, and checks were drawn against the account, until August 2d, on which day Mack had to his credit as a depositor the sum of \$8,698.40. At that time, The

Questions of interest to bankers are discussed in this department and any subscriber has the privilege of writing for information and advice on legal subjects. If the inquiry can be definitely answered without the preparation of a brief, the answer will be given by our attorney free of charge.

If, however, the inquiry involves extensive research in a Law Library, and the preparation of a complete brief, The Northwestern Banker will so notify the subscriber and upon his instruction, we will ask our attorney to prepare a brief of the case at a cost to the subscriber of only \$10. The preparation of a brief is entirely optional with the subscriber. In writing for information, kindly enclose a 2-cent stamp for reply and address, "Legal Department," care The Northwestern Banker, 555 Seventh St., Des Moines, Iowa.

Bank held six demand notes of Mack amounting to something over \$35,000.

No demand for the payment of these notes had been made by The Bank, but on August 2, 1924, information coming to the bank that a petition in bankruptcy against Mack either had been filed or was about to be filed, The Bank offset on the account of Mack so much of its said indebtedness evidenced by the notes as equalled the amount of Mack's deposit on the books of the bank, namely \$8,698.40. On the same day a petition in bankruptcy was in fact filed against the company.

The Bank filed its proof of claim against Mack for an unsecured debt of \$13,879. The proof of claim set forth that The Bank held as security for the payment of said demand notes the mortgage heretofore mentioned valued at \$8,600; the deed for the land above mentioned, the equity in which it valued at \$4,000; and that credit had been given by the bank upon its claim against the bankrupt in these amounts, leaving due the sum of \$13,879, after the offset of \$8,698.40.

To this proof of claim the trustee filed exceptions:

1. That the taking of the mortgage above mentioned by the bank amounted to a preferential transfer from Mack.

2. That the taking of the conveyance above mentioned was also a preferential transfer from Mack to The Bank.

3. That the set-off by The Bank of the amount standing to the credit of Mack on August 2d, \$8,698.40, against the notes owed by Mack to the bank, was made by The Bank with knowledge of the insolv-

ency of Mack, and created a voidable preference.

The trustee objected to proof being made of any claim by The Bank until said preferences were surrendered. A hearing was had before the referee, who found that the transaction between Mack and The Bank on May 15th, covering the reinstatement of Mack's credit upon the books of The Bank, and the transfer of the mortgage and the land as security to The Bank was not a preferential transfer, within the meaning of the bankruptcy act. This conclusion of the referee was approved and affirmed by the district court.

The referee further held that the set-off by The Bank of the \$8,698.40 standing to the credit of Mack on the books of The Bank, against the debt of Mack to The Bank, did not constitute an illegal preference, and need not be surrendered by The Bank as a condition to proving its claim. Upon petition of the trustee to review this conclusion of the referee, the district court reversed the referee, and ordered the claim of the bank disallowed, except upon the condition that The Bank should pay over to the trustee the amount of the deposit offset by The Bank against the notes. However, the United States court was appealed to and remanded the cause, with directions to the district court to modify its order and allow The Bank to file its proof of claim without surrendering the \$8,698.40.

The United States court held that knowledge by The Bank of the insolvency of a depositor at the time of making the set-off does not invalidate such set-off as against depositor's trustee in bankruptcy. It is permissible for a bank, under proper circumstances, to set off the amount of the deposits against the depositor's indebtedness to it, even before a petition in bankruptcy is filed; it not being necessary to await an order of the court, though such set-off may thereafter become subject to review and control by the court.

Where a bank, to which a depositor was indebted, after knowledge of the depositor's insolvency, but before a petition in bankruptcy was filed, set off against the indebtedness the amount of deposits made by the depositor in the usual course of business, the transaction was valid as a set-off under bankruptcy act of July 1, 1898, and was not a "preference" under said act, since making of the deposits merely created a relation of debtor and creditor between the bank and depositor, and the application thereof to the indebtedness involved no transfer of the property.



# NEWS AND VIEWS

## OF THE BANKING WORLD

By Clifford De Puy

Shooting paper wads, putting tacks on chairs and sticking gum on teacher's desk, used to be the favorite pastime of school children, but in these days they also seem to have acquired the habit of thrift. At any rate, whether they are still shooting paper wads or not, the school savings for the United States for the year 1924-1925 increased in aggregate bank balances by \$5,500,000, with a growth of 630,000 in the total number of pupils participating. This is a most gratifying and healthful sign, because the school children of today will be the citizens of tomorrow.

The National Association of Credit Men has issued a statement in which they urge business men to give more time to reading "constructive and interesting periodicals and books."

The statement further states that "the rush of modern business leaves ordinarily time enough for only superficial reading. Much is missed thereby that is of use in the broadening of our ability.

"Heretofore we have looked upon this subject in a rather indifferent way, but now the conviction is strong that careful reading is a necessary element in the building of skill for any business or professional occupation."

I heard a banker say, "I do not have time to read all of the magazines that come to my desk." That is perhaps true, but if you will study the lives of the successful bankers and business men of today you will find that they do have time to read their business and trade periodicals, and that they are familiar with the best books of the day relating to their own business.

Knowledge is power and one of the best ways to acquire it is to read what other men have to say about the business in which you are engaged. You may think you know all there is about banking, but there are a hundred different things taking place in the banking world today with which you may not be familiar unless you read about it in your own banking publication.

The American Bankers Association Educational Foundation, which was created to commemorate the fiftieth anniversary of the Association, was well subscribed for at the Atlantic City meeting.

The plan is to raise \$500,000 to provide 100 scholarships—\$250,000 to be subscribed by 50 men, contributing \$5,000 each, and \$250,000 to be subscribed in smaller amounts by state quotas.

The quota for each state is the ratio between its total bank capital and the total bank capital of the country. Many bankers attending the Atlantic City convention objected to this basis for figuring their state's quota, because it eliminated entirely the items of surplus. Many banks with small capital have a much larger amount in their surplus, and these bankers thought that both the capital and surplus should be taken into account in figuring their state quota.

The golf enthusiasts at the A. B. A. convention at Atlantic City had to play under difficulties. An ocean breeze from the tropics blew in all the mosquitoes in New Jersey and the golfers were literally eaten up. Many of them wore newspapers around their legs to prevent these long-billed creatures from getting a larger meal than they were entitled to; but, of course, to a golf enthusiast, what are a few mosquitoes?

Edgar L. Mattson of the Midland National Bank, Minneapolis, was presented with a beautiful silver service when he retired as president of the National Bank Section of the A. B. A. this year. He has put in much conscientious effort and thoughtful work in handling this department of the Association and deserves much credit for the excellent progress which the National Bank Division made during the past year.

"As pure as a baby's dream" is the way a prominent California company addressed its advertising material to Chicago bankers and business men who were being solicited for our "unfermented California Port, Bergundy, Claret, Champagne," which is absolutely pure, just as it comes from the press at the winery. No chemicals or preservatives being used."

The literature further states that these wonderful products are shipped in barrels and kegs to Chicago in iced refrigerator cars in order to prevent alcoholic fermentation.

Whether they ferment after they reach the recipient is a matter for the prospect to decide, but that would not be a hard guess.

Miss Ethel B. Scully of Morris F. Fox & Co., Milwaukee, in addressing the Financial Advertisers' convention at Columbus, made a very good point which all bond salesmen could well remember. She said, "Sell the prospect on your con-

fidence as a counselor on investments—and not on the technique of the issue."

Too many bond salesmen frequently put in their time talking about the technique of the issue instead of on the ability which they should have to advise an investor properly on the bonds which he should buy.

There is a good deal of discussion now among national bankers, as to whether their institutions should make loans on real estate.

A. F. Dawson, president of the First National Bank, Davenport, Iowa, made a very eloquent plea at the American Bankers Association convention at Atlantic City in behalf of such a measure.

He said: "The soundness of real estate loans on local property, under constant observation, is beyond question. A first mortgage of this kind for 5 per cent of the value is considered the very best form of security."

Of course, the greatest objection that has been made to the plan is the fact that real estate loans are non-liquid, and answering this, Mr. Dawson said: "After all, this fear about non-liquidity is largely imaginary. If national banks would exercise the proper degree of care in having their commercial loans eligible for rediscount, the Federal Reserve System has certainly proved during the past seven years that it can extend the necessary aid to any solvent member to meet any emergency which may arise."

In answer to these arguments we have the very interesting remarks of George M. Reynolds, Chairman of the Board of the Continental & Commercial National Banks of Chicago, who spoke recently before the Nebraska Bankers Association. Mr. Reynolds is very strongly opposed to national banks loaning money on real estate.

"A national bank essentially is a commercial bank, and the test of the condition of a commercial bank, is the liquidity of its assets," said Mr. Reynolds.

"Our financial troubles in the past have been in exact proportion to the liquid state of commercial banks' assets.

"If commercial banks are to make loans on real estate, provisions should be made then for rediscounting such loans at reserve banks. That is only logical. It would please the real estate men, but it would wreck the reserve banks and upset the credit structure of the entire country."

Here you have the views of two prominent bankers on a very important subject.

As Mr. Reynolds further pointed out in his speech, "Most of the trouble in the past five years in the banking field has been due to frozen assets, and if perchance national banks, because of their loans on real estate, should carry an increasing amount of frozen assets in the

future, this of course would not be beneficial to our banking system."

It is a matter which should have careful and thoughtful study by every national banker.

A very bright and rosy outlook for business was predicted recently by Charles M. Schwab, who thinks that peace and prosperity are appearing over the horizon with a promise to be companions of American business for several years which lie immediately ahead of us.

Mr. Schwab said that the outlook for steel was never better and he calls steel the nation's business barometer.

"I am an optimist," said Mr. Schwab. "I've always been an optimist and I always will be an optimist. Since I have been in business I have believed in investing money, building up properties, going ahead in accordance with my dreams with what could be and ought to be. It is amazing how often these dreams have come true."

If you think that railroad advertising is an unimaginative subject, and that it deals only with rails, steam engines and Pullman cars, just read the following paragraph taken from the advertisement of one of the big railroad systems which operates trains to Florida.

"Magic days in a magic land—await you in fragrant flower-strewn Florida—the year round. Diamond-hard motor roads, arbores with swaying palm branches. Perfect golf courses—velvet green rolling fairways. Gleaming strands of beach, dripping with color. The silver glint of a sail, cameoed against a sapphire city. Gardens packed with roses."

If you can read that paragraph and think about cinders in your eyes or standing in line an hour to get into the diner, I am very much mistaken indeed. Incidentally, the railroads are doing some business these days, if their terminal is in Florida.

The women of the United States should be real happy and gay since the Episcopal bishops have taken out the word "obey" from the marriage ceremony. The bridegroom, furthermore, does not have to say "with all my worldly goods I thee endow."

Mrs. Ora Ferguson, the charming and talented seller of bonds, whose postoffice address is Louisville, Kentucky, but who gets business from most everywhere, gave a very interesting interview in Atlantic City during the American Bankers convention on "The Bond Business and Various Methods Pursued in Selling Bonds."

She made one very interesting remark in which she said, "I have learned that many sons of influential parents think that it is quite the thing to sell bonds,



This is the window display used by the Union Trust Co., Chicago, based on the movie, "Empty Hands," featuring the star, Jack Holt.

so they come fresh and enthusiastic from school, confident that father's friends will save the day, but in these progressive days friends mean nothing in the way of business. A man will not entrust his money to any one friend or no friend unless he has confidence in that person."

Personally, I think that in these days friends mean everything, and I know that in Mrs. Ferguson's case she has made a host of friends, and in hundreds of cases the result has been an increase in her sales. It is quite true that if you do not have confidence in a friend you will not do business with him, but the more friendly you become with a person and the better you know him, the easier it is for you to analyze his qualities and characteristics and if they measure up to the highest possible standards, your confidence in him will be established, and you will certainly be more willing to do business with him than with a total stranger.

In the bond business, as in the banking business, or in any other line of endeavor, friends are an essential asset, but our friends will not do business with us unless we can give them the very best kind of service and lead them to have faith and confidence in us through our actions.

When you go to Florida be sure to not wear a hat or coat or you will be taken for a prospect. It is the land of knickers and so be sure to take your golf outfit with you.

All of the real estate salesmen spot the new prospects by their wearing apparel.

If you haven't been down yet to assist in the rediscovery of Florida, be sure to do it this winter. Nothing will give you greater pleasure or more fun.

The original First National Banks of the country, according to Treasury Department officials, have tucked away about \$450,000,000.

These First National Banks consist of "mantelpiece vases," tins cans, old shoes and numerous other "banks."

The federal authorities estimate that the foreigners of this country have tucked away somewhere close to \$250,000,000. The rural population comes next, and is said to keep close to \$125,000,000 out of circulation. Genuine misers, estimated to number 8,000, have about \$44,000,000, while \$1,500,000 reposes in some 2,500,000 children's banks.

Half the money hoarded is gold, while silver and pennies represent about \$15,000,000.

At 4 per cent this total of \$450,000,000 would yield \$18,000,000 interest if it were deposited in the banks of the United States; so, as a matter of fact, these hoarders are paying \$18,000,000 in insurance in order to have their money located in a safe place.

As a matter of fact, there is more chance for them to lose their money under those circumstances than there would be if it were in the banks, and at the same time they are losing the interest.

A prominent hardware merchant once said, "If you have augers to sell, don't sell augers; sell holes." That's a good thought to apply when selling banking service. Don't sell savings accounts, at 4 per cent interest, but sell a future home or the benefits of travel or a college education as a result of such savings.

W. G. Edens, vice president of the Central Trust Co. of Illinois, has just celebrated the anniversary of his 20th year with that institution.

Mr. Edens is known by bankers and business men from coast to coast. He has always taken an active part in the affairs of the American Bankers Association, as well as those of his own home state. He has probably given more time

(Continued on page 33)



# Financial Advertisers Hold Convention

CARROLL RAGAN of New York, in charge of the advertising and publicity of the United States Mortgage and Trust Co., was elected president of the Financial Advertisers Association at the tenth annual convention held at Columbus, Ohio, last month.

The election was held following the close of an interesting and constructive three-day program, participated in by approximately 500 men and women from every section of the United States. Aside from the general convention sessions, there were four important departmental meetings devoted to commercial, investment, savings and trust subjects.

Mr. Ragan, who served as first vice president last year, is one of the veterans in financial advertising activities. He will be surrounded by a group of equally well-known advertising men during his administration, the following having also been elected to office at the convention: First vice president, H. G. Hodapp of the National City Company, New York; second vice president, Clinton F. Berry, Union Trust Company, Detroit; third vice president, Kline L. Roberts, Citizens Trust & Savings Bank, Columbus; treasurer, Carl L. Gode, Illinois-Merchants Trust Company, Chicago, and executive secretary, Preston E. Reed, Chicago.

Directors for 1925-1926 are: C. E. Bourne, Royal Bank of Canada, Montreal; A. E. Brysen, Halsey, Stuart & Company, Chicago; Frank Fuchs, First National Bank, St. Louis; F. W. Gehle, Mechanics & Metals National Bank, New York City; Paul Hardesty, Union Trust Company, Chicago; Robert J. Izant, Central National Bank Savings & Trust Company, Cleveland; Harry H. Johnson, Atlanta & Lowry National Bank, Atlanta; F. R. Kerman, Bank of Italy, San Francisco, Calif.; E. H. Kittredge, Hornblower & Weeks, Boston; W. S. Patton, South Texas Commercial National Bank, Houston; Marjorie E. Schoeffel, Plainfield Trust Company, Plainfield, N. J.; Ethel B. Scully, Morris F. Fox & Company, Milwaukee; Fred M. Staker, Commerce Trust Company, Kansas City, Mo.; C. H. Wetterau, American National Bank, Nashville; Charles R. Wiers, National Shawmut Bank, Boston; R. E. Wright, First Wisconsin National Bank, Milwaukee.

Representatives, National Commission A. A. C. of W.: E. H. Kittredge, Hornblower & Weeks, Boston; C. H. Henderson, The Union Trust Company, Cleveland; Guy W. Cooke, First National Bank, Chicago.

## Convention Sidelights

Thirty-three speakers delivered interesting talks, on as many subjects, during the three-day convention. There were no

By *Wm. H. Maas*

*Chicago Representative, DePuy Publications*

politicians, so-called statesmen and their ilk, on the program. The speeches, for the most part, were prepared and written by the speakers themselves. They were merely telling facts about their work at home and giving concrete examples of what financial advertising has done and can do for the financial institutions of America.

Significance was attached to the fact that in many instances advertising managers were accompanied by some of their associates or vice presidents and senior officers of their institutions. The presence of this large gathering of interested men and women from all parts of the country clearly demonstrated that the F. A. A. has set a new high mark of power and usefulness.

The display of exhibits was the best in quality and the largest in size of any exhibit previously held. For the first time, the "creative sellers" were invited to display their work. Many non-member friends entered exhibits.

The news announcing the sudden death of William Elliot Graves, pioneer in bank

advertising work, came as a shock to the delegates. His death followed a brief illness at a Chicago hospital the day the convention opened. It has been announced that his business will be carried on with Mrs. Graves succeeding her gifted husband as president of William Elliot Graves, Inc.

Those unaccustomed to finding their way among the forks and spoons—if there are any men of this type engaged in the profession—readily adjusted themselves to the situation at the dinner "Au Naturel," when four hundred staggers made merry at Indianola Park. The absence of Harry Wills and other prominent gentry of the pugilistic profession was disappointing, but the situation was saved later in the evening, at least for those fortunate with the god o' luck. Was it Keen-O? Ask Sam Judd.

The big social event of the week—and there were many and various forms of entertainment throughout the whole visit—was the formal supper dance on Thursday night in the ball room of the Hotel Deshler. The local committee deserves much praise for the manner in which the big ball was handled. Aside from the wives of Columbus bankers and the visit-

(Continued on page 35)

## "The Banker and His Customer"

By *Fred W. Ellsworth*

*Vice President, Hibernia Bank & Trust Company, New Orleans*

The banking world, like the physical world, has had its geologic ages, although their order has been somewhat different from those of the normal geological chart.

First, there was the Pleistocene or Glacial Age, when the banker wore his forbidding side whiskers, plug hat, frock coat and gold-headed cane. He shut himself up in his cold-storage vault, condescendingly permitted his customers to transact business with him, and then froze them stiff with his formalism and ultraconservatism.

Next came along the Age of Invertebrates, which reached the pinnacle of its development about the time of Cassie Chadwick, who was able to borrow millions of dollars from spineless bankers because she was good looking and had a clever line of talk. During this age the glaciers had practically all disappeared, along with the plug hat and the gold-headed cane, and the banker occasionally emerged from his mausoleum and actually associated with some of his more exclusive customers.

The third age is the present, known as the Quaternary, or Human Age. During this age the banker has learned to develop and "brazenly" exhibit such human characteristics as affability, geniality, good-fellowship and cordial sympathy; and, along with these, he exercises a reasonable measure of intelligent, dignified conservatism. It is during this age that the banks have shown more development than during the other two ages combined. Further comment is unnecessary.



# How Federal Land Banks Function

**T**HE federal land banks do not compete to any considerable extent with commercial banks but render a highly specialized service which other banks are not equipped to render. This is the verdict of those who have made a careful study of this comparatively new but powerful banking system.

Federal land banks never make ordinary commercial loans. Their entire business is done through local units known as farm loan associations. To members of these associations who can offer adequate security they make long-time amortized mortgage loans at moderate interest rates.

This is a class of business that even the savings banks do not care to undertake, since the money is tied up for very long periods—from twenty to thirty-five years. The federal land banks can safely make loans for these long periods because they are able to issue bonds which will not mature for twenty years.

Farmers who have funded their capital indebtedness into federal land bank loans become better risks at their local banks. One of the chief causes of bank

*By H. H. Charles*  
*New York City*

failures during the recent depression in the Northwest was the fact that farmers had borrowed largely for capital purposes from their local bankers.

Bankers and farmers alike were to blame for the situation. So long as times were good the notes were renewed every three months, practically nothing being paid on principal. When the crash came and the banks called the loans the farmers could not pay.

To the extent that farmers are funding their capital indebtedness into long-time amortized federal land bank loans, this danger is eliminated. Farmers continue to borrow for current needs. They can meet these obligations when they come due because they are not excessive. Moreover, the bankers who loan to them know that the mortgage loans will not be called in a crisis.

Thus the federal land banks act as a sort of financial stabilizer. Along with the federal reserve system they are help-

ing to take the sharp curves out of our business graphs.

During the past eight years farmers have availed themselves of the federal land banks chiefly to refund old mortgage indebtedness on terms better suited to the farming business. They have borrowed something over a billion dollars. The demand is slackening, showing that the urgent need for refunding is largely met.

Silos, dairy installations, water systems, heating plants and similar modern equipment are all capital investments. In only rare instances can these improvements be financed out of current farm earnings. Federal land bank loans provide a far more economical method of funding the indebtedness thus created than do the loans of finance companies.

It is clear that the federal land banks, in making long-time mortgage loans to active farmers, do not compete appreciably with commercial and savings banks. On the other hand, they serve a most useful purpose as stabilizers of rural prosperity.

## Why Minnesota Is a Great State



Minnesota is a state whose farmers can obtain revenue from hundreds of sources. A number of these profit sources are pointed out by the First State Bank of Northome in an interesting brochure, replete with illustrations and photographs. The photo above is used in the brochure, with the following cut-line: "Showing a small band of sheep at work on cut-over land in Northern Minnesota. Another source of income to energetic farmers while ground is being prepared for the plow."

# Completes Half Century of Service

**W**HEN the Iowa National Bank opened under Federal charter, October 26, 1875, Des Moines was a frontier town. Its present location at Sixth and Walnut, in the heart of the business district, was "away out" in the residence section.

The original building at the northeast corner of Fourth and Walnut still stands and is occupied by an apparel store.

H. K. Love and George H. Maish took the lead in organizing the Iowa National Bank, Mr. Love becoming president and Mr. Maish cashier. They, with J. S. Polk, Charles P. Reeves, Conrad Youngerman, S. A. Robertson, H. R. Heath, J. F. Ankeny and M. T. V. Bowman constituted the first directory board.

Mr. Heath, the only living member of the original board, now in his 94th year, was the guest of honor at the bank on anniversary day.

William W. Maish, now in the automotive equipment business, was the first messenger of the Iowa National and un-

locked the door the first morning the bank was opened. He says the most exciting time he remembers in the early history of the bank, was when the officers received a tip that a plot was being laid to rob the bank. In those days, a bank robbery was a great event and the report caused a decided flurry. The alleged robbers stopped at the old Savery hotel, coming into the bank several times to look over the situation. They apparently discovered that they were being shadowed, and slipped quietly out of town.

Conrad Youngerman and S. A. Robertson, two early-day contractors, who were also directors of the Iowa National, superintended the building of the first vault for the bank. They did the job so well, according to Mr. Maish, that later when the room was prepared for a retail store the wreckers found the vault almost impregnable.

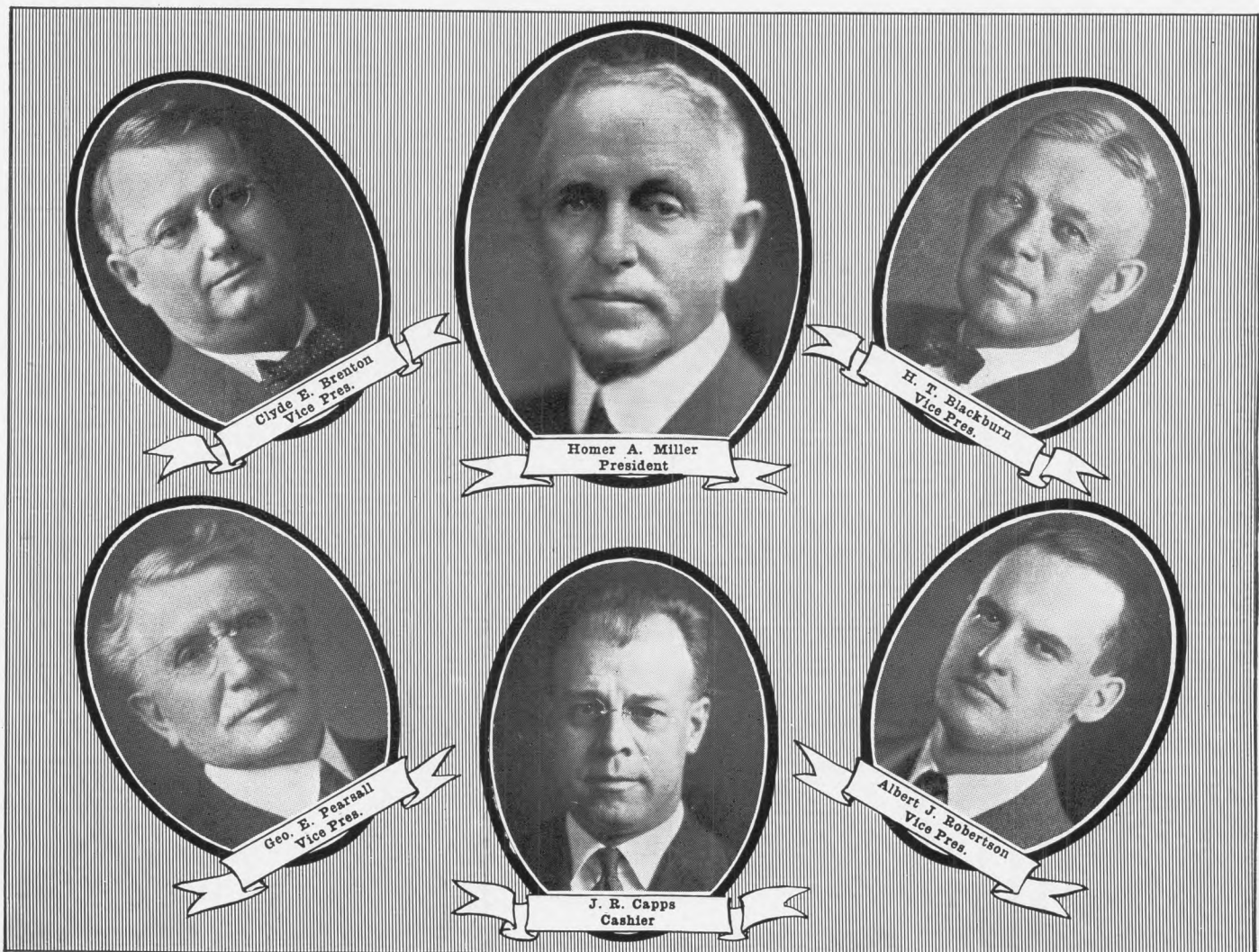
In 1907 the Iowa National Bank effected a merger with the Des Moines Savings Bank and the organization took

over the entire second floor of the Fleming building. The Citizens National Bank was merged with the Iowa National in 1917, and in 1922 the combined institutions—known as the Iowa National Bank and the Des Moines Savings Bank and Trust Company, moved into the present location, the former Citizens National Bank Building, the first two floors of which were remodeled for the bank's use at a cost of \$200,000.

The rebuilding included the installation of the finest Diebold-equipped safe deposit vaults in Iowa, with a circular steel door weighing twenty-one tons. The massive concrete walls are doubly lined with steel and modern burglar alarm systems complete, the protection for 8,000 safe deposit boxes.

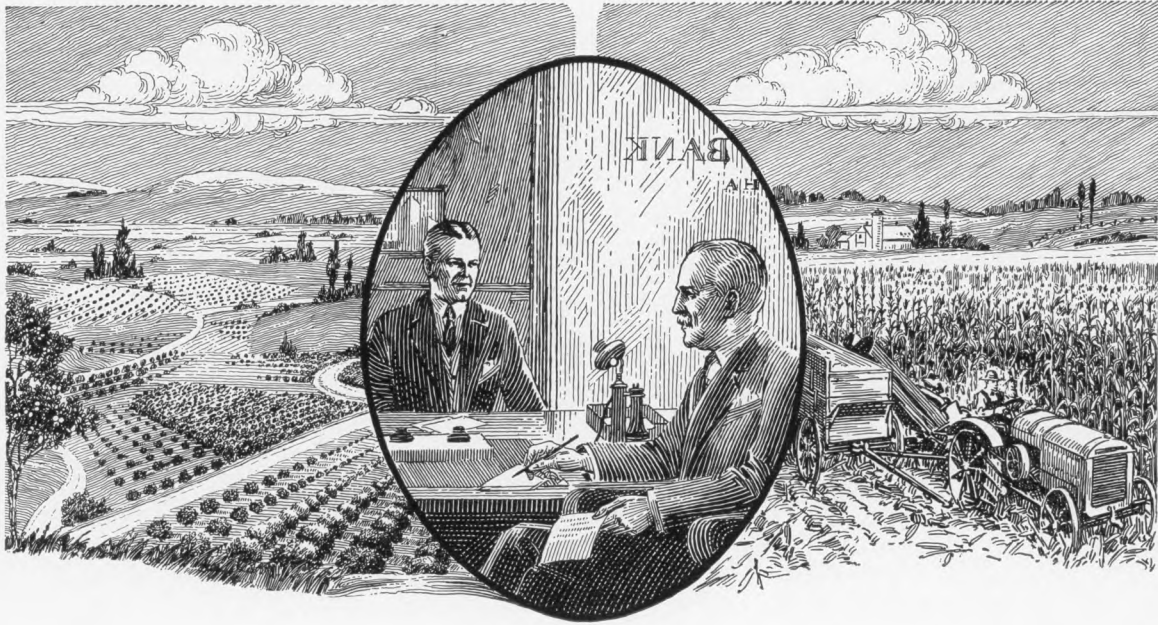
Steady growth for fifty years is reflected in the fact that the first statement, issued December 31, 1875, showed deposits of \$110,144.49, while the last

(Continued on page 87)



Officers of the Iowa National Bank, Des Moines





*“Where Shall We Invest These Funds?”*

After the crops are marketed, correspondents of the Union Trust Company find the facilities of this Bank exceptionally complete to help them keep surplus funds profitably employed in prime commercial paper, call loans and short term investments.



FREDERICK H. RAWSON  
*Chairman of the Board*

HARRY A. WHEELER  
*President*

**UNION TRUST  
COMPANY  
CHICAGO**

THOROUGHLY ORGANIZED TO REDUCE THE TIME ON ITEMS IN TRANSIT  
FOR CORRESPONDENTS EVERYWHERE



# PROTECTION

## at a Low Net Cost

Hundreds of thousands of men and women in America are under-insured and are anxious to carry more family protection. Fathers and mothers in moderate circumstances cannot afford the high-priced forms of life insurance. They are looking for a policy at reasonable cost devoid of expensive frills and "side issues."

Guarantee Fund Life, of Omaha, furnishes insurance at lower rates by following a plan that is best suited to the needs of the average person; a plan with but one purpose in view—that of supplying Pure Life Insurance Protection at a low net cost on a safe and economical basis.

### WHY PURE PROTECTION INSURANCE COSTS LESS

1. It is furnished to only the best class of men and women in non-hazardous occupations, sub-standard risks being avoided.
2. The policy furnishes insurance protection only.
3. The overhead or expense charge is unusually low.
4. It is sold by a Mutual Co-operative Association. Its policyholders own it and benefit by its economy and efficiency.

Profitable part-time agency contracts for bankers, with liberal commissions and renewals, are available in Iowa, Nebraska and South Dakota.

*Write F. A. Hicks, Superintendent of Agents*

## GUARANTEE FUND LIFE ASSOCIATION

Omaha, Nebr.

*Organized 1901*

ASSETS EXCEEDING \$9,000,000.00

# Eleven Hundred Bankers Attend Annual Nebraska Convention

Bankers fight influence of politics in state banking department

**T**WO strong resolutions, opposing Governor Adam McMullen's policy with regard to the state guarantee fund commission and deploring "the entrance of politics in the state banking department," were adopted at the closing session of the Nebraska State Bankers Association at their recent convention in Omaha.

The resolutions on the state guarantee fund commission and state banking departments were taken as a rebuke to Governor McMullen and Kirk Griggs, his appointee in the banking department.

The policy of the commission has been to take time in the liquidation of insolvent banks, operating them to make them pay their own way out if possible. This policy is opposed by Mr. Griggs and the governor. Two weeks ago, the governor demanded the resignation of Van Peterson as secretary of the commission, on the ground that he was acting as a member and paid secretary also. This was refused.

In speaking of the governors attitude, A. L. Schantz, president of the State Bank of Omaha, says in part:

"The governor proposed to clean up the failed bank situation with an issue of \$4,000,000 of guaranty fund certificates bearing 6 per cent interest. We have \$1,000,000 in cash in the guaranty fund, and during the next few years the state banks will pay into the fund through legal assessments, enough to equal the amount which the governor wishes to cover now in guaranty fund certificates. This plan is not only unsound in that it will wipe out hundreds of thousands of dollars in assets that we can save by keeping these failed banks as going concerns so that we can sell them, but it is unsound in that it would be issuing \$4,000,000 of certificates against only \$1,000,000 in cash on hand.

"The total deposits, which the guaranty fund must make good in the failed banks under their charge is about \$4,000,000 and the governor could use the proceeds from the sale of these certificates to pay off these deposits. Such a scheme would be picturesque and would probably attract attention as a grand gesture, but it is mighty poor banking."

The convention opened Wednesday, October 21st, with more than 1,000 registrations, both men and women. At the opening session on Wednesday, F. P. Hamilton, president of the Omaha Clearing House, welcomed the visiting bank-

## OFFICERS ELECTED

New officers of the Nebraska Bankers Association:

President, I. R. Alter, vice president First National Bank, Grand Island.

Chairman of the Executive Council, P. L. Hall, Jr., cashier First National Bank, Greenwood.

Secretary, W. B. Hughes, manager Omaha Clearing House.

Treasurer, F. W. Thomas, vice president First National Bank, Omaha.

ers, and was responded to by C. A. Smith, chairman of the Executive Council. The session closed with an address, "The American Institute of Banking," by Clarence L. Owen, assistant cashier of the Stockyards National Bank of Omaha.

At the Wednesday afternoon session, Van E. Peterson, secretary of the Nebraska guarantee fund commission, launched the attack in his address on the commission and its work. He intimated that the desire of the governor and Mr. Griggs to make a showing in clearing insolvent state banks was back of their policy, and that if this policy is adopted much heavier assessments of banks for the guarantee fund will result.

E. A. Burnett, Dean of the College of Agriculture at Lincoln, in his address on "The Banker and His Farmer Clients," described the banker short courses which have been established through the cooperation of the Bankers Association and the College of Agriculture.

"In a state where farming means as much as it does in Nebraska," Dean Burnett said, "the progress of farmers must be great or small according to the

banking facilities they have. In Nebraska, with more than 900 state banks operating, the farmers are well provided for.

"However, if the man operating the bank is not on intimate terms with the problems which his farmer clients face, and also on intimate terms with the latest solutions of them, his usefulness to his clients is impaired.

"I know that bankers have come to our short courses who had no idea of what the farmer's every-day problems were. Some could not tell the difference between a legume and a churn. How then, when a farmer came to them for advice, could they give it to him intelligently? And how could they conduct their own business, which depends on the farmers, intelligently?

"It is essential for the state banker to study his clients' problems from a scientific standpoint as well as from observation and contact. He can do it through our bankers' short courses, already attended by two-fifths of the state bankers of Nebraska. He can do it through study of farm books, bulletins and periodicals, and he can do it by getting out with the farmers, talking with them, and going over the ground with them. I urge you to do every one of these."

J. W. McIntosh, Washington, D. C., Comptroller of Currency, talked to the bankers on national banks, their relation to state banks and federal reserve banks, and on general conditions throughout the country.

Speakers at the Thursday sessions were George M. Reynolds, chairman of the board, Continental & Commercial Banks, Chicago; Kirk Griggs, State Secretary of Trade and Commerce, and J. E. Conklin, president of the Hubbell Bank of Hubbell, Nebraska.

I. R. Alter, newly-elected president, in outlining plans for his administration, placed particular stress upon the following points:

1. A strenuous campaign against the sale of undesirable stocks and bonds of unseasoned concerns, irrespective of whether or not these companies are local, or outside solicited.

2. A real, honest-to-goodness thrift campaign every day in the year. An organized effort to acquaint children in school, as well as the school boards themselves, with the advantages of thrift.



FRED THOMAS

Omaha, newly elected Treasurer, Nebraska Bankers Association.



## Nebraska Resolutions

1. A statement that marked recuperation in agricultural, financial and general business conditions has been shown in the last year and a call for faith in continued improvement.
2. Hearty approval of the policy of the state guarantee fund commission, and gratification at the reappointment of Van E. Peterson as secretary.
3. Condemnation of politics in the state banking department and demand for its selection of appointees by civil service examination from a list approved by the guarantee commission.
4. Assurance of cooperation with the state banking department and Kirk Griggs, its head.
5. Approval of irrigation and reclamation projects in the state, and a request for congressional aid in them.
6. Endorsement of the present good-roads program.
7. Reaffirmation of objection to branch banking in the state.
8. Petition for immediate improvement of the Missouri river as far up as is practicable.

3. Great emphasis on the service charge proposition among all banks.

The following named were elected to the Executive Council for the coming year:

Earl C. Burdie, V. P. Plateau State Bank, Herman, Neb.

W. W. Hackney, Jr., president Central National Bank, Lincoln, Neb.

P. B. Hendricks, assistant cashier United States National Bank, Omaha, Neb.

E. C. Davenport, president Nebraska State Bank, Valentine, Neb.

H. C. Peterson, president Chappel State Bank, Chappell, Neb.

The following are the committees which contributed to the program, comfort and entertainment of the visiting bankers:

General Committee—R. L. Van Zandt, chairman; C. T. Kountze, W. Dale Clark, B. H. Meile, G. H. Yates, H. C. Nicholson, L. H. Earhart, J. B. Owen, J. R. Cain, Jr., A. L. Schantz, F. C. Horacek, W. A. Rathsack, C. J. Claassen, Will T. Graham, C. W. Mead, H. M. Bushnell, E. D. Morcom.

Reception Committee—F. W. Thomas, chairman; Frank Boyd, O. T. Eastman, C. F. Brinkman, W. L. Pier, A. L. Coad, Wm. Phillips, Alvin Johnson, E. L. Lindquest, A. A. Nelson, E. J. Horacek, F. L. Vlach, W. S. Weston, Robert W. York, E. F. Pettis, A. L. Reed, D. P. Hogan.

Entertainment Committee—J. S. McGurk, chairman; T. L. Davis, S. S. Kent, P. B. Hendricks, C. L. Owen, J. F. Coad, G. A. Gregory, E. C. Finlay, R. D. Miller, O. T. Alvison, Emil Kavalec, E. V. Svoboda, M. D. Cameron, E. E. Puryear, Guy C. Kiddoo, H. T. Cutler, F. W. Clarke.

**Thomas Murtey**, cashier First National Bank of Weeping Water, Neb., added another year to his long list of Nebraska Banker Conventions.

## Attacks Guaranty Fund Commission

The Nebraska guaranty fund commission came in for criticism by Kirk Griggs, Nebraska state banking department head, in his address before the Nebraska convention in Omaha, but later resulted in a resolution adopted by the convention expressing the confidence of Nebraska bankers in the work of the commission.

Griggs' attack followed an address by Van E. Peterson, secretary of the guaranty fund commission, in which the latter intimated that Governor McMullen sought to get republicans in control of the guaranty fund commission in order to make a showing during his term of

office in liquidating insolvent banks. The commission now has four democrats and three republicans. Governor McMullen some time ago demanded Peterson's resignation because he was acting as a member and as the paid secretary also. Peterson refused to resign.

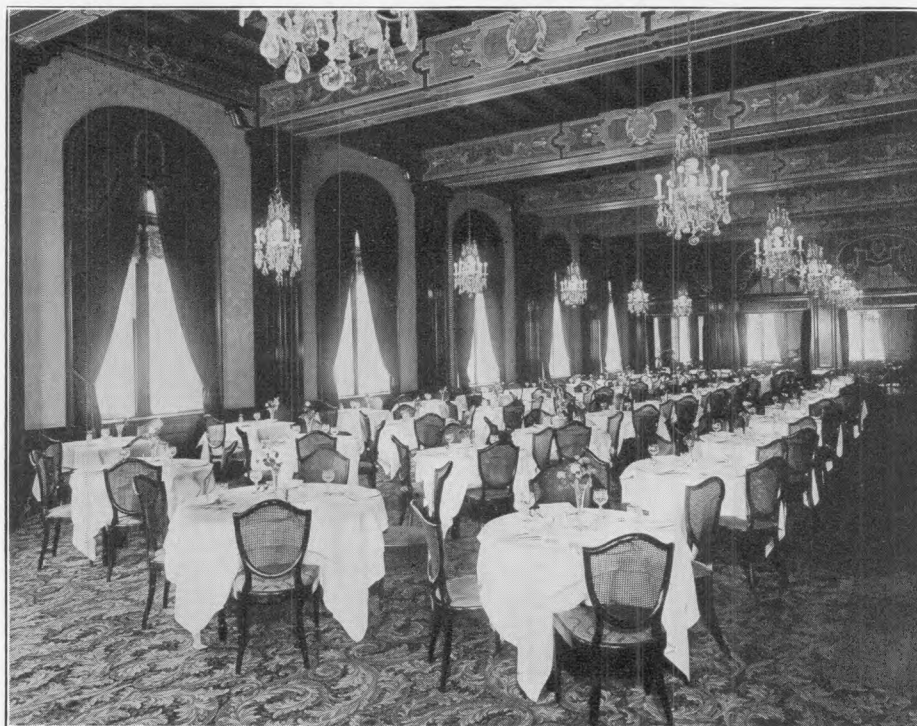
"I still believe," Mr. Griggs said, "that insolvent banks can be cleared up in two years. This is, however, with the mental reservation that it be done with the utmost cooperation and willingness on the part of every member of the guaranty fund commission.

"The policy of the commission at present is to operate insolvent banks that they may, if possible, pay their own way out instead of taking money from the guaranty fund.

"The commission now is liquidating 122 banks, 90 of which have been in liquidation for many years. Why some of the paper in them is now outlawed. I was previously told that the commission had 540 pieces of real estate. Again, a member of the commission said 650. Wednesday, Mr. Peterson said 750 pieces. I haven't any idea even how many they might have.

"The care of this real estate, the taxes and the interest on mortgages on it make a large amount. Why doesn't the commission get rid of it? If another panic or crisis were to come with all these banks in process of liquidation, what would happen?

Griggs then pleaded the support of his department to the state banks and bankers, and told of the work he said it had accomplished since his advent in January.



Main dining room, Hotel Fontenelle, Omaha. The Nebraska Bankers Convention was held at this hotel.

## Defends Guaranty Commission

**C**HARGING that Governor McMullen was prompted by political motives when he attacked the administration of the guaranty fund commission several weeks ago, Van E. Peterson, secretary of the fund, in his address before the Nebraska convention, urged Nebraska bankers to get back of the work of the commission which is now taking care of a hundred failed banks.

The basis of Mr. Peterson's plea was for a long time liquidation of failed bank assets. He opposed the McMullen policy of quick and speedy realization.

"Let me liken the guaranty fund unto your own bank," said Mr. Peterson. "You have some frozen assets which at best are slow. No doubt you expect these to work out under favorable conditions, but if you forced their collection today would you realize more than 50 cents on the dollar? I doubt it very much. Would your capital take care of the loss? This is the very condition which the commission has to handle and we want to handle it as you will your own business."

"To sell the 10 million dollars worth of failed assets which the commission now has on hand would mean disposing of a rather small percentage of good assets and paying the difference in cash," he said. "This cash would have to be borrowed, and it would require about 7½ million dollars.

"Better be safe than sorry," he said. "Anyone can sell banks and compromise indebtedness by accepting whatever is offered, but it takes time and some ability to get what they are reasonably worth."

