

# NORTHWESTERN BANKER DES MOINES

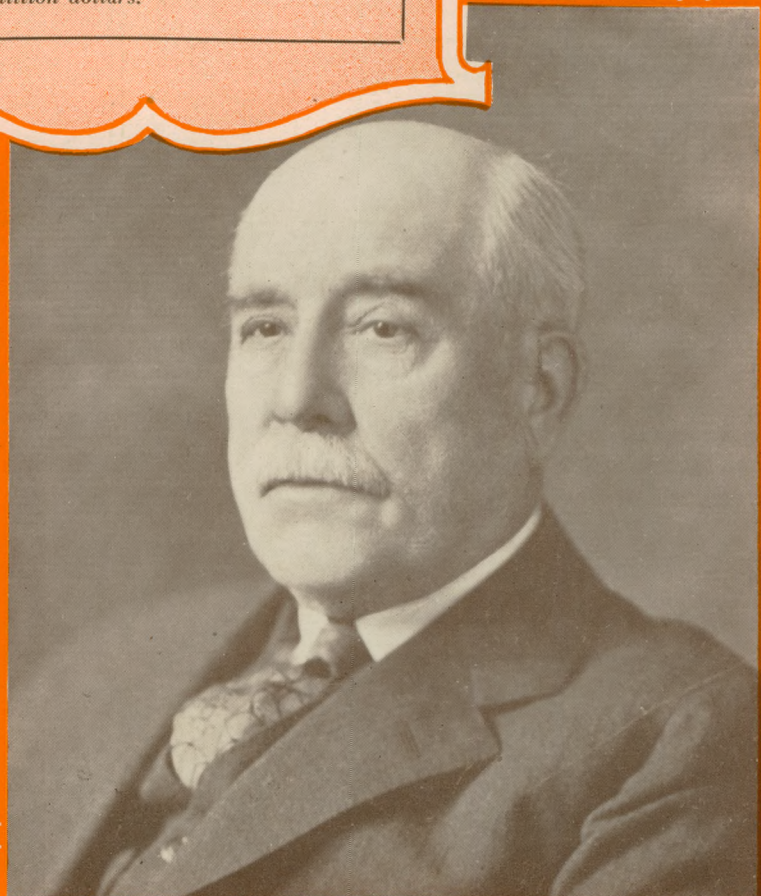
**FEBRUARY, 1926**

If Ben Franklin Were  
a Banker

How Our Bank Renders Service  
to Its Community

*THE PHOTO BELOW*

*John J. Mitchell, veteran chairman of the board of the Illinois Merchants Trust Company, one of Chicago's largest banks, with capital and surplus of forty-five million dollars.*





# Northwestern National Life Insurance Company

MINNEAPOLIS, MINNESOTA

A PURELY MUTUAL, OLD-LINE, WESTERN COMPANY

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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.

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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**

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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

December 31, 1925

## RESOURCES

Loans and Discounts . . . . .	\$49,262,555.54
Stock in Federal Reserve Bank in Minneapolis . . . . .	180,000.00
Banking House . . . . .	548,097.69
New Banking House Site . . . . .	600,000.00
Other Real Estate . . . . .	138,955.00
Customers' Liability on Letters of Credit and Acceptances . . . . .	1,618,513.31
Interest Earned but Not Collected . . . . .	463,740.32
Overdrafts . . . . .	103,064.57
Redemption Fund . . . . .	14,500.00
Railroad and Corporation Bonds . . . . .	5,360,307.86
State and Municipal Bonds . . . . .	2,503,113.47
United States Government Securities . . . . .	8,714,585.53
Cash and Due from Banks . . . . .	18,490,065.77
	<hr/>
	\$87,997,499.06

## LIABILITIES

Capital . . . . .	\$ 4,000,000.00
Surplus . . . . .	2,000,000.00
Undivided Profits . . . . .	666,273.61
Reserved for Interest, Taxes and Contingencies . . . . .	713,777.89
Dividend Checks Outstanding . . . . .	96,363.00
Circulation . . . . .	290,000.00
Letters of Credit and Acceptances . . . . .	1,618,513.31
Borrowed Bonds . . . . .	60,000.00
Deposits . . . . .	78,552,571.25
	<hr/>
	\$87,997,499.06

## 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....Asst. 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
JAMES E. NEVILLE.....Assistant Cashier	ROBERT F. MACTAVISH, ..... Comptroller

*Three promotions in this bank's official staff, and one addition, have been announced by the Board of Directors since the date of the above call statement: Scott H. Plummer to Vice President, J. Cameron Thomson to Vice President, Huntington P. Newcomb to Cashier; William N. Johnson, Traveling Representative, appointed Assistant Cashier*

Affiliated with

The Minnesota Loan and Trust Company

Combined Resources \$107,536,246



# NORTHWESTERN BANKER

## DES MOINES

*The Oldest Financial Journal West of the Mississippi*

THIRTY-FIRST YEAR

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### 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

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THE IOWA FARM MORTGAGE ASSOCIATION  
THE IOWA BOND DEALERS ASSOCIATION



# Strength and Resourcefulness

1. Surplus and Profits in Excess of Capital.
2. Fifty-four Years of Conservative Management.
3. Member of Federal Reserve System.
4. Member of Des Moines Clearing House Association.
5. Nine Active Departments.

*Careful attention given to accounts  
of Banks and Bankers*

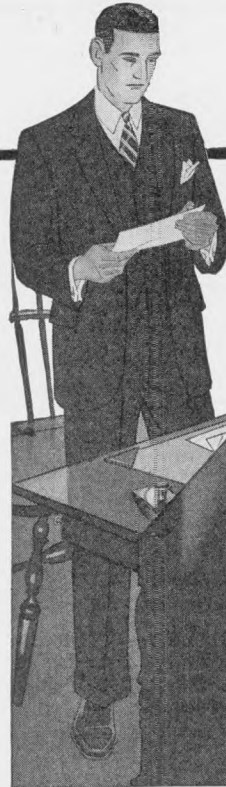
**IOWA**  **LOAN**  
**& TRUST** **COMPANY**  
**— BANK —**

*Member Federal Reserve System*  
DES MOINES' OLDEST BANKING INSTITUTION

CAPITAL \$500,000

SURPLUS AND PROFITS \$564,196.75





*Why most banks  
supply colored  
checks*

The sensitive colors of safety checks resist alteration as the plain white surfaces of old-fashioned checks never could! In the skillfully laid-on Super-Safety colors there is unquestioned protection for your bank account. And they serve another important purpose—their beauty lends distinction to your signature.

**M**ANY are the visible precautions every bank takes to protect its depositors' funds—massive doors—bars at the windows—burglar and fire proof vaults—special officers and guards.

But progressive, modern bankers extend the "service of protection" beyond the walls of the bank building. They realize that their customers' checks, in circulation, are subject to more deadly and subtle attacks than the funds within the bank. By supplying their depositors with Super-Safety Checks they protect them from the forger whose annual loot is estimated at \$100,000,000.

It may be your bank is furnishing Super-Safety Checks to you. Look at one of your checks and see if it carries the words, "Super-Safety"—if the symbol of safety, the eagle, appears in the upper right-hand corner. When your checks are thus marked, you can be assured that they



*Super-Safety Checks come in several beautiful colors. They are bound in rich, handsome antique Moorish check-books of several styles and sizes—designs convenient for personal and business use.*

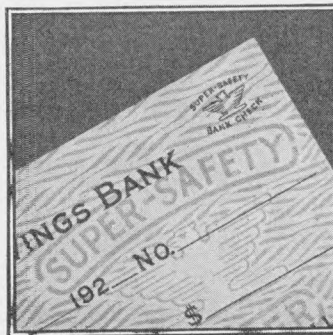
**SUPER-SAFETY  
BANK CHECK**

*Does  
this symbol of safety  
appear on the checks  
furnished by your bank?*

will defeat the forger's acid. Moreover, your bank is doing the utmost to help you protect your checks while in transit!

*Outwitting the forger's acid*

Super-Safety Checks are the safest and the most beautiful provided by banks today. They are designed to prevent alteration by knife, ink eradicator or rubber eraser. Any attempt at erasure brings a glaring white spot on the surface of the intricately tinted stock. Super-Safety Checks are never sold in blank sheets—they are made only to your bank's order.



To prevent counterfeiting, each sheet of Super-Safety paper is guarded as the Government guards banknote paper.

*Their beauty does you credit*

Super-Safety Checks have an authoritative "look" and "feel" which do credit to your signature. Their colors are pleasing—their designs beautifully executed. They are easy to write on. It is a business and social distinction to send them out.

*Sample test-check and booklet  
FREE*

Test for yourself the power of Super-Safety Checks to prevent alterations and to make your checking account secure. Send for a sample check with detailed instructions for testing it. Receive, also, the valuable booklet, "How to make money go farther." Bankers Supply Company, Division of the Todd Company, sole manufacturers of Super-Safety Checks, Todd Greenbac Checks, and the Protectograph. Chicago, Rochester, New York, Denver.

BANKERS SUPPLY COMPANY 2-26  
DIVISION OF THE TODD COMPANY  
1149 So. State St., Chicago, Ill.

I desire to test the Super-Safety Check. Please send me a free sample, test check and your booklet, "How to make money go farther."

Name \_\_\_\_\_

Street \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_

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# Are you giving your customers checks with this symbol of safety?

You as a careful banker are doing the utmost to protect your depositors' funds within the walls of your bank.

And you are probably extending this service of protection to checks in transit by supplying your depositors with Super-Safety Checks.

Your depositors will appreciate your complete service all the more as they read powerful advertisements, as the one shown here, which are appearing in *The Saturday Evening Post* and *The Literary Digest*. And it is reasonable to suppose that other readers are

opening their check books and looking to see if the Super-Safety trade-mark is on the checks furnished by their banks.

When you consider how little Super-Safety Checks cost, it is surely a wise move to give your bank and its depositors the benefits of this super check. A Super-Safety representative is at your call. Bankers Supply Company, Division of THE TODD COMPANY, 1149 S. State St., Chicago, Ill. Sole manufacturers of Super-Safety Checks, Todd Greenbac Checks, and the Protectograph. Chicago, Rochester, New York, Denver.

# The Greatest Asset of All

*"Reputation is the most serviceable of assets. Because when it is won and maintained, it works automatically, twenty-four hours a day, for the man who has it. It cannot be inherited, but is a personal possession which must be acquired—not by brains and brilliance alone—but by conduct which discloses a man's character."*

—Otto H. Kahn.

Scattered across America from the Atlantic to the Pacific, from Canada to the Gulf, are hundreds of thousands of mute but glorious testimonials to the reputation of the Gordon-Van Tine Co. In almost every community, Homes, Barns, Farm Buildings bear witness to the integrity of America's greatest building service—bear witness in beauty, in efficiency, in enduring worth.

The owners of these buildings endorse unequivocally the honesty, the fair dealing, the low prices, that put them there. That reputation, Gordon-Van Tine regard today as their greatest asset.

## It Can Work for Your Interests, Too

Hundreds of Corn Belt bankers are today sharing in the benefits the security that this reputation for sterling quality and fair prices makes possible.

Building loans are attractive. It is with real relief that Corn Belt bankers feel that they can invest their funds in Gordon-Van Tine Homes and Farm Buildings. For they know the soundness of the quality, the fair prices—the lowest in America—the skill of design which make these buildings so absolutely a safe and reliable investment. There is no other trade name in America today which more closely stands for "full value received," than Gordon-Van Tine.

To you, as to hundreds of other Corn Belt bankers, the Gordon-Van Tine Books on Homes, Farm Buildings and Building Materials, can render a real service, as they aid you in advising your clients, in keeping abreast of modern developments, in determining building material worth. They represent a standard by which building values are judged today. We will gladly send them on request, free of charge. Just mail the attached coupon today!

**Gordon-Van Tine Co.**

ESTABLISHED 1865

**Satisfaction Guaranteed or Money Back**

Resources Over \$1,000,000.00

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

703 Case Street

Davenport, Iowa

Gordon-Van Tine Co.,  
703 Case Street,  
Davenport, Iowa.

Please send me your free books on Home, Barns,  
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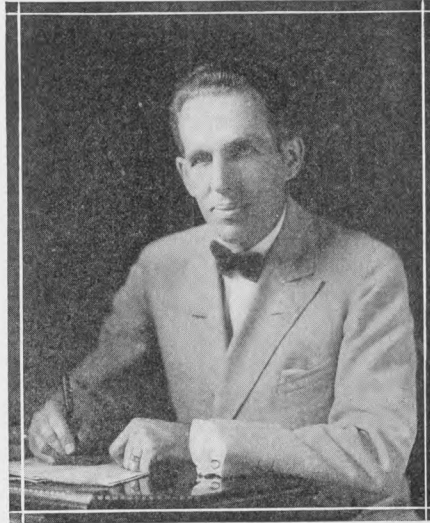
## ACROSS THE DESK FROM THE PUBLISHER

THE vice president of one of the largest banks in Texas keeps in close touch with his friends and customers by writing them letters on business conditions, sending them reports of his bank, and being of every possible service to them. Furthermore, he has humanized his bank to hundreds of his country bank correspondents as well as local customers, because he believes that sentiment and business will mix. In a recent letter to his

customers he said: "Someone has said, 'sentiment and business will not mix.' This bank believes that they will, should and must. In truth, if the time ever comes (it will not) when there is no sentiment—no human side to business—we want none of it.

"There is sentiment in our hearts for our friends and customers. We believe no institution anywhere has a more loyal or select clientele."

Perhaps that doesn't sound businesslike to you. Perhaps you don't believe in sentiment in business. Perhaps you think it is based on facts and figures and shrewd business dealing. If such is your belief we can only express our regret that you take this



*By Clifford DePuy*

pays in dollars and dividends. Second, because the banker or business man gets more real pleasure out of life when he can serve his fellow men by taking care of their needs and requirements, make a profit on the transaction, and at the same time retain the good will of the customer whom he serves.

We believe that there is a human side to business, and as far as our personal knowledge goes, the banks in America that have made the greatest success have recognized the human side as a most important and essential one to consider in working out plans for building their institutions.

attitude towards business and business life. Today every big corporation in America is doing all it can to "humanize" its service, get its employes to become stockholders, and make its customers stockholders in some cases. But through the whole business fabric of America today is the thread of sentiment and cordial relations.

And why this attitude? First and foremost, because every business executive and every banker knows that it pays, and

### *We Mean Business*

THE All-Iowa Agricultural Marketing Conference which was held in Des Moines, issued a pledge, the last sentence of which said, "In this work we announce that we mean business and will see it through."

That, to our mind, has been the underlying trend of all the work of the bankers, business men and right-thinking farmers in their desire to solve the agricultural problems of the middle west.

As this issue of THE NORTHWESTERN BANKER goes to press there is a meeting in Des Moines of the governors of eleven states interested in the "corn and agricultural area."

At a meeting a few weeks ago of the All-Iowa Agricultural Marketing Advisory Committee, which is composed of fifty men, they favored some very im-

portant things which if adopted and carried through will help to solve the problems of the corn area.

First, they favored an export corporation to handle the surplus products of agriculture whenever necessary, and second, they favored a federal agricultural board, whose purpose should be to help stabilize the farm business and put it on a money-making parity with our industries.

These two resolutions are as follows:

"Export Corporation. We favor an export corporation to dispose of the surplus products of Agriculture whenever necessary, and offer the suggestion that the Government set up a revolving fund as it did so successfully in the case of the Federal Land Bank to finance the operating of said export

corporation. Such revolving fund to be repaid by an excise tax on the commodities benefited."

"Federal Agricultural Board. We believe that it is essential that Congress should provide at the earliest possible moment for a 'Federal Agricultural Board,' whose service shall be dedicated to the job of helping to stabilize the farm business and to put it on a money-making parity with other industries.

"We believe the 'Federal Agricultural Board' should take steps to determine the cost of production of corn and other farm commodities in the several states. It should do every and all things within its power to enable the Agricultural industry at the earliest possible moment to get on a money-making basis."

Whether legislation favorable to these two ideas is passed by this Congress is a matter of conjecture. Such able political writers as Mark Sullivan say no legislation favorable to the farmer will be passed at this session of Congress. We doubt if such a prophecy will come true, because the bankers, the farmers, the manufacturers, the business men of this entire country "mean business." They will see some plan put through which is economically sound and which will be of benefit to the farmers and to agriculture. This will in turn benefit all kinds and classes of business.

There is something fundamentally and economically wrong when an industry as great as agriculture has to suffer while every other class of business is enjoying prosperity.

### *Dividends Paid*

**W**E KNOW of no better proof that the banking business is rapidly improving than to look at the record of dividends paid during 1925 by most of the banks throughout the country.

At various times there has been some misapprehension as to the financial standing of banks in the middle west, and especially in the agricultural territory.

In order to get a cross-section of the situation we are giving below the dividends paid by the leading Des Moines banks during 1925. These dividends range from 5 to 20 per cent. In practically every case these banks added a very substantial sum to the surplus and undivided profit account in addition to the dividends paid.

The dividends paid are as follows:

Bankers Trust Co., 5 per cent.

Des Moines National Bank, 6 per cent.

Iowa Loan and Trust Co., 8 per cent.

Valley National Bank, 8 per cent.

Iowa National Bank, 12 per cent.

Valley Savings Bank, 12 per cent.

Central State Bank, 16 per cent.

Peoples Savings Bank, 20 per cent.

What is true of Des Moines banks is true of banks in Omaha, Sioux City, Minneapolis, St. Paul and dozens of other cities in the agricultural area.

Dividends paid tell the story of the real banking situation better than any analysis of which we know.

### *Our High Calling*

**M**ANY of those who have been opposed to having the farmers organize for their own benefit have said that if they ever did organize, that they would make the rest of us pay or we could starve.

Perhaps they might have that power if they should become sufficiently organized, but we have a higher respect and stronger belief in the high ideals of the American farmer than to accuse him of following such tactics. There are still farmers who believe that theirs is a "high calling" and that they are the real servants of mankind in producing food-stuffs which will assist him to maintain life and carry on his chosen line of work.

One Iowa farmer has put it this way: "I have lived on an Iowa farm for twenty years and my roots have gone so deep that I rejoice to say I belong to the soil. There are thousands of people like me and I suspect that is one reason we are so hard to mobilize. Our sympathies and habits have never

allied us with trade unionism. I suppose the economic life of the day demands that we shall mobilize to protect our interests. But I hope and pray that when the day comes that we are effectively organized we shall not lose the fine instincts and traditions of our high calling as the truest servants of the world, and shall not be impelled to rally, as have some federations, to an appeal to 'get fixed in our minds the glorious idea of more,' once we have the power to get it."

There is not a trade union in America which could not take a lesson from the sentence which says, "I hope and pray that when the day comes that we are effectively organized we shall not lose the fine instincts and traditions of our high calling as the truest servants of the world."

We do not believe that the farmers will lose the vision of their "high calling," if they should be so fortunate as to organize themselves.





**ROBERT E. MACGREGOR**

**Vice President, Minnesota Bankers' Association**

Robert E. Macgregor, vice president of the Minnesota Bankers Association, and vice president of the Northwestern National Bank of Minneapolis, was born in Stratford, Ontario, and attended school at Port Hope, Ontario.

He went to Minneapolis in 1894 and entered the employ of the Northwestern National Bank in 1897. In 1906 he was appointed assistant cashier, and nine years later, was made cashier. His election as a director and vice president of the bank came in 1917.

# The NORTHWESTERN BANKER

## *The Necessary Financial Journal*

### Corn Area States Say They "Will See It Through"

IN AN organized effort toward a united program of agricultural relief, two hundred delegates from twelve middle western agricultural states met January 28th in Des Moines, indorsed the principles of the Dickinson farm bill without indorsing the measure itself, and appointed a legislative committee of 24 members to go to Washington and impress upon congress the necessity of legislation which will eventually place agriculture on a money-making parity with other lines of business.

Calmly but in dead earnest the corn conference, instigated several weeks ago by Governor John Hammill of Iowa, and the agricultural committee of the Iowa Bankers association, agreed that the present farm situation demands a remedy and that the united strength of Iowa, Nebraska, Minnesota, North and South Dakota, Indiana, Illinois, Michigan, Missouri, Wisconsin, Kansas and Ohio, must "see it through." Included in the list of delegates were representatives of a score of farm organizations, four governors, farmers, bankers, and business men from every line of middle western industry.

The principal features of the resolutions adopted at the conference are:

1. "The organization of the agricultural areas as a closely knit unit, to be kept so organized indefinitely.

2. "Institute a practical, but energetic study of the cost of farm commodity production and distribution and devise ways and means to orderly market the farm commodities in ratio as the consumer can assimilate them.

3. "That farm commodity production hereafter shall and must be sold only on the producers' fair price, like all other well regulated business enterprises, and not on what the buyer is willing to pay.

4. "We indorse the fundamental principles as set out in the Dickinson bill now before congress; a measure which provides for a federal farm board to administer an equalization responsibility for the surplus farm commodities, any deficit that may be incurred in the distribution of the surplus to be borne by the producers them-

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#### NO "PATERNALISM" NEEDED

"The farmer does not want laws of a paternal nature. He does not ask special privilege, a bonus or a subsidy. . . . But he does want agriculture on an equal basis with manufacturing, industry and labor."

---

selves. Actual buying, storing, and selling involved in handling the surplus to be done with the support of the board by the organizations of the producers themselves.

5. "Pure food law revision to remove the discrimination against corn sugar.

"The farmer does not seek laws of a paternal nature," the declaration said. "He does not ask special privilege, a bonus, or a subsidy. He does require either a readjustment of existing legislation now stabilizing and protecting other industries, or the enactment of such legislation as will place agriculture on a basis with manufacturing, industry, transportation, trade and labor.

"It is doubtful if agricultural production can ever be completely regulated or controlled. Hence surpluses will inevitably occur, and their occurrence will safeguard and prevent a shortage of food supplies within our own borders."

A star galaxy of speakers guided the thought of the meeting. Former Governor Frank O. Lowden of Illinois, favoring the general principles of the Dickinson bill, declared agriculture needs some stabilizing influence to act as the federal reserve system acts for the American banking structure. He said: "The federal reserve system was designed, among other things, to mobilize the credit resources of those banks which had a surplus and employ them where the credit resources were deficient. It sought to do in reference to space, with surplus credit resources what should be accomplished, in reference to time, with the seasonal surpluses of the farm. A federal farm board could function successfully, in my opinion, only if it operated through and in hearty sympathy with co-operative

commodity associations. We could expect to prevent ruinous overproduction only through such associations. It is vital to any plan, therefore, that it should be so formed as to strengthen and not to weaken the co-operative movement."

Other speakers included Congressman L. J. Dickinson, who explained his bill; former Secretary of Agriculture E. T. Meredith; Governor Hammill, who was the conference chairman; George Peek, president of the American Council of Agriculture; William Hirth, Missouri, and others.

The roster of members of the newly created legislative committee of the corn area, with the exception of the North Dakota members, to be appointed later, is as follows:

Illinois—George Peek, Moline, president American Council of Agriculture; Earl Smith, Chicago, president Illinois Agricultural association.

Indiana—Wilfred Lindstrom, Pleasant Lake, banker; J. A. Shields, president Illinois Manufacturers association.

Iowa—W. E. G. Saunders, Emmetsburg, farmer; J. O. Shaff, Camanche, farmer.

Kansas—J. R. Burrow, Topeka, banker; H. W. Avery, Wakefield, farmer.

Michigan—Pete Lennon, farmer; L. Whitney Watkins, Lansing, state commissioner of agriculture.

Minnesota—W. C. Coffeey, St. Paul, dean state college of agriculture; O. P. B. Jacobson, St. Paul, chairman railroad and warehouse commission.

Missouri—Charles E. Bell, Boonville; A. B. Cole, California.

Nebraska—Ballard Dunn, editor *Omaha Bee*; Martin Woods, Lincoln, president Woods Brothers company.

Ohio—H. A. Eaton, Coshocton, president Ohio State grange; W. Pew, Ravenna, president Ohio board of agriculture.

South Dakota—C. W. Croes, Aberdeen, manager South Dakota Wheat Growers association; C. J. Moen, Canton, banker.

Wisconsin—L. R. Clauson, Racine, president J. I. Case company; Edward Nordham, Madison, state commissioner of markets.



# IF BEN FRANKLIN

were

## A BANKER

A brief playlet in which the "apostle" of thrift learns how he can cut his cost of operation

By R. W. Moorhead

Editor Northwestern Banker

*Prologue.*—Once upon a time, there lived a wise man named Ben Franklin, who was the original apostle of "Thrift." It is true, he discovered electricity, sat in on governmental affairs and published a few newspapers and magazines, but his most important work, he believed, was teaching people to save.