Then Mr. Peterson pointed out the difference between the McMullen policy and that of the commission.

"So far as I know," he said, "there are two principal plans to consider, the one advocated by the administration and the one favored by this commission. Considering the two on their face it would appear that the principal difference was in the length of time required to liquidate the assets, but upon more mature consideration, it seems to me far more serious matters are involved.

"The administration's plan, as I understand it, anticipates the cleaning up of the banks within a year and a half, or two years at most, based on the theory that the first loss is the least loss. It is also proposed to issue receivers' certificates, or due bills, against the guaranty fund far in excess of the available cash on hand, in order to meet the deficiencies."

Hinting at what he considered one of the sources of this hurry-up procedure, Peterson said that a few days ago a man came into the commission's office to talk to the real estate manager about buying some land. "He complained because we

had no land to 'give away,' saying that under the old system one could make easy money, but that now it seemed to be different, and that unless he could steal something he wasn't interested. We have similar experiences nearly every day, which is doubtless the foundation for stories criticising the commission for trying to get the last dollar out of the assets. We cannot reconcile ourselves to giving away practically all of the little value that we have.

"The intent of the guaranty fund commission law was undoubtedly that that body should be non-political and this is the way the members tried to keep it. No

action has ever been taken on political grounds."

Mr. Peterson said the commission has under way liquidation of 122 banks with obligations totaling 20 million dollars. Thirty-two banks are being operated as going concerns. One hundred fifty employes take care of the work. The commission has title to about 750 pieces of real estate. It has fifteen hundred cases in the law courts.

Mr. Peterson said the commission is saving \$2,194.18 a day, as compared to expense under the old system where separate receivers were appointed for each failed bank, and its affairs administered separately.

## Real Estate Loans Would Harm National Banks

**E**XTENSION to national banks of the power to use demand deposit money for real estate loans, came in for vigorous criticism by George M. Reynolds, chairman of the Continental and Commercial National Bank of Chicago, in his address last month before the Nebraska Bankers convention in Omaha.

Real estate loans by national banks, he said, would mean "frozen" assets in

times of financial stress, and consequent failures and business calamity.

"A national bank essentially is a commercial bank, and a test of the condition of a commercial bank is the liquidity of its assets," said Mr. Reynolds. "Our financial troubles in the past have been in exact proportion to the liquid state of commercial bank assets."

Real estate loans, he said, are favored by most of the smaller national banks, because it looks like "easy money." "But the big banks," he asserted, "are solidly against it because they know the menace it would present."

The chief function of the Federal Reserve system, said Mr. Reynolds, is to keep liquid the assets of commercial banks.

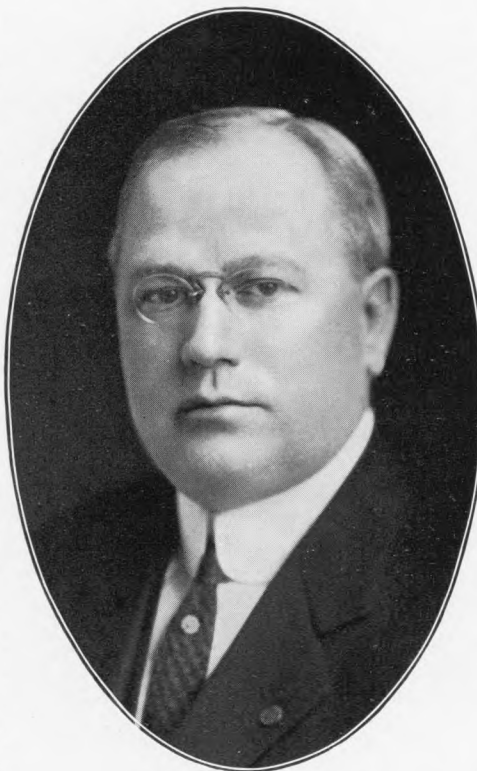
"If commercial banks are to make loans on real estate," he said, "provision should be made then for rediscounting such loans at reserve banks. That is only logical. It would please the real estate men, but it would wreck the reserve banks and upset the credit structure of the entire country."

Stability was the word used by Mr. Reynolds in characterizing present business conditions. He defined stability as "a condition from which evidences of boom or depression are absent."

"This condition," he said, "is nearest reached when production and consumption are about equal; when there are no excessive accumulation of stocks and no annoying shortages, and when prices are so adjusted that a man may get an equal return in the goods he buys for the goods and services he sells—and when the supply of credit is adequate but not excessive."

Upon the credit machine of the coun-

(Continued on page 75)



GEORGE M. REYNOLDS

Chairman of the Board, Continental & Commercial National Bank, Chicago, a speaker at the Nebraska Convention.



# STRONG *as the* STRONGEST

## *A Phenomenal Growth*

The rapid progress made in the life insurance field by the North American National Life Insurance Co. of Omaha is a remarkable achievement.

The close application to business principles and its broad policy of co-operation with its agents have assured the success of the company.

Only a few companies are growing as rapidly as the North American. This growth is made possible by satisfied agents.

A large volume of our business is produced by successful part-time banker agents.

Many profitable connections are open to bankers who wish to devote part time to the insurance needs of their customers.

If given an opportunity, we can show how it will work advantageously to you.

*Write Us*

### *Officers and Directors*

F. J. UEHLING  
President

CLARK O'HANLON  
Vice President  
and Treasurer

H. W. KINGERY  
Vice President  
Supervisor of Agents

W. B. YOUNG  
Secretary, Actuary

DR. FRANK SIMON  
Medical Director

R. A. PEARSON  
Assistant Secretary

REED O'HANLON  
Director

## NORTH AMERICAN NATIONAL LIFE

INSURANCE COMPANY

OMAHA, NEBRASKA

# What the "Nebraska Plan" Is Doing for the Cornhusker State

THE Nebraska Bankers Association, through its Agricultural Committee, has been experimenting for the last two or three years on what is known as the Nebraska plan of banker-farmer cooperation with fairly satisfactory results.

The recent bankers short course, held at the Agricultural College June 22d and 23d, greatly enthused the bankers of the state, which encouraged the committee to take an additional step in the development of Nebraska's agricultural resources by proposing a series of one-day courses at the Agricultural College for both bankers and farmers.

The plan is that the state should be divided into small groups of three or four counties each and a day set at the Agricultural College for each of these groups to attend. The banks of each group are to invite as many of their farmer customers as they care to entertain for the day's trip to the short course at the Agricultural College, the practical number being enough to fill a five-passenger touring car and as many more as the bank sees fit to invite and take down for the day's outing.

As a demonstration of the feasibility of this program the Agricultural Committee organized three groups of three or four counties each for the series of meetings on September 23d, 24th and 25th. The arrangement permitted only a few days' advance notice of these meetings, which necessitated the committee and the bankers using the telephone very generously in arranging for the trip. The average attendance for each of the three days of each of these three groups was better than 100 bankers and farmers, the ratio being about one banker to four or five farmers. Some banks took down ten or twelve farmers and others took down three or four, so that the average would be around four or five farmers to each banker.

The weather was delightful and the trip to Lincoln was probably as pleasant a day's outing as these farmers and bankers ever had.

As far as we could ascertain the facts everyone felt that he had been abundantly repaid for his efforts in making the trip.

There were scores of farmers in attendance at this one day's short course, who had never before been to the Agricultural College and had very little knowledge of what the work was, but as they journeyed through the various practical demonstrations, that the college heads put on, they began to realize that the Agricultural College was one of the state's greatest assets.

By *Dan V. Stephens*

*Chairman, Agricultural Committee of  
Nebraska Bankers Association*

One farmer, who had reached the ripe age of around 65 or 70 years, made the statement in the hearing of the chairman of the committee in conversation with a friend, that he had been farming forty years and that he had learned more during the day he had spent there at the college than he had learned during the last ten years of actual farming his land and had he known some of the things he had observed worked out in practice there at the farm that day, he could have saved thousands of dollars in operations that were impractical. The thing that he regretted most was that he had refused to permit his son to come to the school two years ago, thus preventing him from securing the benefits of this great educational institution.

Our own bank took down a load of customers for each of the three days' school, aggregating twenty-eight in all, and we are convinced that we never could have done anything that would have been more helpful to our customers than to show them our hearty, enthusiastic interest in the problems with which they are confronted. It gave our officers an opportunity to spend a very pleasant day out in the open, driving over our beautiful Nebraska highways with our friends and customers. We have every reason to believe that they in turn enjoyed the friendly contact with our officers and that all, both officers and customers, profited greatly from the splendid demonstrations that the college put on

for their benefit. We know of no better way than this for the bankers to get in complete sympathy and harmony with the farmers, who are constantly confronted with the most difficult problems involved in the management of the farms of our state.

This experiment demonstrates beyond question of doubt the feasibility of the Nebraska plan. There is only one thing lacking to insure its absolute success and that is an agricultural agent employed by the Nebraska Bankers Association, who has ability and capacity as an organizer, who can put in his entire time organizing these groups and arranging for the dates for the college courses and seeing that the arrangements are carried out. This can only be done by somebody who makes a business of it.

It must be apparent to all that the Agricultural Committee, made up of busy men who are at the heads of banks, cannot give their time to this detailed work. The chairman of this committee and the secretary of the Bankers Association attended each of the three days' sessions at Lincoln, studying the results of these meetings. As the work increases, however, and the number of units are multiplied it will become physically impossible for either the secretary or the chairman of the committee to do the immense amount of work that is necessary to carry out this plan, simple though it may be.

The magnitude of the volume of work and the splendid results that will accrue from it is sufficient to justify the employment of a field man for this work. The right sort of a man, in my judgment, would be worth his weight in gold to the

(Continued on page 76)



Above is pictured a group of bankers and farmers at the one-day agricultural course at Lincoln, Nebraska, September 24, 1925. Chairman Dan V. Stephens is in the central front group, with hat off.



# Looking In from the Outside

By *Rex V. Lentz*

*Associate Manager, Northwestern Banker*

**Fred Thomas**, the new treasurer and well known vice president of the First National Bank of Omaha, was here, there and everywhere, helping make everyone comfortable. Fred has a competent and pleasing way of making it possible to have an enjoyable time each year at the Omaha Convention.

—\$—

**Gwyer Yates**, vice president of the U. S. National Bank, in addition to being an A-No. 1 banker has lately acquired a reputation as a full fledged architect and construction expert. The new section of the U. S. Bank Building is conclusive proof of Gwyer's ability along this line.

—\$—

**O. D. Pettit**, cashier of the First National Bank of Sioux City, and a starting point for good and bad weather each year, blew into Omaha early for the Nebraska Convention. "O. D." said he enjoyed it thoroughly, so he didn't go home early.

—\$—

**Bert Asseltine**, assistant cashier Chase National Bank of New York, travels a great deal and holds the record of more conventions attended in a year than any

one banker. He was at Omaha again this year—glad, we presume, to get back—judging from his smiling countenance.



H. H. McLUCAS  
Retiring President, Nebraska Bankers  
Association.

**Bob Marnell** and **Tom Murray**, two good friends, live and work 363 days a year about five miles apart—the other two days they attend the Omaha convention arm in arm. Without their jovial personalities at each convention there would be something strangely lacking.

—\$—

**G. A. West**, assistant cashier of the Foreman National Bank of Chicago, is well known among bankers throughout this territory. Bert was on the job at Omaha.

—\$—

**J. P. McManus**, the popular vice president of the First National Bank of Chicago, lived up to his reputation as a live wire convention attender. Mac is a veteran Chicago banker out in this territory.

—\$—

**Cyrus Barr**, vice president of the Continental and Commercial National Bank of Chicago, one of Mr. Reynolds' right hand men, also attended the convention, taking the opportunity to meet new friends and renew old acquaintances.

—\$—

**George M. Reynolds**, noted Chicago banker, a former Nebraskan, delivered a

## NEBRASKA'S LEADING FIRE INSURANCE COMPANY

Assets \$1,635,915.75      Surplus to Policyholders, \$1,342,653.35

We have more money invested in Nebraska securities than  
ALL other stock fire Insurance companies COMBINED

*More Than 150 Bankers Are Stockholders  
in Our Company*

“KEEP YOUR MONEY IN THE WEST”



OMAHA, U.S.A.  
Home Office, 1802 Dodge Street

JAMES E. FOSTER, President and Treasurer  
W. L. WILCOX, Vice President

H. H. JONES, Secretary  
H. W. AHMANSON, Asst. Secretary

message at the Omaha Convention worthy of everybody's serious consideration. On any program Mr. Reynolds' presents an interesting array of facts about topics of timely interest to all bankers.

—\$—

**I. R. Alter**, of Grand Island, new president of the Nebraska Association, is most assuredly an "up and at 'em getting" banker. Indications from his past work in the Association point to the fact that he will make an unusually popular and successful president of the Association.

—\$—

**H. H. McLucas**, past president, performed his duties at his last session nobly. Fairbury, Neb., his home town, will see him more often now.

—\$—

**C. A. Smith**, past chairman of the executive council, is the only man who has held that position for two consecutive years. Mr. Smith deserved the honor because of his many years of cooperation in association work.

—\$—

**Claude Anderson**, of the National Park Bank of New York, back fresh and peppy from a recent fishing sojourn in Minnesota, said he was glad to be back greeting his old friends.

—\$—

**Carl Fredricksen**, cashier of the Live Stock National Bank of Sioux City, is a "regular" at all Omaha Banker Conventions. Carl's year isn't a success unless the annual Nebraska frolic is included.

—\$—

**Alvin Johnson**, vice president of the Live Stock National Bank of Omaha, assisted in keeping the busses filled, which operated between the Hotel Fontenelle and the stock yards. It was a good stunt.

—\$—

**Stanley Maly**, president of the City National Bank of Lincoln, says a large part of his liquid assets is represented by his many banker friends he meets each year at the Convention. That's one kind of an item on the asset side of the ledger that yields large returns in the form of "exchange of banking ideas" and enjoyable friendship.

—\$—

**P. R. Easterday**, vice president of the First National Bank of Lincoln, the energetic banker from Nebraska's capital city, was on the job each day bright and early.

—\$—

**Carl Weil**, vice president of the National Bank of Commerce of Lincoln, was his usual congenial self during the two days of the convention.

—\$—

**President Hamilton** and **O. T. Eastman**, vice president of the Merchants National Bank of Omaha, adjusted the carburetor, oiled up the mechanism and

## The City National Bank of Lincoln, Nebraska

is equipped to care for your needs and will serve you well as your Lincoln correspondent. The constant vigilance on the part of all connected with this institution, assures cordial, efficient and prompt service.



### OFFICERS

*Stanley Maly, President*

*J. A. Reichenbach, Vice-President*  
*Benj. F. Bailey, Vice-President*

*E. H. Mallowney, Cashier*  
*A. H. Sagehorn, Assistant Cashier*

## Ask for Particulars on Our Investment Service

This service keeps you in touch with daily and weekly happenings in the industrial and financial world which may affect any securities you own.

### SMITH, LANDERYOU & CO.

*640 First National Bank Building  
Omaha, Nebraska*

## Complete Advertising Service *U. B. Drifty* for Banks



COVERING —

**Newspapers**  
**Outdoor Advertising**  
**Window Displays**  
**Monthly Letters**  
**Bulletins**

All at a Painless Price

**WESTERN ADVERTISERS ASSOCIATION**

118 Park Ave., Omaha



"We take great pride in the friendly relations existing between our customers and ourselves.

"A particular pride for the reason that we believe these relations have been established through a unique service, cheerfully rendered."



## Stock Yards National Bank of South Omaha

### OFFICERS

Ford E. Hovey, President

Jas. B. Owen, Vice President    W. L. Pier, Vice President    H. C. Miller, Assistant Cashier  
 J. S. King, Vice President    W. H. Dressler, Cashier    C. L. Owen, Assistant Cashier  
 F. J. Enerson, Vice President    L. K. Moore, Asst. to Pres.    T. G. Boggs, Auditor

started the convention off with a bang. Some say they missed Mr. Eastman's "ballyhooing" again this year.

—\$—

Messrs. Brinkman and Hendricks, both of the United States National Bank of Omaha, very ably scouted around the convention hall, making it a point to supply bankers with information. Brinkman was so busy he needed a double—while Hendricks was heard to say he wished he could be in four places at once.

—\$—

W. Dale Clark, vice president, and Otis Alvison, cashier, Frank Boyd and Vic Smith, the "four horsemen" of the Omaha National Bank, said they enjoyed the convention immensely. Why shouldn't they—it was a real meeting!

—\$—

R. L. Van Zandt, president Live Stock National Bank, Omaha, celebrated his second year in Omaha by attending the Bankers Convention. He met more friends and enjoyed it more thoroughly than last year, he said.

—\$—

C. L. Owen, A. C. Stock Yards National Bank of Omaha, made a splendid short talk about the work of the American Institute of Banking, at the first morning session. Clarence is one of the foremost backers of the A. I. B. in this part of the country.

—\$—

Vice President Kingery, of the North American National Life Insurance Company of Omaha, was on the job greeting his many friends. Mr. Kingery, a former banker, now active in the North American National Life, is particularly interested in banking problems and enjoys meeting and talking with bankers at the convention.

—\$—

Bill Hughes, Nebraska secretary, apparently doesn't belong to any secretary's union. Bill is a human dynamo—working overtime continually and evidently he likes it—according to all indications. Mr. Hughes can well be proud of his past year's work.

—\$—

Harry Smith and Harold Landeryou, formerly connected with the Peters Trust Company, have now formed the firm, Smith, Landeryou & Company, dealers in high grade bonds and securities.

—\$—

Dan Stephens, president of the Fremont State Bank, of Fremont, Nebraska, very ably served as chairman of the Agricultural Committee. Many things were accomplished, and the state association and the bankers of Nebraska can well be proud of the work Dan Stephens and his committee have accomplished during the last year.

—\$—

H. S. Kinsey, vice president of the Arcadia State Bank, Arcadia, was on the job again this year.



For quick and efficient service have your Stock Yards and all Omaha business handled through us.

## Live Stock National Bank

(Members of Omaha Clearing House Assn.)

Union Stock Yards, Omaha, Nebraska

### OFFICERS

R. L. VAN ZANDT, President    E. C. FINLAY, Cashier  
 ALVIN JOHNSON, Vice President    R. H. KROEGER, Asst. Cashier  
 L. V. PULLIAM, Asst. Cashier

*This bank provides the facilities and personnel for the efficient and satisfactory handling of your account.*

# U. S. NATIONAL BANK TRUST COMPANY

Established 1856

OMAHA

# How Florida Is Building for Permanent Prosperity

By J. V. Carpenter

President, South Florida Mortgage Co.,  
Miami, Florida

WHEN your editor asked me to write a series of articles on Florida mortgages and investments he prefaced this request with the question that has been asked me by bankers and business men, in the North, more than any other one question regarding Florida: "When is the bubble going to burst, and how long is the boom going to last?"

To get the truth regarding the actual security back of Florida mortgages and investments, it will be necessary to put that question out of the way, even though it is impossible to answer it.

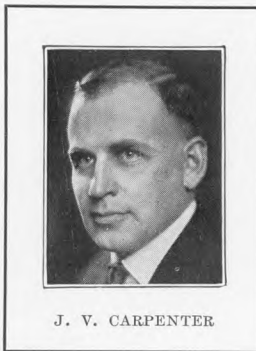
I have had the opportunity of studying the Florida situation at first-hand for the better part of two years. We, in Florida, do not like to hear the term "bubble" used in connection with our progress. As I write this article, the racket and din of the riveters working on a thirteen-story structural steel office building, adjoining my office, makes it almost impossible to think. Then, when we realize that this building is only a small part of the building program, which contemplates the erection of over 1,000,000 square feet of office space in structural steel buildings of the latest type and construction, this summer in Miami alone; when we realize that the same condition exists proportionately in all other sections of the state; and when we add to that moneys spent in the construction of hotels, apartment houses, homes, railroads and improved roads throughout the state of Florida, we do not believe that such concrete evidence of progress is a "bubble."

Governor Martin, in speaking before a group of newspaper advertising men a few days ago, made the statement that Florida news has ceased to be "resort news" in the eyes of newspapers of other states. All southern Florida is a "resort" and a playground, and always will be peculiarly adapted for that purpose, owing to climate and natural advantages. Nevertheless, in all of the hundreds of thousands of dollars—I can truthfully say millions—that are being spent this summer in actual construction and development in and around Miami, so far as I know or have heard, there are only two or three projects that are being built strictly for amusement purposes. I am excluding from this category, of course, theaters, hotels and such investment propositions, and refer to casinos, coliseums and similar strictly resort amusement propositions. The money that is coming to Florida is not being invested in these enterprises.

As to the boom—if a boom can be defined as an unprecedented influx of peo-

The Northwestern Banker is pleased to present the attached article by Mr. Carpenter, which is the first of a series on Florida mortgages. The author is one of the well-known bankers of the country, having recently served as president of the Indiana Bankers Association. He comes from an old family of Indiana bankers and is one of the officers of the Brazil Trust Co., Brazil, Ind. His knowledge of sound finance, coupled with two years' residence in Florida, has equipped him to write as an authority on the subject.—*Editor's Note.*

ple and capital—and an unprecedented growth and progress, then we are experiencing a "boom," undoubtedly. I can only say that I believe the "boom" will last until Florida has taken an equal and



J. V. CARPENTER

normal place in development with the other states of our Union, which are no more favored in natural resources and possibilities.

To get at just what we mean, let us forget for the moment the large profits that are reported being made in Florida; the extraordinary jump in values—forget all about real estate and investment possibilities lying back of our security, and view the security underlying our investment as it stands today.

Florida, as a state, in the matter of food products, can be made entirely self-sustaining. You may not know it, but they raise hogs in Florida that take prizes at northern fairs!

The production which can be raised, if all our land were utilized, would feed a nation of 40,000,000 people. There are only 1,200,000 people in the state of Florida today, and some 22,000,000 acres of tillable soil are available for cultivation.

The State Department of Agriculture places the natural resources of Florida

under five heads, namely: Agriculture, timber, naval stores, fisheries and minerals. Although there are 22,000,000 acres of land available for cultivation in Florida, only 2,500,000 acres are now in cultivation, and the annual income from this source alone is around \$90,000,000. This includes 100,000 cars of fruit and vegetables; 120,000 barrels of sirup; 5,000,000 pounds of tobacco; 18,000 bales of cotton; 5,000 cars of potatoes; 10,000 cars of tomatoes, and 5,000 cars of watermelons.

Florida is cutting timber at the rate of 1,000,000,000 feet a year, and the 2,000,000 acres of merchantable timber is an asset of which any state might be proud. We have timber enough in Florida to build homes for 20,000,000 people. The output of turpentine is 8,000,000 gallons yearly, and 500,000 barrels of resin.

The normal catch of fish in Florida waters is 60,000,000 pounds annually, together with 125,000 barrels of shell fish.

Florida produces 8 per cent of the total output of the United States of phosphates. She produces 80 per cent of the total output of the United States of fuller's earth. Among the other minerals which are capable of being worked commercially, are kaolin, brick and pottery clays.

In addition to all these, Abe Martin says, "No other state in the Union offers the facilities for loafin' that Floridy does."

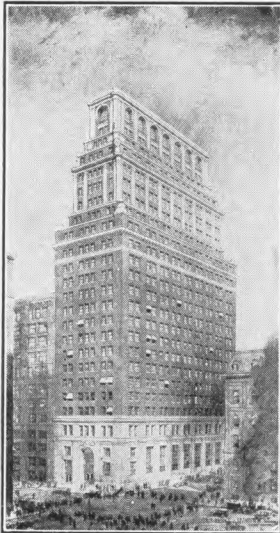
A few days ago there was published in one of the metropolitan newspapers a review written by B. C. Forbes, of New York, in which he states that the building permits for the first seven months of this year, issued in Los Angeles, California, were \$94,474,000, whereas the building permits issued in the same period of time in the whole state of Florida only reached a total of \$78,307,000. Perhaps the "boom" has not started yet. Who can tell?

The losses by fire in the United States and Canada during the month of September, as compiled from the daily records of The New York Journal of Commerce, reached a total of \$25,396,250, slightly in excess of the August figures of \$23,348,750, but this was accounted for by the \$3,000,000 lumber loss in Ontario. The last month's record is satisfactory compared with the \$29,612,400 losses in September last year.

The fire losses for the first nine months of this year total \$275,914,300, as against \$266,026,450 for the same months of 1924 and \$302,758,750 in 1923.



*Points of Interest  
in New York City*



How the new building of The Bank of America will look when completed in May 1926.

## —At the New York End

THE BANK OF AMERICA is successfully using the radio to reach not only its clientele, but thousands of other listeners, with weekly talks on some phase of finance, industry or economics.

Tune in on W E A F, New York City, on Tuesday nights at 8:00.



### THE BANK OF AMERICA

ESTABLISHED 1812

NEW YORK CITY

*Capital, Surplus and Undivided Profits over \$11,000,000*

## At Your Service

*Our time, our staff,  
our contacts*



### FIRST WISCONSIN NATIONAL BANK

MILWAUKEE

CAPITAL AND SURPLUS TEN MILLION DOLLARS

## NEWS AND VIEWS

(Continued from page 17)

and thought to the good roads movement in the middle west than any other banker, and it has been largely through his efforts that the state of Illinois has today so many wonderful paved highways.

We hope he will live to enjoy many more anniversaries with his excellent institution.

**E. A. Burnett**, Dean of the College of Agriculture of Lincoln, in a recent speech said, "In order that a bank may prosper in a rural community, the farmer who borrows money from that bank must make a profit on what he borrows. The farmer is a manufacturer. He needs his own capital and he needs credit. It has been entirely too prevalent for a farmer to pay a higher interest rate on borrowed money than he earns on his capital invested."

This may have been true during the last three or four years, but there has been no class of business which has had the privilege of more money at a lower rate than have the farmers of this country. Banks, insurance companies, farm mortgage companies, federal land banks, joint stock land banks, intermediate credit associations, have all been organized either by individual corporations or by the government to assist the farmer and to give him credit and capital. The rates paid by farmers on their borrowed money have been less than is paid by the average manufacturer or business man. But, even with the low interest rate on money, there have been some cases where the farmer has not been able to show any profit on his investment, but this condition has changed and with a period of better business and increased prosperity which we are now entering there is no reason why the farmer should not realize that his condition has very much improved.

Since Florida has been selling real estate to the rest of the United States, various other cities and state organizations are now getting busy with advertising campaigns in order to get their own local communities well sold.

R. C. Peters, Chairman of the Board of the Peters National Bank of Omaha, is working out a plan which will help to sell the state of Nebraska and incidentally boost his own home town.

"There is no more occasion for a Florida boom or a California boom than there is for a similar movement in Nebraska," said Mr. Peters.

"I personally don't believe in booms. They're not a good thing for they are rarely lasting. But I am for a constructive building up of Nebraska, keeping in mind its native sources of wealth—agriculture and stock raising."

If the Florida boom has had no other



## Federal Supervision Safeguards This Standard Form of Investment Based on our fundamental industry—Agriculture

**I**N SETTING UP the Federal Land Bank System, Congress sought not only to meet the urgent needs of American Farmers for long-term land credit, but also to create a standard form of investment suitable for large and small, trained and untrained investors. Congress surrounded this new type of security with every safeguard which a century of experience could suggest and endowed it with extraordinary advantages.

### FEDERAL LAND BANK BONDS

**Safe—Marketable—Completely Tax-Exempt**

**Denominations: \$10,000, \$5,000, \$1,000, \$500, \$100 and \$40**

These requirements safeguard the money of investors in Federal Land Bank Bonds:

Loans can be made only to those who actually cultivate or are about to cultivate the land mortgaged. *This eliminates the land speculator.*

Loans are limited to 50 per cent of the appraised value of the land plus 20 per cent of the insurable value of the permanent improvements.

Before borrowing from a Federal Land Bank, a farmer must seek membership in the local Farm Loan Association, made up of borrowing farmers who know him and his farm. No loan is granted until the land has been twice inspected, first by the Loan Committee of the local Association and then by Government appraisers, appointed by and responsible to the Federal Farm Loan Board.

The application must be approved in turn by the local Board of Directors, the Chief Appraiser of the Federal Land Bank and by the Executive Committee of the Bank officers.

Still further steps are requisite, before the Federal Land Bank can use the mortgage as the basis for an issue of Federal Land Bank Bonds.

The original application, the local loan committee's report and the Land Bank appraisers' reports are forwarded to the

Federal Farm Loan Board. Once more, all the documents are carefully analyzed before being finally approved. No individual or group of individuals along the line has any personal interest in making the loan.

The Government not only gives the twelve Land Banks the closest supervision, but through representation on the Boards of Directors *participates* in their management *without*, however, *assuming financial obligation*. Having provided all these safeguards, Congress proceeded to endow Federal Land Bank Bonds as "Instrumentalities of the Government of the United States" with complete exemption from "Federal, State, Municipal and local taxation". This exemption extends to the income from the Bonds.

These Bonds are eligible investments for all fiduciary and Trust funds under Federal administration. They are also acceptable at par as security for all public deposits including Postal Savings.

The confidence of the investing public is evidenced by the absorption of more than one billion dollars' worth of Federal Land Bank Bonds.

A block of Federal Land Bank Bonds will strengthen any diversified investment fund and often increase its *net* earning capacity.

#### Federal Land Banks are located at

Springfield, Mass.  
New Orleans, La.  
Wichita, Kan.

St. Louis, Mo.  
Berkeley, Calif.  
Omaha, Nebr.

Louisville, Ky.  
St. Paul, Minn.  
Baltimore, Md.

Columbus, S. C.  
Houston, Texas  
Spokane, Wash.

Write today for Federal Farm Loan Board Circular No. 16 descriptive of these Bonds, addressing nearest Federal Land Bank or

Chas. E. Lobdell, Fiscal Agent

FEDERAL LAND BANKS, Washington, D. C.





*You Will Get the Same Good Service as at Home*

## American Bank & Trust Company

Daytona Beach, Florida

Next Door to the Post Office

### OFFICERS

H. G. SKILES, President

JAMES LUTHER, Vice President

H. G. PUTNAM, Vice President

JOHN R. HILL, Executive Vice President

G. H. WOOD, Cashier

A. T. MILLER, Ass't Cashier

W. J. GARDINER, Trust Officer

*"Florida's finest beach—in the heart of Sunnyland"*

*In St. Augustine send your customers to the*

## FIRST NATIONAL BANK

*of St. Augustine*

FLORIDA'S OLDEST NATIONAL BANK

CAPITAL .....	\$130,000.00
SURPLUS AND UNDIVIDED PROFITS .....	\$83,000.00
RESOURCES OVER .....	\$4,533,000.00

JOHN T. DISMUKES, Chairman of the Board

J. D. PULLER, President

W. H. NOBLES, Vice President

REGINALD WHITE, Vice Pres. and Cashier

A. O. MACDONELL, Assistant Cashier

*"If you like Florida you will love St. Augustine"*

## Safe 8% Bonds

### Representatives Wanted

### Liberal Commissions Paid

We endorse each bond, guaranteeing interest and principal, which we collect and pay promptly. Bonds are secured by first mortgages on centrally located office buildings in Florida worth twice amount of loan. Many insurance and trust companies purchase our securities. Our company, established several years ago, specializes in first mortgage loans. Booklet NB gives full particulars.

### Palm Beach Guaranty Company

Guaranty Building, West Palm Beach, Florida

Capital and Surplus \$1,250,000

effect on the United States than to help each community to realize the resources and assets which it has lying close at hand, it will have been most worth while.

A prominent banker said recently that the main reason why there had been so much criticism in the past of the Federal Reserve System was because many Senators and would-be Senators wanted to secure votes by "farming the farmer," so these Senators and politicians were picking out the Federal Reserve Bank and blaming it for all the troubles which had come to agriculture the past three or four years.

The farmer cannot lay all his troubles at the door of the Federal Reserve System. It has been a source of tremendous help to the farmer as well as to every other line of business since it was established. But it is hard sometimes to get the facts before the right thinking agriculturists of this country and to have them see that frequently the politicians who are quoting the figures are misrepresenting and are doing so simply to catch the votes.

As an indication of better business conditions, F. W. Woolworth Company reported sales of \$18,129,210 for the month of September as compared with \$16,527,937 for the same month of last year, or a gain of \$1,601,273.

All of the big chain stores are reporting increases for September this year over September last year, and this is a pretty healthy indication that the people of the United States are at least able to spend a dime now and then.

### The Russian Thirst

For ten years or more Russia has been under a partial prohibition of alcoholic stimulants, but with October came a lifting of the ban. All the wineshops and grocery stores were authorized to sell vodka up to 40 per cent alcoholic strength, and Russia is now practically a wide open country for liquor sales and consumption, with no restrictive laws as to closing hours, and everybody everywhere at liberty to buy or sell liquors except children.

Moscow is reported to have gone on a general drunk during the first week of the new freedom. It is said 5,000,000 quarts of vodka were sold during the first week, with long queues of people yet awaiting their turn at the stores. Vodka sells for 80 cents a quart. Its explosive power is great. It warms up cold stomachs and heats the blood. What it does to the brain was shown in the war between Russia and Japan, won by the little brown men in spite of an all but irresistible Russian superiority in financial resources and number of soldiers under arms. But vodka in the Russian camps, which stupefies as well as stimulates, gave the Japs their opportunity.

Vodka is a liquor distilled usually from

rye or potatoes. It has the reputation of destroying the efficiency and general morale of men with far greater rapidity than unlimited indulgence in whisky. What it will do in the next few years to the miserable population of Russia, living under the oligarchical despotism of its Soviet government, is yet to be seen.—*Chicago Journal of Commerce.*

**F. A. A. CONVENTION**

(Continued from page 18)

ing ladies, seventy-six college girls added charm and grace by their presence.

If any one doubts that financial advertising is not taking its place along other forms of merchandising, they need only inquire as to the extent publishers and others engaged in various forms of publicity interested themselves in the meeting. Practically every large daily newspaper in the country had a representative at the convention. Several newspaper publishers and advertising agency executives spoke at the business sessions. All the leading bank publications sent their editors, one publisher having five representatives present.

The members were also honored with the presence of C. King Woodbridge, president of the Associated Advertising Clubs of the World. He was a guest and speaker at the joint luncheon meeting held with Columbus Advertising Club, at which time he spoke on "Organized Advertising."

Chicago sent the largest delegation to the convention. One train from the Middle Western metropolis brought 45 delegates. Others arriving via motor and later trains brought the attendance from that city to approximately 100 men and women.

Detroit, the dynamic city, home of Messieurs Frank Campbell, Clinton Berry and other well-known members of the profession, has been chosen as the meeting place for the 1926 convention.

**Morris Plan Convention**

The annual meeting of the Morris Plan industrial bankers was held at the West Baden Springs Hotel, West Baden, Indiana, on October 26th, 27th and 28th, at which there were representatives from almost one hundred present existing Morris Plan institutions. Owen C. Carr, vice president of the Evansville Morris Plan Company, was chairman of the convention.

To appreciate the growth of industrial banking, the first Morris Plan company, organized at Norfolk, Virginia, in 1910, made 323 loans for a total of \$45,400 in its first year of operation. Today the loan volume of all Morris Plan banks is approaching \$200,000,000 a year to almost 800,000 borrowers, and in the en-

**Alexander National Bank**

St. Petersburg, Fla.

Capital	-----	\$ 200,000
Surplus	-----	50,000
Deposits	-----	2,143,000
Resources	-----	2,740,000

Send your friends to us when they visit the west coast.

J. F. Alexander, President	M. H. Kirby, Assistant Cashier
W. B. Roper, Exec. Vice President	H. W. Whitman, Ass't Cashier and Trust Officer
C. S. Hinds, Cashier	Jules H. Griffin, Assistant Cashier

*United States Government Depository  
Authorized to exercise trust powers*

Send Your Customers and Friends

TO THE

**MERCHANTS BANK & TRUST COMPANY**

Daytona, Florida



We invite you to make use of our Complete banking service based on thirty years experience.

F. N. CONRAD, President	
F. J. NIVER.....Vice President	A. N. OTIS.....Cashier
S. A. WOOD.....Vice President	R. E. CRAFT.....Asst. Cashier
C. M. BINGHAM.....Vice President	H. R. ZIMMERMAN.....Asst. Cashier
W. D. CAMERON, Mgr. Bond Dept.	

**RESOURCES OVER EIGHT MILLION DOLLARS**



## COMPLETE COLLECTION SERVICE

# The Citizens and Peoples National Bank

of Pensacola, Florida

STATEMENT—JUNE 30, 1925

## RESOURCES

Loans and Discounts .....	\$ 918,478.31
Overdrafts .....	979.70
U. S. Bonds to secure Circulation.....	130,000.00
U. S. Certificates of Indebtedness and Liberty Bonds.....	912,022.26
Other Bonds and Securities.....	1,293,731.28
Real Estate and Bank Building .....	109,200.00
Furniture and Fixtures .....	1.00

## CASH:

In vault and due from Federal Reserve Bank, Banks and U. S. Treasurer .....	650,116.14
---	------------

TOTAL.....\$4,014,528.69

## LIABILITIES

Capital Stock .....	\$ 200,000.00
Surplus and Profits .....	131,447.99
Reserve for Interest and Taxes.....	12,905.04
Circulation Outstanding .....	130,000.00
Dividends Unpaid and Other Liabilities.....	14,634.77

## DEPOSITS:

Individual .....	\$3,268,910.85
Bank .....	144,990.77
United States .....	70,216.24
U. S. Postal Savings.....	41,423.03— 3,525,540.89

TOTAL.....\$4,014,528.69

Write us for information about Pensacola and West Florida.

## LAKELAND IN THE HEART OF AGRICULTURAL FLORIDA

Business Property  
Select Residences  
Investments

## J. W. TUCKER, Realtor

133 SOUTH TENNESSEE AVE., LAKELAND, FLORIDA  
Reference—Any Bank in Lakeland

INFORMATION GLADLY GIVEN

## How Every Bank May Broaden Its Service to Depositors

The investor-depositors of almost every bank and trust company are owners of Real Estate First Mortgage Bonds. Such is the well-deserved country-wide popularity of this safe form of investment.

Does your bank sell its customers First Mortgage Bonds, or do they purchase them elsewhere? You can assist your depositors to select their mortgage investments wisely.

Florida First Mortgage Bonds, paying 8 per cent, are particularly attractive to investors, especially those who understand this safe form of security and who are informed of conditions which permit this attractive rate in Florida.

The Trust Company of Florida, oldest and largest distributors of Florida First Mortgage Bonds desires to appoint a correspondent in every open territory and offers unusual and effective co-operation to its representative.

*We especially desire to correspond with banks maintaining bond departments, or those who wish to organize such departments, and with attorneys, insurance agents, investment dealers and others who are in contact with local investors.*

## TRUST COMPANY OF FLORIDA

Paid-in Capital and Surplus \$500,000  
MIAMI, FLORIDA

terprise, practical application of the late J. Pierpont Morgan's assertion that "character is the basis of credit" has been thoroughly tested and amply proven with an almost negligible loss record. Through the very practicable handling of small loans, there has been an indication of marked economic betterment on the part of customers of these banks, indicate by the continued increase of savings deposits and investment certificates, issued largely to customers who originally made their contact through a loan transaction.

The Morris Plan banks were initiated by Arthur J. Morris, an attorney of Norfolk, Virginia, and have had the support of the well-known General T. Coleman duPont, Julia Rosenwald, Vice President Charles G. Dawes, and many other of the most outstanding American financial and business figures.

The meeting was conducted by Theodore Francis Green, chairman of the board of the Morris Plan Company of Rhode Island. Mr. Green is senior member of the law firm of Green, Curran and Hart, trustee of Brown University, and prominent in political and community life.

Eugene W. Lewis, president of the Industrial Bank of Detroit, led a discussion on the subject of "Advertising." The Detroit bank leads all industrial banks in the country in its phenomenal growth.

Willoughby G. Walling, president of the Chicago Morris Plan bank, presented a study of second mortgage conditions, not only in Chicago, but in other sections of the country.

Thomas Coughlin, president of the Morris Plan bank of Cleveland, led a discussion on "The Time Payment Plan as Applied to the Selling of Merchandise," a subject which has engaged the attention of merchants very generally throughout the United States.

Senator Fess of Ohio and Douglas Malloch, the well known "people's poet," were the principal speakers at the annual banquet on October 27th.

## School Savings Banking Grows

School savings in the United States for the year 1924-1925 increased in aggregate bank balances by five and a half million dollars, with a growth of 630,000 in the total number of pupils participating, it is shown in reports made to the American Bankers Association.

"The reports contain many factors to encourage belief in the permanence of school savings as a part of the educational program in the public schools,"

## Southern California Banks

Correspondence invited from Bankers desiring to buy control in California.

SANDERS-McCULLOCH CO.,  
Bank Brokers,

Suite 1005, Story Bldg., Los Angeles.

says W. Espey Albig, deputy manager of the association in charge of the savings bank division. "During the year closing June 30, 1925, the number of reporting school savings systems has increased from 683, which embraced 742 districts, to 760, which embraces 1,557 districts; the number of schools from 9,080 to 10,163; the number of pupils enrolled in schools having savings systems from 3,095,012 to 3,848,632; the participants from 2,236,326 to 2,869,497; the deposits from \$14,991,535.40 to \$16,961,560.72; and the bank balances from \$20,435,144.64 to \$25,913,531.15.

"The number of schools having school savings systems increased 11.9 per cent; the enrollment of pupils in districts having school savings increased 24.3 per cent; pupil participation increased 28.3 per cent; deposits increased 13.1 per cent, and school balances 26.8 per cent.

"The present report is significant when compared with that for the year 1919-1920, the first year comprehensive statistics were available. The number of schools having school savings banking has increased 271.4 per cent; the enrollment in school savings districts has increased 278.9 per cent; participants 520.2 per cent; deposits 506.1 per cent, and bank balances 516.8 per cent.

"Possibly the best basis from which to judge the increased favor secured by school savings banking is found in the results obtained in a group of about four hundred districts where school savings banking has been established for two or more years. In this group during the year the enrollment has increased 6.5 per cent; participation by pupils, 15 per cent; deposits, 108.1 per cent; bank balances, 48.3 per cent. The gain during the year in this group was even more marked than the gain in the same group during the preceding year, 1923-1924, when the enrollment gained 4 per cent; pupil participation, 8 per cent; deposits, 23 per cent, and bank balances, 44 per cent."

In the honor roll of school savings banking prepared by the savings bank division of the association, comprising districts in which official records show that at least 75 per cent of the registered pupils are participating in the movement, the following cities appear as the first ten in each class:

Class A, cities with school enrollment over 10,000: Duluth, Minnesota, 99.8 per cent participating; Huntington, West Virginia, 97.2; New Britain, Connecticut, 97; Pawtucket, Rhode Island, 96.4; Springfield, Ohio, 95.2; Columbus, Ohio, 94.1; Sioux City, Iowa, 93.5; Wichita, Kansas, 93.1; Minneapolis, Minnesota, 93; Pittsburgh, Pennsylvania, 91.7. There are twenty-three districts in all listed in this class.

Class B, enrollment 5,001 to 10,000: Kingston, Pennsylvania, 99.5 per cent participating; Superior, Wisconsin, 97.8;

Plainfield, New Jersey, 97.6; Cedar Rapids, Iowa, 97; Winston-Salem, North Carolina, 96.7; Evanston, Illinois, 96; Pontiac, Michigan, 93; Meriden, Connecticut, 92.9; Everett, Washington, 91.5; Jackson, Michigan, 90. There are twenty-six districts in this class.

Class C, enrollment 2,001 to 5,000: Iron Mountain, Michigan, 100 per cent participating; Marshfield, Wisconsin, 100; Pittston, Pennsylvania, 100; Washington, Pennsylvania, 100; Elmira, New York, 99.9; Tiffin, Ohio, 99.3; Mechanicsville, New York, 99.1; Ridgewood, New Jersey, 99; Okmulgee, Oklahoma, 98.4; Freeport, New York, 98.2. There are eighty-two districts in this class.