History doesn't say that the illustrious and wise Mr. Franklin ever operated a bank. But just suppose he did—what kind of a bank would he run? And, suppose he should operate a bank right here in the middle west—in Iowa, Nebraska, Minnesota, North or South Dakota, for example—just how would Mr. Franklin carry out his thrift ideas?

Well, let's go a step farther. With due respect and veneration for his wonderful life's history, let's put Mr. Franklin in our imagination in charge of the First National Bank of Bingville, Iowa, as cashier (note file and everything) and see just how he carries out this "Thrift" idea in banking.

*Scene I.* Cashier Franklin, having swept out the main banking room of the First National Bank of Bingville, cashed a couple of three-dollar checks, and witnessed one affidavit, is opening his morning mail, somewhat eagerly.

HE MEDITATES: "Yea, I well know that it is well to cut down our bank's operating costs, so that our directors and stockholders shall receive their usual dividends. So I have written to a number of my good banker friends of other banking institutions such as this, and have asked them to tell me how they are decreasing their operating costs. Here are a number of answers in the morning mail. I wonder what they will say."

(He opens and reads them, one at a time.)

"Ah, here is a good suggestion from my friend, C. H. Lien, of Summit, South Dakota, who believes, as I do, that most banks are paying too high a rate on time certificates. He writes:

"Mr. Ben J. Franklin, Cashier,

"First National Bank, Bingville, Iowa.

"Dear Ben: Replying to yours of recent date relative to saving for coming year, will say that the one big item as far as we are

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Editor's Note.—The basis for the material on this and the next page was gleaned from an extensive questionnaire sent out last month to a thousand Northwestern Banker readers in the middle west. The ideas presented herein should be of great value to all of the magazine's readers, in their efforts to decrease their operating costs.

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### CAN YOU ANSWER THIS?

A country banker writes as follows: "How does the small country bank with \$10,000 or \$15,000 capital and deposits of \$125,000-\$150,000, make money and how do they meet competition with the larger banks in their vicinity? What salaries do they pay their managing officers?"

He says: "During the past few years the banks of this type got so much unfavorable publicity by various failures that something must be done to back these institutions that are rendering more service than they are given credit for. This class of banks shares all of its customers' sorrows but does not always share in their joys.

"We have had instances where we did everything under the sun to furnish money and carry customers during the lean years, borrowed money at 7% with the best kind of collateral and loaned it to our customers at the same rate. But now when they can give us some profitable business they go to a larger town because the banks there have footings of a million or more.

"How can we meet that kind of competition?"

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Editor's Note. — The Northwestern Banker plans a series of articles on successful country banks that are solving the problem given above. Meanwhile, this magazine will greatly appreciate letters from the smaller country banks telling us how they are doing it, so that the interchange of ideas will be helpful in these columns.

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concerned is rate of interest. Last year we lowered the rate on time certificates to 4 per cent, from which we shall receive the benefit this year, as a year has now passed since

we put this into operation. So from now on we shall be paying only 4 per cent on certificates presented for payment or renewal, which will mean a saving to us of about \$3,500 in one year. There is now being commenced an action to prevent the department from collecting a guaranty assessment this will be due February 1st, and in case that is decided in favor of the state banks it will mean a saving to us of about \$1,500. We are saving wherever possible and that is a matter that is up to every bank in order to work out of the whirlwind that swept the country after the war.

"Yes, that's common sense, and here's another letter on the same subject from Robert Goethe, of Omaha, who writes:

"In my opinion economy in the operation of a bank can be most judiciously accomplished by reducing the rate of interest paid on time deposits. Considering that the bank offers a place of safekeeping for funds of its customers and affords them facilities for converting their checks into cash in practically all parts of the world, coupled with the services rendered locally across the counter, most customers could afford to leave their entire deposit on checking account. If, however, they wish it to yield an income, they should not expect a rate equal to or greater than that of a less liquid but more speculative investment. Interest paid on time deposits represents by far the greatest single item of expense to the average country bank and consequently justifies most consideration. Reduction of interest rate paid on time deposits can be accomplished without loss of deposits by the introduction of an advertising campaign educating the customer to the value of the service rendered by the bank rather than offering high rate of interest as an inducement to deposit. In support of this recommendation I refer to the experience of banks of Brown county, Kansas, who on July 1, 1925, reduced the rate on deposits from 4 to 3 per cent without loss of deposits. This arrangement was effected through their county organization which meets four times each year. Jackson county, Kansas, went to 3 per cent January 1, 1926. Doniphan county, Kansas, went to 3 per cent July 1, 1925. All report no evident loss of deposits.

"Now, let's see, what's this? 'Better to be hard boiled than half baked.' Well, E. J. Hetland, of Valley Springs, South Dakota, is quite correct and here's what his letter says:

"Dear Ben: In connection with your interchange of ideas by bankers of the middle west regarding the subject of 'How Bankers Are Economizing,' beg to advise that we have been working out a solution of the situation by not only reducing the overhead but by increasing the income as well. We have recently eliminated one item of \$1,800 in salaries by reducing the clerical force, and last August put into effect the service charge of 50 cents per month for checking accounts averaging less than \$50, which has yielded a monthly revenue thus far of approximately \$40. So far as we can learn, we are the first and only country bank in this entire section that has adopted this charge and our competitors in adjoining towns predicted that it would not work out successfully in the small town and that a service charge could be made only in the larger cities without serious results. However, our small depositors, with not to exceed five or six customers, readily recognized the justness of the charge, when it was explained to them, and are perfectly willing to pay for the service, in order to retain the advantage of paying by check and if country bankers could be made to realize the importance of eliminating these small accounts being handled at a loss, and how easily it can be done by proper education and explanation, we believe that the plan would be universally adopted in a short time.

"Bankers, as a rule, have allowed the customers to run their institution so long, that they are somewhat timid in adopting rules which they know would be to their advantage, for fear that some customer may enter a complaint, but the time is at hand, when banks must either take a firm stand and assert their rights or suffer the consequences through dwindling profits and lost prestige in their community.

"As one banker has expressed it, the banks should get together and cooperate in the movement to avoid improper banking 'competition' and educate the public to the idea that it is better for the banker to be *'hard boiled than half baked.'*

"Yes, sir, cooperation instead of cut-throat competition among us bankers is the best way to cut down our operating costs. Now what's this about service charges? Oh, one from Clay W. Stafford, of Ames, Iowa:

"Dear Ben: We are in receipt of your letter asking in what way we are trying to economize in operating costs.

"I wish to say that we feel the necessity of doing everything possible to cut down the percentage of overhead, and so far the principal means which we have used in increasing the revenue have been brought about through the organization of our Ames Clearing House Association, and are about as follows: Charging the customers for imprinting on checks, as well as for the A. B. C. cheque covers; making a definite charge for drawing legal papers and for notary work; increasing our collection fee in handling collections and bills of lading and making a minimum interest charge on notes of 50 cents.

"Although we have been unable at the present time to have adopted by the Clearing House Association, a service fee on all small accounts, it is our belief that this must be done, and we hope that the Clearing

House organization will see fit to adopt such a charge in the near future.

"Now here is a real idea, from Vart B. Abels, of Malcolm, Nebraska, who has a thrifty new idea for advertising. He says:

"Dear Ben: Enclosed is one of our statement sheets, and you'll note on the back of it I have had printed a letter explaining to our customers, the various ways we can serve them.

"I think that the bankers ought to utilize the back of all their letterheads, notices of all kinds, for it does not cost any more to mail, with a little printing on the back.

"Farmers as a rule believe more what they read than what you tell them. This is what I get from our merchants. They are schooled to this by the catalogs and mail-order houses.

"And here's another man, A. M. Dahl, of Wilton, North Dakota, who has adopted the same measure of economy. He says:

"Dear Ben: It is customary for many banks to enclose circular letters or other advertising matter in their monthly statements, when they are given out or mailed out at the end of each month. To insert these enclosures takes additional time, and quite often these additional enclosures will require more postage. In order to eliminate this additional time and expense, we obtain 'local contact' by using the back of our monthly statements. We use a multigraph for this work, and find it a very satisfactory way of circularizing our customers. We also find that more of our customers read these statements, than they would the ordinary enclosures, as a big percentage of those find their way to the wastebasket without being read.

"This is some good advice from E. S. Person, of Minot, North Dakota:

"A year ago we reduced our interest rate from 5 to 4 per cent. Of course the old certificates had to run out at 5 per cent but

## Birthdays of the Month

\*Send 'em a card.

Bob Wooden, Ill. Merchants Trust Bank,  
Lane Bldg., Davenport, Feb. 2nd.

Geo. White, Pres., White-Phillips Co.,  
Davenport, Feb. 5th.

C. H. McNider, Pres., First National  
Bank, Mason City, Feb. 9th.

Paul Leeman, V. P., First National Bank,  
Minneapolis, Feb. 9th.

Frank Ward, Mgr. Bond Dept., Iowa  
Loan & Trust Co., Des Moines, Feb. 14.

Alvin Johnson, V. P., Live Stock Nat'l  
Bank, Omaha, Feb. 18th.

C. F. Schmidt, A. C., First Nat'l Bank,  
Davenport, Iowa, Feb. 20th.

H. P. Otezmann, Cashier, American Com'l  
& Savings Bank, Davenport, Feb. 28th.

from now on we are on the 4 per cent basis. This has meant a yearly saving of \$6,000. A service charge of 50 cents per month on all checking accounts which fail to carry a monthly average balance of \$50 will save us about \$2,000. These things will help some.

"Here is a letter from L. R. Klatt, of Tripp, South Dakota, that contains a lot of common sense on thrift in banking:

"My Dear Mr. Franklin: We are holding down our time certificate of deposit rate of interest even should it prove to lower our deposits. Assuming a liability by increasing deposits and showing no earning is, in our opinion, poor banking.

"We have reduced the amount of our war-time help and are working a little harder ourselves. A country banker, however, is called on for too much gratis work, much more since the war. We are trying to get back to a 'pay-for-the-service' basis and are making a reasonable charge for auto registration and license service tax collections.

"More attention to the purchase of bank supplies and stationery also saves money for this institution.

"Now here is an Iowa banker who makes two more thrift suggestions:

"Have given the matter some thought, and while we have no urgent need to cut down expenses, I thought possibly it would be a good plan, since we advocate this method for our patrons every day, and the first of the year set about to see where we could do this without injury to our business, and decided on the following item of expense that we would leave off for the coming year:

"We could use very conveniently a new and modern posting machine with all the new advantages, but decided that we would work along and see if the old poster would run us for a year. I think it will."

"Now here's a mighty sensible suggestion from an Iowa banker who hasn't signed his name: 'Have efficient rather than cheap help.' Now that is real thrift we should all practice.

"Also, I agree with the Iowa banker who writes this letter:

"Dear Ben: By better buying of supplies we have found that if a price is secured from several firms on each bit of equipment there is a material saving. In other words, there is usually a difference in price for the same equipment from various firms, and while we prefer to buy at home, the home firms will usually meet this competition if asked.

"And here's some excellent advice from my friend, John G. Mitchell, of Sioux City:

"Watch every item of expense and cut when it can wisely be done. Watch all corners, stop all leaks, get everyone working for himself and their combined effort will help the institution. Make rules and see that they are enforced. If they're wrong, change 'em.

"Be ever on the job, work hard and profit will show up eventually, and expenses will decrease. We are watching the effect of every curtailment made and satisfactory progress is being made, but new angles come up each day and they must be met and continuous effort must be put forth to solve them."



# HOW OUR BANK IS RENDERING COMMUNITY SERVICE

By Charles E. Watts

*Vice President Peoples Savings Bank, Plover, Iowa*

ANY substantial increase in a bank's business must start at the bottom with intelligent community building, for a bank cannot expect to grow unless the town in which it is located is able to extend its trade territory and consolidate the business of that territory.

In order to do this with continued success, there are three things, which, in my opinion, are necessary:

The town must be easy of access—  
Good Roads.

The town must be a good point in which to buy and a good point in which to sell.—Well conducted business.

The town must provide recreation.—  
Good Amusements.

The combination of these things in any town does not just happen thru accident but is the result of steady, consistent effort toward a definite goal and under efficient leadership. In the small town or in any town the banker, if he is public spirited and awake to the business possibilities in the future will assist in supplying that leadership. In the small community especially, it is necessary to secure the cooperation of the farmers in a plan for community building to achieve any lasting results for it is by making your community His Community that you will secure his lasting good will and patronage. The average man is public spirited and will cooperate, but he must be shown that it will benefit him directly to a certain extent and that the promoters have an unselfish motive to the extent that they will invest their time as well as their cash. In other words, if you

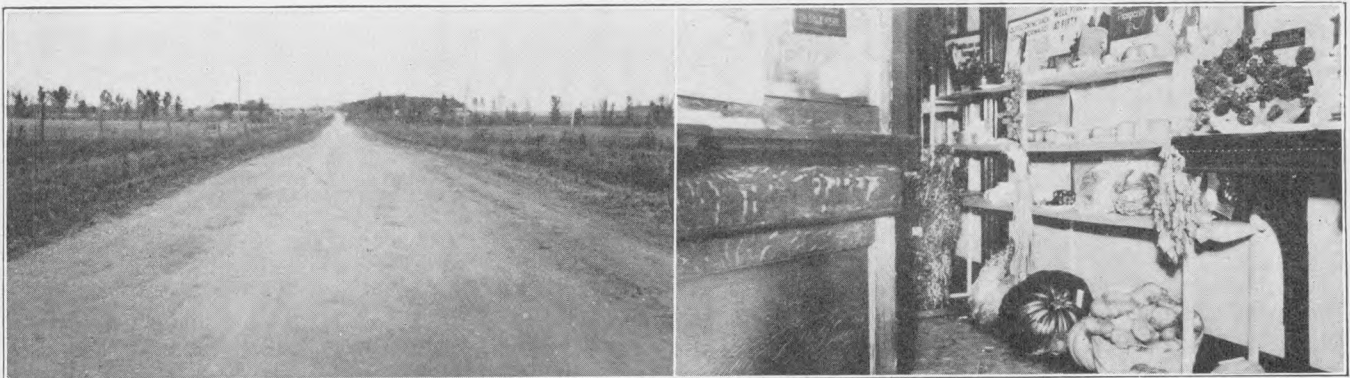
want to secure real cooperation you must start with yourself.

I happen to live in one of the smallest towns in the county and our problem has been to extend our trade territory and to consolidate it in the face of the competition of the larger towns surrounding us on every side. We needed good all-weather roads which would make the road to Plover the easiest to travel, the line of least resistance. From a banking standpoint I found that unless a customer bought his groceries and supplies, sold his live stock and grain here we could not long expect to hold his banking business. I knew also that we could not attract new customers to the bank unless we could get them into the bank and advertising alone would not bring them to the town.

The solution to the problem of bringing the people to the town was cooperative road building in the township by the business men and farmers themselves. We do not have a perfect plan but it works and is now working and producing from three to five miles of good gravel surfaced road every year at a minimum cost. The operation of the plan is simple. Some progressive farmer circulates a petition among his neighbors and the business men of the town to improve a stretch of highway. Each man signifies how much money or how many loads of gravel hauling he will donate on such road and at such times as the Township Trustees will grade, drain and place the road in condition to receive the gravel. The gravel is furnished from local gravel pits, which, fortunately, we have.

This system has provided to date 18 miles of gravelled township roads in addition to the 19 miles gravelled on the county road system by the county, and four miles more will be gravelled the coming year. The farmers donated their labor which was in a slack time in farm work; the business men donated cash which was paid to the farmers for hauling; and the township merely paid for the grading and draining, the cost of which will be saved within a few years in the reduced cost of maintenance of the roads. Under this system we have gravelled in three years an amount of road which we could not expect to have gravelled in ten years.—And the result—If a farmer living five miles from two towns has three or five miles of gravel one way and five miles of black mud the other, the answer as to which town will get his business is plain, we get the business, other things being equal. If he comes to our town to sell his products we have a favorable opportunity to secure his banking business especially if we helped him to get the road.

Just bringing the people into the town is not sufficient, however, unless they receive a fair price for their products and are able to purchase on reasonable terms—the business men must be awake. In order to assist the merchants the Pocahontas County Banker's Association promoted and helped to organize the Pocahontas County Credit Bureau in 1923 along the lines of Credit associations in large cities, but including in its membership all lines of business and profession



Above on the left is a view of one of the "community-made" roads gravelled by the farmers near Plover, Iowa. At the right is a photo showing the corn and crop show exhibit of the Plover Savings Bank.

in the county. The membership includes every bank in the county and the Bureau's service is furnished at an average cost not to exceed \$25.00 to \$30.00 per year.

The Bureau maintains an office at Poca-hontas with a full time and very efficient secretary. In the files are approximately 7,000 ratings covering every individual in the county as to his payment record—Cash, Prompt, Medium, Slow, Unsatisfactory and these ratings have been published in a loose-leaf rating book furnished to each member and kept up to date by weekly reports. The Bureau reports daily to the banks and weekly to the other members listing all instruments filed of record, no fund checks, suits, changes of ratings, etc. It also collects accounts for the members if they desire, for a small additional charge.

A wider and more ambitious field of the Bureau is opened up in its county banquets which are held every month or so in town after town throughout the county. Members and their wives attend and dinner is served at a nominal charge. The Bureau secures some capable speaker to talk on topics of interest to the business

man and along the line of a wider business outlook and better merchandising. The meetings have been instrumental in cementing the business of the county into a more or less workable unit which can accomplish real benefits for the county.

How this affects the local community: The merchant, if he is using his credit service can grant credit intelligently and with a minimum loss. He can secure information on prospective customers which will enable him to concentrate his efforts on the good prospects and he should get ideas which should lead to better merchandising and keener competition. Better credit information and advanced merchandising methods will allow him to undersell his competitor at a profit and attracts business to the town.

Good roads and market will not do all of it. There must be some form of recreation for the whole family. As this town had practically no amusements four or five years ago, we organized a Community Club, taking in the county as well as the town with a minimum membership fee of \$1.00 per year, to remedy the deficiency with community effort. The immediate purpose was to operate a free

motion picture show in the open air, which would run through the summer months. Part of the cost was borne by the membership fees and the balance paid by the merchants. For four years the success of this venture has been beyond our most optimistic expectations. We have shown a high standard of pictures at negligible cost to the merchants but with big dividends in the way of advertising the town and attracting trade. The construction of a new gymnasium by the school district 50x100 feet this summer with high school basket ball, farmer-businessmen volley ball games, and community center meetings fill out the winter program. It makes a good place in which to live.

In order to secure business for the bank we have interested ourselves in the farmers and the boys and girls on the farm and in their activities. For three years we have conducted a pig club in this township in cooperation with the business men and farmers and in 1924 two girls, members of the club, represented the county at the International Live Stock Show at Chicago. In 1925

(Continued on page 31)

Bankers of the northwest tell how they are getting and retaining customers' confidence

By Henry H. Haynes  
Associate Editor

IN AN endeavor to find out how the present-day banker advertises his bank to his community, THE NORTHWESTERN BANKER wrote to a number of its banker friends in the middle west, asking them to tell what they considered the best method to get and keep depositors, and upon what, in their advertising, they placed the most emphasis.

So many replies were received that it is impossible to make mention of them all, but the one big idea which seemed to prevail throughout—the keynote, as it were—was that in all advertising, whether newspaper or direct-by-mail, the biggest effort should be applied to the development in the mind of the customer or prospect, of confidence in the banking industry.

This thought is very well brought out by R. O. Byerrum, cashier of the Bettendorf Savings Bank, Bettendorf, Iowa, when he says:

"We should never lose sight of the fact that a bank is a public service institution, almost the same as a postoffice, and advertising should be carried on in a manner

## "CONFIDENCE" the keynote of BANK ADVERTISING

befitting the institution, instilling confidence in the entire banking structure and laying less stress upon the safety of individual institutions.

"A broader vision of banking is needed now."

A number of banks in the smaller towns say they have no local newspaper, and while they could advertise in a paper located in the county seat, they do not feel that coverage of that nature is as effective as it should be. In these cases, monthly bulletins and circular letters are resorted to, with very good results.

"We are in a small town without a newspaper of our own, and find that, for the cost involved, advertising in our county seat paper does us very little good. It does not go to everyone in the community, and does not seem to get our message across.

"We have therefore been doing direct-by-mail advertising in the form of monthly bulletins, which go to everyone in our territory," says Gustave Houfek, cashier of the Farmers & Merchants, Malmo, Nebraska, describing the advertising for that institution.

Along this same method, Mr. Sondergaard, cashier of the Farmers State Bank, of Tyler, Minnesota, says that "a monthly bulletin to customers and prospects, containing news and editorials pertaining to this particular territory, is more effective than newspaper advertisements."

The State Bank of Buckeye, Iowa, also believes in the direct-by-mail idea, and E. S. Pitman, cashier of the bank, says:

"As we have no newspaper here, we have to rely entirely upon direct-by-mail advertising in the form of circular letters. I believe in making these letters as personal as possible. I am also a firm believer that this is one of the very best forms of advertising for the rural communities.

"Our aim is to send a letter once a month to each of our customers, bringing out facts that will be of mutual interest both to the customer and to the bank."

One of the letters sent out by Mr. Pittman starts out by asking the customer if he is using the bank to the fullest possible extent, and then goes on to enumerate the many ways in which his bank is ready and



willing to serve him, apart from his regular banking business, such as "looking after your most important business while you are absent, sending in your automobile license, filling out pedigrees for blooded stock, ordering taxes, negotiating loans, clerking farm sales—in fact, any courtesies we can render, we shall gladly do so."

Another letter that gets results and creates confidence is the mailing of the bank statement of condition in the form of a letter, each item being explained in simple and understandable language, so that the customer knows exactly how his money is being used by the bank. Mr. Pitman says that this statement has met with exceptional success.

One Minnesota banker writes in and says that "advertising for a small country bank is rather a serious problem, especially in these days when so many small banks fail to weather the storm. People are skeptical of this or that bank, and the slightest rumor causes withdrawals and

also prevents deposits. We have tried advertising to show the total wealth of all of our stockholders, and thereby show people that there was actual backing behind the bank, but the last legislature passed a bill making this prohibitory. I believe that this form of advertising tends to restore the confidence of the people and that it should be permitted."

The First Bank of Miller, Miller, Nebraska, believes in the old phrase, "I'll tell the world," but instead of using paper and type, they mean it literally. They say: "We have come to the conclusion after many years of attempts and tryouts of different forms of advertising, that the best advertisement we can have is by word of mouth from our friends, and we try to impress upon them all the time that our service is equal to the best and superior to many. Next to this method, the direct-by-mail over a personal signature is undoubtedly very good.

"Also, we are always on the lookout for

some little unusual service to perform that is different, and which will give us favorable publicity."

Indicating that there are other banks which do not confine themselves to newspaper or direct-by-mail advertising, C. O. Fitts, cashier of the Belmond Savings Bank, Belmond, Iowa, tells how a unique plan helped to swell the accounts in the savings department. Mr. Fitts tells us that "we get very good results from our offer of \$1 for each new baby account in the savings department. In connection with this we also send the parents of the new babies a neatly bound baby book, and a great majority of these books bring in new accounts. Often the account is started by the grandparents or other near relative of the baby. The accounts usually start with an initial deposit of not less than \$5."

The Belmond Savings also runs advertisements in the local newspaper, tying up with some special feature, such as the "baby account."



## A PRIZE CONTEST FOR BABIES

### Every Baby Wins!

This Bank is running a prize contest for babies in which there are no blanks. Every baby born in Belmond and vicinity during 1926 has a chance to win.

The way to enter your baby in the contest is to start a savings account in baby's name here for a dollar or more.

The prize is a dollar of our own money, which we'll add to the account.

**START BABY'S ACCOUNT NOW**

## Belmond Savings Bank

"This Bank Will Do Anything For You A Good Bank Ought To Do"

### BANK DOINGS.


<p style="text-align: center;">~~~~~</p> <p style="text-align: center;"><b>1920</b></p> <p>High point of Deposits: \$585,000.00</p> <p style="text-align: center;"><b>1921</b></p> <p>Low point of Deposits: \$330,000.00</p> <p>Total withdrawals in 6 Months.....\$255,000.00</p> <p style="text-align: center;"><b>1919-1920</b></p> <p>Bank Borrowed money - - \$214,000.00</p> <p style="text-align: center;"><b>1924.</b></p> <p>All Paid</p> <p style="text-align: center;">~~~~~</p> <p>COMING BACK:</p> <p>Gain in Deposits in 1924: \$115,000.00</p>	<h3 style="text-align: center;">THE CRUCIAL TEST</h3> <p style="text-align: center;">WHAT IS A STRONG BANK?</p> <p>A bank that can pay out one-half of its deposits \$250,000.00 and still keep its doors open, is, in fact, a strong bank financially, and worthy of your support.</p> <p style="text-align: center;">~~~~~</p> <p>And a bank that at the same time can pay \$214,000.00 money borrowed makes that bank unquestionable a strong bank and is entitled to the confidence of the most skeptical individual.</p> <p style="text-align: center;">~~~~~</p> <p>A bank that gains in deposits is like a boat going down the stream and is not the test of what the financial strength of that bank really is, but when the people pass rumors discreditable about a bank, it affects its confidence, and is likened to throwing a boat into a strong current. If such rumors were directed against other banks, would they have escaped from the current as well as the Farmers State Bank? You are the judges. Your verdict will be that the Farmers State Bank stood the crucial test and was not found wanting.</p> <p>Therefore, give the Farmers State Bank of Tyler, your boosts, your confidence, your business. It is worthy of it.</p>
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### Bank Bulletin-January 1926

Issued Monthly by the Farmers & Merchants Bank, Malmo, Nebr. in the Interests of Malmo and the Surrounding Territory.

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*We wish you all a Happy and Prosperous New Year*



The New Year is here, and it, in a way, means a brand new starting point. It is the time we make our resolutions to do better, and a time of new hopes. What we did not accomplish in 1925 is past, but we can all hope and resolve to do it in this New Year. January let is a good time to take inventory and check up on the past year. By all means take an inventory this year, it's good business and should be interesting at the same time. Should you need any help do not hesitate to call on us.

We wish to announce the birth of a baby girl to Mr. and Mrs. Everett Barry. The young lady was born on December 4th. We wish them all the joys that go with a brand new baby.

Edwin Sorenson and Emily Severin were married in Council Bluffs on November 28th, and we congratulate them both.

Otto Schultz is the owner of a brand new 2 ton Reo speed truck. This makes Otto two trucks and makes him well equipped for any kind of trucking.

After January 1st the General Merchandise store of E. E. Potadle will be known as Potadle Bros. Gilbert becomes a partner in the business.

Both the elevators have put in new scales that are large enough to weigh most any ordinary truck loads, and Roberts has also repaired his scales, so that all the scales in Malmo are in perfect shape.

Herman Schultz has about 12 bushels of red clover seed to sell.

LeRoy Pearson has a Shetland Pony for sale.

FOR SALE: A 1918 Dodge Touring Car. Ask Bob Johnson.

There will be a number of Sales in this community during January. Fred Soderholm's Public Sale will be January 19th; on January 28th, C. R. Reimers, administrator of the estate of the late Thos. G. Holtorf, will sell the farm property of this estate; and on January 30th, Chas. A. Sianek & Frank J. Houfek will hold their pure bred sow sale.

We are giving farm record calendars this year - if you have not received yours as yet, kindly do so at once.

**WARNING!** March 1st is only 60 days away - how about your FARM LOAN? Now is the time to get in your applications. Come in and talk to us about your new loans, and loans you want re-financed and renewed - we have 5, 7 and 10 year long time loans at the lowest rates. Arrange to take care of this matter at once.

It has been the policy and endeavor of this Bank to work at all times for the betterment of this community and the people who live here. The Officials of this Bank are men of business integrity and experience and welcome the opportunity of talking over your financial problems with you and giving you the benefit of their advice. We are always willing to help in any way possible that is consistent with sound banking. We trust that during the past year we have merited your friendship and confidence for the coming year. Come in and get acquainted with

## The Bank of Personal Service

Above, left: The newspaper advertisement used by the Belmond Savings Bank to tell of their "baby" account plan. Below, left: A simple bank statement of the Farmers State Bank of Tyler, Minn. On the right, the monthly bank bulletin issued by the Farmers & Merchants Bank of Malmo, Nebraska.

Attention, Sales Clerks:  
Your most puzzling problem is simplified and made easy by the application of the "Macy Formula"

# HOW TO MEASURE A HAYSTACK

By Roscoe Macy

A STATISTICIAN with nothing else to do has estimated that bankers in the farm belt spend annually 2,137,979 hours in trying to compute the contents of the irregular stacks of hay which farmers delight in erecting. Figuring the time of the average banker as worth 13 1-3 cents per hour, we have the stupendous sum of \$285,063.87 worth of free service which these bankers might be rendering to other customers if some one could only devise a simple, fool-proof rule for measuring hay stacks. There are plenty of rules; the joke of it is that none of them will give the correct amount, no matter how carefully followed.

I used to carry with me when clerking farm sales a little book containing a dozen formulae for measuring hay in stacks. The simplest of these ran something like this:

"Take the length of the stack in feet, and divide by the width in metres; multiply by 12 13-16, subtract the distance from the barn to the house, and add Brookhart's vote in your precinct at the last election." I may not have this exactly right, for I haven't used it for some time, but that was the general tenor. I followed this rule, and others, faithfully for several years, and never came within ten tons of the amount of hay in a twenty-ton stack.

A couple of years ago, however, I hit upon a formula which I have since used with almost universal satisfaction. This method has now been tested so thoroughly that I consider it ready for promulgation through this journal to struggling bankers and sales clerks all over the country. No doubt I could establish my title to a pension of \$28,506.39 on the basis of the annual saving of bankers' time effected through the adoption of my rule; but I already have plenty of money which I have invested in third and fourth farm mortgages at 8 per cent, so that the income, when it begins to roll in, should be ample to support me in my declining years.

In the first place, bear in mind that the Macy System for Measuring Hay-Stacks is based mainly on a certain technique. Once master this technique, and you will rarely or never have any trouble in obtaining an equitable settlement between buyer and seller. Do not make the mistake of measuring the hay in advance of the sale date, but always leave it until after the sale, in order that the purchaser may observe the process and satisfy him-

self that every step is properly carried out and the computation accurately made.

Let us suppose that the Henry Jones sale is over and that Jacob Smith has bought the hay in the stack at a price of \$16.42 per ton. Ask Henry to provide a hundred feet or so of binder-twine and a three-foot rule, and armed with these, set out for the stack. Do not hesitate or glance back, for you can invariably be assured that from twenty to forty or more of the attendants and bidders at the sale will attach themselves to your party in the capacity of unofficial observers, advisers, mathematicians, stack-climbers, and general assistants.

Arrived at the stack, ask Henry or Jacob to hold one end of the twine, and with his assistance, proceed to measure the length of the stack. If Henry, the seller, thus assists you, subtract two feet from the recorded length; if Jacob was holding the other end of the twine, add two feet. This is called the "fudging correction," and represents the distance the average buyer or seller will fudge on you. In like manner, obtain the width of the stack.

Then comes the most interesting dimension of all—the "overthrow." Procure a chunk of stove-wood, or other object of suitable weight, and attach to one end of the twine. Taking careful aim, hurl the weight over the stack, allowing plenty of force, so as to be sure of clearing the top. On the first trial, you will have forgotten to hold the other end of the twine, and the whole shooting-match will go sailing majestically over the stack in the wake of the weight.

This seemingly untoward circumstance gives you an opportunity to exhibit a nice bit of finesse. Do not allow yourself to appear disconcerted, but remark jauntily, "Well, that gives us the correct range," send a boy to retrieve the twine and weight, and proceed as before, this time retaining a firm hold upon the unweighted end of the twine.

Nine times out of ten, you will be over-cautious on this second trial, and the weight, barely clearing the summit of the stack, will become lodged under a stay-wire, about half-way down on the other side. Never overlook your technique; be sure to maintain your jaunty attitude of unruffled ease. It is a clever touch to conceal a slight yawn with your left hand, ignoring the jibes of the spectators; or, if you feel that you must take some notice

of them, a gesture of well-bred indifference is attained by placing your right thumb against the tip of your nose, fingers outstretched. This indicates to the crowd that all is well, and that the measuring of the stack is going forward exactly as you have planned it. They will fall back in respectful silence as you pass around to the other side of the stack. There you will find a dozen willing shoulders to support you as you grope about in the snow on the top of the stack, trying to find the weight. Most of this snow will cascade down through the opening between your collar and the back of your neck, at which juncture the really accomplished hay-stack measurer will never be at a loss for the proper words to fit the occasion.

The rest is easy. Having dislodged the weight in such a way that it strikes your head on the way down, you proceed to obtain the "overthrow," measuring from the foot of the stack on each side, and adding or subtracting four feet in this instance, on account of the fact that your biased assistant is now on the other side of the stack and out of your sight.

Having noted down the various measurements, it is then considered good form for you to suggest that the party repair to the farm kitchen, rather than complete your calculations outside in the cold. There you may expect to find the members of the family and a few neighbors partaking of doughnuts and coffee, and it is not too much to hope that you also will be invited to participate.

Fortifying yourself with a few doughnuts, proceed to cover one sheet of scratch paper and half of another with figures, which you will be careful to make quite small and illegible, in order that your neighbor at the table will not be able to decipher them. Then, poisoning your cup of coffee in your left hand, assume an air of mystery, if you know one, and inquire of Henry, the seller of the hay, "Well, Henry, how much hay do you say there is in that stack?"

Henry will probably reply: "Oh, there'd ort to be right on to twenty ton, I sh'd say," whereupon Jacob Smith will snort indignantly, "Why, there cain't be more'n sixteen ton, at the outside."

Your computation is now complete. Applying the Macy System, you thereon state, "Well, boys; you're both wrong. There is exactly eighteen and a quarter

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# A COUNTRY BANKER'S DREAM

By *Benj. Leitch*

*Cashier Carpenter Savings Bank  
Carpenter, Iowa*

AFTER reading Clifford DePuy's article in the last NORTHWESTERN BANKER about hard boiled bankers, it reminded me of a dream I had several weeks ago. It was my lot that day to have a very heated argument with a man who applied for a \$1,000.00 loan to pay some back interest on a mortgage covering his farm. The loan was refused, of course, because it would be what we term and call "Iced." The gentleman who applied became very hostile, and accused the banks of not taking care of the country and borrowers the way they should, and he went on to say that the time would come when the farmers would organize their own banks and the Government would set up banks all over the State of Iowa, where good, deserving borrowers could get all the money they needed, and the hard-boiled parasites who are in the banking business now would soon be out of business for the lack of patronage, and he hoped the time would come when the Government would take over the whole "damn outfit" and run them the way they should be run. He then informed me that he tried to get a loan through three other banks in the county and they all refused, and he thought they were all about busted anyway. I lost my temper, as usual, and was not feeling very good when we closed after the day's business that night, having had a hard day's work besides getting "riled up" over the argument. I went home dead tired and hungry.

My good wife had prepared a wonderful supper for me of which I partook very heartily, and, being tired, retired early. In fact I retired before the very rich foods I had eaten were in such shape that I could have a good night's rest.

## "The Dream"

I had just opened my mail and was about to write the usual number of letters when a large steel armored car drove up in front of the bank and stopped. A large man got out and entered the bank. He was a very pleasant looking man and introduced himself as a Government man from Washington. He said he was sent to Iowa by some officials and politicians down there, who informed him that the State of Iowa was "busted," every farmer in the State was "busted," including its banks. He stated further that he wasn't very well acquainted in Mitchell County, and he thought perhaps I could

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Editor's Note.—The very interesting article on this page, by Cashier Leitch, of Carpenter, Iowa, will be read with delight by every banker who has ever made a loan. How many other bankers, we wonder, have given thought to this same subject?

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help him locate the farmers whom he came to save as instructed by his superiors. I glanced through the window of the bank and inquired what he had in his large armored car. He advised me it was gold, that the politicians at Washington had instructed him to loan to the farmers of Iowa. He said it made no difference who they were, he was instructed not to be too particular about the security, but be sure to get it all loaned out before the coming election. Being a rather obliging chap, I said, "sure, I will go with you and get acquainted with the farmers of the county, and possibly you can do more good than all our banks in Mitchell county have already done."

I got into his car and noticed sacks and sacks of gold piled in neat layers. He said he wished to see all the farmers, as we came to their farms. The first place we came to was a beautiful farm home, with a large new barn, everything looked neat around the place. I introduced my companion and told the farmer what his mission was. He informed us that he did not need any money, in fact, he said he had several thousand dollars in the bank on interest and expected to have more there when he marketed his stock and grain. He thanked us very kindly, and as he seemed to be very busy with his duties and work, we went to see the next farmer.

We found this farmer out among 80 head of the finest hogs we ever saw and a couple car loads of cattle, and he was very busy among his possessions. I introduced my friend, who informed him why he was there. This farmer said he had some money borrowed from his local bank, who were not crowding him, and he went on to tell how about four years ago he was nearly "busted" having got caught in the after-war deflation, he couldn't pay the bank unless it took everything he had at that time, but the bank said they would carry him along

In which Mr. Leitch goes into a trance to see some of the farm credit ills as they really are

and advised him to go ahead and do business and they would see him through. He advised the Government man that he thought he could get along all right inasmuch as he had paid the bank \$1,000.00 last fall when he sold a bunch of cattle, and as soon as he sold his hogs which would be in about 30 days, he could pay the bank in full, besides having several thousand bushels of grain to sell and would, no doubt, be independent within a few weeks. He thanked us for our interest shown in his business, and we went on our way to the next farmer who was a renter.

As we drove into his yard it looked as if he could hold a \$5,000.00 sale any day he wanted to, with his 20 milk cows which he had milked all winter, sixty head of fine hogs, with cribs and granaries full of grain. After being introduced my friend told him why he was there. He said he didn't think he needed any money, in fact he owed his bank \$1,000.00 who loaned him the money to start farming several years ago and as they had never crowded him any, he thought they would be a pretty good bunch to stick by. He said he didn't feel like borrowing any money at this time but if he needed a short loan he was sure he could go to his local bank and get the money. He also thanked us and we went to the next place.

Now the next farmer, I figured, would surely take a loan as he was pretty hard up, through speculation in cattle some five years ago. All he had was mortgaged to his bank, but it had steadily been reduced until it was a good sale mortgage. I introduced my friend who told him his mission. He told the Government man that he owed his bank quite a bit of money, and offered to have a sale this last fall and pay them in full. He told him how he and his banker went over the matter one day when he was pretty blue and felt that he ought to have a sale and pay his bank. He said he would have around \$1,000.00 when the bank was paid, but his banker cheered him along and advised him to stick it out another year as he had gotten over the worst of it and nine chances to one he would have \$2,000.00 after a sale the next year if he decided to have a sale then. He also said, "I think my banker is a pretty good fellow and friend to stay with." He bid us farewell, as he was also a very busy man.

We went to the next place where a little Belgian farmer lived who always paid his cash rent in advance. He had a

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"Brown Beauties," the display used by the P. N. Jacobsen Cigar Company, of Davenport, in the lobby of the First National Bank of that city.

**I**N THIS day and age of helpful cooperation among all lines of industry, the First National Bank of Davenport, Iowa, is setting an example by a novel advertising method that will be of extreme interest to other bankers of the northwest. The stunt, which might well be termed "advertising the other man's business," is this:

Aware that Davenport is a great manufacturing center, and that any "Made in Davenport" campaign is bound to react favorably to all Davenporters, the First National has invited a number of their Davenport manufacturing customers to exhibit their products in the spacious lobby of the First National Bank. Each exhibitor is allowed this privilege for a week. The campaign has been in effect about three months, but already, according to Cashier Irvin J. Green, the space is spoken for for many months ahead.

Mr. Green describes some of the details of the display as follows:

"The display of the P. N. Jacobsen Cigar Company, shown on this page, was unique in that it was necessary for them to obtain a special license and take out a separate government bond permitting them to establish a factory in our bank lobby. The booth which they built was 8x10 feet and four people were kept at work throughout the entire week making cigars from start to finish, including the placing of labels on the cigars and putting them in boxes. This exhibit attracted unusual attention, the booth being constantly surrounded by interested spectators—men, women and children.

"The Mueller Lumber Company built and set up in our lobby a model front fo-

a house, which attracted unusual attention. This front was supplemented by miniature models of various types of houses, etc.

"Two other interesting exhibits were those of the Crescent Macaroni and Cracker Company and the Independent Baking Company of this city, both manufacturers of crackers and high-grade cookies. Thousands of people who eat the product of these concerns daily had not realized that they were manufactured in their own city.

"The Halligan Company displayed many of their specially prepared coffees, teas and spices in attractive form.

"The Davenport Locomotive Works placed one of their gasoline locomotives, weighing 8,000 pounds, in the lobby. This exhibit attracted considerable attention.

"Other interesting exhibits were those of the Kellogg Company, manufacturers of rolled oats and other cereals; Kohrs Packing Company, who specialize in pork products, and A. H. Beck, manufacturer of thousand island and other salad dressings.

"In addition to the above, the bank staged a Scott County Corn Show, with almost one hundred entries, prizes being offered by the bank in several different classes. This attracted unusual attention and closed with a lecture by Prof. F. G. Churchill of the Iowa State Agricultural College at Ames before many of the farmers who were interested in the exhibits. In June the bank always stages a Peony Show, prizes being offered for many different classes.

"The reaction of our customers as well as the general public has been most favorable. We do not know of anything that

# Advertising the Other Man's Business

## A Real Example of Cooperative Bank Advertising

the bank has done that has drawn more outsiders into the lobby than these exhibits.

"The bank officials and directors have been highly pleased with the attitude of the manufacturers as well as the public and we are gratified with the results.

"As to the benefit to the bank in tangible business, we know of a few accounts that have opened with us as a direct result of the exhibits but this was not the real motive in putting on the displays. The chief motive which prompted the exhibits was to develop a definite interest in Davenport-made products.

"These exhibits have been running only ten weeks and the space is spoken for for several months in advance and will be continued as long as any local concern desires to display their product."

All of the manufacturers who have displayed their products in the First National are enthusiastic in their approval of the advertising. E. J. Freeman, advertising manager of the Kellogg Company, manufacturers of cereal foods, says:

"We were mighty pleased to place both the window and lobby display of Kellogg's Redi-Cooked Oats, Kellogg's Rolled Oats, and our latest product, Kellogg's New Oats—the first improvement on oats in fifty years—in the First National Bank of Davenport.

"In our minds, this form of advertising is splendid for both the bank and the local manufacturer, as no one should be more interested in the welfare of their home city than the manufacturer and the banker—and with representative products of the manufacturer placed on display in such an institution—it should give the local people

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# About Men You Know

## A Few Moments with Mr. Green

There was a time, perhaps, when the public thought of the banker as a "single-track" mind, with the figuring of compound interest as his principal diversion.

And what did the banker know about farming? Oh, nothing, except the price of crops, was the belief of the people on the outside of the cashier's cage.

But times have changed. In this age the banker has been transformed into a sage, well versed in the conduct of many lines of business—including farming and,



IRVIN J. GREEN

verily, the financiers of the middle west talk learnedly of "production costs," "diversification of agriculture," "surplus exportation" and all the other mysteries of farming.

Irvin J. Green, the likable cashier of the First National Bank of Davenport, Iowa, besides possessing a charming personality that has popularized him among all Davenporters, can well claim versatility. With the ease of the chameleon he can transform himself from banker to farmer, or vice versa, with dexterity and effectiveness. That is one of the many reasons he

is chairman of the agricultural committee of the Iowa Bankers Association that is now in the limelight in its leadership of the movement "to place agriculture on a money-making parity with other lines of business."

The modest cartoon on this page is merely an attempt to catch him in the role he played as "keynoter" in the recent "All Iowa" agricultural meeting held in Des Moines.

Missouri can be forgiven for much when the reader learns that Banker Green was born in Pattonville, that state. His first banking experience was with the Rock Island Savings Bank of Rock Island, Ill., starting December, 1911. After two years as teller, he was made assistant cashier, which position he held until August, 1919, when he was elected cashier of the First National Bank of Davenport, Iowa, which position he now occupies. Incidentally, that institution lays just claim to the first charter issued to a national bank under the provisions of the National Bank Act.

Prior to Mr. Green's banking experience he had taught school for three years in rural districts and three years in a high school, and was principal of Brown's Business Colleges in Rock Island and Moline for three years. He had also spent two years as a traveling salesman for the White Hall Illinois Sewer Pipe and Stoneware Company, and from 1906 to 1908 was manager of the Minter City Tile and Brick Works, Minter City, Miss.

Mr. Green states that, for reasons he is unable to explain, he is a Republican.

## Facts About Charles C. Kuning

Followers of Izaak Walton relate, truthfully or otherwise, that one of their fraternity, after a very unsuccessful half day on the river bank, stopped in at a local meat market. "Any fresh fish?" he asked of the proprietor. "Sure, how many?" answered the rotund (they're always rotund) butcher. "Two," said the would-be fisherman, "and say, throw them to me, will you, so I can tell the wife I caught 'em!"



CHARLES C. KUNING

In the cartoon on this page the gentleman at the dry end of the fishing pole happens to be Chas. C. Kuning, cashier of one of Iowa's finest banks, the Cedar Rapids National. But his prowess with rod and reel is superior to any of the low tactics related in the above paragraph and fishing is his greatest hobby.

Moreover, Cashier Kuning does more than "go fishing." As evidence, consider for a moment that the deposits of the Cedar Rapids National have increased from \$4,000,000 in 1912, when Mr. Kuning joined the institution, to \$12,000,000 at the present time.

Mr. Kuning was born in Chicago November 12, 1882. He started his banking career in 1900 with the old Commercial National of Chicago and later went to the Continental and Commercial Bank, remaining there until 1912. His has been a rapid and remarkable rise from chief clerk in the back room to cashier of a great banking institution.

Mr. Kuning is a Republican and has been on the Legislative Committee and Tax Committee of the Iowa Bankers Association. He is also a prominent and active banker in Iowa Bankers Association activities.

# The LIABILITY— OF A SURETY ON A NOTE

By the  
Legal Department

THE reflections of so many persons who have signed instruments as surety do not bring much pleasure to them. It only brings to mind a sad, sad story. A different version of the same story or one placed in a different setting becomes a part of history every day.

The facts incident to the signing of a note by sureties and the outcome thereof are now to be related. The parties herein referred to and designated as sureties were sued and required to appear in court and show if they had any valid defense to their apparent liability on a promissory note. They claimed in court that the instrument sued on had been altered, after signature by the sureties, changing the time and place of payment and rate of interest; also that they signed the note in blank with the agreement and understanding with the maker thereof that the note was to be made for \$1,000.00. That, in violation of said agreement, the maker of the note filled in \$2,500.00 as the consideration of the note.

The bank that the note was made payable to and brought the action in court to secure payment from the sureties denies the alleged agreement as to the amount of the note. It further says that with knowledge of the alteration of the note, the sureties ratified the same and acquiesced therein. That the maker of the note, Hunter by name, went through bankruptcy, and these sureties on the note filed a claim in the Hunter bankruptcy proceedings. Their liability was based on this note and the same was allowed as a claim in said estate.

The sureties received dividends on the note in the bankruptcy proceedings. The bank admits that when the note was first presented to it there was no payee named in the note, and one of the bank's officers wrote or stamped in the name of the bank. The bank also admits that when the note was presented the place of payment in the printed form was designated as First National Bank, and when the bank insisted that the same be changed, Hunter scratched the words, "First National Bank," and wrote in "Security Savings Bank."

The note was dated at that time, "8-16-20," and, to the end that it might be dated on the date the bank purchased it, the cashier stamped in, after Hunter had erased "8-16-20," "Aug. 20, '20." The bank's officers further testify that

after the purchase of this note, in the same place where Hunter had inserted "Security Savings Bank," one of their officers wrote the word "Surprise," so as to make it read "Security Savings Bank, Surprise, South Dakota."

As to the filling in of the blank for the rate of interest, Hunter testifies that he placed therein the figure "7." He also testifies that the figures "2,500," indicating the consideration of the note, were written in by him before the sureties signed the same, although, as said, they testified that the same was blank, and that the agreement was that the amount thereof was to be \$1,000.00 instead of \$2,500.00.

Viewed from the sureties' standpoint that they signed this instrument with none of the blanks filled in, we have to consider one section of the Negotiable Instruments Law which reads:

"Where the instrument is wanting in any material particular, the person in possession thereof has a prima facie authority to complete it by filling up the blanks therein. And a signature on a blank paper delivered by the person making the signature in order that the paper may be converted into a negotiable instrument operates as a prima facie authority to fill it up as such for any amount. In order, however, that any such instrument when completed may be enforced against any person who became a party thereto prior to its completion, it must be filled up strictly in accordance with the authority given and within a reasonable time. But if any such instrument, after completion, is negotiated to a holder in due course it is valid and effectual for all purposes in his hands, and he may enforce it as if it had been filled up strictly in accordance with the authority given and within a reasonable time."