Class D, enrollment under 2,000: Twelve cities in this class have attained 100 per cent participation and are as follows: Caspian, Michigan, Clearfield, Pennsylvania; Cudahy, Wisconsin; Downingtown, Pennsylvania; Greenwood, Mississippi; Hancock, Massachusetts; Lake Forest, Illinois; Orrville, Ohio; Port Jervis, New York; South Manchester, Connecticut; West View, Pennsylvania; Winthrop, Maine. There are sixty-nine districts listed in this class.

#### How They Do It in Texas

The Continental National Bank of Fort Worth, Texas, has a stockholders' interest in a number of smaller banks throughout that state, and from time to time sends out letters to the cashiers of these various institutions. These letters deal with various timely subjects. H. H. Wilkinson, vice president of the Continental National, recently sent out the following to cashiers, entitled "Our Changed Attitude Toward Losses."

"'One Sweetly Solemn Thought' keeps running through our mind.

"The solemn thought referred to (and after all it is not so sweet) is: *The changed attitude during recent years of bankers toward losses.*

"We would like to further emphasize the above but "capitals" are the largest type on our typewriter. *The thought really deserves "box car" letters.*

"It is a fact that we have changed our attitude toward losses. The time was, and that only a few years ago, when we felt some chagrin and embarrassment if it became necessary to "charge out" a note that we had made. Quite different now. To charge out paper at this time appears to no longer shock us. We seem to regard this procedure as a matter of course. *Really it is amazing how quickly our minds grow callous to even the keenest sensations. The greater the shock the more quickly it appears; not interest, but rather indifference is bred.*

"*This is all wrong—it is incorrect thinking.* Personally I am tired of losses. Not only do I dislike to lose money, but to create a loss, discounts me with myself. I surely want to stand well with "me." If I cannot satisfy myself as to my judgment,

# FLORIDA

The following Florida banks now advertising in the NORTHWESTERN BANKER are known personally to the publishers of this magazine. These banks will be pleased to give you or your customers full information about their cities and sections of the state or about Florida in general and Florida investments.

If any of your customers are going to Florida we suggest that you recommend these banks and give them letters of introduction to any of the officers listed.—The Editor.

#### DAYTONA BEACH

American Bank & Trust Company

H. G. Skiles, President  
G. H. Wood, Cashier

Merchants Bank & Trust Company

F. N. Conrad, President  
A. N. Otis, Cashier

#### JACKSONVILLE

Peoples Bank

A. P. Anthony, President  
L. P. McCord, Cashier

#### MIAMI

Bank of Bay Biscayne

J. H. Gilman, President  
J. E. Lind, Cashier

#### PENSACOLA

Citizens & Peoples National Bank

J. S. Reese, President  
J. W. Dorr, Cashier

#### ST. AUGUSTINE

First National Bank

J. D. Puller, President  
Reginald White, Cashier

#### ST. PETERSBURG

Alexander National Bank

J. F. Alexander, President  
W. B. Roper, Vice President

#### WEST PALM BEACH

First American Bank & Trust Co.

E. M. Brelsford, President  
F. E. Decker, Vice President



# Choosing Your Investment Connection

**S**UCCESSFUL investment calls for skill in investigation, facilities for obtaining information and experience and expertness in selection.

Few people have either the experience or facilities. For the great majority, contact with a well organized and permanent institution is desirable.

The Continental and Commercial Banks have permanency. Their officers are trained men who must use conservative methods in the handling of over five hundred million dollars entrusted to them.

To their experience are added facilities for far reaching investigations and a statistical department equipped to apply scientific methods to any analysis.

This experience, conservatism and all these facilities are yours. They have been used in the selection of the bonds we have purchased with our own funds and recommend to you.

*We invite you to submit your investment problem to us and we shall be glad to assist you in its solution.*

BOND DEPARTMENT  
**CONTINENTAL and COMMERCIAL  
 TRUST and SAVINGS BANK**  
 CHICAGO

LOCAL REPRESENTATIVE  
**H. M. HARRIS**  
 215 Fifth Street Des Moines

how can I expect to please my board and others who may be less liberal, if not more critical?

"Let's keep away from deadline and doubtful loans, long-time loans, large loans, capital stock and speculative loans; loans secured by stocks that have no marketability; loans secured by second liens and equities; loans that are in anywise frozen, etc. *Every one of you know the 'kind' for most of your troubles have originated from and through this character of loans.*

And further, let's eliminate our fear of losing a customer when for good cause. The *thinking people* will approve of your conservative policy, and after all *they* are the ones in any community who really count. They are the ones who have money in your bank. (The other kind have past due paper in your note case until you charge it out.)

"Innumerable as the reasons are why we should avoid losses, probably no other stands out so boldly as this: *We bankers have neither a legal nor moral right to hazard trust funds (deposits).*

"The real trouble is we are like most sinners, we say we hate sin but do we? Our pastor wants us to hate it, not theoretically, but wants us to hate it bad enough to quit it. I hope all of us now hate losses bad enough to stop them. Eliminate our fear of losing a little business here and there and watch our batting average increase. We will lead the league. Our judgment is usually all right but (let's be frank among ourselves) we are often too cowardly to follow our own judgment. Let's lose more customers if necessary (we won't) and less money."

#### Hanford MacNider of Iowa

With the appointment of Lieutenant Colonel Hanford MacNider as assistant secretary of war, the war department is now headed by two men who served with distinction in the World War.

Secretary Davis' combat record is well known. Colonel MacNider's case is not dissimilar. The new assistant secretary of war served on the Mexican border with the Iowa National Guard in 1916. In the World War he rose by stages to lieutenant colonel, taking part in a number of major battles. He was awarded the distin-

**HOME**  
 of  
**COURIER  
 SERVICE**  
 (House-to-House Distribution)

**P. M. REED**  
 & Banker Associates

TRIBUNE TOWER  CHICAGO

guished service cross and has also received French and Italian decorations.

Born thirty-six years ago in Mason City, Iowa, Colonel MacNider is still a resident of that city. He is president of the First National Company, a Mason City investment banking house, and is vice president of the First National Bank of Mason City. He represents the sound sentiment of the business men of Iowa.

In 1920-21 Colonel MacNider served as commander of the Iowa department of the American Legion. In 1921-22 he was national commander. His appointment is a direct result of the Legion's support. Legionnaires throughout the country will be pleased at the appointment and the country as a whole will be pleased because Colonel MacNider is competent.

As the young men who constitute the majority of the Legion grow older, it is inevitable that their political strength should increase. We doubt that the Legion will ever attain the power of the G. A. R., but its power will be considerable. And it is a good sign that the first notable manifestation of that power in behalf of an individual is made in the case of so satisfactory a man as Colonel MacNider.

It is probable that the new assistant secretary of war has political ambitions. If so, he has placed himself in a position where those ambitions will be aided by his prominence. He will be conspicuously in view, and all Iowa will be constantly aware of him. This fact will serve to his advantage if he should decide to make a race for governor or senator a few years from now. At any rate he has already attained high office and has the good wishes of nearly everybody.—*From editorial in Chicago Journal of Commerce.*

#### Misuse of Gasoline

Gross misuse of gasoline is an old, old story to fire preventionists; yet not often is there exhibited such complete disregard of the known hazards of this fluid as disclosed in a report reaching the national board from a small Texas city. In a power station there, it is alleged, the concrete floors are scrubbed nightly with ordinary brushes and mops soaked in gasoline, about ten quarts of the volatile liquid in open cans being used for this work every twenty-four hours.

Not the slightest necessity exists, of course, for employing gasoline to remove even grease and oil. A caustic soda solution, together with a good grade of soap, will serve the same end and do it with entire safety. If a small quantity of kerosene be added to this solution it will eradicate the most tenacious dirt and stains. Certainly gasoline should be used for such a purpose as floor cleaning, never, nowhere.—*Safe-guarding America Against Fire.*

## Gold in the Old Stocking

**I**T IS a far cry back to the day when hiding away one's treasure was considered wise. Isolation did not prove the most profitable policy; hoarding had not the advantages of investing. The old stocking has long since been supplanted by modern methods of saving by putting every dollar to work.

Investment opportunities have become world-wide. The United States Dollar is earning its way at the Four Corners of the Earth.

*Twenty-One Billion Dollars* is the estimated amount of American wealth invested in foreign countries and foreign enterprises.

To protect these foreign investments of American citizens requires an international court, such as is already functioning at The Hague, for "the value of our financial commitments in Europe depends on a reasonable certainty of peace."

### Learn the Facts

concerning the affairs of international importance which have been before the Sixth Assembly of the League of Nations. The League of Nations Non-Partisan Association, Inc., has published an authentic, unbiased report of this conference in the October issue of *The League of Nations News*. A copy will be forwarded free of charge.

JOHN H. CLARKE, President  
 GEORGE W. WICKERSHAM, President Board of Directors  
 MRS. CARRIE CHAPMAN CATT, Vice President Board of Directors  
 CHARLES H. STRONG, Vice President Board of Directors  
 HAMILTON HOLT, Chairman Finance Committee  
 CHARLES C. BAUER, Executive Director

Kindly forward October issue *League of Nations News*.

Name .....

Address .....

**The League of Nations Non-Partisan Association, Inc.**

6 East 39th Street, New York, N. Y.



### A Monthly Mailing Feature

In the business of modern banking, as in every other business, the foundation of success lies in public favor. When your patrons are "with" you, and "for" you, and when they say good words about you in conversation with others, you have nothing much to fear.

To stimulate this good feeling among patrons and prospective patrons, and at the same time to teach them better ways of handling their finances and more productive ways of saving, the "Bank Messenger" has been devised.

The *Bank Messenger* is a monthly publication quite unique in publications issued expressly for Banks. This little

eight-page monthly magazine is printed on the same press which prints the Rotogravure sections of Sunday newspapers. Because of the fact that this publication is printed in Rotogravure, it is inexpensively yet very effectively filled with illustrations. It carries its message through the medium of pictures more than through type. People of today are picture-minded.

An old Chinese Proverb has it, "One picture is worth ten thousand words." Whether or not this proverb be literally true, the fact remains that the Rotogravure sections of Sunday papers is the most closely read section of the entire edition.

When the *Bank Messenger* is included

with monthly statements, mailed out direct to patrons, handed to them through the teller's window, and distributed in other ways, every member of every family in the bank's community is continually reminded of the good service the bank performs.

### Scientist Uses Lower Case Typewriter

An item in *The Nation's Business* describes a typewriter used by a Washington man. "One of the most intelligent men I ever knew is Dr. William J. Spillman, consulting economist for the United States Department of Agriculture. The last time I dropped in at Dr. Spillman's office I found him working on a typewriting machine which has no capital letters. I asked him why.

"Why should it have capital letters?" was his smiling reply. "Why should any machine have two sets of letters? Indeed, why should schools confuse pupils by teaching two sets of letters when one is enough? Why should business men and others who write many letters continue the practice? I took my capital letters off because I wanted room to put on various mathematical symbols that I really do need."

"Then he showed me how he has merely one key which places a little curve over any letter to indicate that it is a capital. Thus one key takes the place of twenty-five others. When he writes a letter in longhand Dr. Spillman is similarly economical. He makes his capital letters the same as others, only larger.

"I went away wondering how much time might be saved for future generations if business men, who write more letters than any other group, should decide to quit using two sets of letters."

### Fire Insurance News

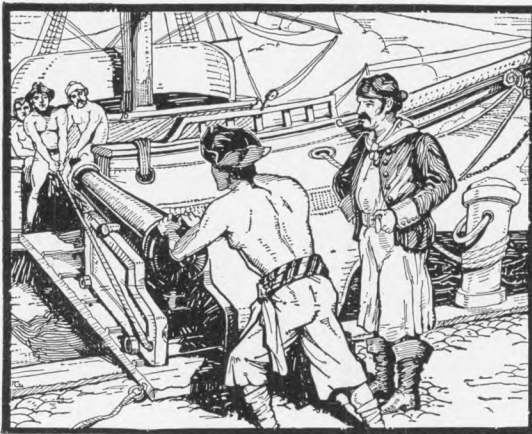
A new bankers blanket bond to cover securities deposited for safe keeping with banks other than federal reserve banks has just been made available. The new bond is issued in favor of the bank that owns the security and indemnifies against any direct loss of its securities through any dishonest act committed by its employees anywhere in the United States. The new bond corresponds to the form 4A covering securities left for safe keeping with federal reserve banks.

### Becomes Cashier

Frank G. Reese, first assistant cashier of the First National Bank of Albert Lea, Minnesota, has been promoted to cashier, succeeding Chester Leusman, who resigned to go to Florida.

### Attends Convention

Joe Pollock, formerly assistant cashier of the Farmers State Bank of Valley, Nebraska, was a recent visitor to Omaha, where he attended the American Legion convention. Mr. Pollock is now located at Ayr, Nebraska.



## THE HAZARDS OF COMMERCE

**S**TEPHEN GIRARD, in a letter to his father dealing with a contemplated voyage, wrote ". . . arm the vessel with a few cannon, to enable her to defend herself against any gunboat that might attack her on the voyage across—or on our coast—a thing of daily occurrence."

Commerce in those days was a precarious business and demanded the utmost prudence and skill. Notwithstanding the perils of the times, Girard contrived not only to succeed in his own affairs, but to help others on the road to success.

The same skillful management, the same sound and constructive policies responsible for Girard's success have become traditional with this bank. These advantages are at the command of its correspondents.

THE GIRARD NATIONAL BANK  
PHILADELPHIA

## Air Mail Doing Great Work

By F. B. DEBERARD  
New York City

Means of speedy communication are vital to the business world and the recent installation of air mail service is the most useful and important measure of postal improvement since the adoption of the railway postal car system in the sixties.

The effect of the new air mail routes upon the postal service of the country as a whole should therefore be clearly understood by the business world.

Transmission of mails by air is effected in less than one-half the time required by train. Air mail letters dispatched from New York today about 9 p. m. are delivered at their address in Chicago by first carrier delivery tomorrow morning; or, if forwarded from Chicago by train to other points, will move by the first morning train instead of by a late evening train. The delivery of such letters in postal territory served from Chicago will thus be expedited by at least twelve hours and often much more.

A similar gain in time is made with respect to other air mail stations where mails are transferred to railroads for distribution in adjacent territory.

Thus, in a very wide zone on either side of the transcontinental air route, letters destined to any point within that zone may be expedited in delivery by several hours.

In many business transactions time is of much importance. The air mail service is of great value in all such cases. It supplies a very desirable facility, especially beneficial to business men and should be used by them for letters, the speediest possible delivery of which is desired. In the case of such letters, the extra postage charge is negligible.

### To Win a Man to Your Cause

If you would win a man to your cause, first convince him that you are his true friend. Therein is a drop of honey which catches his heart, which, say what you will, is the greatest highroad to his reason, and which, when once gained, you will find little trouble in convincing his judgment of the justness of your cause, if indeed, that cause be really a just one. On the contrary assume to *dictate* to his judgment, or to command his action, and he will retract within himself, close all avenues of reproach to his head and his heart, and though your cause be naked truth itself transformed to the heaviest lance, harder than steel and sharper than steel can ever be made, and though you throw it with Herulean force and precision, you shall no more be able to pierce him than to penetrate the hard shell of a tortoise with a rye straw.—*Abraham Lincoln.*

Set not thyself to attain much rest, but much patience.—*a Kempis.*

# Upward *and* Upward

From 1872 to 1925 The Fisher Company has co-operated with hundreds of banks and bankers in their building problems.

For 53 years—in fact, since the very first day of organization—The Fisher Company has steadily created new interior bank fixture designs so attractive and practical that their services and advice have been sought by thoughtful bankers who were contemplating building.

This high standard of service coupled with the designing ability of The Fisher Company's architects has naturally increased their popularity among bankers. Today they are known throughout the northwest as the "Bank Fixture Headquarters."

Upward and Upward goes the line of new bank fixture installations—showing the trend of increased sales—a true and accurate indication of The Fisher Company's position among bankers.

Consult The Fisher Company without obligation about your new bank building. Our complete facilities and experience are at your command.

Thoughtful Bankers Consult the Fisher Company

The Fisher Co

BANK FIXTURE HEADQUARTERS

Charles City, Ia.



# Putting Over a Real Pig Club

By C. R. Bowers  
County Agent, Pocahontas, Iowa

IRVING BANK-  
COLUMBIA  
TRUST COMPANY  
NEW YORK

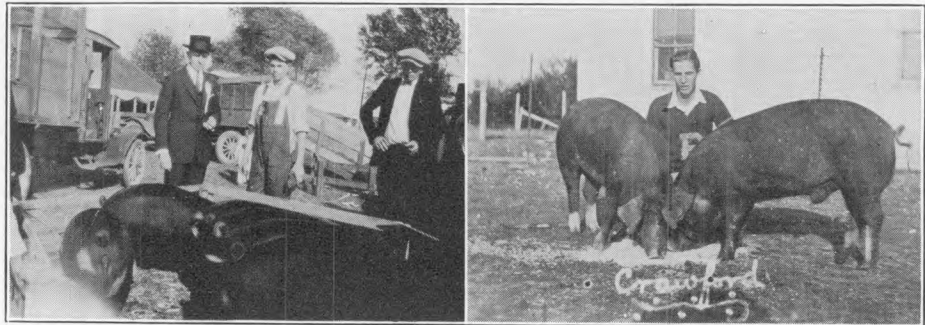
Statement of Condition, September 30, 1925

RESOURCES

Cash in Vault and with Federal Reserve Bank . . . . .	\$45,208,737.65
Exchanges for Clearing House and due from other Banks . . . . .	79,551,662.04
Call Loans, Commercial Paper and Loans eligible for Re-discount with Federal Reserve Bank . . . . .	97,715,291.69
United States Obligations . . . . .	22,247,818.98
Short Term Securities . . . . .	32,833,639.64
Loans due on demand and within 30 days . . . . .	58,069,315.54
Loans due 30 to 90 days . . . . .	42,462,753.36
Loans due 90 to 180 days . . . . .	35,838,979.72
Loans due after 180 days . . . . .	1,585,383.06
Customers' Liability for Acceptances (anticipated \$1,834,683.52) . . . . .	18,593,877.97
New York City Mortgages and Other Investments . . . . .	6,722,373.29
Bank Buildings . . . . .	973,495.68
	<u>\$441,803,328.62</u>

LIABILITIES

Deposits . . . . .	\$351,342,591.99
Official Checks . . . . .	36,054,571.58
Acceptances (including Acceptances to Create Dollar Exchange) . . . . .	20,428,561.49
Discount Collected but not Earned . . . . .	893,900.16
Reserve for Taxes, Interest, etc. . . . .	1,802,091.28
Dividend payable October 1, 1925 . . . . .	612,500.00
Capital Stock . . . . .	17,500,000.00
Surplus and Undivided Profits . . . . .	13,169,112.12
	<u>\$441,803,328.62</u>



The photo on the right shows Earl Grove of Plover, Iowa, who has been in the Pig Club for three years. There is an old adage that says, "The eyes of the master fatteneth his cattle." It is evident that Earl Grove is going to be a master in the hog business. He is a senior in the Plover High School.

Edw. Carey, of Fonda, and his litter of Polands is shown in the picture at the left, with J. H. Engel of the First National Bank of Rolfe. Mr. Engel paid the boys their premium money as soon as Mr. Thornburg made the awards. In addition to raising the litter of Poland pigs, Edward Carey raised 500 pure-bred Leghorn chickens this year. The cockerels he sold as frying chickens for enough money to pay the entire cost of raising both pullets and cockerels. He has a few more than 200 pure-bred Leghorn hens as a net profit for his work with poultry.

POCAHONTAS county, Iowa, has a live bankers' association that is doing some splendid work along constructive lines, and, at the same time, they are doing some good advertising for their own business.

Last spring a number of the bankers met with County Agent C. R. Bowers, President Nis Behrendsen of the Farm Bureau and some of the directors at a dinner in the Hotel Pocahontas at which time the bankers decided to foster a pig club in Pocahontas county in 1925. Thirteen banks each contributed \$25 to start a premium fund for the pig club show which was to be held in the fall. The following week the banks ran a quarter-page advertisement in seven newspapers of the county announcing the pig club show.

Local clubs were organized near Rolfe, Laurens and Fonda, while boys and girls joined from other parts of the county. The Laurens club and the Garfield township club met regularly each month during the summer. The Garfield township club held a tour, the club members assembling in the morning and spending the entire day visiting the club pigs in Garfield township.

The Big Four Fair at Fonda added \$185 to the premium list in order to induce the bankers to hold their pig club show at the fair. This made a premium list of \$570. Speakers for the occasion were Congressman L. J. Dickinson of Algona and Dr. R. K. Bliss of Iowa State College. Thousands of people saw the exhibit of sixty-eight pigs that the boys and girls had grown. The exhibit certainly was creditable and practically all the pigs were of excellent quality. The boys and girls were particularly pleased

because the banks and the fair gave them the checks for the premiums that they had won immediately after the pigs had been judged by Hon. M. G. Thornburg, state secretary of agriculture. Two trips to the International Live Stock Exposition, Chicago, will be awarded to the outstanding club members by the Illinois Central railroad and the Northwestern railway.

The Laurens pig club held an additional show community day at Laurens in which quite a number of pigs were shown for prize money.

Several of the club boys who grew the best pigs had to borrow money with which to purchase a pig to start in club work. Some of the boys are developing into real hog men. For instance, Lowell Aschenbrenner grew three litters of pigs, one of which was the first official ton litter to be produced in Pocahontas county. This was a cross-bred litter of eleven pigs that weighed 2,151 pounds when the pigs were 180 days old. This litter topped the Chicago market and brought Lowell about \$272. One advantage with this kind of work is the close personal touch that the bankers get with their customers. For instance, W. Lee McVey produced a ton litter of pigs and J. H. Engel and J. D. Brinkman of the First National Bank of Rolfe came out to the McVey home and helped weigh up this litter when it was 180 days old. Margaret and Harold Fitzgerald not only did well with their Duroc litters at the county pig club show, but won first and second on get of sire, produce of dam and young herd in the open class against the breeders at the Big Four Fair, so that their total winning of premium money amounted to about \$100.

# What Will You See When You Go Motoring Next Sunday?

**T**HAS been the corn belt's wonder year. The tall corn has grown tall. The ears have been long and well-filled. Prosperity has spread its blanket of plenty over all the land. But wait—there's more. What of this yellow, golden corn? Will it really bring the full measure of its promise? You can find the answer on your ride next Sunday—and the answer is—buildings!

As you pass farm after farm, look at the farm buildings. Will the farmer's treasure of corn be stowed away in safe, protected granaries where he can hold it for fair prices, or will it be stuffed into rotten, slat cribs, at the mercy of every wind and rain that blows.

Will the hogs and cattle to which some of this corn will be fed be housed warm and snug against the stealthy clutch of exposure, or will they also lie unprotected?

The farmer's gold, entrusted to your care, you house carefully and well in deep-lying vaults. Your ride will tell you whether his equally precious golden grain is as faithfully protected.

What you see on your ride will spell the measure of prosperity the farmer is to reap from this year's crops. It will spell the prosperity your community is to enjoy—that your bank is to enjoy.

## Gordon-Van Tine Farm Buildings Safeguard Prosperity

This fall, as always, Gordon-Van Tine can help protect the prosperity of your community. Every farm building we sell embodies the latest modern developments in agricultural building science. They can be erected by the farmers themselves in a few days or hours by the aid of the plans and blueprints we furnish. Their quality is guaranteed absolutely or money back. And their cost is the lowest in America today.

Our Free Books on Farm Buildings and Building Materials, used today as handbooks by so many corn belt bankers, are yours for the asking. You will find them a mine of information as regards building developments and money saving service. The coupon brings them on request. Your ride this Sunday may well demonstrate their pertinence. Mail the coupon today!

**Gordon-VanTine Co.**  
ESTABLISHED 1868  
**Satisfaction Guaranteed or Money Back**

Resources Over \$1,000,000.00

References: Any Bank in Davenport; Continental and Commercial National Bank, Chicago, Ill.

625 Case Street

Davenport, Iowa

Gordon Van Tine Co.,  
625 Case Street,  
Davenport, Iowa.

Please send me your free books on Home, Barns,  
and Building Materials.

Name .....

Address .....





## A Specialized Service

for Banks and Bankers which is the result of more than sixty years of experience is offered by

**THE FIRST NATIONAL BANK OF CHICAGO**

and

**THE FIRST TRUST and SAVINGS BANK**

Complete facilities are provided for active and inactive accounts, collections, bills of lading, investments and foreign exchange transactions

FRANK O. WETMORE, Chairman  
MELVIN A. TRAYLOR, President

Combined Resources  
Exceed \$400,000,000

## Personal Paragraphs

**Karl De Laittre**, president of the Minneapolis Civic and Commercial Association, has been named Chairman of the Committee on Immigration of the Chamber of Commerce of the United States. He succeeds John W. O'Leary, vice president of the Chicago Trust Company. Mr. O'Leary has become president of the National Chamber.

—\$—

**H. W. Cannon**, dean of the directors of the Chase National Bank of New York, recently celebrated his seventy-fifth birthday. Mr. Cannon has been a director of the bank continuously for 39 years, and was president from 1886 to 1904.

—\$—

**Junius Spencer Morgan**, son of J. Pierpont Morgan, has been elected a director and member of the finance committee of General Motors Corporation. Mr. Morgan succeeds the late Edward S. Stettinius.

—\$—

**Walter W. Head**, president of the Omaha National Bank, entertained at his home President and Mrs. Coolidge. The President was in attendance at the American Legion convention recently held in Omaha.

—\$—

**Edgar L. Mattson**, vice president of the Midland National Bank, has been presented with a silver service by the executive committee of the National Bank Division of the A. B. A. in recognition of his services as president of the division.

—\$—

**E. B. Wilson**, formerly vice president and general manager of the First National Bank of Council Bluffs, has resigned his position with that institution and is now connected with the National Banking Department. Mr. Wilson, before entering the First National Bank, was a bank examiner and is now returning to that same position. His territory will be southwestern Iowa, with headquarters at Council Bluffs.

—\$—

Fair play in business lost an ardent advocate, and fraud and deception a dangerous foe when **D. C. Wills**, chairman of the board of the Fourth Federal Reserve Bank, died at his home in Cleveland, October 22d. For six years Mr. Wills was president of the Cleveland Better Business Bureau and under his direction the protective service to investors bearing the slogan "Before You Invest—Investigate," was developed. Today this type of work has been

adopted by Better Business Bureaus in forty-three cities and the same note of caution has been carried from the investment field to all other lines of mercantile pursuit as well. Mr. Wills was active in the work of the National Better Business Bureau of the Associated Advertising Clubs of the World, having assisted in the organization of Better Business Bureaus in many cities of the Middle West.

—\$—

**Wilber Hattery**, for many years an officer of the Continental and Commercial National Bank of Chicago, passed away Saturday, October 17, 1925. He had been in the employ of the bank since 1894. Before his election to an assistant cashiership, Mr. Hattery had worked in every department of the bank.

He had many acquaintances among bankers everywhere and city customers, and for years represented his bank at conventions and group meetings. Mr. Hattery was a nature lover, spending as much time as he could each year in the woods camping and on streams paddling and fishing. Not the least of his accomplishments was music, which found expression on his violin.

—\$—

**John L. Mitchell**, president of the First National Bank and V. C. Bonesteel, vice president of the Security National Bank, both of Sioux City, recently attended the Cedar County Bankers Association meeting, held at Hartington, Nebraska. Mr. Mitchell was one of the principal speakers.

—\$—

**Ray Nyemaster**, vice president of the American Commercial and Savings Bank of Davenport, Iowa, was appointed chairman of the committee on savings of the Savings Division of the American Bankers Association, following the convention held at Atlantic City.

The committee, of which Mr. Nyemaster is chairman, covers the field of school savings, industrial savings, life insurance savings, and encourages greater cooperation between banks and better business bureaus.

—\$—

### To Head New Miami Bank

Clark S. Davis, assistant vice president of the Bank of America, New York City, will resign his position to become president of the newly organized City National Bank of Miami, recently approved by the comptroller of the currency in Washington.

The City National Bank of Miami will have capital of \$1,000,000 and surplus of

\$250,000, as large as any existing Florida bank. At present there is only one national bank in Miami, the First National.

It is planned to organize an advisory board for the City National Bank of Miami composed of five men with national reputations. The president of one bank in each of the five largest cities will be invited to sit on the board. The new bank also plans to open a trust department and a New York trust officer will be invited to go to Miami.

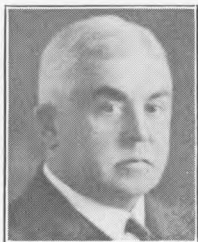
Mr. Davis started his banking career at fifteen when he quit a salaried job in another line to enter a bank at no salary. He was born in Georgia and his first banking experience was in his native state and in Florida. He came East when nineteen and later organized the First National Bank of Amityville, L. I. He also built up and now is president of the First National Bank of Bellmore, L. I.

Through an introduction to E. C. Delafield, president of the Bank of America, Davis became an assistant secretary in the Franklin Trust Company, and when that bank merged with the Bank of America he became an officer in the latter institution.

Mr. Davis' hobby is organizing banks and he is a director of several banks and title companies in Florida. He is in his early thirties and his home is in Amityville. He is married and has two children.

**Joins De Puy Organization**

George Wight, veteran newspaper man, has been appointed western coast representative for the De Puy publications, with headquarters at 600 Baldwin Building, San Francisco, California.



GEORGE WIGHT

Mr. Wight is a native of Massachusetts. His early journalistic experience was with Washington, New York and Chicago newspapers. He has been editor and manager of several newspapers in Canada, including Victoria and Vancouver, B. C.

A position with the San Francisco Examiner brought him back to the States. Later he was for five years secretary of the Chamber of Commerce at Santa Barbara. More recently he has been doing editorial work for the California Bankers Association.

Mr. Wight says he likes California, but that he hasn't forgotten the taste of good old New England oyster stew and Thanksgiving turkey.

If we do not vindicate our opinions, we seem poor creatures who have no right to them; if we speak out, we are involved in continual brawls and controversy.—*Hazlitt*.

**Farm Fire Losses**

"Fire Prevention on the Farm" was the subject of a recent conference held at the Underwriters Laboratories, here, under the auspices of the American Agricultural Editors Association, the Agricultural Publishers Association and the Farm Insurance Association, at which the problem was discussed from various viewpoints.

Calling special attention to the fact that it is a matter of accurate statistical information that every dollar of premium written by member companies of the Farm Insurance Association during the past five years cost the companies \$1.08 "in hard cash, without discount," I. D. Goss, joint manager of the western farm department of the American Fore group, said there are two ways of reaching out for reforms: One by appeal to public opinion and public conscience, and the other by the passing of laws.

"With a multiplicity of laws on every

conceivable subject, great and small, we feel hesitant at advocating further resort to statute," the speaker said, "but in this connection a law which will attempt to fix the responsibility for fire and adopt a proper penalty would be an aid in bringing this burning question squarely to the consciousness of the people."

While there is no published segregation of farm losses, Mr. Goss estimated with reasonable accuracy that the farm bore not less than \$150,000,000, insured and uninsured, out of the total of \$548,000,000 losses in property of all classes last year by fire. Analyzing the fire waste on the farm, the speaker asserted it is fair to say that one-half of the farm loss comes from the destruction of buildings and that "the replacement of all the buildings consumed by fire on our farms last year will require the destruction of 7,500 acres of our woodland wealth."

Dealing with the question of fire pre-

# The Royal Union Life Insurance Company

Des Moines, Iowa

## *Strong and Progressive*

Paid to Policyholders—  
Over \$19,000,000.00

Insurance in Force—  
Over \$138,000,000.00

A. C. Tucker, President  
D. C. Costello, Secy.      Wm. Koch, Vice Pres.



vention, Mr. Goss stressed the point that farm property stands practically defenseless in the face of fire. This for the reason that the usual costly and complex defenses which the cities and towns have built up for combating and extinguishing fires are absent from the farm, with the result that most fire losses on the farm are total.—*Chicago Journal of Commerce.*

#### Women Favor Endowment

In a recent study made by actuaries of the Prudential Insurance Company of 1,000 ordinary policies issued in 1914 on the lives of women, it was found that

74.3 per cent of the original issue was still in force at the end of ten years.

As the occupations of housewife, houseworker and student were excluded from this group, and from the fact that 81 per cent of the women purchasing policies of \$1,000 or more were single when the policies were issued, it was inferred that the group was composed largely of business and professional women.

Commenting on the matter, an officer of the company said that "this persistency record is a tribute to the foresight and insurance sense of these business

women. They anticipated the modern principle of buying life insurance—taking a specific sum to fill a definite need." He further stated that "women show a decided preference for the endowment policy. This is because their avowed purpose is the accumulation of a little nest egg against the day, twenty or thirty years hence; when their earning power may diminish. They keep this object firmly in mind and let nothing interfere with the payment of their premiums. At the same time the endowment gives them protection every self-respecting person desires."

The Prudential official pointed out that the economically independent woman may procure insurance commensurate with her earning capacity, being virtually on the same basis as a man in the insurance world; while on the lives of married women, dependent for support upon their husbands, there are necessary limitations. An interesting feature in connection with the particular group of women's policies studied by the actuaries of the Prudential is the fact that 41 per cent of the women who were single when the policies were issued married within the ten-year period.

#### Socialism in South Dakota Checked by Injunction

The state of South Dakota has been enjoined temporarily from engaging in the gasoline business. It has been operating a few filling stations tax free, and paying a considerable part of its overhead out of general tax funds. This has not been done with any intent to serve gasoline to the general public of South Dakota. The project has been a simple political gesture to drive private corporations into selling gasoline without profit or below cost.

The decision of the court would seem to be justified by every rule of law, economics and common sense, not to mention fairness and common decency. Whether it will prove helpful or harmful to the oil industry remains to be seen.

The Standard Oil Company of Indiana appears to have adopted the more practicable method of combating socialism and confiscation in South Dakota. It has undertaken in a series of conspicuous advertisements in all of the leading newspapers of the state to reason with the people, to show them that they must lose in the long run by the tactics of their state government.

The public does not accept kindly an injunction decision which denies it what it holds to be a right or a privilege, even though the law, when given an opportunity to speak, denies that such a right or privilege exists.

The injunction procedure may be the quicker and cheaper method if it succeeds ultimately, and the temporary injunction be made permanent. The Standard Oil

## THE NATIONAL PARK BANK

of NEW YORK

Established 1856

214 BROADWAY

Uptown Offices

PARK AVENUE and 46th STREET

SEVENTH AVENUE and 32nd STREET

#### DIRECTORS

Charles Scribner	Joseph D. Oliver
Richard Delafield	Lewis Cass Ledyard, Jr.
Francis R. Appleton	David M. Goodrich
Cornelius Vanderbilt	Eugenius H. Outerbridge
Gilbert G. Thorne	Kenneth P. Budd
Thomas F. Vietor	John H. Fulton
John G. Milburn	Frank L. Polk
William Vincent Astor	Clarence Dillion

#### Banking in all its branches

Commercial and Travelers' Credit issued; Correspondents in all principal Cities in the World. Foreign Exchange bought and sold. Corporate and Personal Trusts; Safekeeping of Securities; Collection of Income. Investment Service for Customers. Safes in our Safe-Deposit Vaults at moderate rental.

Capital, Surplus and Undivided Profits, \$33,700,000

of Indiana process must, in the end, be more effective, and in the end it will be more helpful to all business.—*From Chicago Journal of Commerce.*

**Bankers Should Be There**

By W. E. WISSLER  
*President, Iowa Automotive Merchants Association*

Most of the mistakes made by automobile dealers and tire dealers and battery and garage men are traceable to two things. They lack the knowledge of certain details of their business that is necessary for complete success, or,

They do things they know are contrary to good business practice because they think they must do them to meet competition.

Unwise extension of credit, over-allowances on used cars, deductions from legitimate bills, patronage of fake advertising schemes, failures to protect their legal rights, failures to make collections and many other bad practices are traceable to ignorance of the facts or to the fear of competition.

The Iowa Automotive Merchants Association constitutes a clearing house for the experiences of Iowa automotive merchants.

Its purpose is to give to each member the benefit of the experience and knowledge of all the rest and to eliminate these unwise practices by eliminating their causes.

The Seventh Annual Convention of the Iowa Automotive Merchants Association is to be held in Des Moines, November 12th and 13th. A practical and constructive program has been prepared. Every banker in Iowa is invited to come and to bring any automotive dealers or garagemen who are customers of his bank, whether they are members of the Iowa Automotive Merchants Association or not.

These men may be waiting for your advice to join with their fellows in the work of an organization designed to protect and promote their interests. Members of the Iowa Bankers Association know the value of organization and can give wholesome advice on this matter.

**YOUR OWN HOUSE ORGAN!**

Issued under your own name and over your own signature with all the advantages and none of the drawbacks of syndicated material—large space to put over any or all departments of your institution—

The Cost? Amazingly Low!

**P. M. REED**  
& Banker Associates

TRIBUNE TOWER  CHICAGO

# THE FOREMAN BANKS

FOUNDED 1862



When Lincoln was president this bank was founded. It has always preserved a Lincoln-like simplicity in its dealings. We invite your business on our 63-year record.



## The Foreman National Bank

*The Foreman Trust and Savings Bank*

La Salle and Wash'ngton Sts.  
Chicago

*Combined Capital, Surplus and Undivided Profits exceed*

**\$10,000,000**

### THE STATE CENTRAL SAVINGS BANK KEOKUK, IOWA

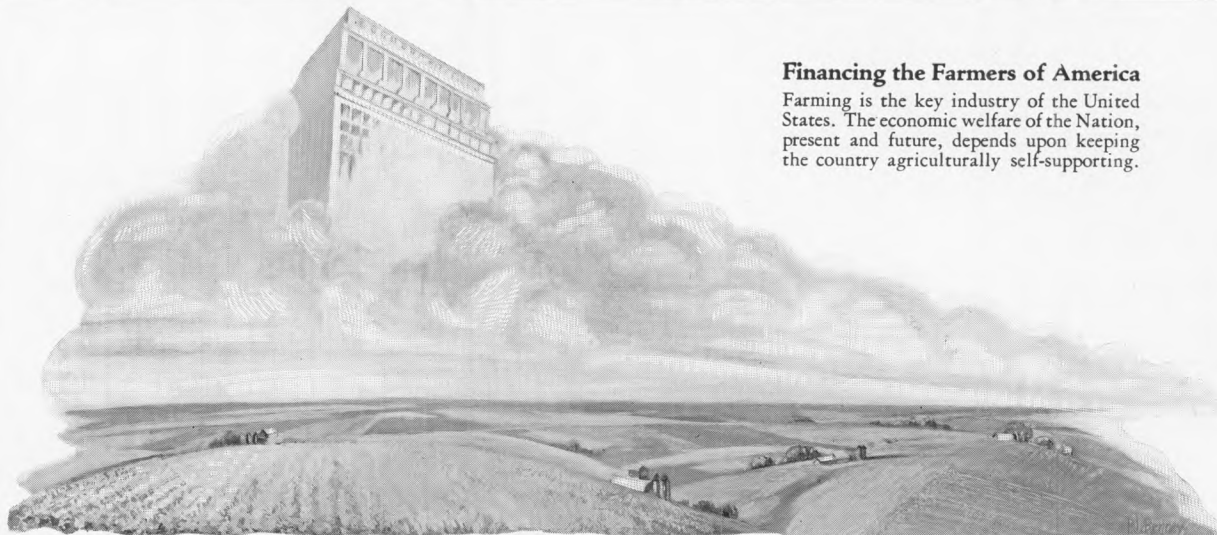
Capital .....	\$ 200,000.00
Surplus and Undivided Profits .....	329,574.16
Deposits .....	2,803,196.77

WILLIAM LOGAN, President  
L. J. MONTGOMERY, Vice President ASAPH BUCK, Vice President  
C. J. BODE, Cashier ALVIN KRAFT, Assistant Cashier  
L. J. WOLF, Assistant Cashier

:: ACCOUNTS OF BANKS AND BANKERS INVITED ::

Circulation Is Audited—You Buy a Known Quantity  
The Northwestern Banker





### Financing the Farmers of America

Farming is the key industry of the United States. The economic welfare of the Nation, present and future, depends upon keeping the country agriculturally self-supporting.

## INCREASING FARM PROSPERITY ~ through Joint Stock Land Banks

FOR years, in many sections of the United States, the farmer paid as high as 8% to 12%—and rarely less than 7%—for loans adequately secured by productive property. On the other hand, manufacturing concerns, with no better security than that offered by the farmer, could borrow money at far lower interest rates, because it was recognized that they could not profitably continue in business if exorbitant rates were demanded. The farmer, however, was expected to prosper under conditions which, if imposed on any other business enterprise, would threaten it with bankruptcy.

### No Direct Contact with Capital

The reason such a situation existed was due primarily to *the inability of the farmer to establish direct contact with available and interested capital*. He was forced frequently to pay as many as four and five commissions to middlemen, thus doubling and trebling his cost on a perfectly sound loan.

The condition was not remedied until the Federal Farm Loan Act was passed by Congress in 1916, which offered a basis for the establishing of a practical, national farm banking system. Capital for agricultural purposes then became available to the farmer through Joint Stock Land Banks—

at a net rate which has never since exceeded 6%. This government recognition of the fact that widely distributed credit resources for agriculture as well as industry are essential to the life of the nation assures the permanency of the Joint Stock Land Banks, and precludes the possibility of a return to the old and extremely unsatisfactory methods.

### Government Supervision

Today, Joint Stock Land Banks supply a large part of the capital needs of agriculture. This is done as directly, and even more simply, than industrial enterprises can obtain similar credits. Under Government regulation, these Banks extend direct loans, secured by productive property, the value of which has been appraised by the Government.

### Bonds are Tax-Exempt

The funds for these constructive loans are obtained principally through the purchase by investors of Joint Stock Land Bank Bonds. These Bonds are printed by the Government; they have been declared instrumentalities of the Government by the United States Supreme Court; and they are secured by first mortgages on productive farm lands. They are, by Federal Law, as fully tax-exempt as First Liberty 3½% Bonds.



The Guy Huston Organization—a complete organization of financial, land and bank specialists—affords Joint Stock Land Banks a broad, basic and helpful service. The facilities of this Organization are extended not only to Joint Stock Land Banks, but to investment bankers and institutions desiring information or reports covering any phase of Joint Stock Land Bank operations or securities.

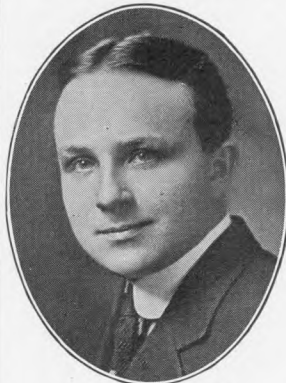


## GUY HUSTON ORGANIZATION

61 BROADWAY  
New York

208 SO. LA SALLE ST.  
Chicago

## Iowa Bond Dealers Section



W. H. FERGUSON  
President

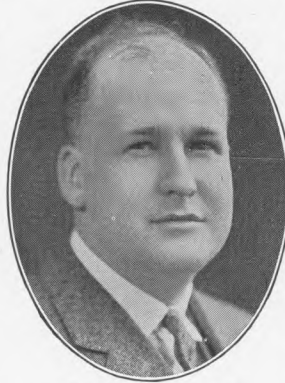
The Northwestern Banker is  
the Official Publication of  
the Iowa Bond Dealers  
Association

### OFFICERS

President.....  
.....Warren H. Ferguson  
Ottumwa

Vice President.....  
.....Frank Weich  
Cedar Rapids

Secretary-Treasurer ....  
.....Frank N. Ward  
Des Moines



FRANK N. WARD  
Secretary-Treasurer

## Foreign Bonds Earn Great Popularity

By J. G. Gallaher

Blair & Co., Chicago

**A**UTHORITIES early this year placed the amount of foreign investments outstanding in the United States, both public and private, as around \$9,500,000,000. From reliable sources we learn that the amount of foreign government and municipal flotations, exclusive of Canadian, offered in 1924 totalled nearly \$791,000,000 in round figures and that foreign corporation financing amounted to around \$463,000,000. These combined figures represent an increase of about 350 per cent over similar financing in 1923. The flood of new foreign issues during the current year has shown no sign of abating. England and the United States have become bankers for the world. Investment conditions in our country have raised our own security prices to unexpected heights and have been partly responsible for the buying back from Europe of the bulk of American investments which were in foreigner's hands prior to the war. It is agreed that the feeling toward foreign securities has greatly improved and most foreign bonds have recently advanced in price. This is due in part to the steps being taken, or which have been taken, by debtor nations to fund their obligations to our government incurred during the war, and by the gradual return of first-class nations toward financing on a lower basis and because the yield on domestic issues has been gradually declining.