If this note was delivered to Hunter by the sureties in the blank form that they claim, it was his privilege, under this section of the statute, to fill in said blanks in any way he saw fit, in the absence of any agreement between them as to what was to be placed in the blanks. It follows, therefore, that Hunter had the right to fill in the date, and that the fact that he changed it from 8-16-20 to August 20th would be binding on the sureties, because, under their testimony, there was no agreement as to the date of the note. Further, there was no agreement as to the due date of the note, and therefore Hunter had 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.

right to fill in the time as he did. Neither was there any agreement as to whom the payee was to be, and he equally had the right to fill in the name he did. The note being blank as to the rate of interest, and no agreement being had about that, he would have a right to fill in such rate of interest as he saw fit, not exceeding the statutory rate.

On the question of the place of payment, as above stated, the printed form provided that it was to be payable at the First National Bank. The note was in this condition when it was signed by the sureties. It was changed by Hunter before he delivered it, and made payable at the Security Savings Bank, and to this was added the word "Surprise" by the bank after it was delivered to it.

The effect of the alteration of an instrument in the Negotiable Instruments Law reads:

"Where a negotiable instrument is materially altered without the assent of all parties liable thereon, it is avoided, except as against a party who has himself made, authorized, or assented to the alteration and subsequent indorsers. But when an instrument has been materially altered and is in the hands of a holder in due course, not a party to the alteration, he may enforce payment thereof according to its original tenor."

Another section defines what constitutes a material alteration. It is any alteration which changes: "1, The date; 2, the sum payable, either for principal or interest; 3, the time or place of payment; 4, the number or the relations of the parties; 5, the medium or currency in which payment is to be made; or which adds a place of payment where no place of payment is specified, or any other change or addition which alters the effect of the instrument in any respect, is a material alteration."

It is noted here that a change of the place of payment is considered a material alteration, and under the law quoted

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# NEWS AND VIEWS

## OF THE BANKING WORLD

By Clifford De Puy

**Jno. W. Foster**, prominent Iowa banker, believes heartily and sincerely in the Federal Reserve Bank and believes that it has done much to add stability and confidence to the general business situation throughout the United States since it was established.

In expressing his views on this subject he says, "The business of the world has always been founded on confidence. Ninety-five per cent of all transactions are put over by the use of checks, bank drafts, promissory notes, mortgages, book entries, etc., which are forms of credit and all depend upon confidence. Under usual conditions it takes very little money to carry on business and it is only in primitive or barbarous society that actual money is the only medium of exchange."

There are still some political demagogues who would have the Federal Reserve System abolished entirely. That would indeed be a catastrophe. And while there are some defects in the system, and some changes that should be made in it, all of its fundamentals are sound and every banker who is interested in the welfare of the United States should get behind it and give it his hearty endorsement.

**James A. Latta**, vice president of the Northwestern National Bank of Minneapolis, presented some very interesting facts on "Why Minnesota" as a preface to the recent statement of the Northwestern National Bank and Minnesota Loan and Trust Co.

Naming seven reasons why Minneapolis is the place to locate and establish and develop a business, Mr. Latta says among other things that the bank deposits in 1918 were \$183,000,000 and they jumped to \$318,000,000 in 1925. Mr. Latta also points out that the cost of food for a period of 13 years, including 1925, was 10 1-10 per cent below the average in Minneapolis for 24 of the largest business centers in the United States.

The only thing he omitted to mention was the tact and courtesy which is always shown by the citizens of Minneapolis whenever visitors are within their gates.

In making any analysis of the farmers' situation in the corn belt, it is well to remember that in Iowa for example, only 12 per cent of the farmers' income is from the cash sale of corn. The balance of his corn is fed to hogs and cattle.

The Brookmire Service puts it this way: "In the corn belt cattle and hogs produce on an average of 38 per cent of the farm income, and products other than corn, cattle and hogs, 52 per cent. Accordingly, any attempt to measure the prosperity or the poverty of the Corn Belt farmer by corn alone is wholly misleading. Changes in the return from the product producing 10 per cent of the income, do not by any means measure the whole situation."

Perhaps the biggest thing that has come out of the recent agitation concerning the farmers' situation in the middle west is the fact that the rest of the nation has had its mind focused on the greatest agricultural territory in the world, and has been made to realize how important this producing area is to every single individual in the country.

**Frank Warner**, secretary of the Iowa Bankers' Association, already has plenty of laurels to his credit, but he certainly added another when he helped to organize and put over the "All Iowa Agricultural Conference." This was later followed with the "Corn Area Conference" in Des Moines, composed of representatives from 11 of the agricultural states in the middle west.

Mr. Warner's efforts and those of committees associated with him, helped to crystalize the idea and present a workable plan to help solve the farmer's troubles in the agricultural heart of America.

It is interesting that it took a bankers' association to bring the 22 or 23 farm organizations together and present a united front to the nation and to congress.

Of course there are still some individuals who think that the banker is trying to take advantage of the farmer. We are happy to say, however, that such individuals are becoming fewer and fewer.

**Earnings of 41 3/4 per cent** on a capital stock of \$15,000,000 is not such a bad record for one year. This is the showing made by the Illinois Merchants Trust Company of Chicago, which last year had net earnings of \$6,204,892. Dividends were paid aggregating 20 per cent and this surplus earnings of \$3,204,892 were added to the undivided profits account.

In writing letters to customers give this a thought: "Any man can write a

good business letter if he will only write as he usually talks when he talks to the point."

**Dr. Tehyi Hsieh**, better known as "the Roosevelt of China," was entertained in Chicago last month by William H. Maas, vice president of the DePuy Publications.

Dr. Hsieh spoke on "Awakened China" at an evening meeting at the Rogers Park Hotel, to prominent bankers, business men and bond executives who were the guests of Mr. and Mrs. Maas.

The doctor's mission in the United States is to interest the people of this country in the future possibilities of China. He points out that many of China's leading statesmen are graduates of American universities, and are therefore in sympathy with America's ideas and ideals.

**George Woodruff** tells why he is an optimist for 1926 by charts and statistics. Mr. Woodruff congratulates American business upon its foresight and good judgment when he says: "Doesn't it speak a good deal for the soundness of American leadership that we have been able to withstand the temptation to unduly expand commercial business when such expansion would have been comparatively easy?"

"Steel body saves three lives," is the startling headline to a recent automobile advertisement. We thought at first it might be an ad for some new protective device for bank cashiers who were being shot at by some of their bank robber friends.

The invitation to visit Florida is still being extended by real estate firms, hotels and winter resorts throughout the entire state.

Furthermore, advertising is playing a very important part in stimulating travel toward this tropical state as you can witness by the following paragraph taken from a double page ad in a leading weekly publication, the space representing an expenditure of \$16,000 for the one issue:

"Long lazy rollers, crested with dazzling white, glittering like sapphires as they break. A sky deeply, brilliantly, incredibly blue. Golden sunlight that floods every living thing with energy and vitality for twelve hours each day. And along the white sands, dotted with blazing umbrellas and vari-colored bathing machines, a regal array of cocoanut palms marches down this coast.

"Perfect roads curve along the vivid sea. Skimming hydroplanes and roaring sea sleds tempt the sportsman. And everywhere, at all seasons, the kind of people you like to meet—distinguished

(Continued on page 28)



Union Trust Building, Madison and Dearborn Streets

## To Banks Requiring A Chicago Correspondent

Over a period of years the Union Trust Company of Chicago has built up within its Commercial Department a highly specialized organization covering every phase of correspondent service for banks requiring Chicago connections.

Soliciting bank accounts on our 57-year record, we cordially invite bankers to investigate our facilities for giving prompt and personal attention to their requirements.



# UNION TRUST COMPANY CHICAGO

*Private Wires to Principal Points—Direct B/L and Collection Facilities*





EDWARD A. WOODS

E. A. Woods, the author of the splendid article on this page, which was written especially for the *Northwestern Banker*, is manager of the E. A. Woods general agency at Pittsburgh for the Equitable of New York—probably the largest general agency in the world, writing millions of insurance yearly. Mr. Woods is a past president of the National Association of Life Underwriters and is considered the leading authority on the subject of cooperation between life insurance companies and trust companies.

IT IS a common principle of psychology that we like to think of pleasant things—of winnings rather than losings, of the victories of college teams rather than the defeats, of living rather than of dying. Hence, most people dislike to consider or discuss any subject that is so unpleasant as death and such kindred subjects as the making of wills, the cost of funerals, the provision for one's widow and orphans. Therefore, the life underwriter has a very important and necessary function in the creation and conservation of estates.

With very few exceptions, the average wife is absolutely unfamiliar with the cost of a funeral. She probably has not the least idea whether a proper casket costs \$100 or \$1,000. She is perfectly familiar, perhaps, with the cost of furniture, clothing, and so on because she has had occasion to discuss their value and price. But, as a general rule, price is seldom considered by the widow or other relative in choosing a casket at the death of the husband, if sufficient money is available.

The same thing is true with regard to the administration of one's estate. If

# ARE YOU HELPING AMERICA DIE AT PAR?

All of us come into the world free of debt and the banker should encourage us to leave it in the same way

By *Edward A. Woods*

*Pittsburgh, Pa.*

most people were foresighted—and few are, and if most people thought of and considered contingencies that are bound to happen—as few do, a great deal of the work of life underwriters would be unnecessary. In fact, it would not be necessary for life insurance companies to employ underwriters because people would buy life insurance “over the counter” and make other provision for the creating and conserving of their estates.

Unless human nature changes, however, it is very likely that the services of life underwriters will continue to be necessary in the business life of our country.

The same idea obtains in connection with the making of wills, the arranging by agreements for the purchase of an interest in a business, the tying up of one's estate and, particularly, the providing of funds to meet the “high cost of dying.” To discuss with any man while living that out of the \$100,000 or \$1,000,000 that he will leave the fact that there will be a loss of a large proportion of it, would be a most unpleasant and discomfoting subject; it would be difficult to discuss this with the average man and not irritate him. But, the facts that are being gathered show that the shrinkage of the average estate runs from about 38 per cent on a \$1,000 estate to 20 per cent on an estate of \$1,000,000 or more; and climbs steadily, owing to estate taxes, from that percentage as the estates increase.

This applies even to a man's life insurance. It would be interesting if a poll could be taken of the readers of this article on the question as to whether it had ever occurred to them to consider how much of their life insurance would be required to offset the shrinkage of their estates. Many a man is proud of the fact that he has provided his wife with a certain amount of life insurance and tells her that he has made this provision. He has a feeling of pride in thinking that he has done the proper thing in making this provision. But, how many readers of this article or how many persons in the United

States realize that in a great many cases the widow is compelled from the life insurance money left her to pay a large amount for what has been called, for lack of a better phrase, the “shrinkage of estates”—the expenses of the last illness, funeral, hospital and doctor bills, administration charges, and taxes?

Perhaps the greatest opportunity for co-operation between life underwriters and trust companies today is urging Americans to take steps to “die at par”; that a separate policy, payable to a trust company or payable to the wife as executor with the note attached designating that the policy is intended to make up this shrinkage. The insurance the wife expects and the husband intends to leave her in this way she would get at par. Facts gathered in Allegheny county show that in a large number of estates worth but a few thousand dollars, no item of funeral expenses appears. Investigation shows what is to be expected—that the widow had life insurance money and felt, from a sense of honor or pride, compelled to take her own personal funds and pay these debts.

Every life insurance office witnesses pictures of the widow trying to reconcile her disappointment that the policy—generally little enough—is subject to these inroads and it shakes her confidence in her husband's good intentions or his good business judgment. In other words, she had been told that she would get, say, \$5,000 from a life insurance policy at his death. At the time, she probably thought little of this matter, as the thought of her husband's death was a remote and repugnant one. Then, when she is face to face with the question of how she and the children will live, immediately the remembrance of the \$5,000 comes to her. But the unwelcome information must be brought home to her that out of this \$5,000 she, morally or from sense of pride, or even legally if the policies are not properly drawn, must pay various expenses. And she sees the \$5,000—little enough to carry out her require-

# No Doubt *about American Express' Helpful, Personal Service to Travelers*

**B**ANKS selling American Express Travelers Cheques extend a far greater service to their travel patrons than the mere protection of traveling funds. It is a service which begins with the planning of any trip, extends thru the details of preparation, covers all contingencies on any journey anywhere by land or sea, and ends only with the traveler's arrival home safe and happy.

90% of American travelers in foreign lands, it is estimated, are sure to go to American Express offices some time on their trip for help or advice. And wherever it is physically possible they are sure of satisfaction.

Just how great that service is, how helpful, how varied, how constant and far-reaching, only those who have used it know and appreciate. Many most sincere letters emphasize the facts:

**Americans always at Home where there is an American Express office:**—"I do not know what the American traveler abroad would do without this helpful service of yours. It is certain that his path would indeed be a rough and rugged one."

**With MacMillan in Labrador:**—"As a member of the MacMillan Arctic Expedition, the past summer, I found your American Express Travelers Cheques very useful. They were cashed without question by the Moravian Mission which maintains a small store at Hopedale, Labrador, thus facilitating the purchase of Esquimaux clothing and boots."

**Flowers to Constantinople:**—"I desire to express by deep appreciation for your courtesy in accepting the commission to deliver some flowers to my wife in Constantinople, and also to congratulate you and your Company upon the wonderfully efficient organization you possess. '.....' under whose auspices the Tour is conducted, could do nothing for me. Four leading florists were consulted without success and when I received a cable saying 'Flowers received' I felt as though every one ought to know the American Express."

**Tact, Efficiency, Kindness:**—"As former ambassador of the United States, as a fairly wide traveler, and as a friendly client, may I express

my great appreciation of the courtesy and efficiency of your Rotterdam office. I called there a few days ago, unknown, at closing time, with a letter of credit and a long distance emergency telephone call to be sent to Brussels. The tact, efficiency and kindness of that staff deserves from me this acknowledgment."

**Better than Money Anywhere:**—"It may interest you to know that in cruising around the world I found your Checks readily taken in Japan, China and India by smallest traders. In Yokohama a pedlar on wharf took a \$10 check for a kimono. At Shanghai one on boat going out to ship sold me a mandarin's coat for \$10 check. Same thing at Hong Kong."

**Helping Uncle Sam Abroad:**—"Your company is building up an admirable business in Europe. Everywhere I found yours a most popular institution rendering a fine service to tourists. I heard a great many compliments regarding your service. Your American name is helping largely to give Uncle Sam a fine reputation abroad."

**A Helpful Personal Interest:**—"I greatly appreciated the courtesy which you showed me in handling the details entailed in cabling the money to the Argentine. It is a rare experience to find so large a corporation as yours giving a customer a feeling of personal interest."

## American Express Co.

**65 Broadway, New York**

OFFICES IN ALL THE PRINCIPAL CITIES



## NEW OFFERING

# \$1,350,000

## Sioux City Service Company

### First Mortgage Gold Bonds, 6% Series Due 1951

*Guaranteed Principal, Interest and Sinking Fund by Endorsement on these Bonds by*

## Sioux City Gas and Electric Company

Due January 2, 1951

*Price 99 and Interest, Yielding 6.08%*

Dated January 2, 1926. Interest payable January 1 and July 1, at the office of Halsey, Stuart & Co., Inc., New York and Chicago, without deduction for Federal Income Taxes now or hereafter deductible at the source not in excess of 2%. Coupon bonds in denominations of \$1,000, \$500 and \$100.

*If bonds are not otherwise called, Sinking Fund will retire over 38% of this issue by maturity*

*Mr. W. J. Bertke, Vice President Sioux City Service Company, summarizes from his letter to us as follows:*

**The Company:** Sioux City Service Company, the entire capital stock of which is owned by Sioux City Gas and Electric Company, was incorporated in 1905 and furnishes, without competition, adequate and satisfactory electric street railway service and steam heating service to Sioux City, Iowa. Trackage owned and operated amounts to fifty-one miles equivalent single track.

**Territory Served:** Sioux City is a wholesale distributing center for the large surrounding territory, with its stockyards, packing houses, grain markets and dairying industries, and is also an important manufacturing center. Its rapid and continuous increase in population is indicated by the fact that from 1900 to 1910 the increase was approximately 44 per cent; from 1910 to 1920, 48 per cent; while during the entire twenty-year period it was 115 per cent. The present estimated population served is about 80,000.

**Security:** These bonds, in the opinion of counsel, will be secured by a direct first mortgage lien on all the physical property, rights and franchises of the company and will be further secured by guaranty by endorsement of Sioux City Gas and Electric Company as to principal, interest and sinking fund.

The reproduction cost new, less depreciation, as conservatively determined by the Company's engineers as of January 1, 1926, indicates a valuation of property in excess of four times the principal amount

of this issue of bonds. The total outstanding bonded debt upon completion of this financing will be \$1,350,000.

**Earnings:** Net earnings for the twelve months ended December 31, 1925, were \$233,343, as compared with annual interest charges on first mortgage bonds of \$81,000. In each of the past twelve calendar years net earnings have been very largely in excess of annual interest charges on this issue of bonds. Consolidated net earnings of the guarantor company for the twelve months ended December 31, 1925, directly applicable to the guarantee, were in excess of \$980,000.

**Franchise:** The franchise of the company extends from February 1, 1926, for a term of twenty-five years, which is the maximum period permitted under the laws of the State of Iowa. This franchise has a service-at-cost provision providing for different rates of fare under which the company is entitled to varying returns on the value of its property.

**Management:** Sioux City Service Company, and Sioux City Gas and Electric Company are under the management of The United Gas Improvement Company, which owns over 85 per cent of the common stock of the latter company. The United Gas Improvement Company is one of the strongest and most successful public utility holding companies in the United States and has a record of forty years of successful operation of public utility properties.

*A circular fully descriptive of these bonds will be sent upon request*

## HALSEY, STUART & CO.

INCORPORATED

These Bonds are offered for delivery when, as and if issued and accepted by us and subject to approval of counsel. It is expected that temporary bonds or interim receipts of Halsey, Stuart & Co., Inc., later exchangeable for definitive bonds, will be ready for delivery at the office of Halsey, Stuart & Co., Inc., on or about February 4, 1926. All statements herein are official or are based on information which we regard as reliable and while we do not guarantee them we ourselves have relied upon them in the purchase of this security.

Chicago, January 20, 1926.

ments and purposes—gradually shrinking by the payment of necessary bills and expenses; until the amount, which at best would give her an income of about \$5 a week, dwindles and dwindles almost to nothing,—often, but a small proportion of the original amount that she expected to get and which her husband through the thoughtful provision really intended she should get.

Should not this shrinkage of estates be a matter to be constantly suggested to our life underwriters and trust officials of the country? Is it not the obvious interest and duty of every one leaving life insurance to not only make a will but to name an executor—who, in almost all cases, should be a trust company—and then provide that executor in some legal way with the funds to administer the estate so that he may, as nearly as possible, “die at par”? If the attention of the American public were constantly called to these matters by the 200,000 life underwriters and the more than 50,000 officers of trust companies, a vast amount of hardship and distress could be relieved or obviated. Every time a life underwriter discusses the taking of a life insurance policy this question should be in mind. Every time a man comes before a trust officer to make or revise a will, this should be brought before him.

Here is a common cause, a common service, where the life underwriter and the trust company can work together to their common advantage.

There is an interest to the life underwriter in doing this because such a policy will not only insure the insurance previously secured, but it will bring to the widow satisfaction instead of disappointment, and it will facilitate and make pleasanter, as well as less expensive, the duties of the executor. A widow will, obviously, be more satisfied with the life insurance program that gives her the original principal clear, because the shrinkage of the estate is provided for otherwise, than if the money left her is used for un- contemplated expenses. Moreover, the service of the trust company would be much more appreciated, particularly if through the trust officer’s advice this arrangement were made.

Let us all join in urging—

First—Every person should make a will.

Second—Every person should appoint an executor, preferably a trust company.

Third—Everyone should provide the executor with funds to cover the shrinkage of the estate, so that more Americans may “die at par.”

All of us come into the world free of debt; this is a good way to leave it the same way.

It’s easy at this season to find the soft spot in a man’s heart. He will welcome a Christmas suggestion.

# Billions Plus

**U**P TO billions of dollars run the estimated amounts to be saved through the lessening of international armaments.

Under mutual national guarantees and the guarantee of the League of Nations the world will be delivered from the insecurity, the economic instability caused by the crushing weight of exaggerated armaments.

Under the egis of the League of Nations this great economic force will be carried forward.

Plus the billions thus to be saved add the non-computable sum caused by the ravages of war; Millions by death, wounds and disease; Millions in destruction and wastage.

These are the savings future generations will credit to the League of Nations; the League inspired by an American President, the League in which American brains and American finance are doing important work—and yet, the League in which the United States holds no political position. *How much longer must this be admitted to our discredit?*

*Learn the facts.* Important data on the Disarmament Conference will appear in the February issue of the *League of Nations News*. A copy will be forwarded, free.



MAJOR-GENERAL JOHN F. O’RYAN  
Commander 27th Division A. E. F.

“Now the world for the first time is organizing for peace, and when the organization is completed by the entry of the United States, the world will secure peace.”

- 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, free, February issue *League of Nations News*.

Name .....

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City .....

**The League of Nations Non-Partisan Association, Inc.**  
6 East 39th Street, New York, N. Y.



### "NEWS AND VIEWS"

(Continued from page 22)

men and women from every corner of both the Americas."

The Continental National Bank of Fort Worth makes an interesting statement in its advertisement when it says that "An estimate has recently been made indicating that the industrial machinery of the

country is now performing work that would require three billion people to perform if there were no machinery. In 1804 one textile mill weaver had a capacity of 50 picks an hour, whereas in 1925, with modern machinery, one operator has a capacity of 9,600 picks an hour. With modern looms one spinner in a woolen mill is able to turn a volume of output that would match the aggre-

gate production of 45,000 workers spinning by hand."

This is only one of the many miracles of modern business. Modern machinery combined with the various uses of electricity, has remade the world in which we live.

With all our machinery, however, it is a pleasing thing to record that big business has not lost the individual human touch which is so needed to make it a real success.

## FLORIDA SPELLS FORTUNE

To the young of ability with a little money, ambition and pluck; to the elders, it spells health, comfort and more years added to life. The country is new where small beginnings will develop into big business. Money wisely spent will bring large reward.

For information, write

**J. W. TUCKER, Realtor**

Opposite Post Office

Lakeland, Florida

Box 472

*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

REGINALD WHITE, Vice Pres. and Cashier

W. H. NOBLES, Vice President

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

Net Assets in Excess of \$1,250,000

If you are not yet in an optimistic frame of mind concerning 1926, you better read what John J. Mitchell has to say about general conditions. He puts it this way: "The banks throughout the country are in good condition, and as losses have been below normal, show substantial earnings. Money is in abundance for commercial needs, and from the present outlook will so continue."

"The farmers are in better condition than they have been in the past five years. Business feels the cooperative spirit of the business administration at Washington, and is buoyed with the expectation of a reduction in taxes."

That's a good analysis of the situation, and is in line with the opinion of other big bank executives.

Charles E. Mitchell has some very good ideas on how to get your banker to work for you. "The rate-hunting borrower pays more for his money over a term of years than if he had dealt with a bank which would not bargain for his business," says Mr. Mitchell. "For while a fair bank will seldom charge the lowest rate in the market, also, it will never charge the highest rate."

If the average business man is fair with his banker his banker will usually be fair with him. Confidence in each other must exist between both parties if the bank and the borrower are both to succeed.

A 900 per cent stock dividend is not a bad record for any organization. When the Nash Motor Company declared this dividend recently, stock jumped 52 points in one day. If the increased sale of automobiles continues we'll have to build double-decker streets so they can have a place to operate, and by that time we presume there'll be no pedestrians left so it'll not be necessary to worry about a place for them to walk.

England has been able to control the rubber market, and by so doing, put the price from 16c a pound to \$1.15. As a result of this the National Automobile Chamber of Commerce has authorized the appropriation of \$10,000,000 to assure the public and the motor vehicle manufacturers an adequate supply of rubber at reasonable prices.

On the other hand, the agricultural interests of the middle west are trying to work out a problem which will assure the farmers of getting a higher price for the products which they raise. Perhaps England will raise a fund to fight the agricultural monopoly if it works out to the detriment of England. The only trouble is that England has practically no agricultural land while on the other hand we can raise rubber in some of our southern states.

However, it does make a difference which side of the fence you're on.

One New York bank has answered the question of "How much life insurance should a man carry?" by suggesting that the amount should be the sum necessary to replace your earning ability if it were invested at 6 per cent.

For example, if you earn \$5,000 a year, you should carry \$83,333.33 in life insurance. If your income is \$20,000 a year you should carry \$333,333.33. These sums invested at 6 per cent would equal your annual earning capacity.

There are probably only a few men in America who have figured their life insurance on that basis, but the analysis is sound.

You may think that you've made a success of the banking business because of your brilliancy, but Roger Babson says you are mistaken. He says it is all the result of circumstances and getting into the right line of endeavor.

"We are the results of circumstances. Men make fortunes, not by their brilliancy but by force and favor of circumstances and by being ready at the right time, getting into the right thing at the right time, and sailing along with the times. Men do not make conditions, but conditions make men. Men are successes, not because they are brilliant, but because they hit things at the right time. I sat in a kitchen in Florida with Schwab, Gary and Mellon, and Mr. Carnegie expressed the same thing to me. Each one of those men admitted to me that if they had gone into some other business or into the steel business at some other time they would never have been heard from in the world."

Better a blush in the face than a blot in the heart.—Cervantes.

Everyone but Reed was satisfied with Reed's Master Plan for '25.

— Now send for and see Reed's Mass-color Plan for '26!

**P. M. R E E D**  
& Banker Associates

TRIBUNE TOWER CHICAGO

We keep pace with business activity

## Alexander National Bank

January, 1925 . Deposits under \$200,000

December, 1925 . Deposits over \$3,000,000

*This tells the story*

U. S. Depository

St. Petersburg, Fla.

Central at Seventh

## AT YOUR SERVICE

The South Florida Mortgage Company of Miami, is at your service to assist you or your customers in every possible way.

This Company renders the following services:

1. Makes mortgage loans on residential property.
2. Makes appraisements for loaning or investment on property in southeast Florida.
3. Buys and sells real estate on a brokerage basis and handles rentals, property management and insurance.

We are at your service in this rapidly growing city which has a building program placing it in seventh place among the cities of the United States.

Write us today

### 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 S. East First St.

Miami, Florida



# Des Moines Banks Go to $3\frac{1}{2}$ Per Cent

OF INTEREST to Iowa banks and bankers is the announcement by the Des Moines Clearing House Association of the establishment of a  $3\frac{1}{2}$  per cent interest rate for savings deposits and certificates of deposit. The change in the rate of savings deposit interest becomes effective as of March 1, 1926, and that affecting certificates of deposit, immediately. Savings deposit interest will be paid on the average of the minimum monthly balances, thereby furnishing a more uniform, direct and simplified method of interest payment.

The action was taken by the Des Moines Clearing House Association February 1st, and followed an intensive study and analysis of banking methods and costs carried

on, not only by individual members, but also by expert counsel in cost analysis, cooperating with all Des Moines banks. Service charges on checking accounts, showing an average monthly balance of less than \$100 will in the future be \$1 per month instead of 50 cents, the charge prevailing prior to the Clearing House action.

This decision can be attributed in a large measure to the excellent work accomplished by the Des Moines banks through the cooperating medium of the Clearing House Association, under the direction of its manager, J. H. Sharpe.

The work of the Clearing House Association looks to the establishment of the most efficient, economical and practical banking measures, resulting consequently

in broader and more elastic banking service and credit facilities.

The findings of the cost analysis experts employed by the Clearing House Association took into consideration the overhead costs and expenses and banking methods of every Des Moines bank, large and small.

B. F. Kauffman, president of the Bankers Trust Company, and chairman of the Clearing House committee, in making this announcement to THE NORTHWESTERN BANKER, said: "Bankers are now confronted with fixed overhead expenses, which have not declined since the war, declining interest rates on high-grade investment securities, the necessity of heavy cash reserves with which to handle fluctuating business demands, coupled with the importance of secondary reserves in the form of securities, instantly liquid, and therefore bearing low interest rates, all combining to decrease bank earnings. Iowa banks will be quick to recognize in this action the establishment of a sound and sane banking principle with the certain result of further strengthening the position of Des Moines as a reserve city and enabling its financial institutions to function more efficiently for their community and state."

## Your Patrons Wintering in Florida

will be assured the most cordial reception, and the utmost in service from us during their stay in Daytona Beach, if you write them

### Letters of Introduction to Bring Along

Also, we will be glad to handle items which you may have for collection, etc., in this territory, assuring absolute satisfaction based upon our

30 Years' Success in This Field

## MERCHANTS BANK & TRUST COMPANY

Daytona Beach, Florida

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

### Plan Group 11 Meeting

Bankers of Group 11, Iowa Bankers Association, are making great plans for their annual group meeting to be held in Burlington, February 12th, on Lincoln's Birthday. R. L. Bunce, secretary of the group, under date of January 23d, sent out to member bankers the following information bulletin:

"The executive committee of Group 11 met in Burlington yesterday to plan for the annual group meeting. In view of the fact that Washington's Birthday, February 22d, is Monday, it was thought best to observe Lincoln's Birthday, Friday, February 12th.

"Every effort is being made to provide a most interesting and instructive program and one that will appeal to everyone connected with our banks. The bankers of Burlington are planning special features for our entertainment Thursday evening, and this social feature of our annual meeting will be most enjoyable.

"The complete program will be printed and a copy mailed to you within a few days, and the committee trusts that you will make arrangements to attend the sessions.

"Remember the date, Friday, February 12th."

### Elect New Director

The National Bank of the Republic of Chicago at their annual directors' meet-

ing elected Aaron Colnon of John E. Colnon & Sons, to their board of directors to take the place left vacant by the death of Silas J. Llewellyn.

The board of directors also elected C. P. Walker vice president in charge of the savings division, and advanced C. W. Fritz, assistant cashier, to assistant vice president of that division.

They also announce the election of W. E. Toon as trust officer of the bank.

Thomas H. O'Connor, formerly assistant vice president of the bank, was elected treasurer of The National Republic Company, an affiliated institution.

**RENDERING COMMUNITY SERVICE**

(Continued from page 15)

Earl Grove, a member of the Township Pig Club, won first over all in the county show conducted by the County Banker's Association; and first place in the State in Boys' Pig Club work, representing the state at the International Live Stock Show at Chicago. These boys and girls who will be the farmers and the farmers' wives of tomorrow, are our friends and customers.

In order to attract people into the bank we have held annual corn and crop shows in the banking rooms. We invite the community to show their products for three days in the fall and turn the banking room over to their display. The corn and grain is judged by competent judges and small prizes are awarded by the bank. It is merely a neighborhood show and nearly everyone in the community comes into the bank during the exhibit with their friends. It furnishes a favorable opportunity to the officers to make new acquaintances under circumstances most favorable to the bank. It also provides for comparison of crops and tends to improve quality. We can trace some good accounts directly to these shows but the friendly feeling towards the bank created through such community work is hard to estimate and it is something money cannot buy.

Just being loyal to your town and your community will do but little unless you put yourself into it—your honest effort and your money—but I believe that as you give yourself to your community it will be returned to you with compound interest in your business and better and more important still in making your community a better place in which to live. I believe this is the real meaning of the much abused word "Service."

Samson performed wonders with the jawbone of an animal with no pride of ancestry or hope of posterity, and now a tooth in the jawbone of Billy Sunday has made that fluent broadcaster of snappy vocal utterances unable to talk. But not for long.—Chicago "Journal of Commerce."

**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

**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.



# The CONTINENTAL and COMMERCIAL BANKS

CHICAGO

Statements of Condition December 31, 1925

## CONTINENTAL and COMMERCIAL NATIONAL BANK of CHICAGO

### Resources

Time Loans . . . . .	\$164,525,750.60	
Demand Loans . . . . .	132,384,491.91	
Acceptances . . . . .	337,599.38	
Bonds, Securities, etc. . . . .	21,739,241.91	\$318,987,083.80
U. S. Bonds and Treasury Notes . . . . .		43,613,280.42
Stock of Federal Reserve Bank . . . . .		1,200,000.00
Bank Premises (Equity) . . . . .		7,950,000.00
Customers' Liability on Letters of Credit . . . . .		4,921,290.10
Customers' Liability on Acceptances . . . . .		4,808,282.60
Overdrafts . . . . .		13,178.41
Cash and Due from Banks . . . . .		<u>125,488,970.67</u>
		\$506,982,086.00

### Liabilities

Capital . . . . .	\$ 25,000,000.00	
Surplus . . . . .	15,000,000.00	
Undivided Profits . . . . .	7,210,201.25	
Reserved for Taxes . . . . .	1,568,242.73	
Circulation . . . . .	50,000.00	
Bills Payable with Federal Reserve Bank . . . . .		19,000,000.00
Liability on Letters of Credit . . . . .		5,768,738.15
Liability on Acceptances . . . . .		5,023,773.68
Deposits { Individual . . . . .	\$269,693,685.17	
{ Banks . . . . .	<u>158,667,445.02</u>	<u>428,361,130.19</u>
		\$506,982,086.00

## CONTINENTAL and COMMERCIAL TRUST and SAVINGS BANK

### Resources

Demand Loans . . . . .	\$16,145,323.87	
*U. S. Gov't Bonds and Treasury Notes . . . . .	23,904,496.02	
*Bonds due in 1926 to 1928 inclusive . . . . .	12,156,665.14	
*Other Bonds . . . . .	11,721,071.35	
Cash and Due from Banks . . . . .	33,515,597.20	\$97,443,153.58
Time Loans . . . . .		<u>21,591,569.34</u>
		\$119,034,722.92

\*Adjusted to cost or market price, whichever is lower.

### Liabilities

Capital . . . . .	\$ 5,000,000.00	
Surplus . . . . .	10,000,000.00	
Undivided Profits . . . . .	1,853,766.13	
Reserved for Taxes, Interest and Dividends . . . . .	<u>1,766,998.45</u>	<u>\$18,620,764.58</u>
Demand Deposits . . . . .	30,632,977.55	
Time Deposits . . . . .	60,540,367.62	
Special Deposits . . . . .	<u>9,240,613.17</u>	<u>100,413,958.34</u>
		\$119,034,722.92

Total Resources . . . . .	\$626,016,808
Total Deposits . . . . .	528,775,088
Invested Capital over . . . . .	62,000,000

## A COUNTRY BANKER'S DREAM

(Continued from page 18)

large Buick sedan, a fine little wife and several kiddies. They were all out in the yard, and it was indeed a happy family. We tried to explain why we were there but as he had only been in this country four years he could not quite grasp what my friend wanted at first. However, he was a very bright Belgian and finally understood why we were there, and said, "Government he done lot for me already, we work hard, have plenty money."

No good could be done there, so we went on our way to the next place owned by a German who had a home which could not be built for \$10,000.00 and out buildings worth as much. We stopped there and my friend seemed to be afraid to tell the German farmer what his mission was. We visited awhile and noticed a large drove of hogs. We were told that there were 150 in the bunch and he was sure they would bring him \$3,000.00 and he figured on keeping 50 for breeding purposes. My companion asked him if he needed a loan of any kind to help finance his operations. The German said, "Mein Gott no, most of the banks around here have asked me if I need any money and I have always had to say no." He told us he had several thousand dollars in Liberty Bonds and Certificates of Deposits. He did not even thank us for our trouble, so we left and my companion began to get discouraged and said, "What is the matter with these Iowa farmers, don't they need any money? Can't you think of any farmer around here who could at least use several thousand dollars of this gold?" I thought for a minute and said, "I believe I do." The man with whom I had my heated argument ran through my mind.

So I directed him to a large farm, noted for its natural beauty. "Now the manager and owner of this farm is not a good manager, the buildings are run down, it is mortgaged for over \$100.00 per acre thru mismanagement, as he got the farm a good many years ago for practically nothing. If prices don't suit, the livestock is carried over. They dabble in local politics when they should be attending to their farm work. They spend a good deal of their own time in town talking, they borrow from whoever will loan them money, and it is like pulling teeth to even collect the interest, and the banks have had to stop loaning them money to save their own hides. Everything on the farm is mortgaged. They have accounts out which have not been paid for years. I don't believe the whole United States treasury could help them." However, I told my friend that I thought he could loan several thousand dollars here as we drove into the yard, but I could not recommend the loan as being a good loan. I introduced my companion

who told him what his mission was, and asked him if they cared to borrow a little money to tide them over another year. He told them that he had a whole truck load of gold that some politicians at Washington had sent him to loan to the farmers of the State of Iowa.

A happy smile lit up the face of the owner when my companion asked, "How much do you wish to borrow?" He replied, "I will take all you have." Now this was such a shock to my friend after being unable to loan any money the whole day, he grabbed me by my arm and pulled me into his car and we left at such a speed that I began to yell for him to slow down. My yelling awakened my wife who in turn awakened me to get me out of my misery.

After I got fully awake I got up, put on my slippers, lit my pipe and sat down and thought, how true the dream was to our conditions today. I wondered if it was a wise thing for our government to take chances with people whose credit is N. G. in their local locality, and another thought ran into my mind. Who would pay the bill? Surely our taxes are high enough.

#### Cando Banker Dead

Daniel F. McLaughlin, sixty-four years of age, and a pioneer banker and land-owner of Cando, N. D., died recently in a hospital at Sioux City, Iowa. Mr. McLaughlin was instrumental, together with J. J. Hill, in the introduction of pure-bred live stock into the state of North Dakota.

#### Quits Business

The Bank of Struble, a private bank, founded by F. P. Dalton, and since his death operated by his sons, E. A. and Ralph Dalton, has ceased its banking operations. This bank has been gradually liquidating for several months. It has paid its depositors in full and is simply suspending operations as a banking institution.

#### Running Engine in Closed Garage

You read quite often lately about a person dying from inhaling carbonmonoxide fumes. An investigation has been made by some forty-five life insurance companies in the country for the years 1923 and 1924 and they report 162 deaths; most of them are due to fumes formed by running automobile engines in closed garages. When we consider the rapid growth of automobile production in this country, there is sufficient reason to sound a warning against this mistake.

#### An Excellent Approach

The business insurance policy of today furnishes an excellent approach for any agent who is himself familiar with its protective features.—Approach—*Manhattan Life Bulletin*.



## INHERITED CHARACTER

**I**N HIS formative years, Stephen Girard owed much to the wise counsel and inspiring example of his father, successful mariner and merchant and a man of substance in his native city of Bordeaux.

Institutions, like individuals, derive much from their antecedents. The successes of Stephen Girard and the accomplishments of this bank in the past are a constant spur to us to greater achievements, a powerful incentive to fuller and more complete service to our depositors and correspondents.

THE GIRARD NATIONAL BANK  
PHILADELPHIA



# Changed Conditions

Not many years ago advertising for banks was considered highly unethical. The majority of bankers felt that if the public wanted banking service it was there for the asking—beyond that they believed in assuming an independent attitude.

Today things have materially changed. A minority of bankers assume that independent attitude and a *majority make you glad and unafraid to do business with their banks.*

You undoubtedly realize now, more than ever before, the importance of a systematic and consistent plan of advertising your bank and its service to the public.

You have seen actual instances of the disastrous results of the non-advertising bank and the happy consequences of the banking institution whose officers believe in creating a friendly atmosphere in their city and the surrounding community by the proper kind of advertising.

What are Wessling Services? They are a series of carefully planned, personal letters, pamphlets, circulars—created to meet the needs of individual banks—your bank. To help you educate the people to present-day banking conditions in an interesting manner.

Wessling Services are known as "The Bank Service with the Personal Touch." They create confidence in your bank, and build for your present and future business.

## 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**

## ADVERTISING THE OTHER MAN'S BUSINESS

(Continued from page 19)

the opportunity of getting more personally acquainted with the products manufactured in their own city—and as you perfectly well realize, quite often we all know too little about the industries of our home towns.

"We have a mighty splendid plant in Davenport—and one which is bound to grow and prosper. It is primarily and purely a Davenport institution, and we were exceedingly happy to have the opportunity of placing our products, through the kindness of the First National Bank, before the citizens of Davenport and vicinity.

"This plan of cooperative advertising certainly is to be highly commended."

B. M. Cobb, sales manager for the Independent Baking Company, says:

"We had a display of our products in the lobby of the First National Bank, and think that as a strictly local proposition such advertising is very good for the manufacturer, because it acquaints a good many people who are in and out of the bank with the line of products put out by the exhibitor.

"I would advise other manufacturers to suggest to their bankers that they try the same proposition, because I believe such publicity is good for the exhibitor and must attract some people to the bank, so it is of mutual benefit to all parties concerned. Some exhibiting manufacturers couple up a demonstration with their exhibition and this probably has more advertising value than just the exhibit itself. I can truthfully say that we are very glad that we put our exhibit in the lobby of the bank and even though we cannot exactly measure the benefits that we may have received, I feel that it must have done us some good; in fact, in our particular case it must have done us considerable good because we had an opportunity to display much more of our line than is found in the average grocery store as no grocery store carries all of the products that we make."

B. L. Halligan, of the Halligan company, says: "We are very grateful to the officers of the First National for their courtesy in extending this privilege to us, and we believe that the results of this advertising have been very beneficial both to the bank and to the manufacturers whose goods were displayed.

"We honestly think that this form of advertising could be very well taken up in every community by a number of the leading banks, and that it might be developed into a practice that could well be perpetuated.

"We know that the showing of our products in the First National Bank resulted in good for us and we are very

confident that the First National Bank benefited thereby as well.

"We are inclined to believe that none of us, whether bankers or business people, emphasize as we should our own local connections and this, undoubtedly, could be done to very good advantage quite generally in the future."

**B. C. Mueller**, of the Mueller Lumber Company, Davenport, says: "We found that our little display at the First National Bank was of real benefit to us.

"We have not only secured a number of live prospects for houses to be built this spring as a result of it, but also created a very considerable amount of favorable comment. It so happens that the First National Bank has a wonderful new building located at one of the most prominent downtown corners of the city. A great many people pass in and out of its doors every day, and, therefore, it furnished an excellent setting for a display of this kind.

"Speaking from the point of view as users of this kind of advertising, we feel that it has done a great deal of good, and we believe that it has reflected the same kind of good will at the First National Bank for staging it."

**Did He Detour?**

One small town editor decided to imitate the city editors who bulletin their news. One day the local physician reported that Deacon Brown was seriously ill, and being a man of some distinction, a series of bulletins were issued as follows:

11:00 A.M.—"Deacon Brown had a relapse."

12:30 P.M.—"Deacon Brown weaker."

2:15 P.M.—"Deacon Brown's family has been summoned."

3:15 P.M.—"Deacon Brown has died and gone to heaven."

Late in the afternoon a wag, after reading the reports, added another:

4:10 P.M.—"Great excitement in heaven. Deacon Brown has not yet arrived."

The plagiarism of orators is the art, or an ingenious and easy mode, which some adroitly employ to change, or disguise, all sorts of speeches of their own composition or of that of other authors, for their pleasure or their utility; in such a manner that it becomes impossible even for the author himself to recognize his own work, his own genius, and his own style, so skillfully shall the whole be disguised.—*Disraeli*.

**Southern California Banks**

Correspondence invited from Bankers desiring to buy control in California.

**SANDERS-McCULLOCH CO.,**  
Bank Brokers.

Suite 1005, Story Bldg., Los Angeles.



**For Greater Service!**

Gathered around this table are the men who have made White-Phillips bonds safe and dependable for many years.

From left to right they are:—Messrs. White, Alexander, Vieth, Glaspell and Phillips.

Every municipal or utility bond issue offered is properly and conservatively financed and properly located. Its earning power is accurately determined. Each detail of the financing is minutely scrutinized by the men in this conference, everything is thoroughly investigated before it is offered to Iowa banks, bankers and their customers.

These years of working together are the foundation of the success the White-Phillips Co. has made. It has given us a close-knit organization of prompt action and little friction.

You can buy White-Phillips bonds today secure in the knowledge that they are recommended by an organization known in many states for its sagacity in bond problems.

*An Investment Banking House of Service*

**THE WHITE-PHILLIPS CO.**  
INVESTMENT BANKERS

DUBUQUE, IOWA  
B. & I. Building

DES MOINES, IOWA  
219 Securities Bldg.

OMAHA, NEBRASKA  
Bankers Reserve Life Bldg.

DAVENPORT, IOWA  
First Nat'l Bank Bldg.



## LEGAL DEPARTMENT

(Continued from page 21)

above, a material alteration avoids the instrument. The act of Hunter in changing the place of payment of this note after it was signed, under these rules, is a material alteration, and, under the evidence, the alteration being made in the presence of the bank, of course said alteration would be known to them. The act of the bank in writing in the word "Surprise" after the bank designated by Hunter in the note is such change in the tenor of the note that, under the law given above, it would avoid the note. The bank's admission of having made this change itself, after it bought the note, would be sufficient to avoid the note in their hands.

It is equally true, under the authority above cited, that the filling in the amount of \$2,500, when the agreement was for \$1,000, would be an available defense, and, as there was evidence on this question, ordinarily the court should have sent the same to the jury. It is to be remembered as to all of these matters that, under the Negotiable Instruments Law, the payee of a note is not a holder in due course.

Were these all the matters involved in this case, it would of necessity demand a decision in favor of the sureties. But the bank pleads that, by reason of certain acts and conduct on the part of the sureties, they acquiesced in and ratified the changes made in the note. The bank claims, and its testimony tends to show, that about the time this note was due, it repeatedly notified each of the sureties, and that two of them, and possibly the three of them, appeared at the bank and asked for an extension of time on the note. The bank advised them that possibly it could give them an extension of time, but that the matter would have to be taken up with some of the other officers of the bank. Two of the sureties then saw the note, and made no objection whatever to it in its condition at that time. Later, the third surety appeared with his attorney, the note was inspected, and a copy of the same was made.

The testimony of the sureties tends to confirm this claim of the plaintiff. It is admitted that later Hunter, the maker of the note, was declared a bankrupt, and that at the instance of the sureties, their attorney drew up a claim in the bankruptcy matter, which was signed and sworn to and filed in the bankruptcy proceedings, in which they asserted their liability on said note, and asked that their claim be established against said estate for the amount of the note and interest. In due time, the evidence shows that this claim was allowed, and in the settlement of the bankruptcy proceedings a dividend check was forwarded by the referee in bankruptcy to the sureties.

There is some confusion at this point. One surety admits receiving a check for



*Iowa*  
*Lithographing Co.*  
DES MOINES



Founded by  
GEORGE H. RAGSDALE  
EDWIN G. RAGSDALE  
SECRETARY

something over \$150.00, which appears to have been issued in the bankruptcy proceedings as a payment on their claim based on their liability on this note, but the surety claims that he understood at the time that it was a dividend on a personal claim of his own against Hunter, for which he had filed a claim in said estate, and that after the matter developed in this case he discovered that the check in question from the referee was a payment on this claim in controversy herein, and he therefore tendered the amount thereof into court.

The question here is whether or not the filing of this claim in the Hunter bankruptcy matter, procuring the same to be allowed as a claim in said estate, and what the surety did about receiving and cashing the dividend check issued thereon, amounts to a ratification of the alteration of the note.

Assuming for the moment that the method of handling and altering this note placed the sureties in a position where they could have avoided payment of the same had they then stood on their rights, does what they did afterward preclude them from now asserting the rights that they then had? In the sworn claim that they filed in the Hunter bankruptcy proceedings, they asserted their absolute liability as sureties on the note in controversy, and sought to recover from the Bollinger estate the full amount thereof, with interest. By this act on their part, they proclaimed that their liability was absolute and fixed on said note, in accordance with the terms thereof, as it existed. Having so asserted, the court held that they lost the right they had to avoid the instrument on account of the alterations made therein.

#### Has Record Year

"The Union Trust Company, Chicago, has just closed one of the most satisfactory years in its history," Mr. Frederick H. Rawson, chairman of the board, stated recently. Mr. Rawson remarked further that every department of the bank had recorded a new high point of business and earnings during the year. The net earnings for 1925 were more than \$850,000. It may be recalled that on April 1, 1925, the bank's capital stock was increased from \$2,000,000 to \$3,000,000 and these earnings represent over 30 per cent on the average capital for the year and more than 12 per cent on the average combined surplus, capital, and undivided profits.

The English baronet who financed a huge rum-running enterprise to supply American bootleggers with real hard liquor, now counts losses of \$1,250,000. His last shipment to the United States was 56,000 cases, of which 36,000 were confiscated by prohibition authorities. Now the adventurer's estate is in bankruptcy.—Chicago "Journal of Commerce."

Thoughtful Bankers Consult the Fisher Company

## DEPENDABLE FOR EVERY BANK

The greatest thing about a bank is its type of building construction, both inside and out.

Whether it reflects stability on the outside and efficient working space on the inside is something most people notice at a glance when they enter the front door.

The first impression is always of paramount importance.

The Fisher Company has equipped hundreds of banks with bank fixtures.

Fisher Company interior bank fixtures have become known as "almost a standard equipment" where new bank buildings are being constructed or remodeled.

"DEPENDABLE FOR EVERY BANK"

*The Fisher Co*  
BANK FIXTURE HEADQUARTERS  
*Charles City, Ia.*



## Midwest Savings Conference

**A** NEW high mark in profit-value to those who attend is indicated in the preliminary announcements for the Midwest Savings Conference at Kansas City, March 4th and 5th. A consequent record-breaking attendance is also anticipated for that very reason.