Some facts regarding this tremendous amount of foreign securities marketed in this country during the past few years and, in particular, the growth in popularity of this type of bond in the Middle West, should interest the readers of THE NORTHWESTERN BANKER. Every banker appreciates that the education derived

from our government's liberty loan program was one of the biggest factors in bringing about an increased interest in all classes of securities. Following the \$500,000,000 Anglo-French loan floated during the war it will be remembered that one of the first "dollar loans" offered in the American market by a nationwide syndicate was the \$25,000,000 Government of Switzerland 8's at par. The credit of foreign nations being an unknown quantity to the average bond buyer at that time, these bonds carried attractive redemption features, provisions as to the use of the funds by the borrowing nation in addition to the high coupon. Later, the obligations of other neutral European countries carrying 8 per cent coupons were sold and then various municipalities of these countries borrowed in our market. Several South American issues also were successfully distributed, primarily the "ABC" nations, Argentine, Brazil and Chile. As is known, a few of the European countries have redeemed some of their outstanding issues here through the sale of similar, or larger-sized flotations of lower coupon bonds. Nearly all of the original issues are selling, or have sold, at substantial premiums.

The Middle West has naturally played a prominent part in this remarkable growth of the bond business, during which period Chicago has become recognized as a most important financial center. Several bankers there have expressed their belief that distribution in the Middle West can be very conservatively estimated at ten times that of five years ago. It is easy to believe that one-fourth, or possibly one-third, of the new offerings are sold in the territory bounded by lines drawn from Cleveland

to Denver and south from Duluth to New Orleans. This article has more to do with that section west of Chicago, the major part of which is served by THE NORTHWESTERN BANKER. With few exceptions, the country banks in Illinois, Iowa, Nebraska, Minnesota, Wisconsin, etc., which four or five years ago carried a substantial amount of farm mortgages and real estate loans, now show sizable amounts of bonds in their statements. Without doubt, the majority of these bank holdings include some foreign bonds. Earlier in this five-year period many bankers felt that the work of investment bankers was in direct competition with the country bank's efforts to build up savings accounts and its farm mortgage business. Since, however, the cooperation shown on the part of houses of issue and their representatives with these same banks and the amount of investment funds which have been uncovered, has resulted in a much different attitude being exercised toward the security business.

It is almost impossible, of course, to estimate correctly the amount of foreign bonds which have been sold in this same territory during this time. It was estimated by one banker in Omaha over two years ago that the Omaha market then distributed a total of about \$30,000,000 bonds of all classes annually. We know there are a score or more reputable dealers and banks with bond departments in Illinois, in Iowa and in neighboring states west of Chicago which have connections with eastern underwriting houses and which are constantly called upon to place their proportion of offerings of national interest among their customers. It will be recalled that in 1920 Minneapolis, St. Louis, Kansas City, Omaha and Denver and a few others of the larger cities in this part of the United States were recognized as fair distributing centers, but the larger part of the bond houses at present operating here and especially in the smaller cities have come into existence within the past five or six years. Peoria, Davenport, Omaha and other large cities in the same section were acknowledged farm mortgage banking centers. Establishment of federal and joint stock land banks has resulted in many farm mortgage banking houses turning their attention to the bond business.

These dealers and bond department banks referred to, through their organizations and advertisements, have helped bond buyers in their respective territories to realize that higher yields, equal security and marketability can generally be obtained through the purchase of foreign bonds. Most bankers believe that, while care and discrimination should be used, many foreign bonds are selling at bargain prices today which offer an opportunity to employ funds in sound securities at levels which in a



short period of time may cease to be available. A study of the history of "dollar loan" defaults would probably show that these can be counted on the fingers of one hand. A comparison of bond prices in the New York and London markets clearly demonstrates that the British investor places a much higher valuation on the credit of foreign nations than his American cousin. Without question, better income opportunities can be found in securities coming from abroad at this time.

That bond buyers in Iowa and adjacent states absorb a very fair share of nearly all foreign issues as they are offered is indicated in the advertising and other columns of the press. Those familiar with conditions in the eastern part of Iowa will recall that, until about

five years ago, there were only two or three dealers of substantial size operating at that time in that section and their interests were largely confined to the municipal field. Davenport, Des Moines, Omaha and some other cities in the states being discussed herein now have their bond men's clubs, nearly all of the New York and Chicago banking houses have travelling representatives and branch offices and many cities are served by their bond department banks as well. Granting that these bond houses are interested in practically all of the major issues, it naturally follows that an enormous amount of foreign bonds are constantly being placed in investor's hands here.

Just a few years ago the statement of a prominent international banker that

we would be called upon to invest in the securities of foreign industrial corporations by or before 1925 was considered startling, to say the least. Certain railroads in France were among the first foreign corporations to attract national attention in our market until within the past year or so several European, and later Japanese, public utility and industrial bonds have been sold in this country, which includes, of course, the Middle West. More recently, well known corporations in Germany have been financed through borrowing from the American investor. Prior to the offering of the German Government 7's a year ago, the immediate success of that loan and subsequent strength of the bonds was unthought of in most quarters. One newspaper recently reported that private American loans to German industries and cities during the current year amounted to more than \$130,000,000.

It may be a question as to whether or not German governmental and municipal obligations are not at least as safe as those of other continental European nations involved in the war which have not been "doctored" by a Dawes commission. Most certainly the German, along with other foreign securities, seem to provide safe means of attractive return on investment.

Some of our most conservative institutions out here have recommended and sold such securities to their customers within the recent past. Even the pessimist will admit that the present pronounced strength in the market of foreign bonds seems justified by the air of growing peace and prosperity which apparently prevails in Europe today. To quote a friend: "Show me a man who wants to work and who is working under the burden of unfavorable conditions, and I will show you a good credit risk—that is Germany."

Economically, that part of the United States in which we are interested is, of course, governed largely by agricultural conditions. There is no question but that restoration of the buying power of the agricultural districts has its influence on the security markets. It is the opinion of many economic experts that the purchasing power of the farmer is one of the most important single factors in determining the rate of activity of general business. If the farmer's ability to buy is much the best since the post war depression, as seems generally believed, and this condition continues, the security business in the Middle West will undoubtedly grow into even larger volume. To the writer's knowledge, new customers are made in increasing numbers every day in the rural sections which includes the small country banks as well as the individual.

The majority of the bond buyers we are discussing were educated into purchasing securities, other than Liberties,

**T**HE obligations of this institution are selected as appropriate and sound mediums for short term investment by a large banking clientele. They may be obtained in convenient denominations and suitable maturities.

Full information may be secured through usual banking channels, or by addressing Financial Sales Department, at any of our offices.

## GENERAL MOTORS ACCEPTANCE CORPORATION

*Executive Offices:*

224 West 57th Street, New York City

*Branch Offices:*

- |            |             |                 |
|------------|-------------|-----------------|
| Atlanta    | Denver      | Omaha           |
| Boston     | Detroit     | Philadelphia    |
| Buffalo    | Kansas City | Pittsburgh      |
| Charlotte  | Los Angeles | Portland, Ore.  |
| Chicago    | Memphis     | St. Louis       |
| Cincinnati | Minneapolis | San Francisco   |
| Cleveland  | New York    | Washington      |
| Dallas     |             | London, England |
| Dayton     |             | Toronto, Canada |

in a market of high coupon bonds and are naturally still partial to this type. The only bonds as a class in our present market that offer a reasonable amount of security with the higher coupon being foreigners, it is safe to assume that with the expanding needs of a reconstructed Europe, to be cared for in American financial marts for the next few years at least, increased interest will be manifested throughout this section in this type of bond. Many in financial circles predict that American bankers will make loans amounting to several hundred million dollars to France as soon as the war debt payment, being discussed at this writing, has been arranged.

The rapidity with which our government has been able to dispose of its treasury certificates, carrying coupons as low as  $3\frac{1}{4}$  per cent, and the quick success of other short-term and low-coupon issues may indicate the continued easy condition of the money market. We read that Secretary Hoover believes that demands on eastern banks for funds to finance the western crops will be less this year than last, and that the West is in a position to handle a large part of its own business. Such conditions, if they continue, will undoubtedly have their influence on the anticipated gradual advance in prices of high-coupon securities.

It is the hope of the writer of this article that some of its readers will appreciate the wisdom of giving earnest consideration to the purchase of more foreign bonds in the future. In considering high-coupon bonds, the large investor should give thought to the possibility of the tax exemption feature of municipal bonds becoming of less interest in the near future. It seems almost a certainty that at its next session Congress will revise the income tax laws, which may reduce the desirability of the tax-free bond.

Bond business in the Middle West will continue to grow, of that no one seriously doubts.

#### New Firm at Cedar Rapids

Ed LeClere, who served five years as assistant cashier of the Coggon State Bank, at Coggon, Iowa, and resigned to accept the position of cashier of the State Bank of Central City, Iowa, where he served eighteen years, decided some months ago to engage in the first mortgage bond business. He resigned his position with the Central City bank and is now at the head of LeClere & Company, investment bankers, Cedar Rapids, Iowa. This firm is specializing in first mortgage real estate bonds.

Mr. LeClere believes there is a good opening and a waiting market for this class of securities in Iowa and especially for bonds based upon conservative first mortgage real estate loans made by experienced bond houses managed by men of unquestioned integrity and character.

Mr. LeClere believes that Iowa investors are entitled to safety for their money, an attractive interest yield and to a security for which there is a ready market at all times—and that first mortgage real estate bonds are among the best securities offering these advantages.

#### At Home and Abroad

Craddiek Service, in its house organ, "The Craddigram," offers the following:

"The state of Virginia has appropriated something like \$100,000 to be used to advertise her advantages to her own people to offset and counteract the effect of Florida land and real estate advertising upon

people of large and small means in Virginia commonwealth.

"It is worthy of comment that when a state finds it necessary to protect itself against outside competition it immediately turns to advertising.

"If every state in the Union should spend a good round sum annually to sell their own people on their own state it would help business all along the line.

"Advertising developed California. It will develop Florida. It can develop any other state if that state has industrial, climatic and geographical location and transportation facilities which are of advantage and value to a large number of people of ordinary means."

## Eastern Service

**THROUGH** our arrangements with Messrs. Kidder, Peabody & Company of Boston and New York we are able to supply our patrons with complete service for the execution of orders in securities listed on the New York and Boston Stock Exchanges.

List of offerings  
sent on request

**Mitchell, Hutchins & Co.**  
INVESTMENTS

Illinois Merchants Bank Building • Chicago • Telephone State 1700

Correspondents, Kidder, Peabody & Co., Boston & New York



# Is the Bond-Offering Advertisement Doing Its Job?

**D**IFFERENCES of opinion regarding investment advertising began to develop some years ago, when a few advertising men were first summoned to the financial district by bankers who thought it high time for them to begin to advertise their business. These pioneers hung up their hats and tried to work out their new advertising problems according to the formulas they had been

An address by Arthur DeBebian of The Equitable Trust Company of New York, before the Financial Advertisers' Association at Columbus, Ohio, October 15, 1925.

taught in the older commercial fields of advertising.

They began to produce copy which overturned practically every carefully guarded banking tradition, but the copy was never published. The bankers

would have none of it and in many banking houses the advertising man degenerated into a sort of printer's "Good Man Friday," who substituted Cheltenham bold for Caslon light face, inserted white space here and there in advertisements prepared by everyone but himself, and heartily wished he were back writing chewing gum advertisements.

However, things were not quite so black as I have made them appear. The advertising men functioned well in the part of their jobs where they were allowed a certain degree of authority. They studied the papers and periodicals—they studied circulation, they familiarized themselves with rates and watched the advertising appropriation purse strings carefully.

On the other hand, the advertising agent had rather a soft job before the financial advertising man arrived, if we can believe the stories of the old-timers in the business. When a large issue was to be announced the banker called in the advertising agent, handed him a long, legally airtight description of the issue. The agent took out his glasses, looked at the length of the copy critically and then said boldly, "That will cost you \$15,000," or he might have said \$20,000 or \$25,000. No list of papers, no estimate, no weighing of quality or quantity of circulation, the banker knew not whether the advertisement was destined for Pittsburgh or Panama.

We have at least advanced in our methods of handling financial advertising and the agencies are giving us the finest kind of service and cooperation in the difficult task of publishing offering advertisements simultaneously in all parts of the country. But advertising men have been fretting for a long time over a condition which Mr. Bryson has asked me to make the subject of my brief talk here today.

Is the offering advertisement doing its job?

That is a question that cannot be intelligently answered without first putting a question in return. What is the job expected of such an advertisement?

Twenty-five years ago the selling of securities was a simpler task than it is today. The buyers consisted of a comparatively well known group of savings banks, insurance companies, financial institutions and a small aristocracy of individual investors.

The reproduction in print of a letter from the president of a railroad, or an industrial corporation describing a new bond issue was readily understood by this clientele. They were conversant with all

## Manufacturers' Finance Trust

(Chicago)

### Collateral Trust Discount Notes

Secured by pledge of self-liquidating accounts and notes receivable

4 Months' Maturity to Yield	4 3/4 %
6 " " " "	4 3/4 %
8 " " " "	5 %
10 " " " "	5 %
12 " " " "	5 %

We recommend these notes for investment

# BROKAW

## AND COMPANY

105 South La Salle Street, Chicago

IOWA REPRESENTATIVES:

Edward J. Kelly and Maurice F. Leahy



types of securities, knew the markets pretty well and could judge any new offering accurately.

It was customary for a banking house to market even a large issue in those days merely through the insertion of a description of the offering in a group of newspapers. Unquestionably, this type of financial advertising was doing the job twenty years ago, because its job was to acquaint a group of experienced, well-informed buyers with the facts regarding a new offering of securities. That was the extent of its mission. It was not a selling advertisement, nor was it an educational one.

But, if the large investment houses, banks and trust companies were dependent upon this same group of buyers today, the tremendous volume of financing accomplished would be impossible. There are two distinct classes of security sellers today, the wholesalers and the retailers. The wholesaler's job is to sell the dealer. The dealer's job is to find investors in practically every walk of life.

Former Secretary of the Treasury David F. Houston gave us an accurate picture of the present-day investment market when he said that American industry was steadily advancing to a status where every worker would eventually be a capitalist.

Mr. Houston, who is now president of the Bell Securities Company, a subsidiary of the American Telephone & Telegraph Company, substantiated his statement by opening the ledgers of several of the well-known telephone companies and revealing the types of investors owning the preferred shares of these companies. His statement is further substantiated by the figures recently issued by the United States Bureau of Statistics showing that the so-called small investor is taking up by far the largest volume of securities.

One-third of the dividends disbursed in 1923 (latest available figures was paid to individuals earning less than ten thousand a year. Over two-thirds of the interest and investment income reported were paid to persons earning less than \$10,000 a year.

I don't think there can be any doubt of the importance of the small investor, or the need for cultivating the huge market he provides. He is apparently the ultimate consumer of the great volume of investment securities. Yet he is not a good investor. He is losing over a billion dollars a year in fraudulent investments, something like \$3,000,000 a day. Obviously, something is wrong with our method of teaching the doctrine of sound investments.

But just how are we going to better the situation?

Ask the wholesaler to humanize his copy?

What happens when an investment

# Your Own Dealer Offers These Bonds



The following bond issues have been distributed among banks and investment houses in all sections of the country and can be obtained either through our Retail Department or from your dealer direct.

	TO YIELD
Roanoke Water Works Co. 5's	
Due 1950 . . . . .	5.70%
Allerton Fifty-Fifth Street Corp. 5.50's	
Due 1945 . . . . .	5.70%
Wadsworth Building 6's	
Due 1953 . . . . .	6.00%
Harriman Building 6's	
Due 1958 . . . . .	6.00%
Loew's New Broad Properties 6's	
Due 1945 . . . . .	6.00%
Plankinton Building 6.50's	
Due 1926 to 1947 . . . . .	5.50 to 6.30%
Southwestern Public Service Co. 6's	
Due 1945 . . . . .	6.05%
The Allerton Corporation Notes 5's	
Due 1928 . . . . .	6.20%
United Masonic Temple Building 6.50's	
Due 1949 . . . . .	6.30%
Allerton Cleveland Building 6.50's	
Due 1945 . . . . .	6.50%
Transportation Building 6.50's	
Due 1941 . . . . .	6.50%
Stevens & Thompson Paper Co. 6's	
Due 1942 . . . . .	6.60%

*These bonds are sound, conservative securities and have a broad market. They are of the type which appeals to discriminating investors.*

## P. W. CHAPMAN & CO., INC.

116 S. La Salle St.  
CHICAGO

42 Cedar Street  
NEW YORK

### PACKERS SECURITIES SPECIALISTS

Information—Quotations



231 SOUTH LA SALLE ST. CHICAGO  
TELEPHONE CENTRAL 6556

Government      Railroad  
Municipal      Corporation

### BONDS

FORGAN, GRAY & COMPANY  
Incorporated



Investment Bankers  
105 S. LaSalle Street Chicago  
Telephone Dearborn 7363



house decides to break away from custom and tradition and talk to the individual investor in his own language?

Let me cite a very interesting instance.

Quite recently, one well-known New York investment house did try to reach the public by putting in its offering advertisements only what information it thought would be of interest to the public. One of the advertisements did actually appear—a storm of protest from their attorneys burst upon them. They had taken a very dangerous step! Their deletion of parts of the advertisement could be construed as deliberate withholding of facts from the public. They were inviting legal action.

The members of the firm were frightened, they appealed to their attorneys for a type of advertisement safe to publish and the result was a setback to a style much worse than the one preceding the outbreak of radical copy.

Quite a few wholesalers of bonds have had similar experiences, therefore, when they form a selling group and allot bonds to dealers for sale in their territories, they are quite satisfied to continue to advertise their new issue in the orthodox way. It is the dealer who participates in these issues and subsequently tries to sell his bonds to the public, who must be brought to realize that advertising in his territory whether by the syndicate management for his benefit or advertising done by him independently unless addressed to the investor in terms he will understand is largely wasted. I have always felt that the sum set aside by the syndicate members for the offering advertisement should be divided and a substantial part used in a secondary campaign for the benefit of the leaders participating in the issue. I believe that a great deal could be accomplished if some of the leading wholesalers would take the

initiative in this type of advertising. There are several ways of conducting such a campaign. Each way has been tried and tried successfully. Here is one way:

Let us assume that we are about to market a bond issue for a large industrial firm, but a firm little known to the general public.

A preliminary ground-breaking campaign could precede the formal offering of bonds. It could be done in one or a series of advertisements addressed to the investor in terms he can understand. The advertisements should be illustrated if possible. A series of small pamphlets should be prepared for a direct-by-mail campaign to be conducted simultaneously with the advertising. All this copy should be put out, not over the names of the dealers or the syndicate, but over the name of the firm borrowing the money.

The recent Brown Boveri campaign is a good example of this type of advertising. Then there is the educational campaign following the formal offering which has been used quite successfully in instances where an issue has dragged along for some months without being fully placed with investors.

The State of San Paulo issue, originally offered in March, 1921, offers an outstanding example of the effectiveness of this type of campaign. My organization participated with several other large Wall Street institutions in this financing. The issue moved along very well until the syndicate had disposed of all but two million dollars of the bonds, then the participating dealers encountered considerable difficulty in arousing further interest among investors.

An educational advertising campaign was decided upon. It consisted of a series of illustrated advertisements giving interesting facts about San Paulo; one advertisement showed the size of the State of San Paulo to be equal to the entire New England group of states; one portrayed its leadership in agricultural and commercial pursuits; another dealt with its high credit standing; another with the character of its people, etc.

A portfolio of these advertisements was mailed to each dealer together with a schedule of insertion dates, papers to be used, etc. The advertising was supplemented with a few carefully prepared leaflets for direct-by-mail work. The effect of this publicity was felt almost immediately, and before half of the series had been published the last bond had been placed. The educational work done on the first San Paulo campaign undoubtedly had a beneficial effect on the next piece of financing undertaken by the State—the second offering of bonds being rapidly taken up.

The total cost of preparing one of these educational campaigns is negligible in comparison with other syndicate expenses and is always of assistance to the

# Chosen for Bank Investment

## Marshall Field & Company

4½% Debenture Bonds, due serially.

*Consolidated net assets are more than \$4,700 for each \$1,000 Bond and consolidated net current assets are more than \$3,000 for each \$1,000 Bond. Average Net Earnings for past 10 years are over 10 times maximum interest charges for these Bonds.*

Due 1-1-33, price \$98.18, yielding 4.80%.

Due 1-1-38, price 96.80, yielding 4.85%.

## Minneapolis, St. Paul & Sault Ste. Marie Railway (Soo Line)

First Consolidated 5% Gold Bonds (closed mtg.), due 7-1-38.

*This issue is guaranteed as to interest by the Canadian Pacific Railway Company and is a closed first mortgage lien on all the Company's 3,298 miles.*

Price 99½, yielding over 5.05%.

## Great Western Power Company of California

5½% Gold Notes, due 11-2-30.

*This Company operates in central California, serving a population of over 1,400,000. Net Earnings are over 1.9 times annual interest on the entire funded debt.*

Price 99¼, yielding 5.70%.

**PRIESTER-QUAIL & CUNDY-INC.**



BONDS FOR INVESTMENT

301 First Nat'l Bank Bldg.  
Davenport, Iowa

29 So. La Salle Street  
Chicago, Illinois

Circulars sent free upon request.

Use wires at our expense.

dealers in coaching his salesmen, even if not actually used in the newspapers.

Bond offering copy in some respects is unquestionably reactionary. It is the only branch of financial advertising that has not shown great progress in the past ten years.

Our large banks and trust companies today are telling their stories to the public just as effectively as the merchant and the manufacturer and they are reaping a rich harvest by their courage. But why hasn't offering advertising been modernized? Because there are many obstacles barring the way to a radical change in the present style of investment offering advertisement.

There is the element of time. Many of you know that the information used in bond circulars and advertisements is usually prepared in great haste, sometimes overnight. There is the fear of misstatements regarding the property and the necessity for legal approval before publication.

There is the pride in creating the impression that the issue has been largely oversubscribed in a few hours. But does all this compensate for the unplaced bonds that lie on dealers' shelves for months, while they dread that the banks from whom they have borrowed may call their loans, forcing them to take the only expedient and lighten cargo at a severe loss?

There is another viewpoint which we will have to consider, too. Many investment bankers already realize the advantages of educational advertising. They know that they must interest the public in their bonds, but they want this work accomplished through separate campaigns, which will in no way affect the present method of presenting new issues quickly.

That method is all right for the big firm, but the smaller dealer can not afford such an increase in overhead. His only chance for benefit from offering advertising lies in getting real selling copy inserted by the syndicate management in the papers circulating in his territory. And I firmly believe that if advertising is inserted to help the dealer sell bonds, it should certainly be selling copy.

We cannot expect immediate and concerted action from the investment banker in modernizing the offering advertisement. It is a radical step which will have to be approached cautiously. It is our job in the next few years to step in on each slow moving piece of financing, prepare a forceful selling campaign and convince our employers that the right kind of advertising will do the job, where the older method falls flat, and I feel that we will be most successful if we employ a method similar to those I have tried to outline above.

Our great social and political advantage is opportunity.—Curtis.

**FOR OVER TWENTY YEARS**  
 Every dollar has been paid every investor in the  
**FIRST MORTGAGE BUILDING BONDS**  
 sold by this Company  
*For Safe Investments, Write or Call*  
**AMERICAN BOND & MORTGAGE Co.**  
CHICAGO INCORPORATED NEW YORK  
 AN OLD RESPONSIBLE HOUSE  
*Capital and Surplus Over \$7,000,000*  
 IOWA OFFICE: 308 Main Street, DAVENPORT




**Conservative Securities**

Corporate borrowers, individual investors and banks of the country find this highly specialized organization well trained to serve them.

**BARTLETT & GORDON**  
INCORPORATED  
 First National Bank Building  
 CHICAGO

**SOUND BONDS**  
**FOR BANK INVESTMENT**



The First National Company of Iowa  
 Hanford MacNider, President  
 MASON CITY

Security Building  
 Cedar Rapids

Valley National Bank Building  
 Des Moines



## Earning Efficiency Five Times Greater



**LINCOLN HOTEL**  
Security for one of  
our Bond Issues

On a plot of ground which some years ago held a building suitable for the offices of 80 concerns, there now stands a 21-story structure housing 420 firms. Assuming that rents have remained the same, the gross income from the new building is at least five times greater than was possible from the old!

The foregoing illustrates the increasing value of property in cities where multiple housing is not only expedient but an absolute necessity. It illustrates, too, the place and value of the Corporate Building BOND, a form of security which makes big building projects possible.

*May we send you a copy of a folder just from the press—  
"Corporate Building Bonds?"*



## How Stocks and Bonds Differ

By R. L. WETZEL  
*White, Weld & Co., Chicago*

**S**TOCKS and bonds, while both instruments of finance, are widely different in character. Stocks evidence ownership and differ from a partnership only in that the stockholder's liability is limited to the amount of his ownership in the business. The stockholder participates in the profits or losses of the business and runs the same risk and is entitled to the same benefits as though he were in business for himself. The stockholder, however, participates in the management only to the extent of his holdings and in large companies has in reality no voice in management.

Stocks are roughly divided in two classes—preferred stock and common stock. There are several variations in the preferred stock class, i. e.: First, second, cumulative, participating, convertible, serial and debenture preferred stocks. Preferred stocks have at times been issued to closely resemble bonds but they can never be issued to represent anything except ownership and can never become an obligation and make the holder a creditor.

The purchaser of any stock should be thoroughly informed regarding the company whose stock he intends purchasing. The type of business is vital—also the standing of the company in its particular line. Management will make or break any business and its record over a period of years, especially in times of depression, should be carefully scrutinized.

A bond is simply a "promise to pay" which may be secured or unsecured. There are many types of bonds, such as mortgage bonds, of which there are many classes, debenture bonds, convertible bonds and notes, but in the final analysis each is a "promise to pay," and the owner is a creditor.

Purchase of a bond is nothing more or less than making a loan which is repayable at a fixed date, together with interest at a fixed rate payable in most cases semi-annually. This interest represents the rental value of money. The interest returns on bonds is usually less than the dividend return on stocks, due to the greater certainty of payment of interest, though there are many exceptions.

There has been much discussion recently as to the relative merit of stocks and bonds and stocks seem to have the advantage over a period of years. Well-selected stocks should normally become more valuable year after year, due to the growth and development of the country, while the bonds will naturally not participate in this growth.

To sum up stocks and bonds, each have their definite place in the field of invest-

## L. B. PORTMAN & Co.

332 Liberty Building • Des Moines, Iowa

NEW YORK CHICAGO ST. LOUIS KANSAS CITY PEORIA

*Portman Bonds Have Never Lost a Dollar*

## SPECIALISTS

in

the selection of outstanding and seasoned investment securities for the funds of banks, individuals and estates. Unbiased opinion of specific issues of investment bonds and stocks. Recommendations carefully made for the purpose of giving high-class investment service. Write for information.

**L. B. FERGUSON & CO.**  
Conservative Investment Securities  
209 South La Salle Street  
Chicago

## Unknown and Missing Heirs—Searched for

Lawyers, bankers and trust officers have not the time, or the facilities for searches for absent heirs; owners of dormant bank accounts, terminated trust balances, etc. Our international organization specializes in service of this character.

We advance all expenses, engage legal services when required and cooperate upon ethical lines with trustees and legal representatives.

Booklet re our world-wide activities sent to lawyers, bankers and trust officers on request.

**W. C. COX & COMPANY**  
Federal Reserve Bank Bldg., Chicago

ment and the question as to which is preferable must be answered by the requirements in each individual case. The ideas of many people that all bonds are good and that all stocks are risky, are both erroneous as there are both sound and unsound securities in each class. The best investment lists will usually contain the properly balanced proportion of both stocks and bonds.

**Stock Yards National Statement**

A statement of condition of the Stock Yards National Bank, Chicago, at the close of business September 28, 1925, shows loans and discounts of \$10,278,-097.92; cash and due from banks, \$4,967,-063.99; surplus and undivided profits, \$694,786.69, and deposits of \$14,551,-456.28.

Condition of the Stock Yards Trust & Savings Bank at the close of the same period shows loans and discounts of \$3,258,577.25, and deposits of \$10,014,-697.13.

**Forgeries Cost Money**

Pay roll and securities forgeries have cost American business men \$40,000,000 during the year, says a report of the National Surety Company. The company warned against the operation of a ring, with nation-wide ramifications, headed by several of the smoothest confidence men in the country, with a woman as lieutenant.

Four concerns, three in Chicago, and one in New York, have been victims of forgeries within the last six weeks, the report said. The Pullman Company lost \$100,000 in spurious pay checks, cashed in New York, Philadelphia and St. Louis; the Inland Steel Company, Indiana Harbor, pay checks valued at \$25,000; Albert Pick & Co., Chicago, forged stock certificates sold for \$20,000, and the Mexican Petroleum Company, New York, interim certificates totaling \$19,000.

All these losses were covered by surety bonds, the report said.

**Frank Abegg**, cashier First National, Alliance, Neb., was in action at the convention thoroughly enjoying himself. Frank is a son of Walter Abegg, a well known Iowa banker of Blakesburg, Iowa.

A wise man will make more opportunities than he finds.—*Bacon*.

**Reed's Master Plan**  
 EMPHATICALLY  
 BETTER  
 ADVERTISING  
**P. M. REED**  
 & Banker Associates  
 TRIBUNE TOWER CHICAGO

# Why We Can Guarantee Fidelity Bonds

The seven buildings listed below are located in four cities and have been completed and put into operation during the past three years.

Before each building was constructed, The Fidelity Bond and Mortgage Co. made its own appraisal of the property. These figures are shown here.

In order to demonstrate to the bond-buying public the conservatism of our appraisals on which we base our Guarantee of the payment of principal and interest of every Fidelity Bond, we commissioned the American Appraisal Company to evaluate these properties. Read their figures. You will see that in every appraisal the American Appraisal Company has set a higher value on the property than we have.

	Amount Loaned	Fidelity Appraisal	Per Cent Loan	American Appraisal Co. Valuation	Per Cent Loan
Gatesworth Apartment Hotel, St. Louis, Mo.	\$850,000.00	\$1,465,000.00	58%	\$1,782,700.00	47.6%
Fairmont Hotel, St. Louis, Mo.	300,000.00	499,500.00	60%	597,848.87	50.1%
Parkview Apartment Hotel, Memphis, Tenn.	850,000.00	1,696,700.00	51%	1,724,211.00	49.2%
Norman Apartments, Denver, Colo.	350,000.00	657,660.00	53.2%	675,255.00	51.2%
Rackensack Apartments, Little Rock, Ark.	200,000.00	350,000.00	57.1%	366,405.24	54.5%
Colburn Hotel, Denver, Colo.	320,000.00	575,000.00	55%	616,948.46	51.8%
Capitol Hill State Bank Bldg., Denver, Colo.	90,000.00	180,165.00	50%	182,898.50	48.1%

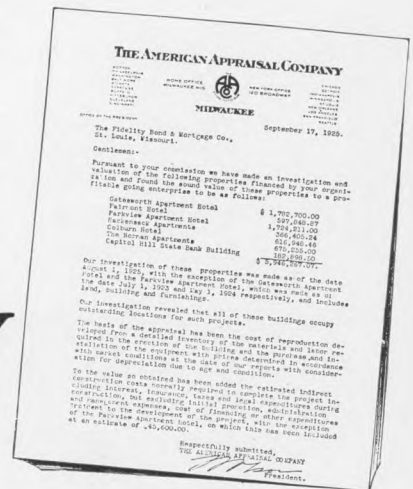
The conservative loaning policy of the Fidelity Bond and Mortgage Co. enables us to rely with confidence on our own appraisals when issuing Fidelity Guaranteed First Mortgage Real Estate Gold Bonds.

But to make absolutely sure that we had hewed to the line, we checked up on ourselves. The results, backed up by this letter from the American Appraisal Company, will explain why we can guarantee Fidelity Bonds.

Write us for a list of Fidelity Issues

## FIDELITY BOND AND MORTGAGE CO.

1182 New York Life Bldg. CHICAGO  
 ST. LOUIS DENVER  
 Fidelity Guarantees Every Bond





# What Bonds to Buy, and When to Buy Them

By *J. W. Lewis*

*Clarke, Lewis & Company, Omaha*

PRIOR to the Liberty Loan campaigns, the average middle western investor's knowledge of bonds and the conditions and circumstances surrounding them was somewhat limited, but the purchasing of Liberty Bonds brought him into contact with the national investment markets. As a result

of this contact, in the last several years, millions of dollars of bonds, other than United States government obligations, have been purchased. The experience and

interest of the buyers of the middle west being so recent, has not enabled many to gain an understanding of the fundamental economic laws surrounding bond investments. Viewing the economic world as a whole, one gains a perspective that commands intelligent buying and selling which will give safety and a reasonable return. As conditions are always changing, the investor must change with conditions.

If we drive down any country road this fall, we can see only four or five rows into the field, but keep on driving and look back from the top of the next hill. Now we can see the field as it really is—its length, breadth, good corn and bare spots. So it is with business. Draw away and look at the world of business as a whole. We see steel and iron mills making cars and rails, to transport materials to make machinery, to make tools of the field, clothing, furniture, cars, radios; all this industry, this production, employing men who need and can buy our corn and cattle by means of the wages they receive. This business does not just run but needs money and credit to carry on the flow and brains to direct it. If money and credit are plentiful, everyone is buying something, replacing something that is wearing out.

Let us take, as an example, the situation as it has existed the last three or four years. In 1921, the railroad managers of the country saw a business boom coming. They ordered thousands of cars and hundreds of thousands of tons of tracks. These orders caused a pick-up in the steel business. More men were employed, better wages paid. These men purchased better food, bought more clothing, new cars; this caused a pick-up in these related lines of business which caused more men to be employed, more machinery to be purchased, and more plants to be built. Our chain of business is growing larger and larger, everyone benefiting by the increased prices, increased employment and increased profits. The growth of volume of business up to this time has been possible through the money released in the liquidating period of 1920 and 1921. This acceleration of business will continue until it uses up the available credit and purchasing power of the people. Then it must slow up and another period of depression will set in.

What has all this to do with the bond buyer? The return on a bond is based upon several things, principally interest rates and risk. If an investor is offered two securities, one giving a 5½ per cent return, and the other a 6 per cent return, both having equal safety, he would nat-

## Mr. Everett L. Harris

formerly Manager of the Bank Relations Department and Secretary of the Federal Reserve Bank of Chicago has become associated with our organization.

**Lee, Higginson & Co.**

*Chicago, November 2, 1925.*

## For Idle Bank Funds

Your problem of idle funds is the same as that of most other banks. Hence the shortage of sound, short-time paper. Because of our widely diversified list, we are usually able to supply notes or bonds maturing in less than six months that will meet your requirements. Offerings on request.

**Polk, Corley, Wheelock & Co.**  
**INVESTMENT SECURITIES**  
 201 EQUITABLE BLDG - DES MOINES, IA.

urally take the 6 per cent investment. This increased demand for one security and decreased demand for the other, causes the two securities to change in price until they give the same return.

If the interest rates in the country are high, an investor can buy good securities giving a high return on the investment. As the interest rates lower, the price on the bond increases. The investor is, in a case like this, able to sell his security at a substantial profit.

If the security, or, in other words, the risk changes in a particular security, the price will fluctuate in inverse ratio to the change or risk. If a corporation's business increases, they make more net earnings which will give them better credit. This increased credit is reflected in the bond through a rise in price. If a corporation's business decreases, the credit decreases and the bond lowers in price.

Another thing affecting the return on bonds, is the cost of living. If a man feels he can get more for his money now than the principle plus interest will buy for him later, he will spend his money. In other words, the cost of living produces an increase or decrease in the demand for bonds.

Now let us put this knowledge to our use. Suppose it is 1921. We have money to invest. What shall we purchase? Interest rates throughout the entire country are high. Business is getting worse and likely to continue on the down grade for at least a short time. Everyone is trying to liquidate. The thing to purchase is Liberty Bonds. They can be gotten at 80 cents on the dollar and give a return on the invested capital of 6 to 6½ per cent. The security is absolutely unquestioned. The principle and interest will be paid. If one had followed ideas such as this, within a period of two years, there would have been an increase in the investment of 15 to 20 per cent and a very reasonable interest return on the money during the time it was invested.

Now suppose it is 1923. We have money to invest. What shall we purchase. United States government securities are selling to return only 4 per cent. Good railroad bonds are giving a return of only 4¾ to 5¼ per cent. Industrial bonds are at a price to give us a return of 6 per cent to 8 per cent, but business is poor and the risk great. True. But business will be picking up for the next four or five years. Why not benefit by the decreasing risk and increasing credit of the good industrial companies?

If we had followed this line of thought in 1923, we would today be receiving a handsome interest return on our investment and have a substantial increase in the price of the bond, with the United States government bonds still returning about 4 per cent.

If we have funds to invest today, how can we "cash in" on our picture of con-

(Continued on page 67)

## Safe Bonds for Banks

*yesterday — today — tomorrow*

### HANNA-SHREVES CO.

BURLINGTON



## Title Insurance

"The sense of security enjoyed by an owner when he knows not only that his title has been passed upon by a system of almost mechanical accuracy, but also that he holds a responsible guarantee, is well worth the cost to him."

Let us explain Title Insurance fully to your clients, either by personal interview or detailed literature.



TITLE DEPARTMENT

# SOUTHERN SURETY COMPANY

201 YOUNGERMAN BUILDING

DES MOINES, IOWA



# The Check for the first time becomes a business builder



The unique feature in a new type check is increasing deposits. An educational campaign to 20,000,000 people each month places a new value on checking service. See how both may serve you.

OVER one-third of all the banks in America are turning into profit what has always been an item of loss . . . the check. A new idea now makes this possible. A unique feature protects this new type check against fraudulent alteration and exposes instantly any change with acid, knife or eraser.

Present depositors appreciate this increased protection. New customers are secured because of it.

### A National Campaign on Banking Service

Each month 20,000,000 people are told of the protection offered by this new check—the Super-Safety Bank Check. And, in addition, they are shown the dollars and cents value of checking service. How in eight ways a checking account makes money go farther. Why a service charge on small accounts is justified.

So that you may receive in your locality the greatest possible benefit from this national campaign we offer you without charge a very remarkable plan. A complete year around advertising service for you to use locally over your own name.

### In Your Community This Plan Benefits You

It includes many business-building plans which have been tested and proved profitable by leading banks. Many new ideas help you increase deposits.


Let us show you this plan more fully. How it will help your own bank.

Write immediately to

BANKERS SUPPLY COMPANY, Division  
THE TODD COMPANY  
5957 So. State Street, Chicago

Business-Building Merchandise for Banks  
New York Rochester CHICAGO Denver Dallas

*Super-Safety Bank Checks protect depositors against check fraud. They are made of the safest check paper supplied by any bank.*



**H. I. FOSKETT**  
President

## Iowa Farm Mortgage Section


**Officers Iowa Farm Mortgage Association**

President . . . . . H. I. Foskett  
Shenandoah

Vice President . . . . . Fred Fisher  
Cedar Rapids

Secretary . . . . . Ingram Bixler  
Cedar Rapids

Treasurer . . . . . Raymond Titus  
Muscatine



**INGRAM BIXLER**  
Secretary

The Northwestern Banker is the official publication of the Iowa Farm Mortgage Association.

## Iowa Lithographing in New Home



THE Iowa Lithographing Company of Des Moines, who, for the past twenty years, have been at 707-9-11 Locust Street, are now located in their new plant, 515 Twenty-eighth Street, just north of Grand Avenue.

The new building was designed especially for their use. It will be noted from the illustration above, added to which, with the steel tooth roof, gives the best of even light; is clean and well ventilated and furnishes excellent advantages for manufacturing purposes.

George H. Ragsdale, on being elected State Printer, bought the Iowa Printing

Company, which formerly was Mills & Co., the oldest printing establishment in the state, beginning business in 1856. Later, Mr. Ragsdale deciding to confine his efforts exclusively to the lithograph process, incorporated the Iowa Lithographing Company.

An interesting news item of a few days was the announcement of the Bankers Life Company deciding to build a new home. Their new building will be within three blocks of the Lithographing Company and this indicates something favorable in the selection of their location.

## Bankers Favor Warehouse Act

Iowa bankers are showing an interest in the warehouse certificates issued farmers who are storing grain, particularly corn, under the warehouse act, Mark G. Thornburg, secretary of agriculture, stated recently.

“All grain covered by a warehouse certificate is sealed under supervision of an official sealer; insured against wind-storm and fire and inspected monthly. Insurance policies and duplicate certificates are filed with the department of agriculture,” Thornburg stated.

“A copy is given for filing with the county recorder, following a method similar to the one used when filing a chattel mortgage. The owner is given the orig-

inal certificate, which he turns over as collateral for a loan from the bank.”

Many banks have indicated that they have funds to loan with these certificates as collateral and that they will be glad to do so.

L. A. Anderson and L. A. Andrew, the latter state superintendent of banking, members of Governor Hammill’s agricultural and industrial commission, said in their report recently:

“We regard the warehouse law, as one of the greatest advances in orderly marketing that Iowa has ever made and we believe that the next few years will see a large increase in the use made of this class of security.”

In a letter to county agents, Charles E. Hearst, president of the Iowa Farm

Bureau Federation, urged them to explain the act carefully to farmers. He said that the warehousing of grain does not necessarily mean that farmers will receive a higher price—but it increases his chances.

"We cannot urge," he said, "the warehousing of our grain with the absolute certainty that the price will be greatly increased at the time the holder decides to sell it, but we do feel that there is a fair assurance that the warehousing of a large quantity of grain may influence the price to some extent, for it still remains under control of the farmer to sell as his judgment dictates.

"In the interests of orderly marketing and insuring against a bad break in the price of corn, when it is gathered and thrown on the market, we would recommend a careful study of the situation in your county. There is no question but what many will be forced to sell corn soon after it is gathered, which will tend to lower the price.

"It is equally true that by warehousing much of this grain and receiving from one-half to three-fourths of its value to meet the current requirements, much less of it will be thrown on the market, which will certainly tend to a better, more stabilized price level.

"We are asking you to go into this matter carefully, and if the situation warrants, use the warehousing act for the purpose of trying to stabilize the market, a higher price level, and in the interests of keeping the control of the grain in the hands of farmers as long as possible."

Addressing a joint meeting of the Minnesota Association of Insurance Agents and the Insurance Federation of Minnesota, Governor Theodore Christianson of that state said the insurance business was one of the most important in the commonwealth. He said further that it is conducted on business principles, wherein public demands are met by private enterprise and, "therefore, it is not a legitimate subject for state government activity."