Frank P. Bennett, editor of the *United States Investor*, is scheduled as headliner on the tentative program. Thomas F. Wallace, president of the Savings Bank Division (treasurer of the Farmers and Mechanics Savings Bank of Minneapolis), and Espy Albig, A. B. A., deputy manager of the Division, will outline the definite ways in which the association work may

be made effective and profitable by individual members.

School savings, in its profitable application, will be described by one of its most successful operators, Miss Lula A. Grogan, of Duluth.

The various committees appointed by Walton Holmes, president of the Kansas City Clearing House, are organized and at work under their various chairmen. The general committee is made up of the following: Chairman, H. C. Brent, president of the Fidelity Trust and Savings Bank; vice chairmen, Walton Holmes, president Pioneer Trust Co.; W. S. Webb, president Missouri Savings Bank; W. B. Planck, president Gate City National

Bank; A. Frank Goebel, vice president Commercial National Bank, Kansas City; treasurer, Jozach Miller III, Commerce Trust Co., and secretary, Dorman O'Leary, assistant treasurer of the Fidelity Trust and Savings Bank.

The chairmen of the various sub-committees are as follows: Program, Robert Campbell, vice president Fidelity National Bank; attendance, J. M. Hellings, vice president Interstate National Bank; local attendance, J. T. Franey, vice president Liberty National Bank; registration, Bert B. Bell, treasurer Peoples Trust Co.; reception and hotels, Proctor Masters, assistant cashier New England National Bank; publicity, Fred M. Staker, director of publicity Commerce Trust Co.; entertainment, E. E. Amiek, vice president First National Bank, and exhibits, J. G. Wayland, assistant cashier Traders National Bank.

Announcements will be sent shortly to members through the state secretaries and city correspondents. Program will be mailed direct to members.

### Is Elected Vice President

Hugh H. Saxon, of Augusta, Georgia, was elected vice president of the Continental and Commercial Trust and Savings bank of Chicago, at a special meeting of the board of directors.

Mr. Saxon is one of the outstanding young bankers of the South and has held many positions of responsibility and confidence in the American Bankers Association. He has been first vice president of the Georgia Railroad Bank and vice president of the Georgia Railroad and Banking Company.

### Will Increase Capital Stock

At a special meeting of the stockholders, held recently, a plan was adopted providing for an increase in the capital stock of the Equitable Trust Company of New York from \$23,000,000 to \$30,000,000 by offering \$6,900,000 par value of new stock, consisting of 69,000 shares of the par value of \$100 each, for subscription by stockholders of record at the close of business on December 29, 1925, at the price of \$200 a share, in the proportion of three-tenths of a share of such new stock for each share of stock then held by such stockholders of record, and by the sale at public auction to the highest bidder of \$100,000 par value of new stock, consisting of 1,000 shares of the par value of \$100 each, at a price of not less than \$200 a share.

The sale of \$100,000 par value of the proposed increase of stock at public auction is deemed expedient in order to obviate the serious inconvenience and difficulty which would arise by reason of the fractions, running into seven decimals, into which it would otherwise be necessary to divide the new stock to enable all stockholders to exercise their subscription rights.

### "THE BANKERS' SERVICE STATION"

## The Best "Ads" We Ever Ran—

were the ones written by our correspondents. Here are a few new ones—some excerpts from letters from our correspondents. An inquiry will bring complete details.

### About the "Republic's" Collateral Call Loan Service



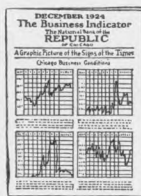
**MICHIGAN** "We consider your Brokers' Collateral Call Loan Service one of the best pieces of constructive bank work that we have come across in sometime."

**ILLINOIS** "I just want to let you know that we are well pleased with your Brokers' Collateral Call Loan Plan. It has helped us to keep our surplus funds 'on call' at a good rate of interest."

### About the "Republic's" Business Indicator

**ILLINOIS** "We have found the Business Indicator particularly helpful to us here in the bank and I am going to take you up on your offer to imprint the 'Indicator' under our name so that we can distribute copies to our commercial customers."

**IOWA** "Every month the simple graphic charts of the Business Indicator give us at a glance, a clear-cut picture of the trend of business, so we feel as though we couldn't get along without it."



### About the "Republic's" Commercial Paper Rating Service

**TEXAS** "Let me congratulate you upon your Commercial Paper Rating Service. It is the very thing we have needed for years to guide us in our commercial paper purchases."

The "Republic's" Copyrighted  
Commercial Paper  
Rating Service

**MISSOURI** "Your method of presenting credit information relative to commercial paper names is the most complete service I have ever seen. It rivals a Moody Rating on Bonds."



**The National Bank of the  
REPUBLIC  
OF CHICAGO**



JOHN A. LYNCH, Chairman of the Board  
DAVID R. FORGAN, Vice-Chairman    GEORGE WOODRUFF, Vice-Chairman  
HUGO E. OTTE, President

Copyrighted N. B. R. 1926

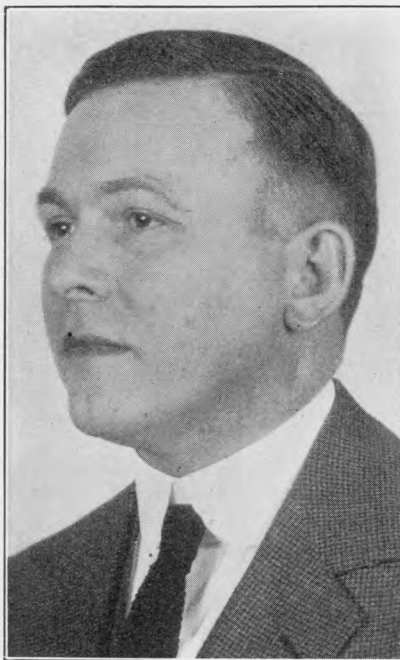
**Illinois Merchants Promotions**

Several important changes were made in the official personnel of the Illinois Merchants Trust Company of Chicago at



ROBERT S. HOTZ

the annual election. Frank F. Taylor, who for many years has held the position of secretary, was made vice president of the bank and Howell W. Kitchell, for-



HAROLD H. SHOCKEY

merly an assistant secretary, was elected as secretary. Other changes in the trust department included the promotions of H. M. Hanson, Paul C. Butcher, Norman

B. Freer and M. W. Lowell to the staff of assistant secretaries, which now numbers eleven.

In the banking department, John J. Mitchell, Jr., son of President Mitchell, and T. Philip Swift, were made assistant cashiers. New official positions as assistants to vice president were created for Harold H. Shockey and Robert S. Hotz.

Other officials of the bank were all re-elected with the exception of F. D. Conner, who resigned as manager of the business extension department. This department of the bank has been consolidated with the advertising department under the direction of Carl A. Gode as manager.

**Statement of Condition**

The statement of condition of the Stock Yards National Bank of Chicago, at the close of business December 31, 1925, gives loans and discounts of \$10,946,648.49, cash and due from banks \$7,737,267.19 and total resources of \$21,232,721.54. Deposits are listed at \$18,005,813.80.

In the same statement, the Stock Yards Trust & Savings Bank lists total resources at \$11,041,149.30, with cash and due from banks \$1,319,519.54 and deposits \$10,244,009.81.

There is no well-doing, no godlike doing, that is not patient doing.—*Titcomb.*



OVER A HUNDRED YEARS  
of COMMERCIAL BANKING



# An Added Responsibility

When the individual customer brings his business to us, he tells us personally just what he wants, and is at hand to obtain it directly.

But with our correspondent banks, our business is transacted at a distance. We feel, therefore, an added responsibility to see that every consideration and attention is given to their business.

## CHATHAM PHENIX NATIONAL BANK AND TRUST COMPANY

149 Broadway. Corner Liberty Street  
New York City



RESOURCES  
OVER A QUARTER BILLION DOLLARS







## 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

**Ingram Bixler**, vice president of the Midland Mortgage Company, of Cedar Rapids, Iowa, has been elected president of the Clarence Savings Bank, Clarence, Iowa. The bank has capital of \$25,000, and surplus and profits of over \$35,000, with a very strong cash and bond reserve. His new position will not, however, interfere with his present position as vice president of the Midland Mortgage Company.

—\$—

**Angus D. McDonald**, vice chairman of the executive committee of the Southern Pacific Company, has been elected a director in the National Bank of Commerce in New York, at the annual shareholders' meeting. All of the members of the board of directors were reelected.

—\$—

**George B. Roberts**, son of George E. Roberts, vice president of the National City Bank of New York, has been appointed statistician of the National City Bank, New York. Mr. Roberts was formerly statistician of the Federal Reserve Bank.

—\$—

**W. R. Dawes** has outlined another "Dawes Plan" at the opening of his third term as president of the Chicago Association of Commerce, the plan pointing toward participation in tax matters and disbursements for Chicago by recognized bodies of well-known citizens such as the Commercial Club, Real Estate Board and Bar Association, to help determine assessments and appropriations. Thus far political assent has not been secured.

—\$—

**F. Dwight Conner** has resigned from the Illinois Merchants Trust of Chicago to engage in the operation of Bills-Conner, Inc., counselors to banks in the new business field.

—\$—

**Henry M. Carpenter**, president of the Monticello State Bank, Monticello, Iowa, has taken over the assets and business of the Jones County Trust and Savings Bank of that town. Mr. Carpenter is a very active member of the I. B. A. and the A. B. A., having been a regular attendant at all of the conventions for many years.

—\$—

**Gilbert E. Chapin**, controller of loans of the Federal Reserve Bank of New York, has resigned to accept a position as vice president of the Bank of America of New York. Prior to his connection with the Federal Reserve Bank Mr. Chapin was credit man with the Westing-

house Electric & Manufacturing Company and the Westinghouse Electric Export Company. He became connected with the Federal Reserve Bank of New York in April, 1917.

—\$—

**Craig B. Hazlewood** has been made chairman of the Lake Shore Trust and Savings Bank, Chicago, in addition to his connection with the Union Trust Co. as vice president.

—\$—

**C. B. Minnis**, president of the Des Moines Building, Loan and Savings Association, and Will A. Peairs, president of the Dye-O-La Dye Company of Des Moines, were elected directors of the Iowa Loan and Trust Company Bank at its January meeting. They succeed N. E. Coffin, Des Moines, attorney, and George W. Gray, an officer of the bank. The remainder of the directors were reelected.

—\$—

**Gilbert Thorne**, first vice president of the National Park Bank, New York, is retiring from 25 years' service on his 70th birthday. President John H. Fulton and the official staff gave an honorary dinner to Mr. Thorne.

—\$—

**Daniel Willard**, president of the Baltimore and Ohio Railroad, has been elected a director of the Union Trust Company, Chicago.

—\$—

**R. A. Moritz**, of the R. A. Moritz Advertising Company, Davenport, Iowa, recently addressed a meeting of the Dubuque, Iowa, Ad Club, in which he told of the methods used in the advertising of a Davenport, Iowa, bank, whereby the deposits showed a substantial increase. Many bankers of the city, not members of the club, were present at the meeting.

—\$—

**W. Espey Albig**, deputy manager of the American Bankers Association in charge of the Savings Bank Division, has been appointed secretary of the Commerce and Marine Commission of the Association to succeed David B. Bunim, who has resigned to accept a position with the real estate mortgage house of Halley, Knox & Koenig, New York City.

—\$—

**National Bank of Commerce in New York** announces that Harry P. Barrand and Emanuel C. Gersten, heretofore second vice presidents, have been appointed vice presidents. David H. G. Penny, desiring to retire from active business, has resigned as vice president.

**New Vice Presidents of Drovers National**

Two new name plates now greet the eye as you enter the Drovers National Bank, Chicago. One reads, "George A.



GEO. A. MALCOLM

Malcolm, Vice President and Cashier;" the other, "Dale E. Chamberlin, Vice President."

Both were elected to their new posi-



DALE E. CHAMBERLIN

tions at the annual meeting of the board of directors held last month.

This announcement will be greeted with genuine pleasure by their many friends throughout the country who will

be glad of this opportunity to congratulate them upon their noteworthy promotion.

**Erect New Building**

The Columbia State Savings Bank is to erect a two-story, \$250,000 building at 5146-48 West Chicago Avenue, Chicago. Excavating is now under way and the bank is expected to be located in its new home by October 1st next.

It will occupy a 50x125 site, with an exterior on Chicago Avenue of white Georgia marble and base of polished granite. It will be designed throughout in the Italian renaissance. The walls of

the main banking room will be an innovation inasmuch as they will be of a material known as Zenitherm, which has a faculty of absorbing sound waves and eliminating the noise of adding and book-keeping machines. The bank's present location is 5000 West Chicago Avenue. James T. Bushenville is president and Howard F. Sammon, vice president and cashier.

Show me one wicked man who has written poetry, and I will show you where his poetry is not poetry; or, rather, I will show you in his poetry no poetry at all.—*Shepard.*

# THE FOREMAN BANKS

FOUNDED 1862



Whatever banking service you need, we are equipped to serve you. We especially invite the business of banks seeking a metropolitan connection.



## The Foreman National Bank

*The Foreman Trust and Savings Bank*

La Salle and Washington Sts.  
Chicago

*Combined Capital, Surplus and Undivided Profits exceed*

**\$10,000,000**



**Three New Directors Added**

Daniel Willard, president, Baltimore & Ohio Railroad, Guy A. Richardson, vice president and general manager, Chicago Surface Lines, and Carl A. Johnson, president Gisholt Machine Company, Madison, Wis., were added to the board of directors of the Union Trust Company, Chicago, at the annual stockholders' meeting.

The following promotions and new appointments to the official staff have also been announced by Frederick H. Rawson, chairman of the board of the trust company; F. W. Loco from assistant cashier to assistant vice president; F. G. Murbach, assistant cashier and manager savings department; A. T. Sihler, manager investment department; L. E. Wilson, assistant cashier; W. S. Davis, as-

sistant trust officer, and J. J. Buechner, auditor.

The Union Trust Company, which was established in 1869, has just closed one of the most successful years in the history of the institution, according to a statement by Chairman Rawson. Dur-



DANIEL WILLARD

# National Bank of Commerce in New York

Established 1839

**STATEMENT OF CONDITION, DECEMBER 31, 1925**

RESOURCES		LIABILITIES	
Loans and Discounts	\$329,099,966.19	Capital Paid up.....	\$25,000,000.00
Overdrafts, secured and unsecured.....	11,708.86	Surplus .....	25,000,000.00
United States Securities .....	53,314,209.89	Undivided Profits ...	15,935,290.52
Other Bonds and Securities .....	9,548,700.29	Dividend payable January 2, 1926...	1,000,000.00
Stock of Federal Reserve Bank .....	1,500,000.00	Dividends unpaid....	14,207.50
Banking House.....	4,000,000.00	Deposits .....	543,699,069.67
Cash in Vault and due from Federal Reserve Bank .....	60,890,000.22	Reserved for Interest, Taxes and other Purposes .....	4,826,684.02
Due from Banks and Bankers .....	11,251,049.23	Unearned Discount..	962,835.43
Exchanges for Clearing House .....	161,987,953.30	Acceptances executed for Customers.....	43,468,474.79
Checks and other Cash Items .....	3,735,719.27	Acceptances sold with our Endorsement..	19,921,399.85
Interest Accrued....	1,749,326.23		
Customers' Liability under Acceptances.	42,739,328.30		
	<b>\$679,827,961.78</b>		<b>\$679,827,961.78</b>

**CHAIRMAN OF THE BOARD**  
JAMES S. ALEXANDER

**PRESIDENT**  
STEVENSON E. WARD

J. HOWARD ARDREY  
THOMAS W. BOWERS

**VICE-PRESIDENTS**  
ELMORE F. HIGGINS  
ROY H. PASSMORE  
JOHN E. ROVENSKY

FARIS R. RUSSELL  
HENRY C. STEVENS

EMANUEL C. GERSTEN  
EUGENE M. PRENTICE

**SECOND VICE-PRESIDENTS**  
EDWARD H. RAWLS

EVERETT E. RISLEY  
JOHN T. WALKER, JR.

**CASHIER**  
JULIUS PAUL

**AUDITOR**  
PAUL B. HOLMES

**FOREIGN DEPARTMENT**

**VICE-PRESIDENTS**  
JOSEPH A. BRODERICK  
DAVID H. G. PENNY

**SECOND VICE-PRESIDENTS**  
HARRY P. BARRAND  
FRANZ MEYER

**TRUST DEPARTMENT**

**SECOND VICE-PRESIDENT AND TRUST OFFICER**  
C. ALISON SCULLY

**ASSISTANT TRUST OFFICERS**  
BEVERLEY DUER  
MELVILLE W. TERRY

**DIRECTORS**

JAMES S. ALEXANDER  
JOHN W. DAVIS  
HENRY W. de FOREST  
JOHN T. DORRANCE  
EDWARD D. DUFFIELD

CHARLES E. DUNLAP  
GEORGE E. ROOSEVELT  
CHARLES B. SEGER  
JOHN G. SHEDD

VALENTINE P. SNYDER  
HARRY B. THAYER  
JAMES TIMPSON  
STEVENSON E. WARD  
THOMAS WILLIAMS

ing the past four years deposits have increased from forty-two million to seventy-three million dollars.

An outstanding new business accomplishment among the larger banking institutions of the country during the past year was the campaign of the Union Trust Company which resulted in a total of \$11,600,000 of new business. During the past twelve months every department of the bank has recorded a new high point. Last April the bank increased its capital stock one million bringing its total capital and surplus and undivided profits to more than \$7,000,000.

**City National Makes Promotions**

Several promotions were made at the annual meeting of the City National Bank of Lincoln, Neb. E. L. Mallowney, who has served the bank as cashier for the past eleven years, was made vice president; A. H. Sagehorn, assistant cashier since 1922, was made cashier, and Richard Hadley was elected assistant cashier.

Mr. Mallowney was for twelve years with the First National of Albion and served eight years as state bank examiner. Mr. Sagehorn, before connecting with the City National, was with banks at Grand Island and Beatrice. Mr. Hadley, before going with the City National, was connected with the Lincoln Trust Company and with S. S. Hadley Company, bankers, at Cedar Rapids, Neb.

Some men look it and "ain't," others don't look it and "R" so it's up to the doctor for the "inside" information.—  
*James E. Newburn.*

# The Chase National Bank

*of the City of New York*

57 BROADWAY

Capital . . . . \$ 20,000,000.00  
 Surplus and Profits . . . . 27,178,043.06  
 Deposits (Dec. 31, 1925) 564,608,785.07

**ALBERT H. WIGGIN**  
*Chairman of the Board and President*

**DIRECTORS**

Henry W. Cannon	Gerhard M. Dahl
Albert H. Wiggin	Reeve Schley
John J. Mitchell	H. Wendell Endicott
Guy E. Tripp	Jeremiah Milbank
James N. Hill	Henry Ollesheimer
Daniel C. Jackling	Arthur G. Hoffman
Charles M. Schwab	F. Edson White
Samuel H. Miller	Alfred P. Sloan, Jr.
Edward R. Tinker	Elisha Walker
Edward T. Nichols	Malcolm G. Chace
Newcomb Carlton	Thomas N. McCarter
Frederick H. Ecker	Robert L. Clarkson
Eugene V. R. Thayer	Amos L. Beaty
Carl J. Schmidlapp	William H. Woodin

**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*



**T**O KNOW the kind of concerns with whom the Seaboard seeks business relations, is to understand why it has the reputation of being both a helpful fair weather friend and the staunchest kind of stormy weather partner.

## 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.

## In Sioux City

350 Rooms  
 300 with Bath

# HOTEL MARTIN

*Fireproof*

**Rates**  
**\$1.75 to \$3.50**

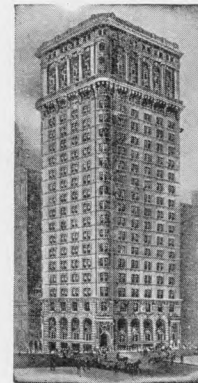
*DINING ROOMS*  
*and*  
*CAFETERIA*



# FRAPPLEY HOTELS COMPANY

# THE HANOVER NATIONAL BANK

OF THE CITY OF NEW YORK  
 Established 1851



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



# *Announcement*



The business and good will of Hallenbeck & Co., Inc., have this day been purchased by True-Webber & Co., of Chicago and Boston. By this acquisition we believe that the clients of both organizations throughout the middle western states will be rendered a better and more comprehensive service. ¶ We are especially pleased to announce that Mr. Harry E. Hallenbeck is to be associated with us as Manager of our Cedar Rapids Office.

**TRUE-WEBBER & CO.**  
INVESTMENT BONDS

231 S. LA SALLE ST. CHICAGO PHONE, CENTRAL 6556

BOSTON

CEDAR RAPIDS

January 1, 1926

# Iowa Bond Dealers Section

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

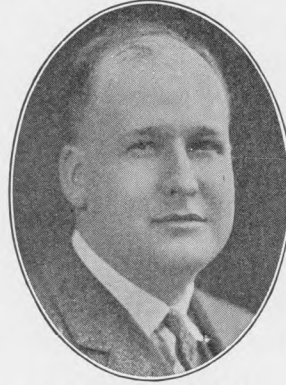


## OFFICERS

- President.....  
.....Warren H. Ferguson  
Ottumwa
- Vice President.....  
.....Frank Welch  
Cedar Rapids
- Secretary-Treasurer ....  
.....Frank N. Ward  
Des Moines



W. H. FERGUSON  
President



FRANK N. WARD  
Secretary-Treasurer

## How Public Utilities Grew in 1925

By E. E. Niver

*Vice President, Halsey, Stuart & Co., Chicago, Ill.*

APPROXIMATELY \$1,500,000,000 of new capital was provided by the investors of the country for the public utility industry during the year 1925. The magnitude of public utility financing, the growth of which has been phenomenal, can, perhaps, be best understood when it is realized what a large portion of corporate financing it comprises. The total corporate financing of the country, including railroads, public utilities, manufacturing, real estate, steel, iron, coal, rubber, etc., for the year 1925, based on figures for the first ten months, will approximately \$4,600,000,000, of which public utility financing represents \$1,700,000,000, or 37 per cent—considerably more than one-third of the total, and far in excess of any other industry. Bond and note financing comprised 69 per cent of this amount of \$1,700,000,000, the remainder being provided through the medium of stock issues—85 per cent of the total representing new capital, and 15 per cent being for refunding purposes. Of the total amount, 59 per cent was for electric light and power financing. Total public utility financing for 1925 of \$1,700,000,000 represents an increase over 1924, the largest previous year, of 11 per cent, and compared with 1920, shows an increase of 243 per cent. It is estimated that its total present capitalization in the United States is approximately \$20,000,000,000, which is exceeded only by the capitalization of the steam railroads and is practically twice that of the next largest industry, iron and steel.

This enormous invested capital and its steady increase grows out of the fact that as business and society are now organized, the public utility, in selling its product, whether it be electric energy, gas or

water, touches every phase of industrial and social life, and it does not matter whether one considers life in an urban community, or life on the farm.

This large figure of invested capital becomes even more impressive when it is remembered that the public utility industry is, comparatively speaking, a new industry whose very beginnings come within the memory of the older generation of today. In 1850 there was no electrical industry, there were no telephones, no automobiles, no street railways. The gas industry was young and the telegraph still in its infancy. Today electricity is used so widely that it plays a part in the production, manufacture or distribution of nearly every commodity that touches our every day life.

The aggregate capital invested in companies furnishing power and light throughout the United States at the present time is over \$7,350,000,000, and approximately \$4,000,000,000 is invested in the gas industry. Important as those totals are as an indication of the present position of public utility securities in the investment field, there is greater significance in the fact that the last two decades have seen practically all the growth of the electric power and light companies.

In 1902, the investment in power and light business was only about half a million dollars and was about two billions in 1912, as compared with over \$7,350,000,000 at the present time. While the population of the United States has increased over 40 per cent during the last twenty years, gas service has increased 210 per cent and electric light and power 2,000 per cent.

The year has shown a big decrease in the cost of money to all industries. Pub-

lic utilities securities have been prime favorites in the market throughout the period. Universal confidence in the stability of the industry, inspired largely by the splendid record of earnings for the years 1924 and 1925 and a realization of the advantages derived from merging of various groups of properties, has resulted in a conspicuous rise in bond and stock values.

Since the culmination of the inflationary period in the summer of 1921, following the war, there has been a steady upward trend, with minor recessions, in bond prices, and a resulting decrease in respective yields, which continued until about the latter part of the first half of 1925. During the last six months of the year prices have been more or less stable, with only slight changes.

Comparison of prices and earnings of some of the high-grade public utility shares discloses the fact that the price levels of sound public utility stocks are not now unduly high.

The present year has also seen the further development of a phase of the utility industry that is popularly known as "super-power." This means the tying together of the large systems of the country so that pools of power in one system may be drawn upon by another system in times of need and so that what has heretofore been idle surplus power may become used and active power. The holder of every public utility security gets the direct benefit of this intercommunication in that it opens up avenues of business and continuity of usefulness to the particular utility in which he may be interested.