The Minnesota executive pointed out that the state recognizes that the insurance field should be regulated to preserve stability for the assured, "but we hope conditions will never arise for the state to enter the insurance business. The state only insists on ample safeguards to afford insurance at rates guaranteeing solvency for the companies and for the best interests of the assured."

Marshalltown, Iowa, was given a thorough inspection October 8th, during Fire Prevention Week, by two score members of the Iowa Fire Prevention Association. At the conclusion of the day's work, the inspecting agents were tendered a dinner by the Chamber of Commerce at the Y. M. C. A.

## For March Closings

The Stanley-Henderson Company has a large amount of money available for loans for March first closings, at this time.

The lowest possible rate prevails, terms and options can be arranged most liberally.

Excellent and prompt service is the foundation upon which the Stanley-Henderson Company has built such a large business in Iowa.

### Stanley-Henderson Company

*Farm Mortgage Bankers*

207-214 Higley Bldg.

Cedar Rapids, Iowa

## 5% FARM LOANS

5, 7 or 10 Years

Options to pay at any interest day.

## 20-YEAR LOANS

Options the first year.

On the 20-year loan there is an amortization of 1 per cent only on face each year, same as in the "Government Plan."

Write us about your loans.

### THE LEAVITT & JOHNSON TRUST CO.

Waterloo, Iowa

## 5% FARM LOANS 5%

REFINANCE YOUR LOANS NOW  
WHILE RATES ARE CHEAP

WE ALSO MAKE CITY LOANS IN DES MOINES  
DAVENPORT, CEDAR RAPIDS, IOWA CITY  
CLINTON, BURLINGTON

## MIDLAND MORTGAGE COMPANY

DES MOINES OFFICE  
555 SEVENTH STREET  
DES MOINES, IOWA

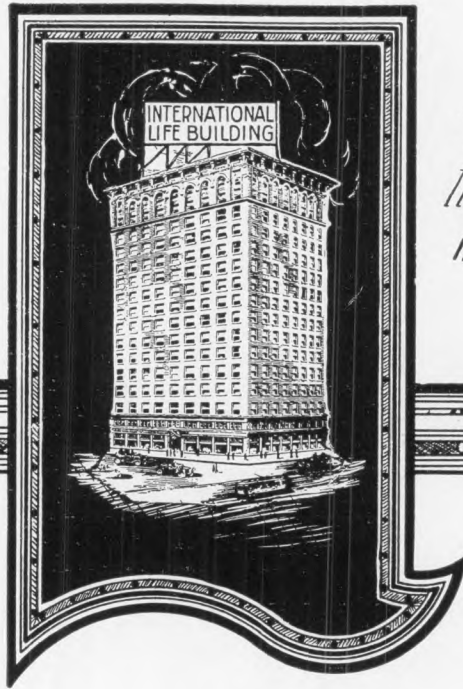
220 THIRD AVE.  
CEDAR RAPIDS, IOWA

CENTRAL IOWA OFFICE  
CARROLL  
IOWA

F. C. WAPLES, PRESIDENT  
CLIFFORD DE PUY, VICE PRESIDENT  
R. S. SINCLAIR, VICE PRESIDENT  
INGRAM BIXLER, VICE PRESIDENT

R. J. SOENER, SECRETARY TREASURER  
RUSSELL D. COLE, ASSISTANT SECY.  
R. H. MEMEIER, ASSISTANT SECY.  
P. T. WAPLES, MGR. WESTERN OFFICE





*"The fastest growing  
life insurance company  
in the Mississippi Valley."*

W. K. WHITFIELD, President  
DAVID W. HILL, Vice President  
W. F. GRANTGES, Vice President and General Mgr. of Agents

## CONTACT

Every International Life agent likes the way his affairs are handled at the home office. There is nothing impersonal in the relationship between the home office and banker agents. Every problem that comes up—every request that is received is handled with dispatch. Every problem is carefully thought out—every request is understandingly considered and Bill or Jack gets a just solution with the least possible delay. There is no red tape.

This personal contact has sold many bankers on the International Life. Working with a company under such pleasant circumstances makes far greater production and resultant satisfaction.

*One of the "Whys" of International Life Success*

# International Life Insurance Co. St. Louis, Mo.

C. S. WHITFIELD, 425 Liberty Building, Des Moines, Ia. GUY A. COLLARD, 402 California Bldg., Denver, Colo.  
THOMAS F. BOURKE, 716 Omaha Nat'l Bk. Bldg., Omaha L. A. ALEXANDER, 536 New England Bldg., Topeka, Kan.

## INSURANCE SECTION

# Bankers Should Advise Right Kind of Insurance

By J. W. Hughes

*Vice President Guarantee Fund Life Association, Omaha*

SHOULD bankers interest themselves in the technical side of life insurance and have definite knowledge about various forms of life insurance contracts, some expensive and others economical?

Emphatically yes, because the customers of bankers, including those to whom the banker extends credit, are affected either adversely or favorably by good or ill-fitting life policies. When a borrower's financial welfare is involved, the banker is directly concerned. He should become interested.

Many bankers have but a superficial knowledge of life insurance contracts and comparative costs and fail to interest themselves in assisting their customers in carrying the right kind of life insurance protection on the most economical basis.

A life insurance policy, figuratively speaking, should be fitted to a man just like a suit of clothes. Many agents perform this service conscientiously and effectively, while others, anxious only for the commission involved, sell expensive forms of life policies which are totally unfitted to meet the circumstances and requirements of the policyholder.

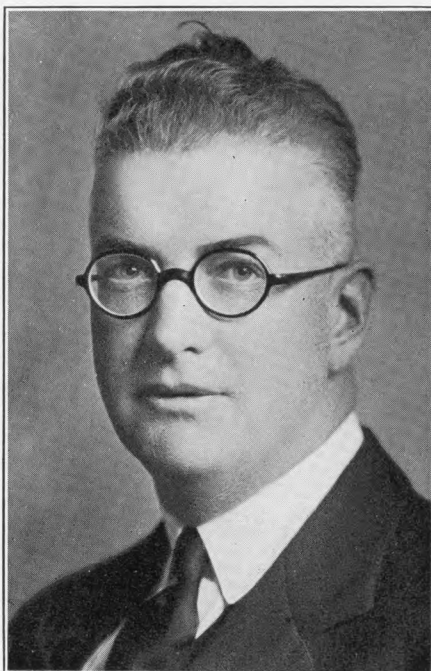
The young married man just starting in life with a family to support and a home to pay for should not be encouraged to carry high-priced limited pay or endowment policies. He cannot possibly carry adequate protection for his family under such expensive contracts of insurance.

A young man so situated should give first consideration to the question of ample protection for his family. He should cover his obligations with the kind of life insurance he can afford to pay for. Protection for one's loved ones is the only reason which gives life insurance the right to exist. When expensive features are added to a pure life insurance contract, decreasing the ability of the head of the family to carry adequate protection for his dependents, the real object of life insurance is defeated.

It is estimated that only about 7 per cent of the insurable lives in the United States are protected by life insurance. Possibly 25 per cent of the customers of the average bank are carrying adequate life protection under policies which properly fit their circumstances and requirements.

Certainly it would seem the province of a banker to inquire and interest himself in the question of the proper kind of life protection for a customer when needed.

By recommending the right kind of life insurance, waste is avoided and the amount of cash saved annually remains in



J. W. HUGHES

the community where it will be invested or where it will circulate to the advantage of the bank and its customers.

The banker should not overlook the fact that an inexpensive ordinary or whole life policy for \$10,000.00 will pay the beneficiary *exactly the same amount when the insured dies* as an expensive endowment policy for a like amount.

The difference in the yearly cost of two such policies is really surprising, and this difference can be utilized in various ways to benefit not only the bank but the insured and his family.

When it comes to the soundness of a credit risk, all will agree without argument that a man who is carrying adequate life insurance is a better risk for a bank than one who is inclined to ignore this obligation.

The banker, however, should not over-

look his obligation, which is to offer sound insurance advice and to see that the *right kind* of insurance is purchased in an amount which will pay all obligations and leave the family of the customer in comfortable circumstances.

### Show High Renewal Rate

Nineteen agencies of the Equitable Life of Iowa renewed in 1924 more than 85 per cent of business written by the agency in the year previous. The Des Moines agency led all agencies whose production for 1923 exceeded \$100,000 with 93.8 per cent of its previous year's business renewed last year.

The Latrobe, Pennsylvania, agency was the leader in the company among agencies whose 1923 production was between \$300,000 and \$600,000. This agency's percentage of renewal was 85.6 per cent. Among agencies of the company whose production was less than \$300,000 and over \$100,000, first honors in renewals went to the Wilkes-Barre, Pennsylvania, agency with 99 per cent of the previous year's business renewed last year.

Other agencies in the company whose 1924 renewals of first year business exceeded 85 per cent were as follows: Kansas City, Cincinnati, Chicago (Faltyssek & Lininger), Toledo, Pittsburgh, Cedar Rapids, Philadelphia, Akron, Ohio; Auburn, Nebraska; Spirit Lake, Iowa; Freeport, Illinois; Kearney, Nebraska; Quincy, Illinois; Atlantic, Iowa; Gary, Indiana; Richmond, Indiana.

### Big Field Still Untouched

"Big business" has placed its stamp of approval on business insurance, but "little business" is still "cold" to the realization of the benefits that can be derived from its use, says the current issue of *Mutual Life Points*.

There is a wide field for business insurance, composed largely of one-man affairs or family concerns, which is practically untouched. Even life salesmen do not yet realize the greatness of the field and of the need and the great service business insurance for "little business" would play in conserving business and prosperity and in reducing the "mortality" in business.

The article is accompanied by a table showing that failure within thirty years is the lot of about eight out of every ten companies starting in business in this country.

Many others, it is shown, change hands several times. This high failure record could be reduced by indemnifying the lives of the directing heads through life insurance.



# Federal Surety Holds Convention

SOME insurance companies hold annual "conventions" to which the agent goes as a matter of duty—like meeting the wife's relatives. Some companies have schools of instruction where their representatives are vaccinated with seventy-seven serums of high pressure salesmanship.

But the annual pow-wow of the Federal Surety Company at Davenport, October 13th-16th was neither of these. Rather, it was a family reunion, a meeting of the Federal Klan, with Grand Kleagle general manager W. L. Taylor, known to his several hundred Federal Klansmen as "Uncle Bill," seeing to it that the "Taylor-made" festival was a matter of pleasure and profit to every one of the two hundred Federal agents and lawyers present.

From Maine to California, from Canada to the Gulf, Federal Surety representatives "trekked" to Davenport, and were rewarded with a program whose speakers would have been a credit to any national insurance organization. The first session opened Tuesday with "Uncle Bill" presiding, and introducing Mayor Louis Roddewig who presented the proverbial keys to the city. F. Wiley Ball, Oklahoma City general agent, responded to the address of welcome and was followed by the first speaker, A. L. Kirkpatrick, Chicago; casualty information clearing house. Under the heading of "Competition," Mr. Kirkpatrick dwelt on the soundness of stock company insurance, saying the fire and casualty business has no room for the agent who represents both mutual and stock companies in the same agency.

At Wednesday's session, presided over by assistant general manager Walter H. Stewart, K. V. Rothschild, the Federal Surety Chicago manager, spoke on "Preparedness in Selling Insurance," stressing self education, the care of the agent's tools, publicity and the art of delivering the goods. "Know your coverage," said Mr. Rothschild. "Study insurance textbooks, insurance and salesmanship magazines, for salesmanship is the spark plug

of civilization. Prepare a salesman's kit, containing catastrophe photos, photo-static copies of testimonial letters from clients and a copy of some insurance audit you have made, so you can gain your prospect's consent to prepare a similar audit for him. Make yourself known as the insurance man of your community by publicity. Get acquainted



W. L. TAYLOR

with your local editor and get him to comment editorially on insurance matters that concern the public. Work with your Chamber of Commerce, your state bar association and your state bankers association. Deliver the goods, serve your client, think of him first and your pocketbook last and you'll be a real success in the insurance business."

Summarizing Mr. Rothschild's address, Mr. Taylor said surety business is to be found everywhere, not only on "Main street" but in the by-laws of every town and city. John Hynes, Davenport agent,

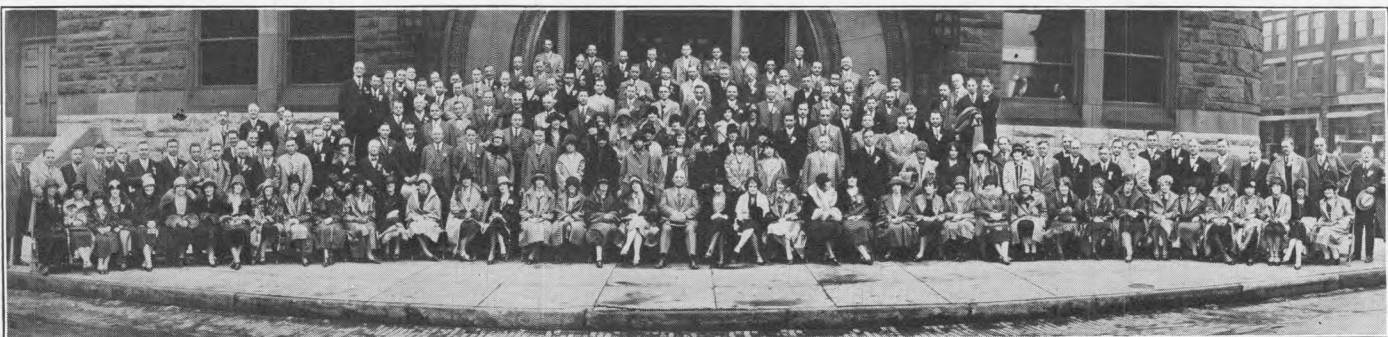
spoke briefly, deploring the contractor's bond situation in Iowa, urging lower rates and lower commissions, since, as he said, every agent seems willing to throw off his commission to get the business somehow. Charles Fisk, Des Moines, Bob King, Detroit, and several other agents, took part in the floor discussion that followed.

Through the efforts of "Uncle Bill," Frank B. Yetter, Charles Grilk, and other company officials, a brief address by Governor John Hammill, Iowa executive, was secured, the governor predicting the time soon to come when surety companies will supplant all private sureties. He paid high tribute to the prompt settlements made by the Federal and other surety companies, on Iowa bank failures excepting in cases where the Iowa preference law was concerned.

R. W. Reynolds, special agent for the H. and A. department of the Federal Surety, gave an inspiring talk on selling health and accident insurance, saying there has never been a better time than now to sell this coverage, with "Stop—Danger—Look Out" signs on every highway and in every station and lobby in the country. "Ninety-five per cent of all charity causes would be eliminated if health and accident men would do their duty," he said. He pointed out that every man who buys a dollar newspaper policy or similar limited kinds of coverage is a ripe prospect for more complete coverage.

Speaking on "burglary insurance," E. R. White, burglary and plate glass home office superintendent, deplored America's lack of precaution against burglary in the home. Stating that we live in a new era of hard roads and fast cars, plus bandits, he urged the necessity for all types of burglary coverage, such as mercantile, bank messenger, safes, safe deposit boxes, and hold-up, explaining the coverage of each. His address will be printed in full in a later issue of this magazine.

A speaker of more than ordinary distinction was Carl M. Hansen, vice presi-



Above is pictured the group of agents, lawyers and visitors who attended the Federal Surety homecoming.

dent and general manager of the General Reinsurance Corporation of New York. Mr. Hansen, a close personal friend of Mr. Taylor, and a man whose rise in the insurance world has been almost phenomenal, paid high tribute to the Federal Surety Company, saying the automatic reinsurance treaty between the Federal and the General Reinsurance Corporation, is one of but three such compacts his company holds out of the seventy-one companies reinsured with the General and has that distinction because of the high regard in which Federal Surety officials and their agents are held by his company. He pointed out the fertile field for surety business here in the Middle West, predicting a great future for the Federal Surety. Explaining reinsurance, he said the automatic reinsurance treaty between his company and the Federal Surety, is the same as a blank check signed by the General and turned over to the latter company. "The selection of agents makes or breaks a company," Mr. Hansen said, showing how poor agents and poor risks have placed several middle western surety companies in the financial cemetery. He estimated that surety companies in the past ten years have lost ten million dollars on bank depository bonds, only one-tenth of which should ever have been written, and at least 90 per cent of which claims were due to bad bank management. "We should choose depository bond risks with the same care life insurance companies use in selecting their risks," he declared.

Don Harlow, deputy Iowa insurance commissioner, speaking on "Insurance waste through extending credit and the return of policies not wanted," pointed out the vast economic waste from these two evils. He said life companies suffer smaller waste through extension of credit than do the fire companies, although an extensive survey made by Commissioner W. R. C. Kendrick, among both classes of companies, reveals that company operation costs are greatly increased through such wastage. He presented statistics showing that four Iowa companies reported 12 per cent of their premium income tied up in agents' balances. Every returned policy is estimated to cost the fire company at least five dollars, he said. Declaring that competition is responsible for this terrible waste, Mr. Harlow said education of the public, and the agency forces, the placing of business on a cash basis, both by state legislation and through pressure of insurance departments, and closer cooperation between companies, officials and agents, may remedy these twin evils of waste.

Following Mr. Harlow, "Uncle Bill" Taylor spoke briefly about the new Central Federal Fire Company, organized

## WARNING TO MOTORISTS

**Don't Start Your Engine UNLESS Garage Windows or Doors Are Open**

All gasoline engines, when operating, generate CARBON MONOXIDE GAS. This gas is an insidious and fatal poison. It is invisible, odorless, tasteless, and non-irritant. A small quantity breathed into the lungs means almost immediate death.

**This danger can be averted only by fresh air—fresh air through doors and open windows.**

Be warned yourself and warn others against this danger from CARBON MONOXIDE GAS.

*John Hancock*  
MUTUAL  
LIFE INSURANCE COMPANY  
OF BOSTON, MASSACHUSETTS

HARRY S. HASKINS, State Agent

417-21 Southern Surety Building, Des Moines, Iowa

## COLORADO CALLS

Ranking high as a mining and agricultural State, Colorado offers a climate and scenic beauty unrivaled on this continent. There is every opportunity for the life insurance man in this land of "irresistible appeal."

The old established General Agency of Cashman & Evans, with headquarters at Denver, represents the Lincoln National Life in Colorado, with Thos. G. Egan, manager of the Life Department.

All the advantages of direct field cooperation and effective Home Office support await those who

**LINK UP WITH THE LINCOLN**

in Colorado

Address either

CASHMAN & EVANS, General Agents  
1715 California Street, Denver, Colorado

OR

**The Lincoln National Life Insurance Company**

Lincoln Life Building

Fort Wayne, Indiana



## An Opportunity for Bankers in Minnesota, Nebraska, Kansas and Alabama

The Medical Life Insurance Company has just recently entered Kansas and Nebraska and has appointed new state agents in Alabama and Minnesota. In each one of these states a thorough and aggressive campaign will be conducted for business, with especially attractive propositions for banker agents. This company has already gained a reputation as one of the most progressive companies of the Middle West.

With the Medical Life the whole family is a prospect, young or old, physically perfect or physically impaired—thereby making good its slogan "Life Insurance for Everyone."

For full information write: Mr. Chas. F. Fries, 401 First National Soo Line Bldg., Minneapolis, Minn.; Mr. E. H. Blissard, 2906 Leavenworth St., Omaha, Nebraska; Mr. C. E. Gleeson, Room 9, Stormont Bldg., Topeka, Kansas; Mr. D. E. Cook, Andalusia, Alabama.

*The "Life Insurance for Everyone."*  
**MEDICAL LIFE**  
INSURANCE COMPANY OF AMERICA  
WATERLOO IOWA

I. G. LONDERGAN, Vice President and General Manager



with \$200,000 capital and \$100,000 surplus without a cent of promotion expense, pointing out that the new company is absolutely separate and distinct from the Federal Surety, and has ample reinsurance treaties both with a large eastern company and with the Western Insurance Bureau of which it is a member.

Mr. Taylor, at the closing session, called on the various lawyers who attended the homecoming. Attorney Brown, Louisiana, said he feels it is a mistake to lay down a golden rule for getting business, declaring a working knowledge of human nature is more conducive to results. Judge Lowe, Okla-

homa, spoke on salesmanship, saying the salesman must know what he is selling and must have a clear vision of human nature. Mr. Gerhart, Ohio, formerly insurance commissioner in that state, said we have too much law and not enough insurance and that our tax burden is growing heavier every day. The lawyer's function is to stand back of the company and the agent, he said. Colonel Randall, Washington, D. C., called the agents' attention to the new government building bill that will come before the next congress, through which many new governmental buildings are to be erected, and advised Federal Surety agents to keep in touch with Washington

on the situation regarding their building bonds.

In conclusion Charles Grilk, general counsel for the company, spoke briefly of that greatest document in the history of the American republic, the constitution of the United States, saying it represents the nation's fidelity to the principles of democracy. He concluded with the statement that in Davenport, in the offices of the Federal Surety Company, it is planned to build and maintain one of the world's greatest surety companies, a credit to the state and a company of which its agency force have every right to be proud.

#### Set New Production Record

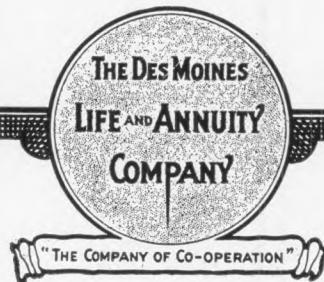
The Medical Life Insurance Company of Waterloo, during the month of September, wrote a trifle more than two million of new insurance, setting a record in monthly production of the company that has never been surpassed, and possibly not equalled by any company four years of age.

The campaign, which was known as the "Fourth Anniversary Campaign," details of which were worked out by the company officers, including general manager I. G. Londergan, vice president; J. H. Shanks, and secretary Ralph Kennon. Although agents in territory other than Iowa, took part in the campaign, the bulk of the new business was written in and near Waterloo, with the slogan, "Keep your insurance dollar at home and insure with the Medical Life." For the campaign, a score of Iowa agents were brought in to the home office at Waterloo and canvassed the city and county thoroughly.

During the September anniversary campaign, four Medical Life salesmen produced over \$100,000 each. The agents working in Blackhawk county averaged more than \$35,000 each. As an added stimulant, ten prizes, ranging from \$100 to \$20 each, were awarded the agents, the winner of the tenth prize submitting over \$60,000 new business. First prize, both in personal production and agency writing, was won by Chas. F. Fries, Minneapolis, who wrote \$136,500 personally. Second prize went to E. H. Blissard, Omaha, with \$134,000 his personal credit. D. E. Cook, Alabama, placed third in agency production.

#### "Life" Not "Death" Insurance

Life insurance spurs the individual to greater achievement. No man can be in the right mental attitude facing a failure at death, but "death" insurance is not my theme. Life insurance is thrift, plus protection, and this is what interests me most. The payment of a policy at death is a natural sequence, but a plan that will inspire a man to make more and save more is an agency of incomparable foresight.—(Thrift)—*The Silent Partner.*



## Planning Ahead

The man with initiative, the man who plans ahead and does things while others are thinking of them, is the man who makes the biggest success in the Life Insurance world. That is just what Des Moines Life and Annuity Cooperation is doing for its banker agents, and will gladly do for you. It would help you analyze your field and determine its possibilities and then assist in the plans for producing business.

Such is the kind of service we render willingly and gladly to all of our banker agents.

**J. J. SHAMBAUGH, President**

**DES MOINES LIFE  
AND  
ANNUITY COMPANY  
DES MOINES**

**WHAT BONDS TO BUY**

(Continued from page 59)

ditions? Buy good foreign government securities. Our own government's credit cannot increase. The bonds of our good railroads and industrial companies are giving but small interest returns, but foreign government securities of the good countries can be purchased to yield from 6 per cent to 8 per cent. Why? Because people do not see the coming increase in credit of these countries. Our prices in this country are high. This gives the foreigner an opportunity to sell in our markets and make profits from us and our customers, thereby decreasing his corporate risk and giving him the income to pay higher taxes. The increased taxes paid and increased employment increases the credit of the country.

When foreign countries next reach the peak of their credit, the securities of this country will again be on the bargain counter, for the sales of products of the foreign producer will have slowed down our business and caused an increase in risk in this country. When this time comes, we can sell the foreign securities and buy domestics.

If the reader will keep these fundamentals in mind: Risk, interest, cost of living, he will prevent many errors and make many more correct purchases.

The man who loves home best, and loves it most unselfishly, loves his country best.—*Holland.*

The greatest part of mankind have no other reason for their opinions than that they are in fashion.—*Johnson.*

**Telling the Wife What's What**

HIL'' BRANIFF, well-known insurance man at Oklahoma City, thinks the agent's wife should know something about his business.

Hence he recently sent out to the wives of the agents in his employ the following letter:

''Dear Madam:

''Now that you have married him and found out that this thing of sewing on buttons 'n pressing suits 'n washing dishes is a hard life, why not make the best of it? When your little playmate comes galloping in at 6 p. m., tracking mud after him and musing up all the things you spent the day straightening out, don't shoot.

''Husbands are just as necessary as anything else you have around the house, but you have to know how to use them. The insurance business is represented in your city by a good man. Of course, you know that. The only time he slips is when his knees give way and a chair reaches up and grabs him. He wants you to help him, but he's just too bashful to ask you. Realizing his need of your help, I am giving you a few 'Husband Hints,' which I can assure you have been tried and proven worthy.

\* \* \* \* \*

''Put some whalebone in the knees of his trousers so he can't sit down.

''Chase him out of bed at 6 a. m.

''Throw a few scuttles of oatmeal into him and check him out at 7 a. m.

''Make him report to you at 6 p. m., and if he can't show any new business, don't give him any supper.

''Read the daily papers and clip any items pertaining to robberies, accidents, or anything that might help him line up some new business. Every once in a while slip in a little clipping about some wife poisoning her husband because he didn't bring home enough bacon.

''Realizing your appreciation of my taking such a fatherly interest in none of my business, I am,

''Your private secretary, ''PHIL''



**TOM SAWYER WAS DISAPPOINTED**

**T**OM SAWYER was greatly disappointed when he got his first glimpse of the famous Senator Benton—because he had expected to see a man at least twenty-five feet high. Tom felt cheated.

To build a reputation an insurance company must give real service to start with—to maintain it, a company must constantly improve its service or lose public favor.

The Federal Surety has never failed to satisfy "twenty-five feet high" expectations.

This kind of a record has marked the Federal Surety Company's progress from the start.

**THE PROGRESSIVE COMPANY**

Writing Casualty Insurance  
Executing Fidelity and Surety Bonds

**FEDERAL SURETY COMPANY**

W. L. TAYLOR, Vice President and General Manager

Des Moines Branch Office, Insurance Exchange Building

Home Office, Davenport, Iowa



## Royal Union Buys National American

**P**URCHASE of the National American Life Insurance Company of Burlington, Iowa, by the Royal Union Life of Des Moines, has been given the official OK by the Iowa insurance department thereby adding approximately seven million of insurance in force to the latter company, President A. C. Tucker announced here this week. The transaction had been approved by stockholders and directors of both companies at a special meeting October 14th. The addition of this business to the books of the Royal Union gives that company a total of approximately \$142,000,000 insurance in force.

The National American Life is one of the old companies of the Middle West,

organized in March, 1887. Originally an assessment company, it was converted to a stock company in 1920. At the time of its purchase by the Royal Union, it had assets of \$859,337 and a paid-up capital of \$147,150, which is retired by the purchase. La Monte Cowles was president of the Burlington company; A. C. Savage, former Iowa insurance commissioner, vice president and general manager; Charles Blanke, secretary, and Milton P. Naumann, treasurer.

No changes will be made in the personnel of the Royal Union by the merger. The National American office in Burlington will, according to President Tucker, be continued as a branch office

to handle the business in force there and it is expected that a general agency will be established to take care of new Burlington business.

The purchase of this company by the Royal Union is another step in the remarkable history of this rapidly ex-



A. C. TUCKER

## The Royal Union Life Insurance Company

Des Moines, Iowa

*Strong and Progressive*



Paid to Policyholders—  
Over \$19,000,000.00

Insurance in Force—  
Over \$138,000,000.00



A. C. Tucker, President

D. C. Costello, Secy.

Wm. Koch, Vice Pres.

panding middle western company and is the tenth merger or purchase carried out under the supervision of President Tucker. Total assets of the Royal Union now total over twenty million dollars and the company has a strong agency force writing a fine volume of business in twenty states. Other company officers who are at the head of this Iowa company include vice president and agency manager, Wm. Koch and secretary, D. C. Costello.

### From Their House Organs

A permanent grin—like a permanent wave—is artificial.—Faultless Bulletin (The Stationers Loose Leaf Company.)

### Under New Management

Local business men and farmers have taken over the stock of P. C. Heimarek and other Minneapolis men in the First National Bank of Steele and placed the control of the institution entirely within the community. Mr. Heimarek, in personal management of the bank since the death of John Robinson, former cashier, two years ago, has retired and returned to Minneapolis.

### Every Human Need Provided For

The variety of policies in the life insurance market at the present time provides for every possible human need.—(Needs)—Manhattan Life Bulletin.

**Jones Heads National Association**

How to insure the preservation of the American Agency System, despite the encroachment of the branch office idea, the Chrysler and similar insurance schemes, and other influences that are retarding the business, were the principal topics for discussion at the national convention of the National Association of Insurance agents at Kansas City, the convention devoting particular attention to the Chrysler-Palmetto scheme, which is to be the subject of investigation by a special committee appointed by the executive committee to consider the interest of all parties concerned and to report.

The convention was noteworthy also because it was the first to award the Woodworth memorial, established in honor of the late C. H. Woodworth, of Buffalo, former president of the national association, and presented annually to a man in the insurance business whose contribution is as unselfish and helpful to the business as Mr. Woodworth's. It went to A. B. White, Jr., of Parkersburg, West Virginia, for his successful sole agency campaign in that state.

On the Chrysler plan the point of view taken was the entire subject of general versus specific insurance.

The executive committee made the following statement:

"The National Association of Insurance Agents believes that any plan of insurance which overturns the long established theory that indemnity follows the individual and not the property is unsound.

"We believe that the services of the local agent are an indispensable factor in the distribution of insurance to the public.

"We believe that insurance agents and companies should study the needs of American business and accommodate the institution of insurance to legitimate commercial demands. The right of the states to supervise insurance for the protection of their citizens is too well established to be questioned, and any plan evolved to serve American business should be in accord with state insurance laws and must recognize the local agent in the negotiation and effecting of indemnity required."

Despite the fact that a great sacrifice had been required of the agency firm of R. B. Jones & Sons of Kansas City, in permitting one of its members, Cliff C. Jones, to act as chairman of the executive committee of the National Association of Insurance Agents and the feeling that he could not go on to the presidency, objections were withdrawn in view of the important subjects to come before the association during the next twelve months, and he was advanced. It was felt that his service and experience were too valuable to lose.

**The State Where the Tall Corn Grows**

The territory directly served by the Home Office at Des Moines is one of the largest and most progressive sections of rural America, whose per capita wealth is \$4,274.00 and general conditions most favorable. In this state are wonderful sales opportunities for enterprising salesmen who wish to increase their earning ability and can easily do so with the National Life's popular form of low cost policies, which enable them to sell **more** insurance to **more** people.

Write for further particulars.

**National Life Association**  
Des Moines, Iowa

THERE IS ONLY ONE NATIONAL LIFE ASSOCIATION

**Get Closer to Your Customers**

To recommend and sell the Iowa National Fire policy to your customers will create a closer and more intimate relationship that will be well worth while in future transactions.

Hundreds of Iowa bankers know the Iowa National Fire, its officers and the popularity it enjoys among not only business men but the entire state.

FRANK L. MINER  
President

C. M. SPENCER  
Vice President and Secretary

C. S. VANCE  
Vice Pres. & Underwriting Mgr.

**Iowa National Fire Insurance Company**  
DES MOINES, IOWA

**Salary Continuance Policy**

Pays fifty dollars, one hundred dollars, one hundred fifty dollars, or two hundred dollars a month (first payment immediately upon receipt of proofs of the death of the insured) and continues the payment of like amount for stated periods of from six months up to twenty years.

Ask us more about it.

**OMAHA LIFE INSURANCE COMPANY**

OMAHA NEBRASKA

**OFFICERS**

E. M. SEARLE, Jr.  
President

H. E. WORRELL  
Sec.-Treas.



# For Bankers and Their Wants



This department of THE NORTHWESTERN BANKER is to assist SUBSCRIBERS in obtaining goods or service hard to find. It is free to subscribers. Use it. ASK US, as we can tell you where to buy anything you need in your bank or for your bank. TELL US, as your "want" will be published under the above heading free of charge. In answering classified advertisements which have key numbers please enclose a two-cent stamp. This is used to forward your letter.



**Position Wanted** as cashier or assistant cashier by young married man with 5 years' all-around banking experience. Prefer northern Iowa or southern Minnesota. Now employed as assistant cashier but desires change with chance for advancement in growing bank. Best of references on request. Address No. 2832, The Northwestern Banker—11.

**Position Wanted** by young lady with 13 years' experience. Desires position in bank in eastern Iowa or western Illinois. Best of references. Address No. 2833, The Northwestern Banker—11.

**For Sale**—Mahogany flat top, latest style. Bank counter and railing, suitable for room about 30x40 feet; cashier's partition and door; safety deposit boxes; Mosler non-burnable steel, 8,000 pounds, double time vault door, small Mosler money safe. American Trust Co., Dav-  
enport, Iowa—11.

**For Sale**—Due to a bank consolidation we have the following equipment priced to sell: 1 Burroughs posting machine; 1 Todd Check Protector; 1 stenographer's desk; 2 bookkeeper's desks; 1 roll top desk; 1 sectional bookcase; 1 check cancelling machine and 1 square safe. Address the Laurel National Bank, Laurel, Nebr.

**Position Wanted** as cashier of country bank or position in trust company in city in Iowa, by man 32 years old with 7 years' banking experience, most of which was as executive officer. One year's experience in practice of law. High school and law education. Best of references. Address No. 2835, The Northwestern Banker—11.

**For Sale**—Thirty-four foot marble and oak counter; 16 feet of marble railing for officers' section; oak lobby with glass top 5x2½; oak officer's desk 5½x3; Manganese steel safe with double time lock, manufactured by Manganese Steel Safe Co. of New York; one Mosler vault door ¾ inch thick; one Mosler vault door ½ inch thick. The Security State Bank, Neligh, Neb.—11.

**Position Wanted** by young married man with nine years' banking experience. Six years as cashier of country bank. Familiar with farm loans and insurance. Address No. 2834, The Northwestern Banker—11.

**Position with progressive financial institution** wanted by young married man with 5 years' publicity and new business and 9 years' banking experience as background. Can produce maximum results at minimum cost. Write for samples of work, references and results obtained. Address No. 2837, The Northwestern Banker—11.

**Position Wanted** as assistant cashier in country bank by married man with family. Seven years' experience and good references. Address No. 2838, The Northwestern Banker—11.

**For Sale**—Six large bound volumes International Correspondence School of Scranton course in banking and law and kindred subjects, bookkeeping, etc. Admirable for self-study. \$6.00 postpaid. Address No. 2839, The Northwestern Banker—11.

**Position Wanted** by single man 21 years old. At present employed as assistant and bookkeeper. Two years' experience in general banking in country bank. Desire position as assistant cashier or bookkeeper in country bank by first of the year. Good references furnished on request. Address No. 2836, The Northwestern Banker—11.

**Banking Position Wanted** by married man 26 years old. Seven years' banking experience. Now employed. Best of references. Address No. 2840, The Northwestern Banker—11.

## STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of The Northwestern Banker, published monthly at Des Moines, Iowa, for October 1, 1925.

State of Iowa, County of Polk, ss.  
Before me, a Notary Public, in and for the State and county aforesaid, personally

appeared R. W. Moorhead, who, having been duly sworn according to law, deposes and says that he is the editor of The Northwestern Banker and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher—Clifford De Puy, 555 7th Street, Des Moines.

Editor—R. W. Moorhead, 555 7th Street, Des Moines, Iowa.

Business Manager—G. A. Snider, 555 7th Street, Des Moines, Iowa.

2. That the owner is: (If the publication is owned by an individual his name and address, or if owned by more than one individual the name and address of each, should be given below; if the publication is owned by a corporation the name of the corporation and the names and addresses of the stockholders owning or holding one per cent or more or the total amount of stock should be given.)

Clifford De Puy, 555 7th St., Des Moines, Iowa.

Alice De Puy Robinson, 1124 44th St., Des Moines, Iowa.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.)  
None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

R. W. MOORHEAD,

Signature of editor.

Sworn to and subscribed before me this 6th day of October, 1925.

(Seal)

Earl S. Linn.

(My commission expires July 4, 1927.)



## WHERE TO BUY

### A Buying Guide for Bankers



### Steel and Copper Engraved

STATIONERY, BUSINESS  
ANNOUNCEMENTS AND CARDS

For quality work address

The Homestead Company, Des Moines.

### FLOWERS AND SERVICE

ALPHA FLORAL COMPANY  
Phone Walnut 362

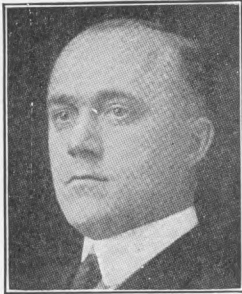
J. S. WILSON FLORAL CO.  
Drake 584  
DES MOINES

### KALAMAZOO

LOOSE-LEAF DEVICES AND  
ACCOUNTING SYSTEMS

Sold in Iowa by

J. H. WELCH PRINTING CO.  
1166-68-70 Sixth Ave., Des Moines.  
Printers, Binders, Mnfg. Stationers.



DEAN H. LIGHTNER  
President

## South Dakota Bank News

### Officers South Dakota Bankers Association

President.....Dean H. Lightner  
Aberdeen  
Vice President.Arthur Chambers  
Hudson  
Secretary.....L. J. Welch  
Mitchell  
Treasurer.....John Barton  
Sioux Falls



L. J. WELCH  
Secretary

Crop	1923	1924	1925
Corn .....	\$ 96	\$ 92	\$ 70
Spring Wheat. 21		38	43
Oats .....	20	41	27
Tame Hay.... 12		12	12
Barley .....	8	13	14
Potatoes .....	7	6	6
Flax .....	5	9	9
Total.....	\$169	\$211	\$181

The table given above provides an estimate as to income from crops. I do not feel that we are warranted in estimating at this time on income from live stock, as it is pretty early in the season to have any very good estimate of the numbers. The income from hogs should be considerably larger than that of last year in spite of the sharp decrease in numbers. In my opinion the numbers were not as sharply curtailed in this state as for the country as a whole. Shipments from South Dakota to six principal markets were 1,308 thousand for the first five months of this year, compared to 1,410 thousand for the first five months of last year. It is estimated that during the last seven months of this year from 10 to 15 per cent less hogs will go to market than for the same period in 1924. Hog prices this year have been consistently better as shown by the following comparison of prices:

	1924	1925
January .....	\$6.10	\$8.90
February .....	6.00	9.50
March .....	6.00	11.80
April .....	6.20	11.80
May .....	6.20	11.00
June .....	6.10	10.60
July .....	6.00	12.10
August .....	8.20	12.10

This price difference will more than offset the decrease in numbers.

Shipments of cattle from South Dakota this year are running somewhat lighter than last year. However, government estimators predict that the total number shipped during the last half of this year will not vary greatly from that of last year. Prices are running somewhat better this year as shown by the accompanying table. There should, therefore, be a somewhat greater income from cattle than last year.

	Thousand Head	1924	Thousand Head	1925
January ....	46	\$5.80	52	\$5.80
February ...	44	5.90	38	6.20
March .....	45	6.10	42	6.80
April .....	44	6.40	35	7.00
May .....	36	6.50	26	6.90
June .....	47	6.60	25	6.90
July .....	52	6.50	35	7.60

Patriotism has its roots deep in the instincts and the affections. Love of country is the expansion of filial love.—Fields.

## South Dakota Crop Outlook Promising

By C. W. Pugsley

President South Dakota State College of Agriculture and Mechanic Arts

GENERAL business conditions in South Dakota will not, in my opinion, be very greatly different this year than last, although farm income will be somewhat less. The extreme pressure of short-term indebtedness has been gradually lessening during the past three years, as a result of moderate payments by farmers of the state. Value of crops will be about thirty million dollars less than last year. However, increased value of live stock will

largely offset this. The small grain crop has, as a whole, been good and prices have been reasonably good also.

The following table gives the approximate September value of each of the principal South Dakota crops, for the years 1923, 1924 and 1925. Both the volume estimates and price estimates are available in the monthly bulletin Crops and Markets, issued by the U. S. Department of Agriculture. Figures refer to millions of dollars:

### September Crop Estimates

Compared to last year and 5-year average  
(Figures obtained from U. S. D. A. Division of Crop and Livestock Estimates)

Crop	Sept. 1, 1925 Estimate 1000 Bushels	1924 1000 Bushels	5-Year Average 1000 Bushels
Corn .....	80,643	99,990	118,067
Spring Wheat.....	29,352	33,018	29,584
Oats .....	89,316	98,050	76,906
Barley .....	24,948	22,428	21,491
Potatoes .....	4,163	5,822	7,744
Flax .....	3,996	4,299	2,381
Tame Hay.....	1,333 T.	1,680 T.	1,679 T.

Also the index numbers of prices paid to farmers in South Dakota in August of each of the past three years are shown in the table following:

	August 1923	August 1924	August 1925
Hogs .....	92	122	180
Beef .....	121	129	159
Butter .....	151	151	172
Eggs .....	100	110	136
Wool .....	202	191	220
Chickens .....	193	173	202
Corn .....	134	187	176
Wheat .....	93	133	169
Oats .....	75	120	86
Flax .....	114	113	128
Barley .....	59	89	191
Hay .....	80	93	117
Potatoes .....	106	126	161
Month: "Combined Products".....	111	138	165



## The Chase National Bank

of the City of New York

57 BROADWAY

Capital . . . . \$ 20,000,000.00  
 Surplus and Profits . . . . 26,895,767.73  
 Deposits (Sept. 30, 1925) 478,031,888.57

**ALBERT H. WIGGIN**

*Chairman of the Board and President*

### DIRECTORS

Henry W. Cannon	Carl J. Schmidlapp
Albert H. Wiggin	Gerhard M. Dahl
John J. Mitchell	Andrew Fletcher
Guy E. Tripp	Reeve Schley
James N. Hill	H. Wendell Endicott
Daniel C. Jackling	Jeremiah Milbank
Charles M. Schwab	Henry Ollesheimer
Samuel H. Miller	Arthur G. Hoffman
Edward R. Tinker	F. Edson White
Edward T. Nichols	Alfred P. Sloan, Jr.
Newcomb Carlton	Elisha Walker
Frederick H. Ecker	Malcolm G. Chace
Eugene V. R. Thayer	Thomas N. McCarter
	Robert L. Clarkson

### WE INVITE ACCOUNTS

of

Banks, Bankers, Corporations, Firms or Individuals on favorable terms, and shall be pleased to meet or correspond with those who contemplate making changes or opening new accounts.

*Foreign and Trust Department Facilities*

### South Dakota Convention Delegates

The following South Dakota bankers were in attendance at the A. B. A. convention in Atlantic City last month:

H. E. Beebe, vice president Bank of Ipswich, Ipswich; D. H. Lightner, vice president Citizens Trust & Savings Bank, and wife, Aberdeen.

### New Bank at Brookings

Horace Fishback, Sr., and Van Fishback have made final arrangements for opening a new bank in Brookings, South Dakota. The new institution will be known as the Security National Bank. Officers are: Horace Fishback, president; C. O. Trygstad, vice president; Van D. Fishback, cashier; E. H. Carlisle, assistant cashier.

The above officers, together with Horace Fishback, Jr., constitute the board of directors.

Capital is \$50,000, surplus \$10,000. The bank will open for business November 2nd.

### To Reopen

The First National Bank of Del Rapids, South Dakota, is now in the process of reorganization and plans to reopen in a very short time. Stock for the new institution is selling rapidly.

### Colton Savings Reorganized

The Colton Savings Bank, South Dakota, has been reorganized and recently reopened with a capital of \$25,000 and surplus of \$2,500. Officers of the new institution are, Dr. D. J. Halloran, President; H. N. Dybvig, Vice President; and Martin E. Grinde, Cashier.

### No More Speculation

That the wild buying of wheat for speculative purposes on the big markets in the latter part of 1923 and early 1924 will never be repeated, was the opinion of A. Ottermeyer of the federal land bank of Omaha, expressed to officials of the South Dakota Wheat Growers Association on a recent visit to South Dakota.

"Personally, I have always been a firm believer in orderly marketing and I think it is only a matter of a few years when dealing in phantom wheat will be a thing of the past," Mr. Ottermeyer declared.

"I believe that such marketing organizations as the South Dakota Wheat Growers will do as much toward eliminating the unjust system of speculation as any movement that can be put into effect."

### Continue Loans on Farm Land

The South Dakota Rural Credit board recently made public plans for the continuation of loans on farm lands in this state.

It has decided to use a portion of the funds derived from payments on previ-

## In Sioux City

For more than 41 years the Security National, strong and dependable, has given unsurpassed service to its many correspondents.

# SECURITY NATIONAL BANK

Capital and Surplus \$550,000



A. B. DARLING, President  
 V. C. BONESTEEL, Vice President

L. R. MANLEY, Cashier  
 R. E. BROWN, Assistant Cashier

## AT HOME IN OTHER CITIES

You'll Be at Home in any Eppley Hotel

Hotel Fontenelle	Omaha, Nebr.	Hotel Lincoln	Lincoln, Nebr.
Hotel Carpenter	Sioux Falls, S. D.	Hotel Montrose,	Cedar Rapids, Ia.
Hotel Evans	Columbus, Nebr.	Hotel Martin	Sioux City, Ia.

**EPPLEY HOTELS COMPANY**

ous loans to extend the rural credits system.

The legislature last winter modified the rural credit system to permit the board to extend loans from time to time up to 50 per cent of the assessed value.

The board will use a portion of incoming funds to retire bond issues to pay interest on bonds. Loans will be extended to competent farmers for one to ten years.

The governor and the board feel that a loan of 50 per cent of assessed valuation on agricultural lands in this state is based on the value of the land during the peak times. Since then actual value of land has descended to a point in some cases lower than the assessed valuation.

**Deposits Increase in Sioux Falls**

Steadily climbing from month to month, the bank deposits in Sioux Falls, S. D., recently totaled \$11,103,405, which is a substantial gain the past three months, as compared to the last bank call, and an increase of \$1,787,500 in the past year.

According to the statements of the three Sioux Falls banks as of September 28th, the total deposits went over the 11 million mark easily. The gain over the last report on June 30th was \$723,000.

The figures for the last few reports are:

September 28, 1925.....	\$11,103,405
June 30, 1925.....	10,380,293
April 4, 1925.....	10,242,354
December 31, 1924.....	9,396,766
October 10, 1924.....	9,315,866

**Where "Brass" Pays**

In a few cases plain, unvarnished "brass" has a place in selling. This is illustrated in a little story entitled "Two for Five," appearing in the first issue of the new publication, "Two Minutes with Mantz," an interesting little house organ being put out by the Paul Mantz, general agency for the Pacific Mutual at Des Moines.

The story reads as follows:

"An insurance agent stepped up to the information desk and asked if Mr. Blank, the president, was in. He handed the young lady a card which she carried into the sanctum sanctorum, but soon returned with the message that the president was busy and unable to see anyone and especially insurance salesmen.

"Where's my card?" asked the agent. "Those cards cost money and I'd like to have mine back."

"Miss Information went back to the bosses' office and returned with a nickel saying that the president had torn up the other card but here was the money for it. The agent produced another card and told the girl to take it in to the president and tell him those cards were two for a nickel.

"He got an interview—and he sold a policy."

**Policyholders' National Life Insurance Company**

SIOUX FALLS, SOUTH DAKOTA

**Mr. Banker:**  
**Money sent away from home never builds your community : : : :**

Make a connection with a HOME LIFE INSURANCE COMPANY—that deposits the Premiums in your bank or invests in mortgages in your territory.

(Old Line Legal Reserve)

**OFFICERS**  
 Guy C. Barton  
 PRESIDENT  
 S.H. Witmer  
 VICE-PRES.  
 MGR. AGENTS  
 H.O. Chapman  
 SECRETARY  
 TREASURER

"A SOUTH DAKOTA COMPANY"

CHATHAM  
PHENIX

CHATHAM  
EST. 1850

EST. 1812  
PHENIX

NATIONAL BANK  
AND  
TRUST COMPANY

OF THE  
CITY OF NEW YORK

A Nation-Wide Service

For more than a century this Bank has constantly widened its facilities and extended its banking connections. Beyond the mere question of growth, however, has been the tradition of an individual attention to the requirements of its correspondents.

Correspondence cordially invited

Resources Over a Quarter Billion Dollars





# Business Is Improving


*in Omaha's Trade Territory*

With the increase of production and the quickening of commerce you require—more than ever—*prompt, careful* attention by your Omaha correspondent.



## The Omaha National Bank

WALTER W. HEAD, *President*



# Nebraska Bank News

**Officers Nebraska Bankers  
Association**

President.....H. H. McLucas  
Fairbury

Chairman Executive Council...  
.....C. A. Smith  
Tilden

Treasurer.....J. S. McGurk  
Omaha

Secretary.....Wm. B. Hughes  
Omaha

General Counsel.....J. P. Palmer  
Omaha



H. H. McLUCAS  
President

WM. B. HUGHES  
Secretary

### REAL ESTATE LOANS WOULD HARM NATIONAL BANKS

(Continued from page 25)

try the nation's business stability hinges, said Mr. Reynolds. "With our present credit machine," he said, "business has nothing to fear if we exercise common prudence and keep our feet on the ground.

"This credit organization is built around the Federal Reserve system. It is the machine that has brought security to business; but somebody is always picking at it or wishing to change it.

"The Federal Reserve system has been damned for what it has done and what it has not done, or for what it is supposed to have done or what it may not have done."

During the financial strain and stress of 1920-21, said Mr. Reynolds, the reserve banks were charged with deflation, with calling loans and forcing prices down.

"But in reality they were expanding loans," he asserted, "and extending themselves to protect a desperate situation caused by war inflation and subsequent and consequent expansion and mad speculation. The people of this country recovered more quickly and suffered less than they did after any previous war. And one of the chief reasons was the protection afforded by the Federal Reserve system."

Since the post-war "debauch," he said, the Federal Reserve system has been operating very quietly and efficiently.

"Due to the system," he said, "the treasury has sold and repaid billions in notes without a ripple on the financial waters. The government has collected billions in taxes without disturbing or distressing business. England has returned to a gold basis, and has done it with more courage and confidence because of the support of our reserve banks.

"Private credits mounting to many millions have been extended to European countries to protect their exchanges. Without our Federal Reserve system, I doubt if such service could have been safely rendered.

"All these things, due to the functioning of the reserve banks, have hastened

the return to financial stability in this country and other countries. We have given little thought to our ability to do these things, but we shall go on doing them unafraid and confident in the security of our reserve system."

Mr. Reynolds said he considered it boyish and amateurish to "peck at the Federal Reserve system because we are peeved over some minor detail of operation or some petty decision made by a subordinate officer."

The Federal Reserve, he said, insures sound banking, without which no business can proceed soundly and successfully.

### Record Public Indebtedness

The American people have become so used to thinking and speaking in large figures that enormous issues of Federal and State debts no longer alarm them. Whereas formerly a state or municipal debt of moderate size excited a good deal of discussion, the investing community today thinks of them in billions rather than in millions. Just what the outcome of all this will be is difficult to say in view of the great differing factors which make it necessary for the country to consider the problem of state and municipal indebtedness in a large-minded way.

The automobile is accountable for an immense proportion of this new indebtedness in that the growing popularity of the motor car has brought about a nationwide demand for good roads and for the public conveniences which good roads involve. Every good road, however, is an asset to the community and indirectly an asset to the whole nation. The automobile has come to stay, for the simple fact is that the American people could not get along without it. Whether they could or not, they have no intention whatever of doing so, for the motor car is recognized today as the greatest source of family amusement and entertainment. The Bank of America survey shows that the total bonds at present outstanding against the 48 states of the Union aggregate \$1,558,742,433, which represents an enormous increase for the last three or four years. The most amazing disclosure of this showing is the fact that more

than half of the outstanding state debt has been contracted for since the beginning of 1920, since which year a total of \$903,000,000 of loans still outstanding were issued.

It is said that more than half of this huge increase may be accounted for by highway expenditures since it is said that almost half of the \$626,852,350, or about 40 per cent, has been used for the construction of highways and bridges.

According to the compiler, every man, woman and child in the United States through the state governments owes on an average of \$13.89. The total of this state debt is now nearly \$500,000,000 greater than the entire Federal debt amounted to before the United States entered the war. In 1916 the net public debt of the United States aggregated \$1,006,281,572, or at the rate of \$9.82 per capita. Now, of course, the figure is considerably larger, some estimates placing it at about \$188 per capita.

Among the other important purposes for which the various states have increased their bonded indebtedness the soldier bonus contribution was the biggest factor, this outlay alone reaching \$287,097,600, or 18.4 per cent of the total. Illinois, New York, Michigan and Kansas were the largest borrowers on that account, while the entire outstanding debts of Iowa, Kansas, Ohio and Washington represent bonds sold for that purpose. There is little doubt but that most of these loans have been well absorbed. It is also reasonable to expect that the inquiry for tax-exempt bonds will continue for some time to come. But the investing public must not forget that tax-exempt securities are now rated so high as to make it difficult for any individual to handle them profitably.—From the *Financial Age*.

### Another Real Bargain

Peter Minit's bargain lot of real estate—Manhattan Island, purchased from the Indians for a value of less than \$24, has a parallel in another colonial real estate transaction brought to the attention of the National Association of Real Estate Boards by the Board of Realtors of the Oranges and Maplewood, New Jersey.

The territory now embraced in the five communities, the cities of Orange and East Orange, the town of West Orange, the village of South Orange and the township of Maplewood, from whose Watchung Hills one may view a territory estimated to contain the homes of one-tenth of the population of the United States, was bought from the Winaek-sop and Shenacktos Indians in 1673.

The consideration, according to David Lawrence Pierson, historian of the locality, was "13 kans of rum, three coats, and two guns."



### Changes at Genoa

C. B. Holmes, assistant cashier of the Genoa National Bank, Genoa, Nebraska, has resigned to accept a position with the Farmers State Bank, Albion, Nebraska. C. C. Willard has been selected to fill the position vacated by Mr. Holmes. Mrs. Flora Samuelson has resigned her position as assistant cashier of Genoa National Bank, Genoa, Nebraska, and is moving to California. Iva Ellis is now taking her position in the bank.

### Capital Stock Increased

The Laurel National Bank of Laurel, Nebraska, has recently been granted permission, from the comptroller of currency at Washington, to increase the capital stock from \$40,000 to \$65,000. This increase in capital was made necessary by the increased volume of business, the Laurel National being the largest bank in Cedar county. Guy Wilson is the president of the institution.

### James Kelly Resigns

James Kelly, who for a number of years, has been connected with the Nebraska State Bank at Beatrice, has resigned his position and becomes sales manager for the Steam Tite Skillet Company of Cincinnati.

### New Service to Customers

The Smith, Landeryou & Company investment house of Omaha, has inaug-



HARRY F. SMITH

urated a new kind of investment service to its clients, which is something new in the bond business of the middle west. Every bank or individual client of the company receives every day a news item

from Smith, Landeryou, giving facts about different industries, thus enabling the bond holder to check up on the earning power of the company whose bonds he may hold. The service also enables the bond holder to determine the proper time to buy, trade or sell his bonds. This type of service is a new theory in



HAROLD T. LANDERYOU

customer service and has caused widespread comment, particularly among the investing public of Omaha and Nebraska.

Harry Smith and Harold T. Landeryou are the two members of the firm. Mr. Smith was formerly connected with the Peters Trust Company as assistant secretary in charge of bond business in Nebraska. Mr. Landeryou was formerly cashier of the First Trust Company of Omaha, and was later connected with the bond department of the Peters Trust Company of Omaha. Offices of the firm are in the First National Bank Building, Omaha.

### THE NEBRASKA PLAN

(Continued from page 27)

state of Nebraska if he succeeds (as we have every reason to believe he would succeed) in moving these groups of farmers and bankers to college, one after another throughout the year, or throughout that portion of the season when it is feasible to travel over the roads.

It will be necessary, also, to arrange for these short courses at the various experiment stations scattered over the state, which will necessitate the transporting of the college working force, that is used in these lecture courses, for the day's work at these various stations.

As an example of the enthusiasm shown by the bankers present this last

week, one banker offered to pay the transportation costs for moving the entire faculty, used in this three days' program, to Grand Island for the purpose of holding a short course day there for that county alone.

This is certainly the biggest thing the Nebraska bankers have ever had an opportunity to do and the Agricultural Committee will recommend to the Bankers Association, when it meets in Omaha in October, for their consideration, the employment of a field man, as above outlined, for the purpose of developing the Nebraska plan to its highest state of efficiency.

The plan is being considered by many other states and we anticipate before many months go by that more than a dozen states of the Union will put the plan into effect.

The state of Georgia has already taken a vital step and has laid out a three-year program. The difference between the program in Georgia and the Nebraska plan is that it is contemplated here that the membership fee in the Nebraska Bankers Association will be slightly increased in order to allow sufficient funds for the employment of a field man, whereas, in Georgia the clearing houses of the various cities of that state have contributed a sum aggregating \$19,000 a year for three years, or a total of \$57,000 for the development of the agricultural resources of that state. The clearing house of the city of Atlanta alone contributes \$10,000 a year. It certainly shows a broad and practical conception of the problems confronting the state of Georgia by the bankers of that state.

Nebraska, however, should go further than any other state in the Union in the development of its agricultural resources, for the reason that it has no other industries excepting that of agriculture, whereas nearly every other state of the Union is more industrial than it is agriculture. Here in Nebraska we depend absolutely on the land and until bankers understand that fact and bend every energy to the development of our farming business, we will lag behind the procession.

### Buy Interests at Marquette

A. W. Hickman, vice president, and M. E. Isaacson, cashier of the First National Bank of Marquette, Nebraska, have purchased the interests of W. I. Farley in both the First National Bank and the Farmers State Bank of Marquette. At the semi-annual meeting of these banks, the following officers were elected: First National Bank, A. W. Hickman, president; J. D. Ferguson, vice president; M. E. Isaacson, cashier, and J. C. Wilson, assistant cashier. Farmers State Bank: M. E. Isaacson, president; J. D. Ferguson, vice president, and C. N. Turner, assistant cashier. The total resources of these two institutions total over half a million.

### Nebraska Convention Delegates

The following Nebraska bankers attended the 1925 A. B. A. Convention at Atlantic City:

C. R. Anderson, cashier Farmers State Bank, Saronville; Miss Ruth Beebe, assistant cashier Citizens State Bank, Benkelman; J. R. Cain, Jr., vice president Peters National Bank, Omaha; M. B. Case, First National Bank, and wife, Stromsburg; T. A. James, First National Bank, and wife, Stromsburg; Albert L. Schantz, president The State Bank of Omaha, and wife, Omaha; Henry William Yates, assistant trust officer, United States Trust Co., Omaha; Gwyer H. Yates, vice president U. S. National Bank, and wife, Omaha.

### Moves to New Quarters

The Security State Bank of Neligh, Nebraska, moved recently from its old quarters to the building formerly occupied by the Neligh State Bank. The banking facilities are ideal, and the Security State has purchased the building. The officers of the Security State Bank are: S. D. Thornton, Jr., president; J. K. Friedebach, cashier.

### Hold Annual Meeting

Gross assets of more than \$37,000,000, held by the Lincoln Joint Stock Land Bank of Lincoln, Neb., were reported to the stockholders at the recent annual meeting. The bank has nearly \$31,000,000 loaned on farm mortgages and holds U. S. bonds amounting to over \$4,000,000. The capital stock of the institution is \$2,600,000. Surplus \$210,400 and undivided profits 263,298.

### Moves to New Building

The Nebraska State Bank at Brokenbow, Neb., recently moved into its new building. The new structure is modern in every way. The vault is equipped with all the latest safety appliances; one part of which contains the safety deposit boxes.

### New Building at Grant

The Farmers State Bank of Grant, Nebraska, has sold the frame building in which they have been doing business for a number of years and are now building on the present site.

The new building will be a one-story pressed brick, modern in every way, with tile floor and new fixtures throughout.

### Bank Changes Name

The White Earth Reservation State Bank of Ogema, Minnesota, has changed its name to the Ogema State Bank.

### Announces Committee Chairmen

Oscar Wells, elected president of the American Bankers Association at the recent annual convention held in Atlantic City, N. J., has completed the list of appointments to the various commissions and committees of the general organiza-

tion for the coming year. The newly designated chairmen of these various bodies are as follows:

Agricultural commission, Burton M. Smith, president Bank of North Lake, North Lake, Wis.; commerce and marine commission, Fred I. Kent, vice president Bankers Trust Company, New York; economic policy commission, Evans Woollen, president Fletcher Savings and Trust Company, Indianapolis, Ind.; public education commission, J. H. Puelicher, president Marshall and Ilsley Bank, Milwaukee, Wis.; public relations commission, M. E. Holderness, vice president First National Bank, St. Louis, Mo.; administrative committee, Oscar Wells, president First National Bank, Birmingham, Ala.; committee on federal legislation, Max B. Nahm, vice president Citizens National Bank, Bowling Green, Ky.; fiftieth anniversary committee, Lewis E. Pierson, chairman of board Irving Bank-Colum-

bia Trust Company, New York; finance committee, Melvin A. Traylor, president First Trust & Savings Bank, Chicago, Ill.; insurance committee, W. Frank Keyser, secretary Missouri Bankers Association, Sedalia, Mo.; committee on membership, H. Y. Lemon, vice president Commerce Trust Company, Kansas City, Mo.; committee on non-cash items, J. W. Barton, vice president Metropolitan National Bank, Minneapolis, Minn.; committee on state legislation, W. D. Longyear, vice president Security Trust and Savings Bank, Los Angeles, Calif.; state legislative council, W. D. Longyear, vice president Security Trust and Savings Bank, Los Angeles, Calif.; committee on state taxation, Thornton Cooke, president Columbia National Bank, Kansas City, Mo.; special committee on taxation, Oliver C. Fuller, chairman of board, First Wisconsin National Bank, Milwaukee, Wis.



The business of correspondents is dealt with in the most careful individual way at all times.

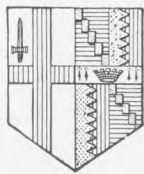
## THE NORTHERN TRUST COMPANY

Capital, Surplus and Undivided Profits  
Over \$7,000,000

Northwest Corner La Salle and Monroe Streets

CHICAGO





## A Complete Banking Service

The Midland Bank offers exceptional facilities for the transaction of banking business of every description. Together with its affiliations it operates 2,250 branches in Great Britain and Northern Ireland, and has agents and correspondents in all parts of the world. The Bank has offices in the Atlantic Liners *Aquitania*, *Berengaria* and *Mauretania*, and a foreign branch office at 196 Piccadilly, London, specially equipped for the use and convenience of visitors in London.

## MIDLAND BANK

LIMITED

HEAD OFFICE: 5 THREADNEEDLE STREET, LONDON, E.C. 2

Affiliated Banks: Belfast Banking Co. Ltd., Northern Ireland; The Clydesdale Bank Ltd., and North of Scotland Bank Ltd., Scotland.

## Hammond Quality Bank Supplies

WHEN YOU BUY YOUR SUPPLIES FROM HAMMOND YOU CAN BE ASSURED OF THESE THINGS—

Quality, Fair Price, Prompt Shipping Service

ORDER FROM THE FOLLOWING

We are glad to submit prices

Posting Machine Ledger Sheets	Collection Letters
Posting Machine Statements	Pass Books
Bank Drafts and Sight Drafts	Bank Registers
Certificates of Deposit	Loose Leaf Draft and C. D. Registers
Customers' Checks	Daily Statement Books
Pocket Checks	Leather Pocket Check Covers
Notes and Note Notices	Mailing Cards
Cashiers' Checks	Deposit Tickets
Letter Heads, Embossed and Lithographed	Counter Checks
Statement Folders	Filing Cabinet Supplies
Loose Leaf Ledgers	Card Cabinet Supplies
Posting Trays	Liability Ledgers
Ledger Sheets, Pen or Posting Machine	Rubber Stamps
Remittance Sheets, Pencil or Typewriter	Office Appliances

Send for Catalog

HAMMOND PRINTING COMPANY

FREMONT, NEBRASKA

### Honor President Foster

The National American Fire Insurance Company of Omaha, which is the only home office stock fire insurance company in the state of Nebraska, and which numbers a great many Nebraska bankers among its stockholders, has been making a fine record, under the management of President and Treasurer James E. Foster, who has been with the organization since its organization and who has been president a little over one year. While Mr. Foster was attending several conventions in the east recently, H. W. Ahmanson, assistant secretary, sent out a letter which brought in \$6,000 worth of new (premiums) business which was waiting on President Foster's desk in commemoration of the company's sixth anniversary.

Printed on a huge sheet several times the size of an ordinary letter-head, Mr. Ahmanson outlined the birthday campaign as follows: "TO OUR AGENTS: This is the biggest letter I have ever written. I have made it big because of the date of our Sixth Anniversary. I hope to give our president, Mr. Foster, the biggest surprise of his life. You know October 23rd is our Sixth Anniversary and as a surprise on our president in honor of that event, I am going to ask all of our loyal agents to send him some choice new business in the special envelope enclosed, mailing the same so it will be on Mr. Foster's desk on the morning of October 23rd. If every agent will do this, our Sixth Anniversary will be the biggest day in the history of the company. Without your assistance this surprise will be a failure, but with your cooperation it will be a decided success. I will certainly appreciate it if every agent will respond to this appeal. Thanking you in advance for your hearty cooperation, I am yours very truly (signed) H. W. AHMANSON."

### Lincoln Clearings Increase

Total clearings in Lincoln, Neb., banks from January 1st to September 1st of the current year, have amounted to \$190,945,676, or an increase of \$37,062,353 over the corresponding period of 1924.

### First National Reorganized

The reorganization of the First National Bank, Aurora, Neb., has been completed by the election of L. C. Opper as cashier, in place of J. J. Refshauge, who was compelled to withdraw because of continued ill health. Mr. Refshauge retains his personal interest in the bank and will remain as vice president.

### Bartley Banker Dead

E. E. Smith, president of the State Bank of Bartley, Bartley, Nebraska, died recently in a Kansas City hospital. Mr. Smith was visiting a daughter who was being treated in the institution.

# OMAHA PRINTING CO.

## PRINTERS-LITHOGRAPHERS

**OFFICE SUPPLIES**

**LOOSE LEAF DEVICES**

**FARNAM AT 13<sup>TH</sup>**

**OFFICE FURNITURE**

**DESKS TABLES CHAIRS**

**FILING DEVICES STEEL & WOOD**

OMAHA

PHONE DOUGLAS 2793



## Minnesota Bank News

**Officers Minnesota Bankers  
Association**

President.....J. J. Maloney  
Heron Lake

Vice President...R. E. Macgregor  
Minneapolis

Treasurer.....J. K. Martin  
Little Falls

Secretary.....F. P. Fellows  
St. Paul



**J. J. MALONEY**  
President

**F. P. FELLOWS**  
Secretary

## Outlines Association's Plans for Year

**J.** J. MALONEY, president of the Farmers State Bank of Heron Lake, and president of the Minnesota Bankers Association, recently sent the following letter to members of the Association:

"Commencing the thirty-seventh year of our activities, we can look at the past and feel proud of our accomplishments. We have many problems that are important and it is only through the united effort and cooperation of all that the ultimate outcome will be successful. The future of our Association is dependent upon what support the members give the officers and committees, and I bespeak for these co-workers your ardent assistance.

"For the protection of life and property we are sponsoring the Minnesota County Rangers. This is not in the interest of banks only, but we see in the movement a better control of crime. All property will receive benefits from the plan and the criminal will be finally eliminated from our state. We must look upon the county rangers from a material as well as a social standpoint. If we reduce bank burglaries, our insurance rates will be reduced. Please do not depend entirely upon the officers to assist in perfecting the organization. While we are ready to act in an advisory capacity, most of the organizing can be done through your county units.

"The Association thrives because of the county units. The better work is accomplished in the smaller units and our county associations must be held intact. At this writing, all but one county in the state is organized. I hope that at our next annual smoker the county associations will report more frequent meetings. Each county association should hold at least four meetings a year, for it is at these meetings that we grow to know each other better and profit thereby.

"The Association is going to endeavor to procure for you, through the analysis of bank costs and county credit bureau

committee, information on operating expense; and in addition, this committee will study the feasibility of recommending for adoption at the next convention, a system of county credit bureaus.

"We will strive during the Association year to put on an educational campaign. The work is in the hands of three alumni of the American Institute of Banking; in fact, the chairman of the committee, our own Clarence R. Chaney, is a past president of this wonderful organization. If Mr. Chaney and his associates cannot put this work over, the Minnesota Bankers Association is not interested in education.

"The efforts of the banking practice and ethics committee have been so successful that their work will be continued and shortly you will be furnished with a code of banking ethics. Please read and study this carefully. You will gain by the time spent.

"To be successful the Association must be effective and in order to demonstrate its efficiency, we must have funds. We are not only depending upon the dues but also on the income from insurance placed through our office. The Integrity Mutual Casualty Company is giving excellent service and they are equipped to handle additional business. If you are not placing your burglary, fidelity and surety business through the Association, send to the secretary's office a list and amount of your policies, together with the expiration dates, and grant us an opportunity to quote. You need have no skepticism as to the stability of the Integrity. We have made a thorough investigation of their affairs and we recommend them with the usual, "Information, although not guaranteed, was obtained from sources which we believe to be reliable."

"We will continue to devote our attention to agriculture. Banking and agriculture go hand in hand. We should give more attention to the pure-bred sire. The success of our business is dependent upon

the advancement of agriculture. We should study farm problems and assist in their solution. We should encourage the attendance of students at the Agricultural School of the University of Minnesota, for he was a wise man who said, 'What we need today is more intellectualism and less legislation.'

"The Sixty-ninth Congress will convene on December 1, 1925. At the Thirty-seventh Annual Convention held at Duluth, we adopted a resolution in support of the Mellon Tax Plan. A new tax bill will be submitted at the next Congress and hearings will commence at Washington on October 15th. Do not fail to impress upon your Congressmen that you are for any tax measure that has the endorsement of President Coolidge or the Treasury Department.

"As members, we have 1,347 of the 1,374 banks in the state. With a little energy the 27 brethren outside the fold should be clothed in the garment of membership. Your officers are ambitious to procure by the Thirty-eighth Annual Convention, 100 per cent membership. Will you assist us and the Membership Committee?

"Respectfully submitted,  
"J. J. MALONEY, President."

### Becomes Cashier

R. R. Nelson, formerly assistant cashier of the Camden Park State Bank at Minneapolis, has been appointed cashier to succeed J. T. Peterson, who has resigned.

Mr. Nelson entered the employ of the Camden Park State Bank October, 1914, and has been with the institution ever since, with the exception of the time he served with the U. S. Navy during the World War. His first duties were that of a messenger and bookkeeper, from which later he was promoted to teller and assistant cashier. The deposits of the Camden Park State Bank have been steadily increasing and now show a total of \$1,081,788.64.

At least bear patiently, if thou canst not joyfully.—à Kempis.

**MIDLAND  
NATIONAL BANK**

*and*

**TRUST COMPANY**

⌘

*Resources \$22,000,000.00*

⌘

**MINNEAPOLIS**



Place your Surety Bonds and  
Burglary Insurance in  
"The World's Largest and Strongest  
Surety Company"

Wm. B. Joyce & Co.

Northwestern Managers

National Surety Company

St. Paul

Minneapolis

### Minnesota Bank News

A. J. Zimmerman has resigned as cashier of the First State Bank of Arlington. Mr. Zimmerman served the bank as cashier for 15 years, and has, all-told, spent 20 years in the banking business.

Roscoe C. Dalton, for the past ten years cashier of the State Bank of Eagle Lake, died recently at his home in that city. Mr. Dalton was 45 years old at the time of his death.

The American Institute of Banking, members and their friends, had a meeting recently in the Moorish room of the West Hotel, Minneapolis. The gathering was the opening event of the season for the Minneapolis Chapter. R. V. Moore, instructor in the institute, spoke upon the practical application of education. Other speakers were: M. S. Olson, member of the board of education, and H. M. Wheeler, of the United States Forestry Service.

E. E. Conner, president of the Great Northern State Bank of St. Paul, and former president of the Wabash National Bank, died recently at his home in St. Paul, at the age of fifty-four years. He is survived by his wife and three sons.

#### Charter Two Banks

Two former national branch banks were recently granted charters to operate as state banks, by the department of commerce.

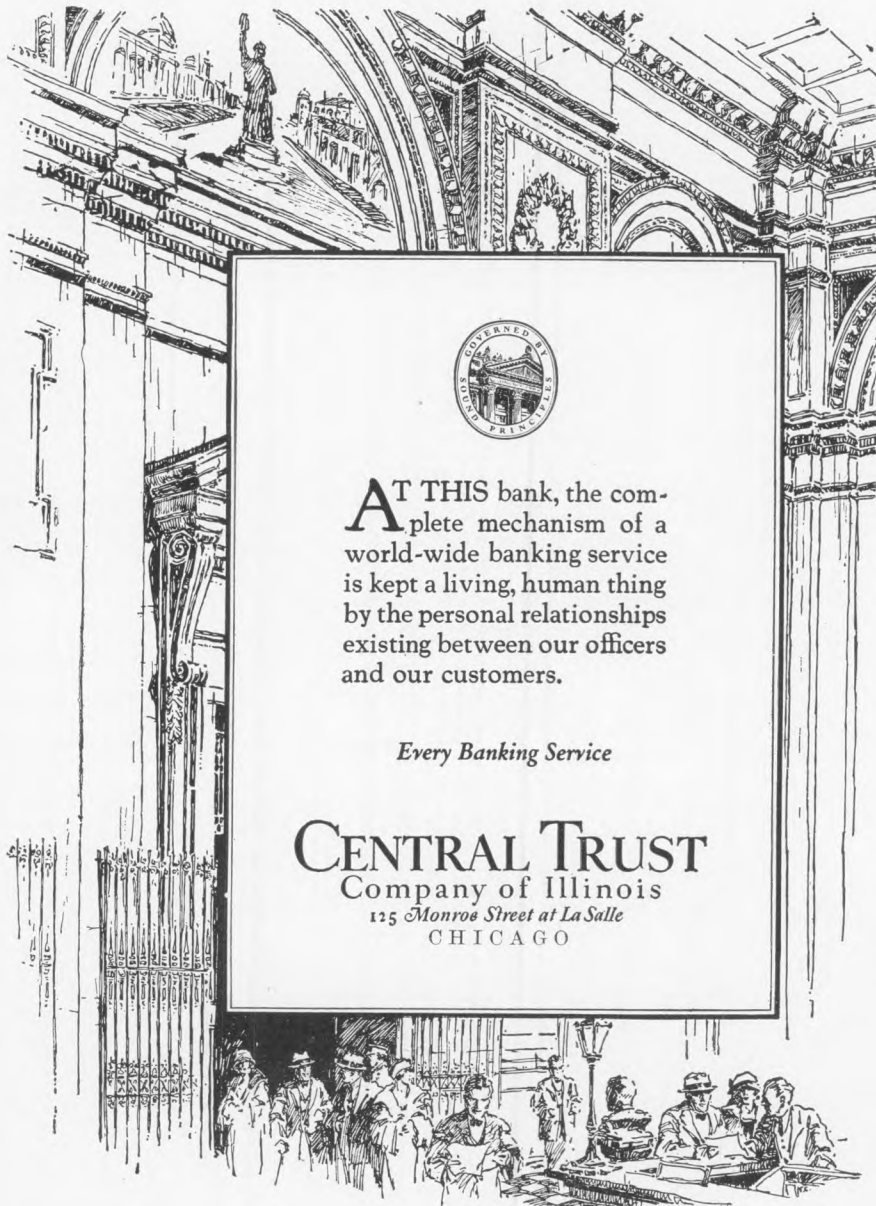
The Fourth Northwestern State Bank, which formerly was a Northwestern branch bank, and the First National branch bank were both chartered. The latter operates as the Bloomington-Lake State Bank.

Both banks are in Minneapolis.

#### Is New Vice President

Ole Martinson has been elected vice president of the Moorhead National Bank at Moorhead, Minnesota. Mr. Martinson is also chairman of the board of which he has been a member since 1896. He succeeds the late Johnston Wagner.

Opinion is, as it were, the queen of the world, but force its tyrant.—Pascal.



AT THIS bank, the complete mechanism of a world-wide banking service is kept a living, human thing by the personal relationships existing between our officers and our customers.

Every Banking Service

**CENTRAL TRUST**  
Company of Illinois  
125 Monroe Street at La Salle  
CHICAGO



**BURGLAR ALARM**  
OUR BURGLAR ALARM SYSTEMS  
COVER THE COUNTRY  
**O. B. MCCLINTOCK COMPANY**  
MINNEAPOLIS, - - MINN.

### Minnesota A. B. A. Delegates

Minnesota had a strong delegation to the A. B. A. convention at Atlantic City, including the following bankers:

John W. Barton, vice president Metropolitan National Bank, Minneapolis; Otto Bremer, chairman American National Bank of St. Paul, St. Paul; C. H. Carpender, assistant cashier, Merchants National Bank, St. Paul; Fred P. Fellows, secretary Minnesota Bankers Association, Minneapolis; G. W. Gold, vice president Southern Minnesota Joint Stock Land Bank, Redwood Falls; C. E. Hill, vice president Northwestern National Bank, Minneapolis; J. H. Ingwersen, vice president First National Bank, Duluth; J. D. Mahoney, cashier American Exchange National, Duluth; Edgar L. Matteson, vice president Midland National Bank, Minneapolis; Charles B. Mills, president Midland National Bank, Minneapolis; Edwin Mott, cashier First National Bank, and wife, St. Paul; Thomas F. Wallace, treasurer Farmers and Mechanics Savings, Minneapolis; Arthur B. Whitney, trust officer, vice president Minneapolis Trust Co., and wife, Minneapolis.

### Interest Rate Reduced

The Federal Land Bank of Saint Paul announce a reduction in interest rate from 5½ per cent to 5 per cent to take effect October 1, 1925. All new business from that date will be affected by this reduction.

A conference between President Jennings and Vice President Faast, of this bank, and Secretary of the Treasury Mellon, and other members of the Federal Farm Loan Board resulted in the reduction.

Marked improvement in every branch of agriculture and a better business and financial situation throughout the entire country make this lower rate possible.

The St. Paul Bank, which operates in North Dakota, Minnesota, Wisconsin and Michigan, is the first in the Federal Farm Loan System to announce the 5 per cent rate.

### Minnesota Bankers Association Committees

Following are the names of members of the various committees of the Minnesota Bankers Association:

Committee on Agriculture—Emil A. Boie, chairman, vice president National Bank of Commerce, Mankato; F. E. Bauer, cashier First National Bank, Barnum; Edwin Brickson, president Adrian State Bank, Adrian; G. A. Haven, president First State Bank, Chatfield; H. L. Marsh, president First National Bank, Crookston.

Committee on Banking Practice and Ethics—C. A. Chapman, chairman, president First National Bank, Rochester; W. A. Streater, secretary Citizens Loan & Trust Co., Mankato; George Susens, vice president Farmers National Bank, Alexandria; Joseph S. Ulland, president Fergus Falls National Bank, Fergus Falls;

H. Von der Weyer, vice president Merchants National Bank, St. Paul.

Committee on Education—Clarence R. Chaney, chairman, assistant cashier Northwestern National Bank, Minneapolis; L. O. Anderson, assistant cashier Northern National Bank, Duluth; D. K. Patterson, assistant cashier Merchants National Bank, St. Paul.

Committee on Legislation—Sixth District, A. G. Wedge, chairman, president

First National Bank, Park Rapids; Tenth District, A. G. Engberg, cashier First National Bank, Cambridge; Eighth District, J. A. Gillespie, cashier First National Bank, Carlton; Ninth District, N. S. Hegnes, president First National Bank, Argyle; Third District, Ray G. Kern, vice president State Bank of Lake Elmo, Lake Elmo; Fourth District, Tom J. McGrath, president Security State Bank, St. Paul; First District, J. A. Melone, di-

## Thanksgiving Time

November is the month of thanksgiving. The Northwest is thankful for a crop of reasonable proportions, fair prices, and steady employment for labor. Bankers are more optimistic than in past years and it is a mighty good month to open an account with this strong bank.

**THE FIRST NATIONAL BANK, Duluth, Minn.**  
Capital \$2,000,000.00 Surplus and Profits \$2,250,000.00



## Dependability

**F**OR fifty-seven years this bank has been growing dependably—keeping up with the requirements of its banker customers—usually anticipating their needs, and we offer this dependable service to banks and bankers who require from their Chicago correspondent the utmost in cooperation.

**THE STOCK YARDS NATIONAL BANK**  
AND  
**THE STOCK YARDS TRUST & SAVINGS BANK**  
of CHICAGO



# Bankers in the United States and Canada

over 18 and under 55 years of age are eligible for

## ACCIDENT INSURANCE AT COST

with the

### Iowa State Traveling Men's Association DES MOINES, IOWA

Principal sum .....\$5,000.00  
Weekly indemnity .....\$ 25.00

Annual Cost Never Exceeded \$9

We Have No Agents.

Write for Application Blank.

# Guaranty Trust Company of New York

140 Broadway

LONDON PARIS BRUSSELS LIVERPOOL HAVRE ANTWERP

Condensed Statement, September 30, 1925

### RESOURCES

Cash on Hand, in Federal Reserve Bank and Due from Banks and Bankers .....	\$141,427,448.73
U. S. Government Bonds and Certificates.....	38,130,278.95
Public Securities .....	26,500,240.27
Other Securities .....	22,832,297.12
Loans and Bills Purchased.....	355,639,756.69
Real Estate Bonds and Mortgages.....	1,775,650.00
Items in Transit with Foreign Branches.....	10,328,218.69
Credits Granted on Acceptances.....	35,411,670.80
Real Estate .....	8,006,771.68
Accrued Interest and Accounts Receivable.....	9,762,753.59
	\$649,815,086.52

### LIABILITIES

Capital .....	\$ 25,000,000.00
Surplus Fund .....	15,000,000.00
Undivided Profits .....	6,229,296.34
	\$ 46,229,296.34
Bills Payable .....	5,000,000.00
Accrued Interest, Reserve for Taxes, etc.....	4,261,797.57
Acceptances .....	35,411,670.80
Outstanding Treasurer's Checks.....	29,940,665.37
Deposits .....	528,971,656.44
	\$649,815,086.52

rector First National Bank, Rochester; Fifth District, R. B. Rathbun, vice president Produce State Bank, Minneapolis; Second District, J. S. Tolversen, president First National Bank, Fulda; Seventh District, A. W. Wells, president Grant County State Bank, Herman.

Committee on County Organization—Second District, Wm. Duncan, Jr., chairman, president State Bank of Milroy, Milroy; Fifth District, E. L. Forsythe, cashier Central State Bank, Minneapolis; First District, A. V. Gardner, assistant cashier First National Bank, Winona; Sixth District, Geo. E. Harris, cashier Merchants National Bank, Wadena; Eighth District, L. O. Kirby, assistant cashier First National Bank, Hibbing; Ninth District, A. F. La Budde, cashier First State Bank, Gully; Seventh District, Lewis A. Lien, president Graceville State Bank, Graceville; Fourth District, Andrew J. Newgren, president Payne Avenue State Bank, St. Paul; Tenth District, Frank P. Powers, president Quamba State Bank, Quamba; Third District, C. W. Weis, vice president First National Bank, Le Sueur.

Committee on Insurance—R. W. Lindeke, chairman, vice president Merchants National Bank, St. Paul; Paul H. Evans, president Security State Bank, Owatonna; R. W. Putnam, cashier First Security State Bank, Red Wing; Fifth District, John W. Barton, chairman, vice president, H. M. Algyer, cashier First National Bank, Tracy; First District, P. D. Beaulieu, vice president Austin National Bank, Austin; Tenth District, E. A. Eddy, cashier Brook Park State Bank, Brook Park; Fourth District, H. B. Humason, vice president American National Bank, St. Paul; Second District, Wm. Jacobsen, Jr., vice president First & Farmers National Bank, Luverne; Sixth District, A. O. Miller, president Backus State Bank, Backus; Eighth District, J. C. McGivern, president First National Bank, Biwabik; Ninth District, O. H. Taralseth, president State Bank of Warren, Warren; Third District, John Thiem, cashier First National Bank, Shakopee.

Committee on Analysis of Bank Costs and County Credit Bureaus—P. J. Wedge, chairman, director Merchants State Bank, St. Hilaire, director First National Bank, Thief River Falls, Suite 806 First National Soo Line Bldg., Minneapolis; A. B. Cheadle, president First National Bank, Jackson; J. F. Ebersole, assistant Federal Reserve Agent Federal Reserve Bank, Minneapolis; H. C. Baer, president Security State Bank, Bemidji; Edward A. Stoll, cashier State Bank of New Ulm, New Ulm.

### Red Wing Banker Dies

F. S. O'Neill, cashier of the Goodhue County National Bank at Red Wing, Minnesota, died recently. He had been connected with the city banking interests for more than eighteen years.

## North Dakota Bank News

Officers North Dakota Bankers  
Association

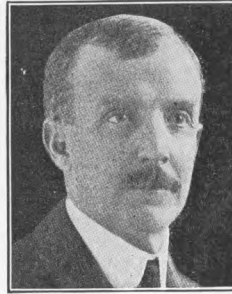
President.....Ed Pierce  
Sheldon

Vice President and Chairman Execu-  
tive Council.....H. T. Graves  
Jamestown

Treasurer.....J. E. Davis  
Goodrich

Secretary.....W. C. Macfadden  
Fargo

ED PIERCE  
President



W. C. MACFADDEN  
Secretary

Northern Trust Co., Fargo; H. T. Graves, president James River National Bank, and wife, Jamestown; Fred A. Irish, vice president First National Bank, Fargo; W. C. Macfadden, secretary North Dakota Bankers Association, Fargo; Ed. Pierce, president North Dakota Bankers Association, and wife, Sheldon; E. J. Weiser, president First National Bank, Fargo.

### North Dakota News

**R. E. Engen** succeeds A. J. Johnson as cashier and director of the Farmers & Merchants State Bank of Tolna.

**A. O. Lona and Cora Brown** have been employed by the Farmers & Merchants State Bank of New England as assistant cashiers.

**Carl Hass**, formerly with the Farmers State Bank of Drake, is now assistant cashier of the Farmers Exchange Bank of Parshall.

**Otto W. Mueller** has been appointed bookkeeper of the First State Bank of Stanton.

**Walter Stiehm** has been appointed cashier of the Farmers State Bank of Drake, succeeding C. H. Hass, resigned.

**The Farmers & Merchants Bank of Barton** has increased its capital stock from \$10,000.00 to \$15,000.00.

**The Kidder County Bank of Steel** has increased its capital stock from \$10,000.00 to \$15,000.00 and changed its corporate headquarters to Dawson under the title of Kidder County Bank, Dawson.