The advantages of interconnection of large power systems, whose generating plants are already interconnected by distribution lines, for independent economical operation are many; it avoids duplication of investment, increases reliability of operation and reduces the total necessary reserve capacity, utilizing that reserve capacity to better advantage. Not the least important of the many advantages of interconnection is the fact that water powers otherwise unavailable are made economically serviceable for use.

Today there are about 6,000 separate power and lighting systems, and while a certain amount of interconnection has taken place, it is nevertheless a fact, according to Mr. Herbert Hoover, Secretary of Commerce, that at the present time less than 10 per cent of the systems are interconnected. Taking the nation as a whole, isolated plants do not today work to more than an average of 20 per cent of their capacity, while with interconnection it is expected that at least a 50 per cent load factor will be realized. As such a power system renders the electrification of many railways possible and offers advantages to the



WE TAKE PLEASURE IN ANNOUNCING  
THAT ON FEBRUARY FIRST, 1926, THE  
NAME OF THIS COMPANY WILL BE  
CHANGED TO

## LANE, ROLOSON & Co., INC.

LANE, PIPER & JAFFRAY, INC., OF  
MINNEAPOLIS, WHO HAVE BEEN OUR  
NORTHWESTERN CORRESPONDENTS  
FOR A NUMBER OF YEARS, HAVING  
PURCHASED AN INTEREST IN OUR  
BUSINESS.

WE ANNOUNCE, ALSO, THE OPENING OF  
A GENERAL SECURITIES DEPARTMENT  
UNDER THE DIRECTION OF

### MR. SIDNEY L. CASTLE

FORMERLY WITH THE NATIONAL CITY  
COMPANY, WHO WILL BE ASSOCIATED  
WITH US AS VICE-PRESIDENT.

### RICKARDS, ROLOSON & Co., INC.

209 SO. LA SALLE STREET  
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

large manufacturer, it should ultimately displace thousands of small steam plants.

Striking examples of super-power districts are to be found in the middle west, on the Pacific coast, in the New England states and in the southern and southeastern districts. In California physical interconnection has made possible the interchange of electricity by companies operating between Vancouver, British Columbia, to a point several miles below the Mexican border.

During the year the Northeastern Super-Power Committee made public its report covering the outstanding features of a super-power development long contemplated for the New England and the middle Atlantic states. The Northeastern Power area, which includes eleven states, is one of several natural power divisions in the United States in which is concentrated 40 per cent of the nation's population.

One of the biggest super-power projects contemplated will tie in stations from Niagara Falls to Houston, Texas, and the Gulf of Mexico, extending through fourteen (14) different states, with ramifications possible in every direction. In the northeastern states, where comparatively little has been done, the annual savings are estimated at \$500,000,000, against construction costs of \$1,500,000,000, with annual conservation of 50,000,000 tons of coal by 1930.

Until a comparatively short while ago, the public's purchase of utility securities was in large measure confined to the purchase of bonds, but within the recent years the communities in which utilities are operated have come to realize their importance and stability in serving the economic and social needs of the community, and they have shown their appreciation of this fact by becoming to a phenomenal extent the purchasers of the stocks of those operating companies. In other words, the stockholder of the company is the user of its products and each thereby becomes an insurer of the other's interest in this industry. Nor does this insurance stop there. It enhances the safety and the security of the bond holder of the utility, so that there has been introduced into the situation through this customer ownership a factor of safety that did not exist heretofore.

It is estimated that upwards of \$300,000,000 of preferred stocks of public utility companies were sold to customers and employees during 1925. It is becoming more and more recognized by the company officials and the general public as well, that it is most helpful to the millions of utility customers to become their own partners in public service enterprises through investment. The holding, or investment companies, through their larger organizations and more highly developed sales and advertising organizations, have taken a conspicuous lead in customer

ownership campaigns. The home ownership of public service properties by reason of a wide distribution of utility securities in almost all localities served by these companies has also tended to bring about and cement a more sympathetic understanding between the public served and the utility providing such service. The number of stockholders in electric light and power companies is constantly growing, the last estimate showing that there are now more than 2,500,000 holders of the securities of such companies in the United States.

During recent years, the electrification by the railroads of the country of parts of their lines has become an important factor in the electric light and power industry. Perhaps the most important development in the electrification of steam railroads during 1925 was the announcement the early part of the year of a ten-year agreement by the Illinois Central Railroad for power to be supplied to the Chicago terminal zone starting in the summer of 1926, the power to be used in the operation of suburban service. The express and freight service on both the Illinois Central and Michigan Central Railroads will be electrified later. The Illinois Central is the first railroad to accept the proposal to electrify roads entering Chicago. Thirty thousand horsepower of electricity, which is probably only a small part of the ultimate requirements, will be called for under the agreement at the start. This is equivalent to the amount required in the usual American city of 125,000 population. Another very important announcement of recent date was made by the New York Central Railroad to the effect that it plans to spend \$30,000,000 on the electrification of its West Side lines in New York City.

One of the greatest potential fields for the use of electricity in this country is in the farms. It is estimated, according to Mr. Owen D. Young, Chairman of the Board of the General Electric Company, that 49,000,000 horsepower of energy is required to run the farms of this country, or about one and one-half times as much as is required to run our industries. At the present time approximately one-half of it is supplied from animals, 4 per cent from electricity, and the remainder from gasoline engines, steam engines and windmills. While in the present state of the electrical art, electricity cannot hope to supply a large percentage of the farmer's power, definite steps, however, are being taken in this direction in the use of power for irrigation pumping and for many applications around the buildings, in addition to its many uses in the farm house itself.

Phenomenal as the development in the public utility industry has been, it is a significant fact that it is still in its infancy. The only limitations on its development are: First, the limitations of

our industrial growth, and second, the limitations of our demands for all of the comforts and conveniences of life. Neither of those is likely to grow less. In meeting these demands the public is going to be called upon to supply the capital, whether that money shall be represented by bonds or by preferred stocks.

#### S. W. Straus Purchase

S. W. Straus & Company have purchased a first mortgage 6 $\frac{3}{4}$  per cent serial coupon bond issue of \$1,400,000 secured by the 8-story and basement Georgian Hotel to be erected at the southeast corner of Davis Street and Hinman Avenue, Evanston, Illinois. The bonds, which ma-

ture in 3 to 15 years, constitute a direct closed first mortgage on the land, building and equipment, and are the direct obligation of the Georgian Hotel Corporation. Interest coupons are payable June 21 and December 21.

There was, so far as known, no "coffin trust" when King Tut died, but the intrinsic value of the golden coffin in which his remains were laid away, is \$200,000. Entirely too valuable to remain in the tomb, so it has been shipped to Cairo.—*Chicago Journal of Commerce.*

Private opinion is weak, but public opinion is almost omnipotent.—*Beecher.*

## Management

**I**N selecting an investment banking connection it is well for an investor to make careful inquiry concerning the experience, character and responsibility of the management of the house with which he intends dealing.

*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



# Know Your Investment Security House

By **Leon C. Murdock**

*Coffin, Forman & Co.  
Chicago*

**H**OW does the investment banker know where new financing is contemplated and who leads him to it?

This is a very interesting phase of the investment security business, and when

given thought, it is small wonder that the question has been asked by investors, bankers and corporate executives.

It is perfectly obvious that the investment security house must have something

to sell, therefore, the new business department must provide the sales force with the proper securities to offer to its investor customers, and this department must keep about six months ahead of its selling force, for if there are any "prima donnas" in an organization whose artistic temperament must be considered, they will be found in the sales force—and they object to being even a few days without something to sell.

The department must keep busy continuously, first locating the financing upon which the securities will be predicated, second, making the necessary investigations essential to providing the public with safe, secure investments, and finally getting the new security ready for offering the moment the sales force has done with the foregoing offering.

There are probably no relations more confidential, none more beneficial to industry as a whole, than those existing between local industry and its bank or banks. The banker knows each corporation in prosperity or adversity, and in most cases, it is to the bank that the corporation head turns when in need of advice and counsel or cooperation.

On the shoulders of the banker rests a triple weight of responsibility. He must help keep the local industries running, and at the same time, protect his depositors, whose money he has in trust. He must also act as advisor to the entire community.

To him goes the corporate head who is contemplating a piece of financing when a program of expansion makes the short time bank loan impractical.

A sale of securities must be made and whether they be short-term notes or bonds maturing over a period of years, the services of a reputable investment security house are required, and here again, there develops an additional responsibility that rests upon the shoulders of the banker.

He must know his investment security houses. He must recommend a house that has certain qualifications.

It must be a house that stands out in the financial world as offering only the best in investment securities. It must be a house that has the confidence of the smaller bond houses and dealers, which makes possible a wide distribution of the securities offered, thus making a wide active market for them. It must be a house that, while it looks to the protection and welfare of its investing public, also is far sighted enough to so advise the corporation doing the financing, that first it does not pay an exorbitant price for its new finances, nor throttle itself a few years hence by issuing the wrong kind of securities. It, of course, must be a house that is financially capable of financing the deal, and one that in the banker's mind will give the corporation the same consideration that it would expect from its bank, and in whom it could place the same confidence and thus establish the same confidential relations.

*A Serial Presentation of Fundamental Principles*

## SUCCESSFUL MANAGEMENT OF AN INVESTMENT FUND



### The Best Counsellor

**S**ELLECT your investment banker as you would select a lawyer to try a highly important case—for his knowledge, experience, ability and reputation for fair dealing. The best advice is always cheapest in the end—a truism applying particularly to investment counsel, for the cost of inferior advice is seldom apparent at the time.

After you have selected your investment banker give him your confidence in full. To give less serves only to cloud his judgment and to decrease the value of his advice. But, given full co-operation, your banker will work with you to make your investment position one of maximum security and liberal return.

*Painstaking study of each customer's problem, followed by sound investment counsel, is the basis upon which our business has been built.*

## BROKAW AND COMPANY

105 South La Salle Street, Chicago  
Telephone Randolph 4560

*Copy of our booklet, "The Successful Management of An Investment Fund," will be mailed on request.*

# Short Term Securities for Bank Investment

**W**E think it important that banks have in their bond accounts a substantial proportion of short term securities maturing in from one to ten years. For some time past there has existed an excess demand from banks for this class of investment and in consequence the return afforded has been low. The following securities which are offered subject to prior sale and change in price carry attractive rates, and we believe should be of particular interest to banks with surplus funds:

Issue	Rate	Maturity	Price	Yield
Petoskey Portland Cement Co. Notes	6%	12/1/27	100.50	5.75%
B. F. Goodrich Co. Serial Notes	5%	1/15/28	99.50	5.25%
B. F. Goodrich Co. Serial Notes	5%	1/15/29	98 $\frac{5}{8}$	5.50%
New York Oil Co. 1st Mortgage Bonds	6%	8/1/29	98.25	6.50%
Petoskey Portland Cement Co. Serial Notes	6%	12/1/29	99.50	6.15%
Petoskey Portland Cement Co. Serial Notes	6%	12/1/30	99.00	6.25%
Champlin Refining Co. 1st Mtge. Bonds	6%	12/1/30	99.00	6.25%
Fisk Rubber Co. S. F. Gold Notes	5 $\frac{1}{2}$ %	2/1/31	98.25	5.90%
Chicago Mill & Lumber Co. Serial Notes	5 $\frac{1}{2}$ %	1/1/32	98.00	5.90%
Zeigler Coal & Coke Co. 1st Mtge. Bonds	6 $\frac{1}{2}$ %	8/1/32	101.25	6.25%
National Grocers Company, Ltd. Notes	6 $\frac{1}{2}$ %	8/15/32	100.00	6.50%
Swift & Co. Notes	5%	10/15/32	Mkt.	5.50%
Yates American Machine Co. P. M. 1st Mortgage Bonds	6 $\frac{1}{2}$ %	10/1/35	100.00	6.50%

Orders may be telephoned or telegraphed at our expense, and circulars describing any of these bonds will be sent upon request.

## Bond Department

# CONTINENTAL and COMMERCIAL TRUST and SAVINGS BANK

CHICAGO

Affiliated with CONTINENTAL AND COMMERCIAL NATIONAL BANK

Combined Resources over \$600,000,000

Local Representative

HARRY M. HARRIS

215 Fifth Avenue, Des Moines, Iowa

Telephone: Walnut 1644



In the evolution of the bond business, these characteristics have been developed in the type of investment security houses that bankers care to recommend and so the banker knows his investment security houses, just as he knows the standing of the business men of his locality, and feels free to send those who come to him for advice to the house of his selection.

Therefore, it is to the bankers that the new business department of the investment security house turns for much of the new financing that appears in the financial advertisements each day and part of the duties of the department are to keep the banker informed of its activities, let him know what class of securities are being absorbed by the public, and invite the banker to investigate the manner in which that particular investment security house handles its customers, both sellers and buyers.

Time has changed the size of security

purchases by the investing public, so that where the average sale was formerly \$8,000 to \$10,000, it is now approximately \$2,500, which means a larger number of investors buying high-grade securities. Just as the size of the average bond sale has changed, so also has the demand for various types of securities changed, until now every new business department must have experts in financial "set ups," whose specialty is that of planning the best possible piece of financing, after first learning the particular needs of the corporation doing the financing, and, of course, after studying the company's balance sheets and earnings statements.

By "set up," in the parlance of the street, is meant the number and nature of securities to be issued, bearing in mind not only the corporation's past history, but its future possibilities; the specifications surrounding the bonds or stocks to be issued and the manner in which it is

advisable to offer them to the public. It is interesting to note then, that the banker and the new business department of the investment security houses, travel parallel roads to some extent. The banker acts as an advisor in many things, including a corporation's short-time loans, while the new business department advises the corporation upon its long-time financing, including in its service, all that will benefit the corporation in its program of progress, bearing in mind at all times, the protection of the new partners that are being taken into the corporation's business, viz., the investing public.

It is essential, therefore, that the banker and the new business department learn to know each other. It is essential that the banker take advantage of the opportunity offered by the new business department to participate in all of the informative information in the files of the new department; the experience of hundreds of other banks' customers, as crystalized in the minds of the new business department executives after years of experience, and the value of the relationship thus established, and—it is just as essential that the new business department learn to know the banker, that it should come to realize the responsibilities resting upon the bankers' shoulders, and to help lighten that burden by placing at the banks' disposal, all of its knowledge, all of its experience and all of its confidence.

# 1

(A series of six ads, each giving one reason for the Superiority of Fidelity First Mortgage Real Estate Gold Bonds. The others are: Investigation, Appraisals, Safeguards, Security, Guarantee.)

## Experience

When the Fidelity Bond and Mortgage Co. was being organized, considerable thought was given to the tremendous responsibility of handling your investments.

It was decided that more than a knowledge of the bond business or of finances was needed. To assure sound real estate bond issues it was necessary to know the business of construction with its costs under varying conditions. Long experience with the renter through actual operation so as to be able to judge true incomes was also demanded. The men who make up the Fidelity Company were measured by these qualifications.

As a result, every Fidelity First Mortgage Real Estate Gold Bond offered you has back of it, not only sound security, impregnable safeguards and an unconditional guarantee, but many years of *Bond and Building experience.*

The funds of your bank and those of your patrons may be invested in Fidelity Bonds with the utmost safety. Shall we mail you a list of Fidelity issues?

# FIDELITY

BOND AND MORTGAGE CO.

Incorporated 1913

1182 New York Life Bldg.  
CHICAGO, ILL.

FIDELITY  
SUPER-SAFE  
BONDS.

St. Louis—Denver

*Fidelity Guarantees Every Bond*

### This Type of INVESTMENT STOCKS *is uniquely attractive*

- 1.—Common Stocks—cumulative.
- 2.—Have prior rights to fixed dividends plus substantial prior rights in the disbursement of additional earnings.
- 3.—The obligations of companies whose business consists of financing the basic industry of the United States.
- 4.—No funded debts precede the common shares.
- 5.—Business is protected by the safeguards of ample and prime security.
- 6.—Is favored with unusual opportunities for large profits as well as with steady earning power.
- 7.—Managements are specialists in this field and are recognized as notably successful and sound.

*We shall be glad to furnish complete details of these distinctive shares, together with quotations. We recommend them as attractive investments. Just ask for the particulars referred to in advertisement 33.*

**Guy Huston & Co., Inc.**

61 Broadway New York

Correspondent:

Guy Huston Co., Incorporated  
208 South La Salle St., Chicago, Ill.

### True, Webber Acquire Hallenbeck Interests

True, Webber & Company, investment bond house of Chicago, have acquired the business of Hallenbeck & Company of Cedar Rapids, Iowa, and will retain Mr.



H. E. HALLENBECK

Hallenbeck as manager of the Cedar Rapids office. Norman A. Barrows, who has been with the Hallenbeck firm since the



NORMAN S. BARROWS

middle of last year, will also continue with True, Webber, with headquarters in Des Moines. The True, Webber firm specializes in public utility bonds and

packers securities, although handling a diversified list of other securities.

Mr. Hallenbeck, who has developed a large clientele in the state of Iowa, began his banking experience with the American Exchange National Bank of Chicago, in 1891, later becoming associated with the Corn Exchange Bank of that city. He later connected with the Merchants Loan and Trust and finally with the Central Trust Company, organized by Charles G. Dawes. Mr. Hallenbeck became assistant cashier of that institution, then left to become cashier of a national bank in St. Paul. In 1916 he went with Peabody, Houghteling & Com-

pany, Chicago bond house, as their Iowa representative, resigning from that in 1924 to form his own company.

Mr. Barrows, who will also be associated with True, Webber & Company in Iowa, before his connection with the Hallenbeck Company, was with Polk, Corley & Wheelock in Des Moines. Prior to that he worked with Mr. Hallenbeck for Peabody, Houghteling, for two and a half years. He received his original investment experience with the Torrence-Marshall investment interests on the Pacific coast. He was at one time sales manager for the Union Securities Company of Chicago.

## BONDS

### For Conservative Investors



The bond buyer who confines his selections to general market issues will find that the bonds listed below should meet his requirements. Banks and responsible investment houses and probably your own dealer, can offer these bonds to you and furnish complete information.

	<i>to Yield about</i>
St. Louis County Water Co. 5.50's Due 1945 . . . . .	5.62%
Roanoke Water Works Co. 5's Due 1950 . . . . .	5.65%
New Jersey Water Company 5's Due 1950 . . . . .	5.65%
Peoria Water Works Co. 5's Due 1950 . . . . .	5.77%
Southwestern Pub. Service Co. 6's Due 1945 . . . . .	6.05%
Edith Rockefeller McCormick Trust 6's Due 1927-34	5.00 to 6.00%
The Allerton Corp. Notes 5's Due 1928 . . . . .	6.50%
Plankinton Building 6.50's (Milwaukee)	
Due 1927 to 1947 . . . . .	5.00 to 6.40%
Harriman Building 6's (New York) Due 1958 . . . . .	5.95%
National Press Building 6's (Washington) Due 1959 . . . . .	6.00%
Wadsworth Building 6's (New York) Due 1958 . . . . .	6.00%
Loew's New Broad Properties 6's (New York) Due 1945 . . . . .	6.00%
Court Square Building 6's (New York) Due 1958 . . . . .	6.00%
Wabash-Monroe Building 6.50's (Chicago) Due 1945 . . . . .	6.50%
Allerton Cleveland Bldg. 6.50's (Cleveland) Due 1945 . . . . .	6.50%
Kingdom of Italy 7's Due 1951 . . . . .	7.48%

*If you prefer, write us direct and make your selections by mail.*

**P. W. CHAPMAN & CO., INC.**  
 116 S. La Salle St. CHICAGO  
 42 Cedar Street NEW YORK



## American Attitude Toward Foreign Bonds Improving

"THE new year promises well for sound investment securities," says C. W. Sills, vice president Halsey Stuart & Company, in a recent survey on present tendencies in the bond market. Important among these tendencies, according to the author, is the increase in the prominence of foreign bonds issues.

He says in part:

In the field of foreign issues, the most interesting development in the past year has been the increased prominence of foreign corporate issues. While the total of foreign government bonds declined from \$778,005,000 in 1924, to \$648,981,000 in the period ended December 20, 1925, indicating a net decline of about \$111,000,000 for the year, foreign corporate issues (exclusive of Canadian) increased from \$206,628,750 in 1924, to over \$330,000,000 to December 20, 1925—a 60 per cent increase. These figures are conclusive evidence of the changes for the better that have been taking place abroad during the year. The decline in government financing evidences the improvement in their fiscal affairs, just as the increase in corporate financing is conclusive proof of better conditions in the industrial field abroad.

There is still a widespread price disparity between foreign and comparable domestic issues reflecting, of course, the still prevailing though gradually disappearing skepticism on the part of the American investor toward foreign securities. Notable improvement in the attitude of American investors has been evident during the year. With continued ease in the money markets, and possible shortage in domestic securities, it is probable that the attention of American investors will turn increasingly to foreign issues. If it does, improvement in the price level of such bonds will inevitably follow. Certainly, some of the outstanding values in today's market are to be found among good foreign bonds, though in this field, as in all others, there is the necessity for careful discrimination, not alone as to the security of the issue, but, equally important, as to the ability of the borrower to obtain the necessary foreign exchange to meet payments as they fall due. It appears probable that foreign nations will continue, at least for some time, to look to us for financial help, the amount to be governed largely by the willingness of American investors to take their offerings.

From the foregoing it will be seen that there is not much reason to anticipate marked changes in the prevailing favorable investment situation, at least for the immediate future. The supply of securities should, according to present indications, continue in somewhat the same volume as during the past year. Demand, likewise, should be on somewhat corresponding levels. If there is any uncertainty as to the immediate outlook, it is probably to be found in the speculative markets. The duration of the existing activity in speculative operations, lands, and stocks principally, has been much debated. If, as is frequently intimated, there should be a collapse in either or both of these activities, it would, no doubt, have a reaction on the general business situation. Here again, however, fundamental conditions appear sufficiently sound that such an event would probably have only temporary effect. Moreover, so far as its possible effect on the investment market is concerned, it might even be a beneficial one—at least on the price level of investment securities. It would inevitably divert large amounts to conservative investment securities that are now finding employment in land speculations, the stock market, or similar enterprises. Assuming even this possibility, therefore, it would appear that the new year promises well for sound investment securities.

## FINANCING CORPORATIONS

Our executives have had years of experience in financing and refinancing corporations.

This knowledge is available to banks.

Our New Business Department is prepared to discuss corporation long-term financing on the same confidential basis that exists between the corporation and the bank handling its short term financing.

We invite the banks or their corporation customers to make use of this department.

*A preliminary discussion entails no obligation*

## COFFIN, FORMAN & CO.

INCORPORATED

39 South La Salle Street

CHICAGO

### Buy Interest in Chicago Firm

Richards, Roloson & Company, 209 S. La Salle Street, Chicago, announce a change in name, effective February 1, 1926, to Lane, Roloson & Company, Inc., an interest in the business having been purchased by Lane, Piper & Jaffray, Inc., of Minneapolis, who for the past ten years have been their Northwestern correspondents.

Announcement is made also of the opening of a general securities department, under the direction of Sidney L. Castle, who has become associated with the company as vice president. For several years Mr. Castle has been connected with the National City Company in Minneapolis and Chicago.

This consolidation of interests links together two of the pioneer financial houses of the middle west, the history of the Chicago firm dating back to 1879, when it was known as Beveridge & Dewey. John L. Beveridge was the Civil war governor of Illinois and David B. Dewey was interested in several Chicago banks.

William T. Rickards, who for a number of years was engaged in the lumber business in Des Moines, Iowa, purchased an interest in 1886 and thereafter gave his entire time to the development of the commercial paper business, under the name of W. T. Rickards & Company. For many years his firm was the only commercial paper house west of New York City. In 1910 Robert M. Roloson purchased a substantial interest in the firm and in 1920 when Mr. Rickards retired, several other partners were admitted and the name was changed to Rickards, Roloson & Company, under which it has operated to the present time. The personnel of the new corporation remains unchanged.

Lane, Piper & Jaffray, Inc., Minneapolis, is active in both commercial paper and general securities, the business in the former dating back to 1895, under the name of George B. Lane. In 1913, Harry C. Piper and C. Palmer Jaffray organized Piper, Jaffray & Company, which joined with Mr. Lane in 1917 as Lane, Piper & Jaffray, Inc. Glenn W. Traer and George F. Piper, Jr., become associated as vice presidents in 1920.

**Even the best bank advertising can be made better.**

— Send for and see Reed's Mass-color Plan for '26.