**C. I. Buslee** has been appointed assistant cashier of the First State Bank of Rogers, succeeding R. E. Engen.

**Carl Opheim** has been appointed assistant cashier of the Farmers & Merchants State Bank of Lehr.

**Clement Schmitz** is now assistant cashier of the Farmers Bank of Garrison.

Due to his ill health **W. F. Hanks** has resigned as president and director of the State Bank of Powers Lake. A. E. Anderson, formerly vice president, succeeds Mr. Hanks as president and C. A. Anderson, cashier, has been elected director in Mr. Hank's place.

### Bankers Meet at Casselton

I. S. Walhood, of Davenport, North Dakota, was re-elected president of the Cass County Bankers Association at its recent annual meeting, held at Casselton. The sessions were devoted to informal discussions of banking and bank conditions. The next meeting will be held in Fargo.

## Bankers and County Agents to Hold Conference in Fargo

All North Dakota bankers, all county agents of the state, and many officials of the North Dakota Agricultural college have been invited to attend a statewide conference to be held at the Fargo Commercial club, November 12th. The purpose of the meeting is to discuss and adopt a definite program in the interest of building a more profitable type of agriculture in this state.

The meeting is sponsored by the agricultural commission of the American Bankers Association and by the agricultural committee of the North Dakota Bankers Association.

Letters of invitation have been sent to every banker in the state by T. Melvin Lee, of Valley City, Chairman of the agricultural committee of the North Dakota Bankers association; by F. A. Irish, representative of the agricultural commission of the American Bankers Association for the Ninth Federal Reserve District, and by W. C. Macfadden, Secretary of the North Dakota Bankers Association.

D. H. Otis, director of the agricultural commission of the American Bankers Association, will be present to explain what the American Bankers Association will do to assist in the development of such a program.

Mr. Lee reports that the committee has engaged speakers on the following subjects: "Sow Thistle, Quack Grass and Other Weeds," "Pure Bred Sires," "Storing of Grain in Granaries and Elevators," "Pure Seed," "More Alfalfa and Sweet Clover as a Feed and Rotation Crop," "Production of High Protein Wheat and Its Value," and "Boys' and Girls' Work."

"These are all important subjects and we want to make arrangements at the Fargo meeting to carry the program to every farmer in the state during the winter," says Mr. Lee.

The members of the agricultural committee of the North Dakota Bankers As-

sociation are: Gov. A. G. Sorlie; Frank Sanford, of Rogers; Walter R. Reed, of Fargo; G. H. Leick, of Hebron; W. E. Purcell, of Wahpeton; John W. Maher, of Devils Lake; Mr. Lee, Mr. Irish and W. C. Macfadden, secretary.

One of the problems which the bankers consider of special importance is the growing menace of weeds, especially sow thistle, and the bankers hope to arouse sentiment throughout the whole state for a united battle against this and other vicious weed pests.

In his letter, Mr. Macfadden calls special attention to this phase of the agricultural situation and he says:

"It is especially important that officers of every county bankers association in the state attend this meeting and that county meetings be held in every county in the state following the Fargo meeting in order that every bank officer in the state may be informed and become interested in the matters that will be discussed at this meeting."

### J. R. Carley Heads Consolidation

Consolidation of the First State Bank and the Farmers & Merchants Bank, of Fordville, North Dakota, into one institution known as the Farmers & Merchants State Bank of Fordville, became effective recently. Assets of the combined institutions are in excess of \$450,000.

J. R. Carley, president of the First National Bank of Grand Forks, is also president of the new organization. The First National of Grand Forks in their statement of condition at the close of business September 28th, shows loans and discounts of \$1,480,240.71, and deposits of \$4,143,616.42.

### North Dakota Delegation

Among the bankers who attended the A. B. A. convention at Atlantic City last month were the following:

Pierre W. Clemens, vice president The



1810



1925

*A Distinctive Service for Your  
New York Business*

**THE  
MECHANICS & METALS  
NATIONAL BANK  
OF THE CITY OF NEW YORK**

**Deposits, Sept. 28, 1925, \$271,000,000**

**G. W. McGARRAH**  
Chairman of the Board

**JOHN McHUGH**  
President



*The*  
**EVANSHIRE**  
*In Chicago's Most Beautiful Suburb*  
EVANSTON

The Evanshire is at Main and Hinman streets in Evanston, only a few blocks from glorious old Lake Michigan. European plan. Rates are \$3.00 a day and up for a room for one person and \$5.00 and up for two persons, all with private bath. Write today for descriptive folder.

THE Evanshire in Evanston is closer to Chicago's business, shopping and amusement center than are many Chicago hotels. Surface, elevated and steam transportation lines, a block distant, make fast time to Chicago's "Loop." Thus at the Evanshire you can have the convenience of location of a Chicago hotel in the environment of Chicago's wealthiest and most beautiful suburb. And charges throughout, including the restaurant, are notably moderate, although in equipment, service, environment and class of patronage the Evanshire holds high rank.

#### New Bank at Bowman

Bowman, North Dakota, is to have a new banking institution, according to articles of incorporation which have been filed with the State Banking Department. Charter has been issued by the Secretary of State's office to "The Bank of Bowman." Capital stock is \$15,000.00. Directors are as follows: S. J. Kaisler, Bowman, North Dakota; H. W. Clarkson, Budlow, South Dakota; F. M. Clarkson, Bowman, North Dakota. This Charter will be held by the State Banking Department until application is made for a preliminary examination.

#### Institutions Combine

The Security National Bank of Valley City, North Dakota, has purchased the Bank of Valley City, together with the building and all deposit liabilities of the latter institution. This change will make the Security National a much stronger institution and give the town of Valley City stronger banking facilities. The combined deposits of the new institution are \$641,000, and cash reserve \$358,000.

#### Increases Capital Stock

The State Banking Commission has approved increased capital stock of the Farmers and Merchants Bank at Barton, North Dakota, from \$10,000 to \$15,000. The Kidder County Bank of Dawson also increases its capital stock from \$10,000 to \$15,000.

#### Is Reorganized

The Citizens National Bank of Jamestown, North Dakota, has been reorganized and is now open under new management. C. W. Spaulding, Jr., is vice president and cashier of the institution.

#### Pleads for Federal Reserve

A plea for the perpetuation of the Federal Reserve System substantially in its present basic form was coupled with one for the removal of hampering limitations on national banks by Edgar L. Mattson, of Minneapolis, at the convention of the American Bankers Association. Mr. Mattson, who is president of the National Bank Division of the Association, also called for tax reduction, saying:

"If the next Congress will heed the self-evident and ever-increasing demand for reduction of the present excessively high tax rates, we of this nation will progress along sound lines, and with confidence meet the problems that we may encounter."

Mr. Mattson's reference to the Federal Reserve System, which he characterized as "the most scientific banking system that has yet been devised," was made in discussing a movement on foot to study the question whether changes in it are advisable when its charter period, which

has more than half run its course, shall expire.

The feeling that perhaps some changes can be made that will be helpful in developing to "a point as near perfection as possible the one financial system which is already recognized through the world as the most scientific and the most resourceful," he said, had actuated the present movement for a survey. He warned, however, that "we must guard zealously against every movement which might impair its efficiency. No less binding than the requirement that we uphold the solidarity of our country itself is our responsibility for the maintenance and the betterment of the Federal Reserve System."

Declaring that the national banks were never in a stronger position than today, with their stability and soundness unquestioned, Mr. Mattson mentioned forces that retard normal expansion, citing the falling off since 1923 of nearly 200 in the number of national banks and contrasting their increase in resources in 1924 with the greater increases in the resources of other banking systems.

"The national bank performs more than one feature of bank work," he said, "but it is still under the handicap of limitations out of harmony with business and social requirements. The national bank has launched its savings department. It was the first national bank step in the movement to marshal under one charter and one roof the several banking facilities to which the public is entitled. It served to show the possibilities of a broader policy and it emphasizes the need of still further liberalization."

Even in the field of the fiduciary, which the national bank has successfully entered, Mr. Mattson said, a retarding force is found in the character of charter under which the banks operate, and he advised that national banks work unreservedly for charter amendments, the more important of which provide for consolidations, indeterminate charters, stock dividends, safe deposit business, loans on city real estate, dealing in investment securities and the regulating of branch banking.

Mr. Mattson deprecated further curtailment of national bank note circulation, asserting that they "have been a feature of the national system continuously since its organization, and the privilege of issuing them has not been a gratuity."

**Increase in Motor Cars**

Figures recently compiled by the state highway department show that North Dakota shows the largest proportionate increase in the number of motor cars registered of any state in the Northwest.

The 126,106 motor cars registered during the first six months of 1925 represented an increase of 8 per cent over the total registration for 1924. On the

same basis Minnesota showed an increase of about 2 per cent, South Dakota 5.5 per cent, and Montana 4 per cent.

On September 1st, however, North Dakota showed an increase over 1924 of 20.5 per cent while Minnesota showed an increase of 8.2 per cent and Montana 17.9 per cent.

Figures at the state registrar's office showed that on September 1st, 24,210 new cars and trucks had been purchased as compared with 9,644 for the same period a year ago, an increase of 151 per cent.

A still more startling contrast is furnished by a comparison of the figures for truck purchases. Only 496 new trucks were registered during the first eight

months of 1924 as compared with 2,255 for 1925 to date, an increase of nearly 359 per cent.

**More Money in Circulation**

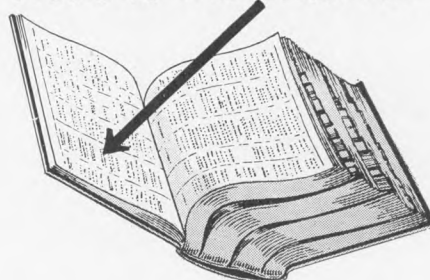
The Treasury Department has announced the money in circulation on October 1st totaled \$4,827,005,324 as against \$4,806,366,540 October 1st last year. This is a per capita of \$42.17 against \$42.52 last year. Total stock of money October 1st, \$8,258,698,071 against \$8,693,198,248 last year. Money held in the Treasury totaled \$4,194,553,985 against \$4,294,764,264 last year. Total money outside Treasury, \$6,182,464,788 against \$6,148,770,932 last year.

?

## How would you handle collections in Anniston, Ala.



*here is the answer*



The RAND McNALLY Bankers Directory answers practically every question that arises in banking and commercial intercourse. No matter how perplexing the subject, the Blue Book will give you the facts about it—instantly. Facts that you can always rely on! This information is collected twice a year, direct from first-hand sources in the banks, at a cost of tens of thousands of dollars.

Whether you buy the RAND McNALLY Bankers Directory for reference, for collection purposes, for mailing lists, or other uses, you will find it an unequalled investment. Fifty-two years of unswerving fidelity in providing accurate and authentic information have made RAND McNALLY publications unquestionably predominant among the banks of America.

The Blue Book is published in March and September. Let us tell you more about it. Write us.

RAND McNALLY Bankers Directory Blue Book

The Bankers Monthly Key to the Numerical System of the A.B.A. Bankers Service Guide Bankers Service Bulletin

Banking and Business Ethics Maps for Bankers

## RAND McNALLY & COMPANY

Dept. Y-29, 536 S. Clark Street, Chicago

*Largest Publishers of Banking Publications in the World. Established 1856*  
Official Numbering Agent, American Bankers Association



## Open House During the International Show

WE LOOK forward from year to year to greeting our many friends at this great gathering place for all those interested in the live stock industry.

As usual, we shall keep "open house" from November 28th to December 5th.

Drovers Service has kept pace with the remarkable growth of the live stock industry, and today we have an efficient staff thoroughly equipped to handle any phase of modern banking.

If you are unable to pay us a visit on this occasion, we shall be equally glad to be of service through correspondence.

**DROVERS**  
NATIONAL BANK  
TRUST & SAVINGS BANK  
Union Stock Yards, Chicago

### Rise in Living Costs


Investigators employed by the Department of Labor Statistical Bureau at Washington have figured out that present living costs are now just about 75 per cent above those which prevailed in 1913. This means that it would require today \$1.75 to purchase the same merchandise or supplies which before the war could have been bought for \$1.

The high figure was witnessed in June, 1920, when living costs were estimated to be 116 per cent higher than the 1913 average. After that there was a decline owing to the "buyers' strike," which reflected the refusal of the public to follow the advance up. Under the impetus of that movement there was a decline, with the result that living costs in December, 1921, dropped to 73.3 per cent above what they were in 1913.

By reducing taxation, it would be easily possible to bring about a definite lowering of living costs in this country. The Federal authorities at Washington have made a start in this direction which fortunately seems likely to be followed by a similar move by the authorities of states, cities, towns and counties. This procedure is natural since when the Federal government takes a definite position the influence is very great and likely to be effective with the authorities of the lesser political divisions. There is no doubt but that high taxation is one if not the chief burden today making for a sustained rise in living costs. High taxation has become a world-wide burden ever since the great nations of the world gave up productive pursuits in order to prosecute the great war. While much has been done within the last few years, and especially within the last year or two, in the direction of eliminating some of the high charges which came about as a consequence of the war, there is still much to be done in the direction of returning the world to a normal level of living costs.

The American people show an unusually high national spending power and it is not surprising that many of them have purchased new automobiles and indulged themselves in other luxuries which in some quarters has excited resentment. But history shows that any bright, up-to-date people, when in receipt of generous incomes and with large means, invariably seek comforts and luxuries for their families for which they have always longed and never previously have had a show to supply.

The outstanding fact is, however, that the people of the United States, as well as the people of a large portion of the world, are being forced through high taxation to devote a larger portion of their incomes to tax payments than they were ever forced so to devote before, except at war-time and in days of tremendous national expense.—*From Financial Age.*



## IOWA SECTION


**Officers Iowa Bankers  
Association**

President . . . . . Emil Webbles  
Burlington

Vice President . . . . . C. C. Jacobsen  
Mapleton

Treasurer . . . . . A. E. Hindorff  
Newton

Secretary . . . . . Frank Warner  
Des Moines



**EMIL WEBBLES**  
President

**FRANK WARNER**  
Secretary

## Completes Half Century of Service

(Continued from page 20)

combined statement, September 28, 1925, showed deposits of \$24,581,727.08.

The first statement showed resources of \$221,954.75, while the last statement showed combined resources of \$27,559,833.19.

Approximately 35,000 customers are now identified with the institution, while more than 100 officers and employes are actively engaged in handling the business.

The fiftieth anniversary dinner, at the Golf and Country Club on October 23d, was a memorable event, enjoyed by officers, directors, employes and a few invited guests, including: L. A. Andrew,

state banking commissioner; Frank Warner, secretary of the Iowa State Bankers' Association; Jerome Sharp, manager of the Des Moines Clearing House Association; William W. Maish, son of the first cashier of the Iowa National. Covers were laid for 170.

President Homer A. Miller, in a short address, urged all members of the organization to carry on the ideals and traditions of the past, giving special emphasis to the importance of showing customers every courtesy.

J. R. Capps, cashier, said that in the achievements of the past were to be found renewed inspiration for the fu-

ture. Every department should broaden its service and increase its helpfulness in the most personal way.

Officers of the Iowa National Bank are: Homer A. Miller, president; Clyde E. Brenton, H. T. Blackburn, Geo. E. Pearsall, Albert J. Robertson, vice presidents; J. R. Capps, cashier; Walter H. Miller, R. L. Chase, Jr., James F. Hart, J. Burson, Sherman W. Fowler, assistant cashiers.

Directors are: George N. Ayres, H. T. Blackburn, Clyde E. Brenton, Howard J. Clark, Gardner Cowles, J. H. Cownie, E. C. Finkbine, J. B. Green, Wm. C. Harbach, F. H. Luthe, M. Mandelbaum, Homer A. Miller, Geo. E. Pearsall, Ralph H. Plumb, M. Shloss, E. R. Stotts, O. P. Thompson, G. M. Van Evera.

### Iowa Bank News

The following news items are sent in from the office of the secretary of the Iowa Bankers Association:

The third annual state shoot for Iowa vigilantes was held at Fort Des Moines on Monday and Tuesday, October 19th and 20th. It was the largest and most successful of all. There were 13 county teams entered this year. This is the first time that competition was arranged for between county teams. Forty-six county associations were represented at the state shoot. In the unavoidable absence of President Emil Webbles, who found at the last minute that he was unable to reach Des Moines, L. A. Andrew, State



Officers and employes of the Iowa National Bank, Des Moines, photographed during their celebration of the bank's 50th anniversary



THE increasing significance of Des Moines as a distributing center for Iowa makes the choice of your Des Moines banking connection' more important than ever. Both in the extent of its resources and in the ability of its personnel, you will find this bank thoroughly equipped to act as your correspondent in the Capital City.



## BANKERS TRUST CO. BANK

Cor. 6th and Locust Sts., Des Moines  
Capital \$1,000,000.00 Surplus \$200,000.00



## HOLSTEIN SAVINGS BANK

Capital \$90,000.00 Surplus and Profits \$70,000.00

This bank invites correspondence from banks and bankers. You'll find a warm, courteous atmosphere in all of your transactions with this institution.

CHAS. J. WOHLBERG, President  
HOLSTEIN, IOWA

### KEEP YOUR OFFICERS

in closer touch with your savings and checking accounts by the use of our expert mailing service.  
Our specialty: Duplicating Letters, Addressing, Matching, Folding and Mailing.  
DES MOINES DUPLICATING CO.  
917-919 WEST GRAND AVE. DES MOINES, IOWA

Superintendent of Banks and a former president of the Iowa Bankers Association, presided. It was under the administration of Mr. Andrew that the vigilante committee work in Iowa was begun. Among the speakers were Attorney General Gibson, Governor Hammill and Colonel Biddle, in command at the Fort, who pinned the medals on the winners and made an appropriate presentation talk to each. The first ten in the rifle shooting were as follows: Ed F. Maurer, Muscatine; W. Paulsen, Crawford; V. W. Clark, Clinton; C. D. Robinson, Muscatine; C. Marinus, Buchanan; E. R. Wakefield, Polk; W. Nelson, Cherokee; C. W. Liercke, Buena Vista; C. Condra, Appanoose; L. P. Clubine, Buchanan. The first ten in the revolver shoot were: Clyde Marinus, Buchanan; I. G. McQueen, Appanoose; George Killinger, Poweshiek; L. G. Lubben, Plymouth; H. C. Steele, Cherokee; J. W. Clark, Clinton; Warren Nelson, Cherokee; C. D. Robinson, Muscatine; R. Brandel, Henry; R. C. McIntire, Marshall.

Emil Webbles, president of the Iowa Bankers Association, was in Des Moines in the interest of the affairs of the association and also attended the Midwest Regional Advisory Board conference between railroad officials and shippers.

A. F. Dawson, president of the First National Bank of Davenport, attended the conference of the Midwest Regional Advisory Board held in Des Moines on October 21st. Mr. Dawson has been on the executive committee of that association for the past few years.

A. C. Smith, president of the City National Bank at Clinton and chairman of the Educational Committee of the Iowa Bankers Association, has completed a statewide organization of group committeemen and county committeemen and has this week mailed out a letter to all, together with a postcard to the county chairmen by which the county chairmen can designate to Mr. Smith the number of educational pamphlets that each may need. These pamphlets will then be sent out to the committee. This is the fourth year during which Mr. Smith has served as chairman. The committee of the Iowa Bankers Association is closely associated with the Educational Committee of the American Bankers Association. Its chief purpose is to acquaint the growing boys and girls with the elementals of banking and to solve any "mysteries," if any exist, as to what banks are and how they are operated.

#### Goes to Odebolt

E. H. Graves has been offered a position with the First National Bank of Odebolt, Iowa, and has entered upon his duties with that institution. Mr. Graves has had several years of banking experience, and was chosen from at least a hundred and fifty applicants.

### Iowa Delegates Attend Convention

As usual, Iowa had a worthy delegation of bankers in attendance at the Atlantic City convention. Included in the list were the following:

L. A. Andrew, president Citizens Savings Bank of Ottumwa, and Superintendent of Banks, and wife, Des Moines; Willis G. C. Bagley, vice president First National Bank, Mason City; James A. Bradley, president Iowa Trust & Savings, Centerville; Maurice Brown, president and state vice president Savings Bank and A. B. A., Iowa Trust & Savings Bank, Dubuque; A. F. Dawson, president First National Bank, Davenport; Clifford DePuy, publisher THE NORTHWESTERN BANKER, Des Moines; N. J. Fleming, director Iowa Trust & Savings, Centerville; B. A. Gronstal, vice president Council Bluffs Savings Bank, and wife, Council Bluffs; William Heuer, president Union Bond & Mortgage Co.; Union Davenport Trust & Savings, Davenport; Geo. G. Hunter, president Iowa Investment & Mortgage Co., Des Moines; E. L. Johnson, president Leavitt & Johnson Trust Co., and wife, Waterloo; H. A. Koester, cashier First National Bank, and wife, Dubuque; Miss Margaret Lipton, representative Anderson, Lipton & Co., Ida Grove; Joel H. McCord, president Citizens National Bank, and wife, Spencer; B. L. McKee, cashier Muscatine State Bank, Muscatine; Mrs. B. L. McKee, Muscatine State Bank; Grant McPherrin, president Central State Bank, and wife, Des Moines; Earl C. Mills, attorney Iowa State Bankers Association, Des Moines; E. W. Miller, president Commercial National Bank, and wife, Waterloo; Homer A. Miller, president Iowa National Bank, and wife, Des Moines; Roscow C. Morrow, assistant cashier People's Savings Bank, and wife, Des Moines; A. H. Neumann, director Iowa National Bank, and wife, Des Moines; Oscar Norgard, cashier Winn. County State Bank, Decorah; Ray Nyemaster, vice president American Commercial & Savings Bank, and wife, Davenport; H. T. Rollins, director Valley National Bank, and wife, Des Moines; T. C. Schroeder, director People's Savings Bank, and wife, Cedar Rapids; J. H. Sharpe, clearing house examiner, Des Moines Clearing House; Alfred C. Smith, president City National Bank, and wife, Clinton; George Swiler, vice president and cashier Burlington Savings Bank, and wife, Burlington; John R. Waller, director Federal Bank & Trust Co., and wife, Dubuque; Frank Warner, secretary Iowa Bankers Association, Des Moines; T. R. Watts, president The Citizens Bank, and wife, Grand Junction; Emil Webbles, president First Iowa State Trust, Burlington; Frank C. Welch, cashier People's Savings Bank, and wife, Cedar Rapids; C. J. Wohlenberg, vice president Holstein Savings Bank, and wife, Holstein; Duane C. Young, cashier The Bank of Clarion, Clarion.

### Incorporation Approved

The reorganized Iowa City Savings, Iowa City, Iowa, had its articles of incorporation approved by Walter E. Ramsay, secretary of state. Under the reorganization plans the capital stock will be \$80,000, with S. M. Woodward as president and L. J. Messner as vice



GEORGE WHITE. *President*

## "An Institution Is the Lengthened Shadow of a Man"

The foundation of any business is composed of those executives who are directly responsible for the company's business policies.

Today in buying bonds for your bank or customers you do not merely consider the listed assets and liabilities. You are interested in knowing the name of the organization from whom you purchase the bonds—their reputation and experience.

Mr. George White, President of the White-Phillips Company, is known throughout Iowa and the surrounding territory by hundreds of bankers and individuals for his complete and thorough knowledge of the real fundamentals of finance. He is a recognized authority on bonds and securities.

Eight years ago Mr. White, together with Mr. Phillips, organized the White-Phillips Company. Today it has grown from an organization of two men to a company composed of 32 men—four offices—and a nationwide business.

The integrity, experience and confidence which Mr. White has inspired among hundreds of bankers has been transferred to the name of the organization of which he is president.

Mr. White's unusual success in the bond business is reflected in the tremendous growth of his organization—proving conclusively that an institution is truly the lengthened shadow of its executives.

An Investment Banking House of Service

## THE WHITE-PHILLIPS CO.

INVESTMENT BANKERS

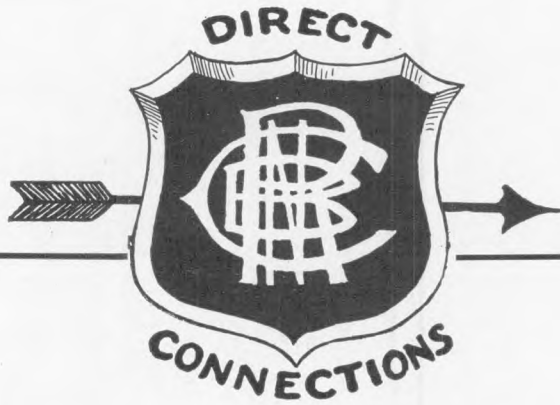
DUBUQUE, IOWA  
B. & L. Building

DES MOINES, IOWA  
219 Securities Bldg.

OMAHA, NEBRASKA  
Bankers Reserve Life Bldg.

DAVENPORT, IOWA  
First Nat'l Bank Bldg.





# THANKSGIVING

**W**ITH Iowa industries running full time, with unemployment at a minimum throughout the state, with Iowa farmers harvesting an overflowing crop of corn, surely prosperity is just around the corner. Thanksgiving—it should mean more this year than ever before.

The Cedar Rapids National Bank looks with gratitude upon the approaching Thanksgiving season. It has cause to be grateful. Correspondent banks throughout the state have signified their confidence and faith in our institution by placing with us an ever-increasing amount of business, and in return we have given them the kind of service to which they are entitled.

There is satisfaction in a thing well done—a faithful service performed. The officers and directors of the Cedar Rapids National are proud of the fact that for forty-eight years this institution has been giving to its customers the “service that satisfies.”

*“This Bank Was Not Built in a Day”*

## The Cedar Rapids National Bank

### OFFICERS

Ralph Van Vechten  
Chairman of the Board

Glenn M. Averill  
President

Geo. F. Miller  
Vice-President

Martin Newcomer  
Vice-President

Chas. C. Kuning  
Cashier

Peter Bailey  
Assistant Cashier

Marvin R. Selden  
Assistant Cashier

Geo. W. Swab  
Assistant Cashier

Van Vechten Shaffer  
Assistant Cashier

Bertha M. Wolf  
Assistant Cashier

president. The cashier has not been announced yet.

### Prospects Bright in Audubon County

C. E. Nelson, cashier of the First National Bank of Audubon, Iowa, has the following to say in regard to business conditions in that part of the state:

“Audubon county will harvest the best crop in several years this year. The corn over the whole county is of excellent quality and a fine yield.

“Small grain was the best quality and yield we have had in this county for a number of years.

“Farmers and land owners are very optimistic now over the future of the farming industry and value of land.

“Many farmers who had been intending to throw up their farms are now holding on with the expectation of paying out.

“The demand for farms to rent by young farmers is far greater than the supply and the applications have to be sifted down to the best farmers.

“We expect to make a good many loans for feeding purposes this fall and winter and have already had many inquiries for funds to purchase cattle and sheep.

“Financial conditions in the county at present are excellent, the bank deposits throughout the county being at the highest point we have ever had.

“Audubon county has had only one bank failure and this bank paid out in full.

“However, we think the present is a good time to go slow on new loans, as banks usually accumulate their slow paper during the period of plentiful money.”

### Scott County Bankers Meet

Members of the Scott County Bankers Association, together with the County Vigilante Committee, held an evening meeting recently at the Davenport Country Club. About 150 bankers and guests were present.

Governor Hammill, speaker of the evening, was introduced by Ed Kaufmann of the American Commercial & Savings Bank, who acted as toastmaster for the occasion.

Frank Warner, secretary of the Iowa Bankers Association, was among the guests at the meeting, and spoke briefly of the work of the vigilante association in Scott county.

### Wright County Bankers Active

The banks of Wright county, Iowa, co-operating with the Wright County Holstein Breeders Association, sent a class of nine boys and girls to the recent Dairy Cattle Congress in Waterloo.

In this movement for better dairy farming, the banks finance the trip, pay-

ing all the expenses of the boys and girls, their calves and a caretaker.

Each child wins a prize of at least \$5, which helps to defray expenses.

#### Goes with Illinois Merchants

Horace Weiser of the Winneshiek County State Bank of Decorah, Iowa, has recently accepted a position in the bond department of the Illinois Merchants Bank in Chicago. Mr. Weiser expects to remain with the latter institution about a year, where he will study the handling of securities by the larger banks of the country. He expects to return to Decorah and apply the knowledge gained, to his home town institution.

#### Will Send Boys to School

To promote the campaign of the Iowa State College at Ames, the Chicago Live Stock Exchange has provided four scholarships, the purpose being to enable deserving farm boys to take the farm boy course at Ames, Iowa. J. C. Cunningham, in charge of non-collegiate courses at the Iowa institution, expects to pick these boys about holiday time, and will select one boy from each of four counties.

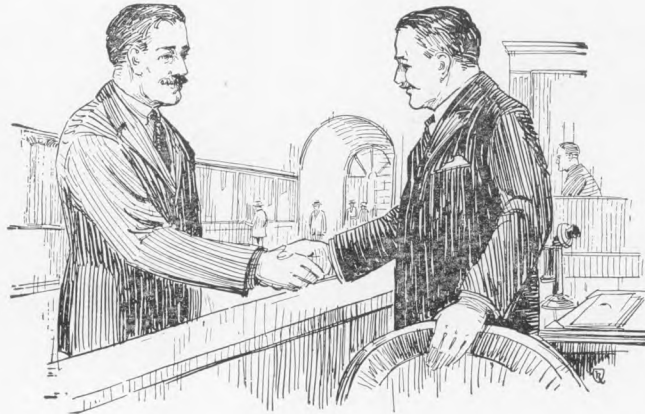
Application for scholarships must be in writing, with a statement of from two hundred and fifty to one thousand words as to why the scholarship is desired.

Everett C. Brown, president of the Live Stock Exchange, says:

"Arousing and maintaining in a practical way is the most powerful incentive to achievement in any sphere of endeavor. It is with this purpose that we are supporting the boys' and girls' club movement which is already developing a new generation of practical farmers and feeders; also constructive breeders. By co-ordinating exchange efforts with those of the agricultural colleges and county advisors, we can accomplish this purpose even more effectively than any other method. The boys and girls of today will be the farm people of a few years hence, so that it is a fitting movement to give them every possible advantage in the way of practical experience and education. It is a matter of teaching the young idea how to shoot accurately. Every member of the Chicago Live Stock Exchange takes a personal interest in this educational campaign."

#### Hold Corn Show

October 29th, 30th and 31st were the dates of the corn show which was held in the lobby of the First National Bank of Davenport. The show was conducted in cooperation with M. H. Hoffman, county agent, and Prof. F. G. Churchill of the Iowa State College at Ames. Entries were limited to residents of Scott county and there were four classes of exhibits: First, best ear of corn; second, best ten ears; third, best corn raised by a boy under 20 years of age; and fourth, the best stalk of corn.



Letter after letter similar to the following extract from one banker's letter requesting our services, have been instrumental in building up our helpful constructive organization for bankers.

*"We realize that if we wish to increase our business—something must be done.*

*"Have in mind your personal letter service and would be pleased to have your opinion."*

These requests represent a sincere desire on the part of bankers:

1. To cultivate their field of customers and prospective customers.
2. To establish a friendship that will hold old business and gain new.
3. To place their bank foremost in the minds of the people.

We take care of such requests through the most complete programs of publicity which banks of today have at their command.



## WESSLING SERVICES FROM IOWA AT LYTTON

D.R. WESSLING, PRESIDENT **W AND W** A.R. WOLF, VICE PRESIDENT

*"Planners and Creators of Original Bank Services"*

**BANK ART-WINDOW AND LOBBY DISPLAYS-CLASSIFIED PROGRAMS**



**IOWA**  
**NATIONAL BANK**  
DAVENPORT  
**DAVENPORT**

## Worth Your Confidence

This institution's entire list of officers and directors—even from the first day of its inception, have proudly proclaimed that the Iowa National's greatest **unlisted** asset, is the long line of real friends among Iowa banks and bankers.

Many of those friends made and retained throughout the 36 years of banking service in Davenport and Iowa, have become good and regular customers of the Iowa National Bank for their Davenport business.

"In our long chain of friendships there are hundreds of individual links—some steel, some silver, some gold—some just the human links of kindness, but to us in mortal life no link is more sacred than the friendship of a good friend."

This kind of an institution—strong financially, and wealthy already in the liquid assets of good friendship is—"worthy of you confidence"—and can adequately serve you.

CHAS. SHULER, President  
 FRANK B. YETTER, Vice Pres.  
 WM. H. GEHRMANN, Vice Pres.  
 LOUIS G. BEIN, Cashier  
 HERMAN STAAK, Asst. Cashier

**Iowa National**  
**Bank**

DAVENPORT, IOWA



### Will Hold Corn Show

The Sac County State Bank of Sac City, Iowa, is sponsoring a corn show to be held in the lobby of that institution, November 10th-13th. The show is open to any exhibitor with the single stipulation that the corn must be grown in Sac county. A number of valuable premiums are being offered.

### Is Chosen Depository

At a recent meeting of the city council of Manilla, Iowa, the First National Bank of that city was chosen as depository for the town's funds. The directors of the Independent School District have taken similar action, making this bank depository for the school funds.

### In Charge of Three States

Grant McPherrin, president of the Central State Bank of Des Moines and Iowa chairman of the War Finance Corporation, has been given the additional states of Kansas, Nebraska and Oklahoma, for the liquidation of loans made by that body and expects to clean up all outstanding business the next few months.

Mr. McPherrin says that only about \$1,000,000 remains of the \$24,000,000 of Iowa loans outstanding in 1922, and that payments are coming in at the rate of \$50,000 a week, with the prospect that the weekly total will reach \$100,000 soon. There is less than a million dollars remaining to be collected in the states added to Mr. McPherrin's jurisdiction.

Leo Palger of Washington, D. C., has succeeded Roy Brownell as secretary of the Iowa office here. Brownell was transferred to Minneapolis.

### Goes to Minneapolis

Robert Campbell, who for the past two years has been the teller of the State Savings Bank of Chariton, Iowa, has recently accepted a position with the Farmers-Mechanics Savings Bank of Minneapolis. He serves in a capacity similar to his present position.

### Is Named Cashier

The board of directors of the Farmers Savings Bank at North English, Iowa, have named Russell S. Ferris as cashier to succeed G. E. Swain. Mr. Ferris was bookkeeper from 1913 to 1920, at which time he was made assistant cashier.

### Is Released from Hospital

Miss Nellie Schaffer, who has been taking treatments in a hospital at Mason City, returned recently to her duties at the First National Bank at Estherville, Iowa.

### Becomes Cashier at Osceola

Olin Monroe, formerly connected with the State Banking Department, has accepted a position as cashier of the Iowa State Bank at Osceola, Iowa. Mr. Mon-

roe has purchased stock in the institution and has been elected a member of the board of directors.

**An Improved Calendar**

Particularly adapted to the use of bankers who have found the distribution of calendars among their customers a profitable kind of souvenir, is a calendar now placed on the market through the Kenyon Company, a Des Moines firm organized in 1874.

Known as the Kenyon Service Calendar, the calendar is of service to every farmer and to every housewife whether on the city or the farm. It comes in two sizes, with a two-color ad and pad, and has a two-color holiday greeting cover over the pad to carry greetings and good will to the user. The calendar has sufficient handy space in which to enter money transactions and daily memoranda for each month.

Special features also include cooking recipes and time tables, food for children, home nursing, household hints, removal of stains, table etiquette and a number of other bits of information for the housewife. For the farmer there is much information on the diseases and treatment of live stock, orchards and gardens, and a number of tables of weights and measures.

A special feature of the service calendar is its full length sheet, with half sheet of past months left, making it easy to find the current leaf in writing money or memorandum entries, like locating the next blank check in a check book.

**Election Held**

At the tenth annual meeting of the Dallas County Savings Bank, held recently at Minburn, Iowa, the following officers and directors were elected: D. J. Storm, president; N. P. Black, vice president and cashier; M. S. Leullen, assistant cashier. Directors elected were: D. J. Storm, R. W. Harrison, E. J. Rowe, W. H. Royer, Geo. M. Huffman and N. P. Black. The bank now has deposits of \$355,000, and declared the regular eight per cent dividend.

# IMPORTANT!

**I**N THE next issue of *The Northwestern Banker*, there will be announced by CRADDICK SERVICE, INC., Minneapolis, an entirely new and different method of handling a bank's advertising.

**SIX POINTS OF SUPERIORITY**

- Scope*
- Convenience*
- Elasticity*
- Economy*
- Permanence*
- Results*

It is a plan so simple, so practical, so far in advance of past methods that bankers everywhere to whom we have demonstrated it have pronounced it the greatest advertising assistance ever offered to banks.

It is the logical result of the experience of bankers during the past five years, the answer to their problem today—a means of putting their advertising on the same sound, businesslike basis as the other departments of their business.

## YOU WILL WANT IT FOR 1926

Your Directors will Endorse It Unanimously.  
The Only Advertising Assistance Ever  
Offered Banks That Fills the Job  
Completely

Be Sure to See This New Idea Before Making  
Any Arrangements for 1926

## CRADDICK SERVICE, INC.

716 Fourth Avenue South  
MINNEAPOLIS



*The*

## FIRST NATIONAL BANK, Waterloo, Iowa

- DIRECTORS**
- B. F. SWISHER  
Pickett, Swisher & Farwell
  - R. J. HOXIE  
Secretary Waterloo Fruit & Commission Co.
  - A. M. PLACE  
Vice President
  - E. E. PEEK  
Vice President Waterloo Bldg. & Loan Association.
  - H. W. GROUT  
Real Estate
  - C. A. MARSH  
President

THE First National Bank of Waterloo is equipped to give you the highest degree of SERVICE, and do it promptly and efficiently at all times. Fifty-eight years of steady conservative growth enables this bank to extend such service.

- OFFICERS**
- C. A. MARSH, President
  - A. M. PLACE, Vice President
  - WILL A. LANE, Cashier
  - P. W. EIGHMEY, Assistant Cashier
  - O. L. MORRIS, Assistant Cashier

Total Resources Over \$2,900,000.00.

- DIRECTORS**
- W. W. MARSH  
President Iowa Dairy Separator Co., President Associated Mfg. Co.
  - J. T. SULLIVAN  
Lawyer.
  - J. O. TRUMBAUER  
Vice President Farmers Loan and Trust Co.
  - H. A. MAINE  
President H. A. Maine & Co.
  - WILL A. LANE  
Cashier

Chartered 1865



*The*  
**MERCHANTS  
 NATIONAL BANK**  
 CEDAR RAPIDS, IOWA

## "Atmosphere of Cordiality"

The Vice President of a correspondent bank of The Merchants National Bank, wrote as follows:

"Our experiences with this bank during the past fifteen or twenty years, convinces us that there could be nothing done to improve this service. They are always ready under any circumstances to meet the occasion.

"The personnel of this bank and their treatment of their clients is such that one can not help but notice the atmosphere of cordiality and the feeling of friendship that exists, and is carried throughout their business transactions. We would consider it rude to ask for any better treatment than we have received from this bank or to suggest, if it were possible, any change in their service."

### Resources \$15,000,000

James E. Hamilton President

P. C. Frick  
Vice President

E. E. Pinney  
Vice President

Edwin H. Furrow  
Vice President

H. N. Boyson  
Vice President

Roy C. Folsom  
Vice President



Mark J. Myers  
Vice Pres. & Cash.

S. E. Coquillette  
Vice President

E. B. Zbanek  
Vice President

L. W. Broulik  
Assistant Cashier

Fred W. Smith  
Assistant Cashier

### Complete Building Next Month

Weather conditions permitting, the Citizens National Bank, Knoxville, Iowa, expects to have the roof on their new building not later than Thanksgiving. Work is proceeding at a very fast rate on the walls and virtually all the steel is in place. Wells & Stump, Plumbing & Heating Contractors, Oskaloosa, Iowa, have been awarded the contract for the installation of the plumbing and heating in this new building. The Iowa Boiler Works of Des Moines, Iowa, have been awarded the contract for supplying and installing the steel smokestack. This smokestack will be in place early next month. A most up to date and efficient heating system will be installed in this building. It will be a vacuum vapor heating system. Practically all of the floor space has been rented to professional men of Knoxville, and the chances are, that when the new three-story bank building is opened January 15th, that virtually all available office and store space will have been leased.

### Is Made Cashier

J. W. Ryberg has been appointed cashier of the Harcourt Savings Bank at Harcourt, Iowa. He takes the place of Mr. Linquist who recently resigned from the institution. Mr. Ryberg was assistant cashier with the Gilmore Exchange Bank of Gilmore, City, Iowa, for about eight years, and after that was cashier of the Farmers State Bank of Linden, Iowa, for about three years. Another matter that might be of interest to Mr. Ryberg's banker friends is the birth of a son to Mr. and Mrs. Ryberg on October 4, 1925.

### Changes at Onslow

Otto Hunwardsen has been recently elected to fill the position of assistant cashier at the Onslow Savings Bank, Onslow, Iowa. Mr. Hunwardsen has held positions in the Bank at Olin, Iowa, and also in the Anamosa National Bank.

R. J. Bone, cashier of the Onslow Savings Bank for the past five and one-half years, has resigned to accept a position as first assistant cashier with the Lovell State Bank, Monticello, Iowa, commencing October 15, 1925. Geo. H. Paulsen, assistant cashier of the Onslow Savings Bank for the past five and one-half years, succeeds him as cashier.

### Goes to New York

Oscar Norgard, cashier of the Winneshiek County State Bank, Decorah, Iowa, left on November 1st for New York City where he has a position with the National City Bank of New York. Mr. Norgard has lived in Decorah for a number of years. He has been with the bank for eighteen years and served in every capacity from messenger to cashier and has always handled his job in fine shape.

### Hamilton County Bankers Entertain

The Hamilton County Bankers Association recently entertained the bankers and vigilantes of the county at a 6:30 dinner held at the Central school gymnasium in Webster City, Iowa. About eighty guests were present.

Don A. Davis was the speaker of the evening. His talk was largely to the vigilantes, giving them instructions in regard to their duties. He suggested a moveable telephone tester in each town, so that when wires had been cut, a means would still be available to get in touch with the outside community.

### Deposits Increase

The Fairfax State Savings Bank, at Fairfax, Iowa, opened a year ago with deposits of \$97,000. On October 15, 1925, the deposits had increased to \$233,000, an increase of \$136,000 in one year's time.

### C. J. Adams to Holy Cross

C. J. Adams, who for the past seven years has been assistant cashier of the American Savings Bank of Stacyville, Iowa, has resigned, and has accepted the position of cashier of the Farmers Savings Bank at Holy Cross.

### Returns from Vacation

Harry Bishop, Cashier of the First National Bank of Rockford, Iowa, has returned from his vacation which he spent in northern Minnesota.

### Becomes Assistant Cashier

Senator A. G. Dotts of Corydon, Iowa, has accepted a position as assistant cashier at the Promise City Savings Bank, Promise City, Iowa. In addition to his duties with this bank, Mr. Dotts will also have complete charge of the assets of the Citizens State Bank. The Promise City Savings Bank was organized in April of this year and on May 1st purchased the approved business of the Citizens State Bank.

An agent cannot properly sell his customer unless he himself is first sold on what life insurance can and will do.—(Mental Attitude)—Manhattan Life Bulletin.

The object of oratory alone is not truth, but persuasion.—Macaulay.




**The Newest**  
**Accurate - Complete - Up-to-Date**  
**Exclusive - Patented, Copyrighted**  
**1927 Calendar**  
**For Farmers or for The Home**  
**"The Kenyon Service Calendar"**  
**Just Off The Press**  
**Sold To Only One Bank In Each Town**  
**Don't Wait for Salesman**  
**We Close By Mail**  
**When Your Town Is Closed**  
**Will Be Too Late**  
**Write for Particulars Today**  
**THE KENYON COMPANY, INC.**  
**ESTABLISHED 1874**  
**DES MOINES - IOWA**

## A Growing Bank

Means more than mere good management. It means GOOD SERVICE—service that has held old patrons and attracted new ones.

To realize the advantage of prompt, intelligent personal banking service where a standard of efficiency is always maintained, kindly consider this institution.

## The Live Stock National Bank

Sioux City, Iowa

"The Bank at the Yards"

## At your service—

in Eastern Iowa  
and  
Western Illinois

PEOPLES  
TRUST &  
SAVINGS  
BANK

# Peoples Trust & Savings Bank

CLINTON, IOWA.

Remember it this way—"PEOPLES TRUST"



## Knowledge Is the Basis

of our service to banks that place their Davenport or other Iowa items with us for attention.

We know every phase of conditions in this great field, and our prompt service to correspondents is based upon this knowledge.

## AMERICAN COMMERCIAL & SAVINGS BANK of DAVENPORT, IOWA



## FROM THE CUSTOMER'S POINT of VIEW

CHARACTERISTIC of the policy of the CENTRAL STATE is its desire to serve its customers according to their individual requirements rather than through the narrow channels of rigid bank routine. Every effort is made to conduct each banking transaction from the viewpoint of the customer in-so-far as it is compatible with sound banking practice.



### THE OLD RELIABLE CENTRAL STATE BANK OF DES MOINES

Banking, Trusts and Investments  
Safe Deposit Vaults

Member Federal Reserve System

## Comparing Iowa with Her Neighbors

By L. B. JEFFRIES  
*Des Moines*

The question of where Iowa ranks in manufacturing and if the state is doing as well as neighboring states is one that arises often, as attention is more and more directed to outstanding industrial products. Authoritative information is needed. Such is at hand in the recently tabulated biennial Federal Census of Manufacturers for the year 1923, just released. A few selected comparisons are worth while.

Taking eight central western states all lying to the west of the Mississippi river and all more or less similar in that agriculture bulks large in each and every one, we find that Iowa ranks third in total factory production. It is exceeded only by Missouri and Minnesota with their large concentrations of population, commerce and industry in St. Louis and Kansas City on the one hand and in the Twin Cities on the other. Iowa is well above Kansas with her large milling and packing plants; Nebraska with her packing, railroad equipment and miscellaneous manufacturing; Oklahoma with her mammoth oil refineries, packing and varied lines; both Dakotas with their relatively small combined production. It is interesting to note that Des Moines alone produces \$13,000,000 more factory goods annually than the total output of North and South Dakota. The figures follow:

States	Value Factory Production
Missouri .....	\$1,547,167,429
Minnesota .....	968,476,565
Iowa .....	690,042,714
Kansas .....	605,037,334
Nebraska .....	415,015,844
Oklahoma .....	315,197,148
South Dakota .....	47,320,901
North Dakota .....	42,145,471

The percentage increase in Iowa production during the period intervening between the former census in 1921 of 35.8 per cent exceeds that of any of the eight states under consideration, indicating that Iowa is growing at a greater rate industrially than either Missouri or Minnesota with their big cities. The percentage increases are as follows: Iowa, 33.3 per cent; Missouri, 33.1 per cent; Nebraska, 24.4 per cent; North Dakota, 15.9 per cent; Minnesota and South Dakota tied at 13.9 per cent; Oklahoma, 11.1 per cent; Kansas, 7.8 per cent.

In increased number of employes Iowa ranked second with 25 per cent, barely under Missouri with 25.8 per cent. In increase in amount of wages Iowa again ranked second only to Missouri.

The state of Iowa is far from last in manufacturing, as many people believe. In fact, we are considerably above the halfway point in our contribution to national production. The state ranks

ahead of thirty or more others in the volume of her manufacturing life.

During the war many industries were developed to a size far beyond peace-time capacity and in the years immediately following when prices were high and business brisk there was a notable industrial expansion all over the country. This led to a condition which has prevailed in more recent years, wherein the actual annual output has fallen much below the maximum possible or potential plant capacity. To revert to figures again, this time for the country as a whole, the national factory production of 60 billions odd in 1923 was only 71.8 per cent of the maximum possible of 83 billions odd, while in 1921 the disparity was still greater, 57.1 per cent of capacity.

Many lines and many individual industries are expanding and will continue to expand rapidly within their particular sphere, but, on the other hand, these censuses serve to indicate that our combined national production has marked possibility of enlargement with existing equipment. This discounts any great spurt of factory building even with the advent of the best of times and points more in the direction of steady and measured growth as necessity demands. Taken all in all, Iowa's prospects industrially are promising as industry finds its way more and more westward, and figures set forth indicate that our record to date is outstanding.

#### Open A. I. B. Courses

One hundred and fifty-three members and guests were present at the annual banquet of the Des Moines chapter of the American Institute of Banking, which was the initial meeting of the chapter year. A. L. Edwards, of the Continental Trust and Savings Bank, this year's chapter president, presided as chairman of the meeting.

Outlining the present status, and plans of the Des Moines chapter, Mr. Edwards said:

"Our membership now shows approximately 275 members, which is a nice gain over last year, and we have approximately 150 enrolled in our educational courses in the various subjects with instructors as follows:

Commercial Law, John Inghram.

Standard Banking, James F. Hart.

Negotiable Instruments, Riley McManus.

Standard Economics, Jos. L. Brody.

Public Speaking and Debate, J. Carroll.

"In addition to the above, a class in Investments will start on or about November 1st.

"Forum meetings and social affairs will be held during the year.

"Des Moines bankers are supporting our chapter in a very splendid way and we anticipate a very successful year for

our chapter. We are members of the American Bankers Association and our educational program of public speakers in the schools of Des Moines each year and our radio programs dove-tail with the broad program of the Better Banking Movement of the American Bankers Association.

"Our work is of a constructive nature and, we feel, will return dividends to the institutions who are supporting it in more efficient and better trained bank people who later will be the bank executives."

#### Grinnell Bank Opens

The Grinnell State Bank, recently organized to take the place of the Grinnell, Iowa, Savings Bank, opened for business on Thursday, October 22d. The capital stock of the new institution is \$60,000 and the surplus \$20,000. The

bank kept open house on its opening day, souvenirs were distributed, and a cordial greeting was extended to everyone by the officers and directors.

The officers, all well-known in Grinnell, are as follows: President, John Evans; vice president, E. F. Talbot; J. E. Bach, cashier, and C. S. George, assistant cashier.

The directors are: C. A. Blair, Fred Dee, A. J. Blakely, Jr., John S. Nollen, and T. J. Rinehart.

#### Insurance Cooperation

With the fiftieth anniversary celebration of the Iowa National Bank and the Des Moines Savings Bank & Trust Company, comes the announcement of these institutions in regard to their willingness to cooperate in every way possible, through their Trust department, with Life Insurance Underwriters. They

# The Royal Union Life Insurance Company

Des Moines, Iowa

## Strong and Progressive

Paid to Policyholders—  
Over \$19,000,000.00

Insurance in Force—  
Over \$138,000,000.00

A. C. Tucker, President

D. C. Costello, Secy.

Wm. Koch, Vice Pres.



1876

1925

## Ask Your Banker Friends

what they think about the Consolidated National Bank of Dubuque.

Iowa bankers recognize this institution in the Dubuque territory.

For 49 years the Consolidated has been serving Iowa banks and bankers. Your account here will receive the most careful attention at all times.

J. K. Deming, President  
Geo. W. Myers, Vice President  
Jas. M. Burch, Vice President  
Herman Eschen, Secretary  
Jos. W. Meyer, Cashier

## Consolidated National Bank

UNITED STATES DEPOSITORY

DUBUQUE, IOWA

## The Mark of Individuality

The cheerful, personal contact every "Security" customer is always free to have with every "Security" officer marks the Security State Bank as individual.

You'll get a new appreciation of banking when you start to bank here—an appreciation you won't get unless you do bank here.

## Security State Bank

Keokuk, Iowa

J. SCHOUTEN, President

M. E. TATE, Vice President and Cashier

*"There Is No Substitute for 'Security' Service"*

have realized for some time the value of life insurance in safeguarding the assets of an estate, and the proper care and conservation of estates through life insurance trusts. James Hart, assistant cashier of the Des Moines Savings Bank & Trust Company, is in charge of this department.

### Celebrates Anniversary

The Citizens State Bank of St. Ansgar, Iowa, recently celebrated the twenty-fifth year of its organization. The bank opened in 1900 with resources of \$23,266.49. Today this item stands at \$840,186.41. In 1901, the first year, the bank paid to depositors interest to the amount of \$675.60. During the year 1924, interest was paid amounting to \$34,204.99. J. F. Koeh is president of the institution.

### Celebrates Seventy-first Birthday

J. H. Hass, president of the Scott County Savings Bank of Davenport, recently celebrated his seventy-first birthday. He observed the anniversary by being at his desk as usual. Next to his banking activities, Mr. Hass is a golf enthusiast.

### Forty Years in Business

Harlie E. Smith, cashier of the Abram Rutt National Bank at Casey, Iowa, recently sent a letter to all customers of the institution, calling attention to the long years of service rendered, and giving a statement of condition as of September 28, 1925. The bank showed loans and discounts of \$292,712.98, and cash on hand and in bank of \$66,155.40. Deposits of the institution were \$363,816.20.

### Letter to Iowa Bankers

A. C. Smith, of Clinton, chairman of the committee on Public Education of the Iowa Bankers Association, recently sent the following letter to all Iowa bankers:

"To slowly but thoroughly saturate the public mind with a better understanding of the fundamentals that govern our financial and economic welfare, is the principal purpose of the Educational Committee. You can secure for your bank splendid indirect advertising by doing your share in this work and at the same time your citizens will derive much benefit.

"Four series of talks are available, as follows:

(1) For high schools: A new series of seven talks covering banking and everyday economics. Largely adapted for the senior year. It has not been found advisable to give these talks in high school assemblies, for much more will be accomplished in the smaller groups, such as classes in history, civics, and economics.

# Wherever Big Things Are Done

*whether it is the building of a skyscraper, the construction of a huge industrial plant, or the development of agriculture on a large scale—behind all such progress you will find the steadying and conservative influence of sound banking institutions.*

*THE DES MOINES NATIONAL BANK, since its establishment 44 years ago, has contributed in every way possible to the industrial and agricultural growth of the state of Iowa.*



## Des Moines National Bank

6th & Walnut Sts.

Capital \$1,000,000

"The White Bank"

### OFFICERS

LOUIS C. KURTZ	Chairman of the Board
JOHN H. HOGAN	President
H. R. HOWELL	Vice President
H. E. RUMSEY	Vice President
ANDREW J. HUGLIN	Vice President
HERBERT L. HORTON	Cashier
CLARENCE A. DIEHL	Asst. Vice Pres.
WALTER J. ROBERTS	Asst. Vice Pres.
R. H. COLLINS	Asst. Cashier
EDWIN F. BUCKLEY	Asst. Cashier
GEORGE D. THOMPSON	Asst. Cashier
TAMLIN S. HOLLAND	Manager Bond Dept.



*Assets  
Over Six Million Dollars*

# Achievement

Someone said—

"The greatest human achievement is to be useful." The fun of achievement is the pleasure of accomplishing things that are of service to Iowa banks.

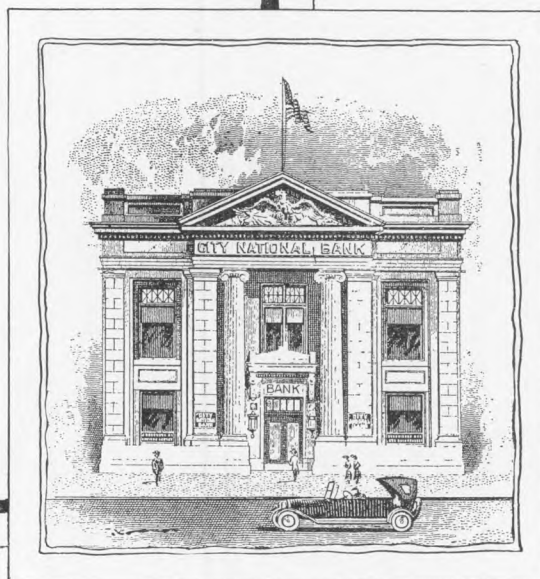
These things have been a necessary factor in the success of the City National Bank of Clinton—a strong financial institution whose officers and directors have ever—since the day of organization—striven to be "useful" to Iowa banks and bankers in their banking problems.

A service—developed during more than fifty-five years of successful operation and over fifty years under the same management in Clinton and Iowa—is at your command.

*Established 1870*

ALFRED G. SMITH  
Chairman

ALFRED C. SMITH  
President



# The City National Bank

CLINTON IOWA

### DIRECTORS AND OFFICERS

- ALFRED G. SMITH,  
Chairman
- ALFRED C. SMITH,  
President
- H. W. SEAMAN,  
Vice President  
Chairman, Clinton Wire  
Cloth Co.
- G. L. CURTIS,  
Vice President,  
President, Curtis  
Companies, Inc.
- G. W. DULANY, JR.,  
President, Eclipse  
Lumber Co.  
President, Climax  
Engineering Co.
- J. PETERSON,  
Treasurer, Daehler Motor  
Co.
- M. J. GABRIEL,  
President, Gabriel  
Lumber & Fuel Co.
- J. O. SHAFF,  
Farmer and Live Stock  
Dealer
- B. M. JACOBSEN  
E. J. CURTIS,  
Vice President, Curtis  
Bros. & Co.
- C. A. ARMSTRONG,  
President, C. F. Curtis  
Co., Inc.
- W. R. SMITH,  
General Manager, Clinton  
Corn Syrup Refining Co.
- A. P. BRYANT,  
Manager of Operations,  
Clinton Corn Syrup  
Refining Co.
- F. H. VAN ALLEN,  
Vice Pres. and Sec'y,  
J. D. Van Allen & Son,  
Inc.
- H. S. TOWLE,  
Vice Pres. and Treas.,  
Towle & Hypes Co.
- O. P. PETTY, Cashier
- J. H. NISSEN,  
Assistant Cashier
- H. G. KRAMER,  
Assistant Cashier

(2) For grammar schools: A series consisting of three talks covering adequately all the points that we reasonably can expect seventh and eighth-grade pupils to understand.

(3) For civic and other clubs: A series of two talks upon the relationship of the bank to business.

(4) For all purposes: A series of ten talks which have been used during the past years.

"Most bankers are interested and highly appreciate, not only the value of this work as an advertising feature for their bank, but also the value to the children and through them to all the people of the state. We trust you are interested.

"Will you accept the responsibility of seeing that one or more of these series of talks are given in your community, either by yourself or someone whom you may designate? If so, please sign and return the enclosed stamped, addressed postal and the material requested will be sent you immediately.

"For the coming year your committee has selected two additional undertakings. First, to use its efforts promoting the Annual Short Course for Bankers at the State University; and, second, to see that financial talks are broadcasted during the winter months, using material furnished by the American Bankers Association. Space is designated upon the card enclosed for the signifying of your interest in these additional subjects. If this is done, further information will be sent you along these lines.

"Very truly yours,

"A. C. SMITH,

"Chairman Iowa Educational Com."

### Installs Gas Device

The Hudson Savings Bank of Hudson, Iowa, has recently installed a robbery protection in the form of a poison gas which is discharged when any attempt is made to enter the bank's vaults by means of explosives. Several banks in Iowa now have this poison gas equipment.

### Spencer Banker Dies

Marion E. Griffin, pioneer banker of Spencer, Iowa, died recently at his home in that city. Mr. Griffin founded the Griffin Bank in Spencer in 1869.

### Goes to Clear Lake

L. W. Sherman has accepted a position with the First National Bank of Clear Lake, Iowa. He was formerly connected with the First National Bank of Mason City.

### Ankeny Banker Dies

J. G. Wagner, prominent in banking circles in Ankeny, Iowa, for nearly a quarter of a century, died recently at his home in that city. Until shortly before his death, Mr. Wagner was cashier of the Bank of Ankeny.

## Financial Advertising in Daily Papers

By W. E. BROCKMAN  
Publicity Manager, Minnesota Loan and Trust Co., Minneapolis

(From address at the F. A. A. Convention)

The question is: "Should all investment ads be run in the Financial Section of the paper?"

Judging from the practice in vogue among the majority of advertising men, it would appear that such a question is entirely out of order, unnecessary and simply provoked for the purpose of starting a fight. I am not surprised, however, that this unusual topic was selected, as the chairman of this portion of the program is, I believe, recognized distinctly as a leading progressive in the field of Investment Advertising.

Possibly the reason I was asked to discuss it is that ever so often when I think my superior officers are not "watching" I run a few investment ads in the general news section because I believe that there exists a large army of people who have money to invest, and who scarcely ever read the financial sections of the average daily paper.

There are two principal reasons for this: First, when one or two newspapers have reached the size and importance, which enables them to dominate the field, in most cases I have observed, they are inclined to take on more of a metropolitan appearance. The pages are filled with New York, Chicago or London date lines (emphasizing their important press connections possibly), Wall Street news, quotations on listed stocks and bonds, trend of the automobile industry, grain, hay, live stock, etc., which is all very interesting, informative and necessary.

But they have overlooked you and me, and the 75 other odd million average human beings, who are interested in knowing how we can invest \$100, \$500 or \$1,000 in a sound security with a reasonable return. To offset this argument the newspaper editor may say it is up to you bond houses to buy space and tell the reader these things—but we cannot buy space every day, and unless the newspaper makes the financial page attractive to everybody, the average person will not see your ad when you have put it in.

For the sake of argument let us look at what is happening to Mr. Average Person. At 6 p. m., while we are telling Mr. Goodfellow that he sold 1,000 shares of stock at 3 p. m., at a profit of one-half a point, Mr. Wise Owl is telling the \$5,000-a-year department manager that \$1,000 invested in Consolidated Oil Dirt will yield him anywhere from 8 to 50 per cent. Of course we cannot neglect Mr. Goodfellow, but we should

CAPITAL AND SURPLUS OVER \$1,000,000.00

Established 1874

Dedicated to the purpose of maintaining safe, competent and efficient banking facilities for our customers.

#### OFFICERS

CHARLES E. PERKINS,  
Chairman of Board  
E. WEBBLES, President  
L. C. WALLBRIDGE, Vice Pres.  
J. G. WALDSCHMIDT, Vice Pres.  
W. C. KURRLE, Vice Pres.  
C. T. SIMMONS, Vice Pres.  
R. L. BUNCE, Cashier  
ELMER RAUENBUEHLER,  
Assistant Cashier  
L. M. WILSON, Ass't Cashier  
L. T. PANTHER, Ass't Cashier  
F. J. NORTON, Ass't Cashier  
RAY HUMPHREY,  
Manager Bond Dept.  
T. H. WILSON, Auditor

#### DIRECTORS

JOHN BLAUL, President John Blaul's Sons Co.  
WILLIAM BONGERT, Treasurer Delner Cigar Co.  
WILLIAM CARSON, President Boise Payette Lumber Co.  
H. W. CHITTENDEN, President Chittenden & Eastman Co.  
W. N. CHURCHILL, President Churchill Drug Co.  
W. F. GILMAN, Secretary Burlington Lumber Co.  
G. G. HIGBEE, President Murray Iron Works  
C. S. LEOPOLD, President Leopold Desk Co.  
ROBERT O. LORD, Vice Pres. Harris Trust & Savings Bank, Chicago  
C. H. MOHLAND, Attorney  
ROBERT MOIR, Capitalist  
C. E. PERKINS, Trustee  
E. S. PHELPS, Insurance  
H. S. RAND, President Rand Lumber Co.  
HENRY RITTER, Retired  
J. J. SEERLEY, Attorney  
E. WEBBLES, President

FIRST IOWA STATE TRUST & SAVINGS BANK

MEMBER FEDERAL RESERVE SYSTEM BURLINGTON IA.



never forget that it is the big masses of people who really keep things going.

This point can be best illustrated in the discussion of savings. To run a savings bank it is far more desirable to have 15,000 small depositors with a total of \$15,000,000 deposits than to have

5,000 depositors with the same total. The reason is obvious—if the average balance is \$3,000 and ten depositors withdraw their accounts it would take away \$30,000, while with an average balance of \$1,000 it would take away only \$10,000.

If you will examine the average newspaper in cities like Duluth, St. Paul or Omaha, you will doubtless find that these papers are running a great deal of educational material for the moderate investors, and promotional material for those who should become investors. Because papers in these smaller cities believe in this type of copy, it may be that the larger papers feel that such information is "small townish" and hence they stay away from it. After all, the larger cities are but an aggregation of towns, but we are inclined to lose sight of the fact.

I believe that newspapers are beginning to see the things in a different light. As a rule we can depend upon the newspaper editor to be farsighted and progressive. He is looked upon generally as being one step ahead of the public in several ways. At any rate the very nature of his work keeps his mind alert and usually he can be depended upon to scent the trend of public opinion on any general subject, before the public itself has anything but a hazy idea of it. As an illustration, the other day a morning newspaper in Minneapolis broke out into a big campaign on insurance, devoting about two columns by 12 inches on the second page every day to the subject. You can readily see that this brings reader interest to the news section and also helps the insurance company, the salesman, and the newspaper.

I think that the idea back of the Magazine of Wall Street is just about right. They appeal to investors in all walks of life, and their elementary editorials are so full of human interest that they are irresistible. I believe the financial pages of a newspaper run on this basis would be a success.

Now for the second reason why so many people do not read the financial pages: The first class, as I outlined, were those who have money, who do not look for new bond offering language and who do not find it, and the other class are those who have money but who wait for the gullible wildcat salesman to come around and collect. This second class I will not discuss at length, sufficient to say they never get further than the sports or theatrical sections of the paper, unless an occasional want ad section is studied.

As a general rule I would say, make your original (stereotyped) bond offering in the financial section to hit the regular bond buyer, and divide your promotional advertising with the news section—also go home and tell your newspaper editor to get busy and make his financial pages more interesting.

C. C. Carlson, president Lincoln Trust Company, was at the convention flying the colors of Lincoln and glad to greet his old friends again.

## Farmers Who Pay Out

(Little Talks on Tiling, No. 13)

**E**VERY banker has farm customers who have borrowed money from him. Some used it to buy their land, some for new buildings, others to educate their children, still others for sickness. All must repay out of the profits earned from their

farm, so the banker is vitally interested in the ability of both the man and the farm to pay out. The farm best able to meet the obligations of its owner is the one that is thoroughly tile-drained, because it gives larger yields of better quality and insures this in all seasons.

Tile Drainage Insures a Farmer's  
Ability to Pay His Obligations

**Mason City Brick and Tile Company**

312 Denison Bldg. Mason City, Iowa

*Over 62 Years of Service to Iowa Bankers*

## A Spirit of Friendliness

—that has never been changed or altered in the 62 years of friendship with Iowa banks and bankers.

Today the "First"—First National Bank in the United States is particularly pleased and happy that its officers and directors are better able than ever before—to give Iowa bankers a greater measure of "that banking service"—which has made the First National Bank of Davenport one of the soundest and best known financial institutions in the state.

Your pleasure is ours!

# FIRST NATIONAL BANK

DAVENPORT

IOWA

A. F. DAWSON  
President

I. J. GREEN  
Cashier



*We Celebrated Our 50th Anniversary October 26th*



**S**TARTING on our second half century of service to the people of Des Moines and the bankers of Iowa — whose good will is our greatest asset.

Combined Resources Over  
**\$27,000,000.00**  
 More Than 35,000 Customers



**OFFICERS**

Homer A. Miller	President
Clyde E. Brenton	Vice Pres.
H. T. Blackburn	Vice Pres.
Geo. E. Pearsall	Vice Pres.
Albert J. Robertson	Vice Pres.
J. R. Capps	Cashier
Walter H. Miller	Asst. Cash.
R. L. Chase, Jr.	Asst. Cash.
James F. Hart	Asst. Cash.
J. Burson	Asst. Cash.
Sherman W. Fowler	Asst. Cash.

**DIRECTORS**

Geo. N. Ayres	F. H. Luthe
H. T. Blackburn	M. Mandelbaum
Clyde E. Brenton	Homer A. Miller
Howard J. Clark	Geo. E. Pearsall
Gardner Cowles	Ralph H. Plumb
J. H. Cownie	M. Shloss
E. C. Finkbine	E. R. Stotts
J. B. Green	O. H. Thompson
Wm. C. Harbach	G. M. Van Evera

**IOWA NATIONAL BANK**  
 DES MOINES SAVINGS BANK AND TRUST COMPANY  
 Iowa's Largest Bank - Des Moines - Sixth and Walnut



# William Elliott Graves Dead

THE American banker lost a great friend and the financial advertising world an inspired leader in the sudden death of Wm. Elliott Graves, in Chicago, last month. Mr. Graves was the president and founder of the financial advertising agency of Wm. Elliott Graves, Inc., of 30 North Michigan Avenue, Chicago.



WM. E. GRAVES

Mr. Graves was making ready to go to Columbus for the Financial Advertisers' Association convention when he became suddenly ill at his home in Chicago. He rallied heroically from an emergency operation for appendicitis and seemed past the crisis on the second day when his great strength suddenly ebbed and life became extinct.

How vitally Mr. Graves moved men was evidenced the morning following his death when the Financial Advertisers' Association convention opened its sessions by paying silent tribute to the passing of their dear friend. Telegrams came to his home from every corner of the country, from individuals and great banking institutions in the United States and Canada, expressing in words of unusual significance a deep sense of personal loss and their acclaim of Mr. Graves as a great force in deposit-building and financial advertising.

The funeral services in Chicago were conducted by the Rev. Dr. Ivan Lee Holt, of St. Louis, Mo., a long-time personal friend. The burial was in Lynchburg, Va., on a hillside commanding a view of the Blue Ridge mountains.

Death called Mr. Graves at the height of his powers. His was a tireless, unceasing, dynamic energy, spending his energies and his abilities in extraordinary activity for the American banker. Ten days before his death, Mr. Graves had closed a contract for what is said to be the largest direct-mail campaign ever bought by a bank in the United States. The Graves Master Banking Campaign, his last creation, had aroused the interest of bankers to an unusual degree of enthusiasm and scores had sent Mr. Graves requests to personally present the campaign to their banks.

Meanwhile, Mr. Graves had perfected his organization to its highest efficiency. Significantly, there were twelve men of his selection and training about him. Within a few days after his death, these twelve men took up Mr. Graves' work and wrote the largest volume of business in the same period of time in the history of the Graves organization. A strong,

highly skilled and trained organization continues the work to which Mr. Graves dedicated his life, each man pledged to maintain the idealism and the vision of Mr. Graves' work.

In the six or seven years that Wm. Elliott Graves spent in financial advertising, he had won for himself a position of commanding leadership. He came into the banking world with a new vision of a happier, larger family and securer business life through the power and influence of the banker. He had a message for the banker that had the indelible stamp of prophecy. He felt that the banker had a vital, forward-looking message for his people and that this message needed a new form, a new vitality, a dedicated consecration of purpose and media for its expression.

A pioneer always in his trend of thought, in the illumination of his understanding, Mr. Graves established his own business, after several years spent in studying the banker and the banker's problems, in one-train hamlets and in the great industrial cities. His writings had the vigor, the enduring simplicity and the moral earnestness of Biblical utterance.

To that sincerity of expression, Mr. Graves brought an exquisite taste and judgment in perfecting the physical form of his direct-mail campaigns in selection of paper, the excellence of typography and the masterful planning of oil paintings by the country's leading artists for the illustration of the text.

Mr. Graves introduced full four-color printing of the highest standard in financial direct-mail advertising and created a new style of copy and sales presentation for the building up of banks. His was the first advertising to define the bank as the civic center of its community—a semi-public institution of unlimited helpfulness in increasing the prosperity of the community. Mr. Graves is credited with introducing a new epoch in the work of building savings deposits through the first definite plan and system of selling the idea, "ten per cent of your income belongs to you." In the Master Banking Campaign, which he last created, Mr. Graves originated a new style and form of direct-mail message for the use of the advertising world.

It is notable that Mr. Graves' own writings have become part of the very language of banking. Bankers and advertising men will remember him for this: Mr. Graves absolutely believed in the American banker, his mission and his message, and he brought all the resources and abilities of his unusually brilliant business career and the moral force of his own simplicity of spirit and

mind, his love-winning understanding and sympathy to the interpretation of the banker's message to the firesides and business doors of the community.

It is Mr. Graves' unusual distinction, to give a measure to his work, that American bankers so responded to this moral earnestness and purpose, brought now within his reach and use, that these bankers spent more than \$1,000,000 for Mr. Graves' writings alone. But those same banks saw an increase in prestige and influence that measured an actual increase of more than \$250,000,000 in deposits.

Mr. Graves probably was a master salesman. He trained dozens of able advertising men. He had perfected his greatest organization a month before his death. To him, business was a challenging, spiritual adventure, engaged on work of vast emprise.

The business he built, numbering more than 1,000 clients, will continue with its present organization as Wm. Elliott Graves, Inc., to carry on the high standards of comity and understanding among men and the practical idealism and business-building efficiency of advertising methods. As a memorial to Mr. Graves, plans have been perfected to double the business and service so carefully developed for the benefit of the American banker.

## Benton County Bankers Meet

The Benton County Bankers Association met recently at Shellsburg, Iowa. The Association was organized five years ago. A schedule of charges has been established for services rendered, and they are now putting into effect a service charge on small checking accounts. Through efforts of the Association, farmers have been largely induced to put public sales on a cash basis, thus stopping the broadcasting of sale notes. The question of a county clearing house is now being considered.

## Miller Banker Dies

Nels Maddox, 72, president of the Bank of Miller, died recently at his home in Miller, Nebraska. Mr. Maddox had been a resident of Miller for thirty-seven years, and had been associated with banking interests both in Miller and Sumner. He is survived by his wife, two sons and a daughter.

## Is Elected Assistant Cashier

At a recent meeting of the directors of the Farmers Savings Bank of Manson, Iowa, Ralph Kenning was elected to fill the position of assistant cashier, succeeding Henry O. Lovett. Mr. Kenning has been connected with the bank for a number of years.

# “ROLL OF HONOR” BANKS

It is an honor to be listed among the **Honor Roll Banks**. It indicates that the bank has **Surplus and Undivided Profits** equal to or greater than its capital.

Such distinction is accorded to the banks listed on this page. By careful management and sound banking they have achieved this enviable position.



These banks will be especially glad to handle any collections, special credit reports or other business in their communities which you may entrust to them.



Correspondence is invited.

## IOWA

Town	Bank	Capital	Surplus and Profits	Town	Bank	Capital	Surplus and Profits
Agency	Agency Savings	\$15,000	\$20,000	Montezuma	First National	50,000	60,295
Bagley	First National	25,000	28,000	Oelwein	First National	50,000	60,000
Bradford	Bradford Savings	15,000	23,000	Olin	Citizens Savings	20,000	31,790
Brunsville	Bank of Brunsville	7,500	18,000	Oskaloosa	Oskaloosa Nat.	100,000	125,000
Cedar Rapids	Merchants Nat.	500,000	600,000	Ottumwa	Ottumwa Savings	100,000	160,000
Davenport	Union-Dav. Tr. & S.	800,000	880,000	Princeton	Farmers Savings	20,000	26,000
Des Moines	Central State	250,000	341,025	Sioux City	Security National	250,000	300,000
Des Moines	Iowa Loan & Tr. Co.	500,000	518,815	Slifer	Slifer Savings	10,000	10,804
Des Moines	Peoples Savings	100,000	300,000	Soldier	Soldier Valley Sav.	20,000	27,465
Dyersville	United States	50,000	70,000	Villisca	First National	50,000	60,000
Estherville	Iowa Savings	50,000	90,000	Wallingford	Farmers Savings	15,000	38,000
Independence	Peoples National	75,000	115,000	Waterloo	Lea. & Johns'n Nat.	200,000	205,000
Keokuk	Keokuk Savings	100,000	228,838	Williams	First National	25,000	28,852
Knoxville	Marion Co. Nat.	60,000	80,000	Winfield	Bank of Winfield	25,000	102,447
Luxemburg	Luxemburg Sav.	10,000	19,000	Winthrop	Winthrop State	25,000	43,000

## SOUTH DAKOTA

Aberdeen	First State Sav.	\$50,000	\$67,765	Hitchcock	Hitchcock State	\$ 12,000	\$ 16,538
Amherst	Farmers State Bk.	5,000	7,500	Ipswich	Bank of Ipswich	25,000	101,393
Conde	Farmers & Merch.	10,000	17,570	Lead	First National	100,000	153,000

### Former Iowa Banker Dead

E. E. Connor, at one time cashier of the First National Bank of Algona, Iowa, died recently at his home in St. Paul, Minnesota. Mr. Connor was also connected with banking interests in St. Paul.

**Pay roll and securities** forgeries have cost American business men \$40,000,000 during the year, says a report of the National Surety Company. The company warns against the operation of a ring, with nation-wide ramifications, headed by several of the smoothest confidence men in the country, with a woman as lieutenant.

Happy opinions are the wine of the heart.—*Hunt.*

### Program Insurance, Will Do This:

1. Co-ordinate present insurance, making it perform its work to the best advantage of the policyholder, by clearly stating the purpose of each policy.
2. Provide cash for emergencies.
3. Provide a specific income for a wife or other dependent to be paid as directed by the insured.
4. Guarantee an educational fund for children.
5. Supply a life-long income for the insured himself when he retires from active business.
6. Leave the home debt-free by guaranteeing the payment of the mortgage.
7. Protect the business, whether it is one-man, partnership or corporation.
8. For the business or professional woman, it will provide a savings fund

that cannot be lost or an income for life when earning days are over.

9. For the agent, a means to sell more policies and better protection.

Profit by planning programs for your prospects.—*Program Insurance—Guarantian Life "Service."*

An attractive folder issued by the Bond Department of the Des Moines National Bank entitled "What Type of Investor Are You?" says that there are thirty different types of investors, and that their requirements are all different, except on one point—safety. The factor of safety is looked for first of all. The average investor has neither the time nor the facilities to gain the information necessary for safe and profitable investing.



INDEX TO ADVERTISERS

A		Page		Page		N		Page	
Alexander National Bank	35	Foreman National Banks	47	National American Fire Insurance Co.	28	National City Company	2	National Life Association	69
American Bank and Trust Co.	34	Forgan, Gray & Co.	53	National Park Bank	46	North American National Life Ins. Co.	26	Northern Trust Company Bank	76
American Bond and Mortgage Co.	55	<b>G</b>				Northwestern National Bank	3	Northwestern National Life Ins. Co.	2
American Commercial and Savings Bank	96	General Motors Acceptance Corp.	50	Girard National Bank	40	<b>O</b>			
<b>B</b>				Gordon-Van Tine Co.	43	Omaha Life Insurance Co.	69	Omaha National Bank	74
Bank of America	32	Guaranty Fund Life Association	22	Omaha Printing Co.	78	<b>P</b>			
Bankers Supply Company	60	Guaranty Trust Company of New York	82	Palm Beach Guaranty Company	34	Peoples Trust and Savings Bank	95	Policyholders National Life Ins. Co.	73
Bankers Trust Company, Des Moines	88	<b>H</b>				Polk, Corley, Wheelock & Co.	58	Portman, L. B. & Co.	56
Bartlett and Gordon, Inc.	55	Hammond Printing Co.	78	Rand, McNally & Co.	85	Priester, Quail, Scundy, Inc.	54	<b>R</b>	
Brokaw and Co.	52	Hanna Shreves Co.	59	Reed, P. M. & Banker Associates	38-47-57-95	<b>S</b>			
<b>C</b>				Hanover National Bank	9	Sanders-McCulloch Co.	32	Seaboard National Bank	9
Cedar Rapids National Bank	90	Holstein Savings Bank	88	Security National Bank	72	Security State Bank	98	Smith, Landeryou & Co.	29
Central State Bank	96	Huston, Guy Co., Inc.	48	Security State Bank	98	Smith, Landeryou & Co.	29	Southern Surety Company	59
Central Trust Company of Illinois	80	<b>I</b>				South Florida Mortgage Company	8	Stanley-Henderson Company	61
Chapman, P. W. & Co.	53	Illinois-Merchants Trust Co.	108	State Central Savings Bank	47	Stock Yards National Bank, Chicago	81	Stock Yards National Bank, Omaha	30
Chase National Bank	72	International Life Ins. Co.	62	<b>T</b>					
Chatham & Phenix National Bank	73	Iowa Loan & Trust Co.	5	True-Webber & Co.	53	<b>U</b>			
Citizens and Peoples National Bank	36	Iowa National Bank, Davenport	92	Trust Company of Florida	36	Union Trust Company	21	United States National Bank	30
City National Bank, Clinton	100	Iowa National Bank, Des Moines	103	Tucker, J. W.	36	Universal Life Insurance Co.	7	<b>V</b>	
City National Bank, Lincoln	29	Iowa National Fire Ins. Co.	69	<b>W</b>					
Consolidated National Bank	98	Iowa State Traveling Mens Assn.	82	Wessling Services, Inc.	91	<b>W</b>			
Continental and Commercial Banks	38	Irving Bank-Columbia Trust Co.	42	Western Advertisers Association	29	White Phillips Co.	89	<b>D</b>	
Cox, W. C. & Co.	56	<b>J</b>				<b>D</b>			
Craddick Service	93	John Hancock Mutual Life Ins. Co.	65	<b>E</b>					
<b>D</b>				Joyce, W. B. & Co.	80	<b>E</b>			
Des Moines Duplicating Co.	88	<b>K</b>				<b>F</b>			
Des Moines Life & Annuity Co.	66	Kenyon Printing Co.	95	<b>F</b>					
Des Moines National Bank	99	<b>L</b>				<b>G</b>			
Drovers National Bank, Chicago	86	League of Nations Non-Partisan Association	39	<b>G</b>					
<b>E</b>				Leavitt & Johnson Trust Co.	61	<b>H</b>			
Eppley Hotels Co.	72	Lee, Higginson & Co.	58	<b>H</b>					
Evanshire Hotel	84	Lincoln National Life Ins. Co.	65	<b>I</b>					
<b>F</b>				Live Stock National Bank, Omaha	30	<b>I</b>			
Federal Land Bank	33	Live Stock National Bank, Sioux City	95	<b>J</b>					
Federal Surety Company	67	Lytle Co.	107	<b>J</b>					
Ferguson, L. B. & Co.	56	<b>M</b>				<b>K</b>			
Fidelity Bond & Mortgage Co.	57	McClintock, O. B. Co.	80	<b>K</b>					
First American Bank & Trust Co.	9	Mason City Brick & Tile Co.	102	<b>L</b>					
First Iowa State Tr. & Sav. Bank	101	Mechanics and Metals Natl. Bank	84	<b>L</b>					
First National Bank, Chicago	44	Medical Life Ins. Co. of America	65	<b>M</b>					
First National Bank, Davenport	102	Mellon National Bank	6	<b>M</b>					
First National Bank, Duluth	81	Merchants Bank & Trust Co.	35	<b>N</b>					
First National Bank, Omaha	2	Merchants National Bank	94	<b>N</b>					
First National Bank, St. Augustine	34	Midland Bank, Ltd.	78	<b>O</b>					
First National Bank, Sioux City	2	Midland Mortgage Company	61	<b>O</b>					
First National Bank, Waterloo	93	Midland National Bank	79	<b>P</b>					
First National Company, Mason City	55	Mitchell-Hutchins & Company	51	<b>P</b>					
First Wisconsin National Bank	32	<b>N</b>				<b>P</b>			
Fisher Company	41	<b>O</b>				<b>P</b>			

"A CASHIER'S CHECK" for \$3.00 is all that is required to secure the monthly visits of the Northwestern Banker for an entire year. Each issue contains from 108 to 200 pages of mighty interesting matter pertaining to banks and banking interests in the territory covered by the magazine.

"OUR CORRESPONDENTS." Every bank in the northwest is invited to a place on this list. Send us items of local interest, tell us about your bank and its growth, prospects, etc., also any other financial news of interest to bankers in your section. We are always glad to head from our friends.

"SIGHT DRAFTS." We always carry a large "Reserve" of good will and additional service, and will promptly honor drafts made upon same by any bank. This department is for your special benefit. It may be made of very great benefit to your bank. Do not fail to avail yourself of its privileges.

"A CLEARING HOUSE." Our columns are a clearing house for all our readers. Express your view on any topic of interest to

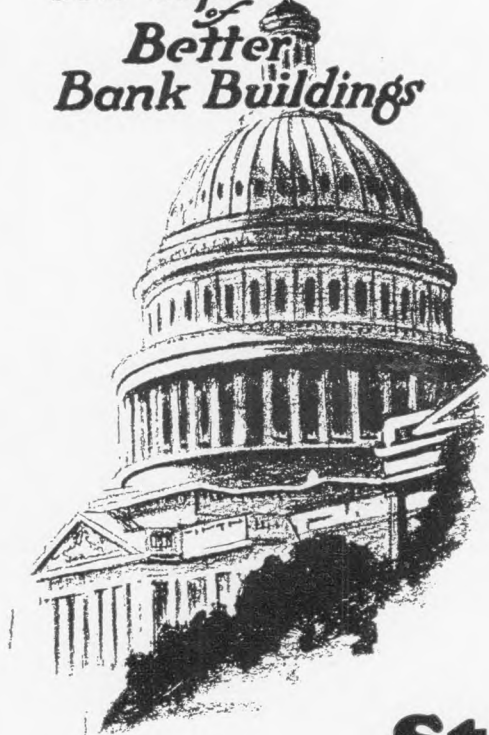
the banking fraternity and submit same for publication. You do not have to agree with us, or with anyone else. We learn things by an interchange of ideas, and people with whom we disagree often prove valuable teachers. We shall be glad to hear from you.

"NO PROTEST" has ever been offered to the statement that the field covered by the Northwestern Banker is the money-producing section of the American continent, rich in hogs, cattle, corn, etc., and dotted with thousands of prosperous banks, all doing a good business, and the majority of them are readers of "The Northwestern."

"SURPLUS AND UNDIVIDED PROFITS" increase very rapidly with those banks whose advertisements appear regularly in the columns of this magazine. Full information as to rates and our special service will be promptly furnished on application. Your business solicited and appreciated. The "Banker" has been twenty-nine years in its present field.



**The LYTLE Co.**  
*The Capitol  
of  
Better  
Bank Buildings*



Some of the Finest  
Banks in All Parts of  
the Northwest Are  
**“Lytle Built”**

## **Striking Cuts in Bank Building Costs!**

**T**HE wise banker who desires a new bank building, yet one who is seeking to economize on building costs, will first make sure of his “Bank Architect.”

Why? Because correct building architectural plans at the very start bear directly on economical building operation.

The Lytle Company has for many years been recognized as one of the most practical and economical bank architects. Applying our years of experience to your bank building problem will help you eliminate the wastes and dangers in correct planning at the very beginning. We know that our building plan will effect the most striking cuts in building costs. No obligation on your part if you are contemplating a new bank structure.

J. A. RAVEN, President

**The Lytle Company**  
**Bank Architects and Building Engineers**  
**Sioux City, Iowa**





## Investment Service for Banks

THE Bond Department of the Illinois Merchants Trust Company is organized to give trained counsel and complete service in all matters pertaining to bonds. Banks and Investment Houses located anywhere in the country may, without obligation, look to us for suggestions as to the most desirable current investments, for the disposal of bonds they now own, for information relative to issues in which they are interested, or for any other service which our long experience and complete facilities enable us to render.

*Capital and Surplus • Forty-Five Million Dollars*

# ILLINOIS MERCHANTS TRUST COMPANY

*A consolidation of the Illinois Trust & Savings Bank,  
The Merchants Loan & Trust Company and  
The Corn Exchange National Bank*

LA SALLE, JACKSON, CLARK AND QUINCY STREETS • CHICAGO