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

TRIBUNE TOWER  CHICAGO

NEW ISSUE

# \$1,000,000

## Central States Power and Light Corporation

*First Collateral Lien 20 Year 6% Gold Bonds*

Due December 1, 1945

Price 99 yielding 6.09%

*Among the safety factors rating these utility bonds as conservative investments are:*

1. Strong management and ownership.
2. Adequate maintenance provisions and the added protection of a sinking fund.
3. 95% of Gross Earnings derived from electric light and power. 43% of generating capacity is hydro-electric.
4. Net Earnings over 3 times entire mortgage bond interest charges. The bonded debt is only 2.6 times gross earnings.
5. Company operates in diversified territory, including states of Iowa, Nebraska, Missouri, North Dakota, Arkansas and Texas.
6. The property is valued at over \$8,000,000 or over twice total mortgage bonds outstanding with the public, including this issue.

*A statistical analysis of this security is impressive. Upon request we shall be glad to send a circular fully descriptive as to detail.*

**PRIESTER, QUAIL & CUNDY, INC.**



BONDS FOR INVESTMENT

First National Bank Bldg.  
 Davenport, Iowa

29 S. La Salle St.  
 Chicago, Illinois



## Conservative Securities

We maintain trading and statistical departments particularly alert to the investment needs of banks; and the steady increase in our list of banker-clients is testimony of satisfactory services rendered by this specialized organization.

A talk with our nearest representative might prove valuable to you. It implies no obligation.

## BARTLETT & GORDON

Incorporated

FIRST NATIONAL BANK BUILDING, CHICAGO

W. L. Rossiter  
 LA CROSSE, WIS.

Arthur G. Miller  
 WISCONSIN RAPIDS, WIS.

S. C. Hackett  
 KENOSHA, WIS.

H. H. Hering, Mgr.; F. A. Smith, First Wis. Nat. Bank Bldg., MILWAUKEE



# Building a Reputation

From its beginning the officers of the American Bond and Mortgage Company have built for the future, actively and jealously guarding the reputation and record of the Company. They have not thought of temporary success, but have directed all of their energies to the upbuilding of a strong progressive institution with a record and a reputation second to none.

Send for our latest descriptive booklet.

**AMERICAN BOND & MORTGAGE CO.**  
Established 1904 CAPITAL AND SURPLUS OVER \$7,500,000 Incorporated

IOWA  
 HEADQUARTERS

308 MAIN STREET  
 DAVENPORT

CHICAGO

Over thirty



other cities.

NEW YORK

## Form Export Corporation

The formation of a fifteen million dollar corporation for extension of credits in Germany and elsewhere in Europe has been announced by Dillon, Read & Co. Associated with that firm, it is understood, will be Mendelssohn & Company of Amsterdam, and the Disconto Gesellschaft, one of the four so-called "Big D" banks of Germany.

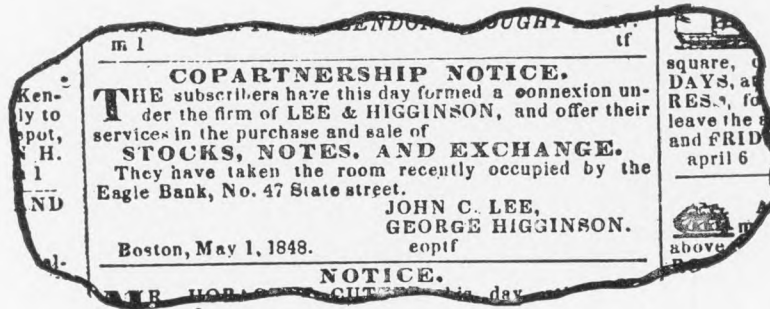
The purpose of the corporation, it is understood, will be to extend credits to, and possibly acquire equities in, German and other European corporations, whose individual requirements are limited to moderate sums and which are therefore not suited to the making of public loans.

While no announcement has been made of the capital structure of the new company, it is believed that it will consist of an offering of preferred stock with either an option or a bonus of common stock.

Suit the action to the word, the word to the action.—*Shakespeare.*

1848

1926



WE take pleasure in repeating the opening statement of our firm of 77 years ago.

We offer our services in the purchase and sale of

**"STOCKS, NOTES, AND EXCHANGE."**

# Lee, Higginson & Co.

Established 1848

209 S. La Salle St.

Boston

Chicago

New York

Higginson & Co.' London.

### Combine on Big Issue

A new issue of \$22,500,000 Western United Gas & Electric Company first mortgage thirty-year 5½ per cent gold bonds, series A was offered last month at 99 and accrued interest to yield over 5.55 per cent by E. H. Rollins & Sons, Illinois Merchants Trust Company, First Trust & Savings Bank, Chicago, Harris Trust & Savings Bank, Halsey, Stuart & Co., Inc., Blair & Co., Inc. and Spencer Trask & Co. and Marshall Field, Gloré, Ward & Co. Western United Gas & Electric Company, a corporation organized under the laws of Illinois, has acquired by consolidation an important group of public service properties in an extensive and rapidly growing section, suburban to and principally west of Chicago, and in Southern Illinois. As a result of this consolidation and this financing, numerous issues of bonds, debentures and preferred stock are to be retired or exchanged and the financial structure and program simplified by the creation of a single first mortgage bond issue and a single preferred stock issue of this company, all of whose common shares will be held by Western United Corporation, an Illinois corporation.

### Goddard with Foreman

James Goddard, internationally known opera star, has become affiliated with the sales staff of the bond department of The Foreman Banks of Chicago, according to a recent announcement of officers of that institution.

Mr. Goddard was with the Imperial Opera Company of Vienna and the Royal Opera of London for several seasons, later joining the Chicago Opera Company. He has also become popular through his singing at bankers meetings throughout the middle west.

He has been in the bond business the past three years, having formerly been connected with Brokaw & Company, of Chicago.

### Gamble with Chicago Trust

Iowa banker friends of Robert E. Gamble recently received an announcement telling of his affiliation with the bond department of the Chicago Trust Company.

Mr. Gamble has been calling on Iowa banks for more than ten years in connection with their investments.

For the past several years he has been connected with A. B. Leach & Company, and prior to that time was with The Drivers National Bank of Chicago. He also has many friends in North and South Dakota where he traveled for several years.

Honor is like the eye, which can not suffer the least injury without damage; it is a precious stone, the price of which is lessened by the least flaw.—Bossuet.

### New Bond Offering

Priester, Quail & Cundy, Davenport, Iowa, are offering a new issue of Central States Power & Light Corporation, first collateral lien twenty-year 6 per cent gold bonds, in denominations of \$1,000 and \$500, registerable as to principal only. Priester, Quail & Cundy have contracted for the purchase of \$1,000,000 of these bonds. The American Trust Company of Davenport is the trustee.

Net earnings of the properties owned or controlled by the Central States Power & Light Corporation, were, in 1924, \$515,606.47, and in the year 1925 these earnings amounted to \$675,621.79.

### Goethe Becomes President

At the annual meeting of the Charles E. Walters Company Bank, stock brokers of Omaha, Neb., Robt. L. Goethe was ad-

vanced to the presidency succeeding R. W. Walters, who has located permanently on the Pacific Coast. Other officers remain unchanged.

### Bank Reorganized

The Citizens State Bank of Holdrege, Neb., has recently been reorganized, and is now operating under its new charter with deposits of around \$400,000. The officers of the institution are: Claude B. Miller, president; L. A. Franzen, vice president, and Frank Falk, cashier.

A supreme poet, by native taste and ambition, rather aspires to loftier subjects, as an eagle soars among cliffs and clouds, nor builds like the turtledove even on the most beautiful tree of the forest, though he may rock himself there awhile in the topmost branches.—Darley.

## GENERAL MOTORS ACCEPTANCE CORPORATION

*Executive Offices:*

250 West 57th Street, New York City

*THE 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.*

### DIRECTORS

*Alfred H. Swayne, . . . Chairman — Vice President, General Motors Corporation*

*Curtis C. Cooper . . . President*

*Albert L. Deane . . . Vice President*

*Pierre S. duPont . . . Chairman, General Motors Corporation and E. I. duPont de Nemours & Co.*

*Lammot duPont . . . Finance Committee, General Motors Corporation.*

*O. H. P. LaFarge . . . General Motors Corporation*

*Seward Prosser . . . Chairman, Bankers Trust Company New York*

*John J. Raskob . . . Chairman, Finance Committee, General Motors Corporation*

*Alfred P. Sloan, Jr. President, General Motors Corporation*

*John J. Schumann, Jr. Vice President*

*Donald M. Spaidal. Vice President*



**T**HE Des Moines Clearing House Association announces a new interest rate of

**3<sup>1</sup>/<sub>2</sub> %**

**on Savings Accounts  
and  
Certificates of Deposit**

This rate becomes effective March 1, 1926, on Savings Accounts, and applies to Certificates of Deposit issued on or after February 1, 1926.

By adopting this sound and conservative banking principle the banks of Des Moines have added to the strength of Des Moines as a reserve city, and to its ability to properly serve the banking and business needs of a great city—and great state.

**Des Moines Clearing House**

*Member Banks*

Bankers Trust Co.	Iowa Loan & Trust Co.
Capital City State Bank	Iowa National Bank
Central State Bank	Iowa Trust & Savings Bank
D. M. Sav. Bank & Trust Co.	Peoples Savings Bank
Des Moines National Bank	Valley National Bank
Home Savings Bank	Valley Savings Bank

*Affiliated Member Banks*

First Federal State Bank	University State Bank
Continental Trust & Savings Bank	Euclid Ave. State Bank

**Assistant Vice President**

In the recent crop of official appointments and promotions announced during January, following annual directors' meetings, one elevation, that of Oscar F. Meredith, who was promoted to the office of assistant vice president from assistant cashier of the Bank of America, New York, is of interest to his many friends in the middle west and west.

Mr. Meredith's career has been an interesting one. Born in a sod house on a homestead in Pawnee county, Kansas, he was educated in the country schools there and started his banking experience in 1912 when he went to the Continental & Commercial National bank, Chicago, as a stenographer. Subsequently he worked for a time in their credit department. In March, 1918, Mr. Meredith became district representative in Chicago for Bayne Hine & Company, note brokers, later migrating to New York as sales manager. His connection with the Bank of America dates from January, 1923, when he joined the New Business department of that organization. A few months later he was made manager of the department and in August of the same year he was appointed assistant cashier. Since then his rise has been rapid and news of his elevation to assistant vice president was of little surprise to his close associates.

Mr. Meredith is loaning officer of the Bank of America in the central western and western districts, comprising most of the fourth, seventh, eighth, ninth, tenth and twelfth federal reserve districts.

**Entire Family Protected**

An entire family was recently insured in the Equitable Insurance Company of Iowa by A. M. Gilpin of the Mason City agency of that company.

Mr. and Mrs. T. N. Gordon and their four sons, Lawrence, Gaylord, Norman and Ernest, each applied for a life insurance policy on the same day. The boys' policies were for \$5,000 each. Those applied for by the father and mother were for \$1,000. The applications were written on the same day, the entire family was examined on the same day, and policies were issued at the home office on the same day and Mr. Gilpin delivered them all on the same day.

**Styles change in all things**, including bank robberies. Two women robbed a bank in South Dakota not long ago and escaped in a touring car with \$500 cash. No doubt they needed some new hats or perhaps a fur coat, who knows?

It's a shame the way women are competing with men in every business activity.

Inconsistencies of opinion, arising from changes of circumstances, are often justifiable.—*Webster.*

# REAL SERVICE

To serve our clients to their entire satisfaction  
is our constant aim and ambition

*March first is not far distant  
Let us help you*

**Stanley-Henderson Company**  
*Farm Mortgage Bankers*

207-214 Higley Bldg.

Cedar Rapids, 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*  
**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 rooms 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.





**Fastest Growing  
Company in the  
Mississippi Valley**

**W. K. WHITFIELD**  
President

**DAVID W. HILL**  
Vice President

**W. F. GRANTGES**  
Vice President and General  
Manager Agents

## Building Business and Communities

International Life Service is day by day, in all parts of the United States, helping progressive bankers build small agencies into big ones.

It is the purpose of International Life Service to help banker agents visualize their opportunities for better business.

To help them formulate plans for greater production.

To give them helpful suggestions and keep them thoroughly informed concerning the progressive development of their business.

To help them build up their own communities by investing this company's money in their community.

To give them a line of unexcelled policies.

These are the basic parts of International Life Service to bankers.

**International Life Insurance Co.**  
ST. LOUIS, MISSOURI



## 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

## INSURANCE SECTION

# Viewing Insurance and Credit Through the Eyes of a Banker

**B**USINESS of any kind—industry, commerce or finance, to be worth while must be, first, profitable, and second, reasonably safe. As far as profit is concerned, the question is not one of the size of the investment, the volume of business transacted, or the amount of money coming in from operations. It is the net that counts. If, all things considered—and in business all things had better be considered—the difference between total expense and total income does not represent a fair return upon total investment, then there is something wrong somewhere, and that fact is sure to assert itself in one form or another, all of them unpleasant, sooner or later.

Flush times in business are dangerous times. When the current runs strong, when the idea of prosperity is in the air, when everybody is in a rush to fill orders and to cover the largest possible field, the scrutiny of business is not apt to deal so much with points of weakness in the situation as with its points of strength. In such times, and, indeed, in all times, the rocks are on ahead. I suppose actually they are always on ahead. Good business judgment does not remove them—it only steers a course by which they may be avoided.

In fairly recent times, we have had an excellent illustration of the dangers which beset the course of perfectly good business when it is speeded up too much and with too little reference to danger signals. Following the World War, merchandise was in great demand. The need for increased production was urgent. Industries were going at full pressure. Demand was strong and if there was a reason why this demand should weaken, only a few of the more cautious discovered it. And business dreamed on. But gradually, "a change came o'er the spirit of the dream." Demand fell off—gradually at first, then in a more pronounced manner. And the first thing we knew, our people were talking about a buyers' strike, which ac-

*By Rollin P. Grant*

*Vice Chairman, Irving Bank Columbia Trust Co.*

*Director, Independence Companies, Philadelphia*

(From "Human Relations," published by the Independence Co.'s.)

tually need not have been a buyers' strike at all—just a perfectly natural movement of the currents of business in which the good old laws of supply and demand play such an important part.

The big thing we learned from this experience is that our national productive power is considerably in excess of our power to consume. True, there is foreign trade as a means of relief, but with the world as badly snarled up as our after-the-war world was, and still is, the relief in the form of demand from abroad was

not nearly great enough to cover our full possibilities of production.

When the fact that we are able to produce considerably more than we can sell profitably first came definitely to the attention of American business, a number of things happened. In a very important sense, a new dispensation was established. Little weak spots in business practice which, in the hustle and bustle of our so-called high prosperity had seemed unimportant, gradually began to assert their importance. Considerations which we had formed the habit of waving away as intangibles suddenly became exceedingly tangible. The practice of counting the cost came back into the world again, and a new quality of caution was injected into credit practice and business extension.

In other words, business had its fling for a time, then was conducted over the bumps, then acquired the power of realization and finally settled down to a substantial basis of brass tacks, and this is where we find ourselves at the present time. We still respect volume in business but only when it carries a fair profit. We value success just as highly as ever, but a hundred dollars or a thousand made on seventy or seventy-five per cent of our possible production looks just as good to us as though made on a one hundred per cent production.

There may be nothing particularly difficult about this new situation of ours—it only requires a somewhat different treatment from that required by the past. We shall continue to welcome heavy volume but shall not be blind to the value of lighter volume. When the big orders come in, we shall know what to do with them, but we also shall be able to find profit in orders which are not big. If the consumer, the retailer, the wholesaler—due to improvement in facilities of communication and transportation—is in a position to order frequently and in small lots, the thing to do is to include that fact in our business plans instead of worry-



ROLLIN P. GRANT Photo by Aime Dupont.



ing about "hand-to-mouth buying." Actually, these small orders may suggest a desirable tendency. It may be just another step in business evolution. It may mean that our current business position is to be stronger and more liquid and better from a credit point of view. And if our business machinery is not equal to the task, why, we will just get some new machinery. In other words, we must take the situation as it is, not as it used to be. Great changes in our business world have come since 1914 and the end is not yet.

But this is all about profit, which is only one of the two qualities I mentioned in the beginning as indispensable in worth-

while business—the other being reasonable safety. This business safety may come from a number of different sources. It may be found in the nature of the investment itself or in its business backing. It may find its strongest expression in the man or men in charge. It may be in some unusually good plan of organization or in the business methods employed. But after all of these have been considered and evaluated, it will be found that in practically every business venture, there remains a margin of uncertainty, of business danger, which, because human judgment is not infallible, must be covered by means outside of regular business management.

And at this point the insurance company steps in and, by covering this margin of danger, becomes a very definite factor in every-day business life and a potent element in stabilizing business and giving to it the security necessary to its continuing success. And so, insurance becomes an active element in the life of the business concern. Its function in business is largely one of avoiding economic waste. A particular kind of insurance belongs in a particular business concern or does not belong, depending upon the measure of intelligence with which it is selected and applied. The insurance man who is not qualified to comprehensively review the problems of business, and select for it the maximum of protection at a minimum cost, is neither a good business man nor a good insurance salesman.

I think that many business men fail to realize the importance of other forms of coverage for business in addition to fire insurance. Fire insurance, because of the serious nature of the risk, needs no explanation as a business asset. But public liability insurance, too, and fidelity bonds for cashiers—to mention only two kinds of coverage—also might figure most importantly in business success. A striking case in point is that of a concern in San Francisco, previously solvent, which was forced into bankruptcy by a judgment against the firm in favor of a customer injured in its store by falling down a stairway. In this case, public liability insurance would have saved the business. But the actual protection furnished under the policy is only one of the benefits coming to business from insurance. The insurance man on the business job also counts. For example: A competent safety engineer always notes the question of "housekeeping" in premises he is called upon to inspect. In a factory where the "housekeeping" is bad—that is to say, where rubbish is allowed to accumulate, where stairs and exits are obstructed, where mechanical safety devices are neglected, and where employes are permitted to smoke during working hours, accident and fire hazards are high.

Such a condition is bad for insurance, but bad for business also. It speaks of lax discipline, slipshod methods and low morale, which are credit as well as insurance factors and the experienced credit men visiting such premises will realize that the concern must suffer in any business stringency.

This whole problem is one in which the insurance agent can exert a powerful business influence. Every suggestion calculated to lessen physical hazard helps also to tighten morale and reduce moral hazard. This is more or less automatic in the case of larger risks, but there are tens of thousands of smaller risks which aggregate enormous values. If every one of the smaller agencies within its opportunities would render this same class of service, it



## Unusual Facilities

Bankers throughout the Northwest know that it is to their best interests to render clients of their bank the utmost in service.

More and more every day, bankers are recognizing a Life Insurance department as a means of giving their customers that extra measure of personal cooperation.

Your customers need life insurance. You, as their banker, are in a better position to secure this business, thereby increasing the profits of your bank, and at the same time insuring your own local business.

When you represent a financially strong company like the North American National Life of Omaha, which has unusual facilities in connection with banker agents—you will find this of decided value in your local business promotion efforts.

### NORTH AMERICAN NATIONAL LIFE INSURANCE COMPANY

OMAHA ~ NEBRASKA

F. J. UEHLING  
PRESIDENT

STRONG AS THE STRONGEST

could hardly fail to improve both insurance and credit risk.

In the logic of things, the two should go hand in hand—business and insurance, profit and safety. There should be more in the selling of insurance than the earning of a commission. Like the banker, the insurance company, through its representatives, can act practically as a semi-public agent, studying the welfare of business and, through wise and safe insurance, always placed with serious reference to the moral quality of the risk, protecting the interests served by credit, and thus playing an important part in the general economic condition and in the welfare of the community and country at large.

#### Keeping Insurance in Force

A large insurance concern offered a prize to the policyholder who would give the best answer to the above question. This won the prize:

Because the lapse would deprive my family of support after I am gone.

Because the lapse will reinstate my former feelings of insecurity and improvidence.

Because the lapse will eliminate a growing fund for use in emergencies or old age.

Because the lapse will lessen my financial credit and my self-respect.

Because the lapse will terminate the best investment that I ever made.

It would be difficult to express more forcefully and succinctly the reasons for keeping up one's insurance protection.

—*Idaho Lifer.*

#### Three Rules Plus One

Some philosopher of business recently enunciated three general rules for making money:

1. Do something before others do it.
2. Do something others do not like to do.
3. Do something better than others do it.

To the foregoing, we may add at least one more: save some money, for you can't do much without it.—*American Central Magazine.*

#### Plan Insurance School

Dr. C. J. Rockwell, noted life insurance educational director and former head of the Life Insurance School at the University of Pittsburgh, met recently with members of the Des Moines Life Underwriters Association to discuss plans for the proposed school of instruction to be held in Des Moines March 31-May 29, under Mr. Rockwell's direction, providing the Des Moines association can enroll a minimum of sixty students.

Dr. Rockwell outlined the methods and advantages of the course, telling what it has accomplished in other cities.

It was decided that the school will be in session four hours on the mornings of

Wednesday, Thursday, Friday and Saturday, the other three days in the week to be devoted to a similar school in Omaha.

#### Meeting of Field Managers

The semi-annual conference of the field managers of the Inter-State Business Men's Accident Association was held at the home office in Des Moines last month.

The business sessions of the conference were presided over by Robert A. Brown and were held each morning. The afternoons were given over to interviews with the home office department heads. Entertainment features in the evening consisted of dinners at the Des Moines and Grant clubs followed by theater parties. "Pecky Top," the home of secretary-treasurer Ernest W. Brown, atop the twelve story Brown Hotel, was the scene of a most enjoyable after-theater radio party.

Those in attendance were: Field Managers Carl Sankey, A. J. Goddard, W. C. Irwin, C. F. Troupe, W. A. Brown, E. P. Mauk and F. P. Purdue.

#### Inter-State Annual Meeting

The annual meeting of policyholders of the Inter-State Business Men's Accident Association of Des Moines is to be held February 2nd at the home office in Des Moines, according to announcement by Secretary Ernest W. Brown, who reports the company's resources in ledger assets as of December 31, 1925, as \$566,071.71. The Inter-State closed its books December 31st with a net increase of 8,500 policies making a total of 81,000 policies in force. During the year the association paid indemnity to one out of every six policyholders. A feature of last year's business was the addition of a women's department, with liberal policies for that type of business.

# 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.



### Takes Over More Space

Growth in the business of the Royal Union Life of Des Moines has necessitated taking over another floor of space in the home office building, announces President A. C. Tucker. The additional space will be temporarily used by the auditing department, and another half floor will be taken over by the company in the middle of 1926.

### Haight Organization Incorporates

The Frank J. Haight organization, with offices in Indianapolis, Des Moines and Omaha, has been incorporated under the laws of Indiana as Haight, Davis & Haight, Inc. The company explains the change in name by official announcement as follows: "The development of the business of this office has made it seem advisable to change the form of the organization. A purely personal organiza-

tion does not offer the opportunities to recognize ability and initiative and to reward unusual service that is possible with a corporation. We have, therefore, formed a corporation under the laws of Indiana with the above title.

"It is in form only that the organization has changed. We shall continue to render the same careful personal service as heretofore. We hope and believe that the new arrangement will operate to the advantage of our clients, as well as the people associated."

### T. J. Brabec Resigns

Resigning to take a position with the Omaha Life Insurance Company, T. J. Brabec is succeeded as cashier of the Farmers & Merchants State Bank of Wahoo, Neb., by L. J. Rochford, who was formerly assistant cashier. Bert Magnuson becomes assistant cashier.

## Brief Fire News

**O. J. Davis**, Iowa state agent for the Home of New York announces the appointment as special agent for northeastern Iowa of Walter H. Ross, Mason City. Mr. Ross will have twenty-six counties to travel. He succeeds Nicolas J. Caldwell who becomes connected with the Studebaker auto agency in Des Moines after three years connection with the Home. Ross has for the past seven years been an inspector for northern Iowa for the Iowa Insurance Service Bureau.

**A ten thousand dollar fire** was sustained recently at Boone, Iowa, when the ten thousand dollar home of Clarence Atwater was burned. Other farm buildings were saved.

**New Hampton, Iowa**, sustained a \$30,000 fire loss recently when defective wiring started a blaze that destroyed the two story brick building of the Garman-Forkenbrook hardware store and Friend's plumbing establishment. Six families dwelling on the second floor lost their furniture in the blaze.

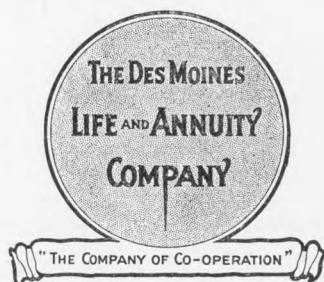
**Emory English**, former president of the Iowa Bonding and Casualty Company which is now a part of the Southern Surety, has assumed the duties of his new position as secretary of the Des Moines Chamber of Commerce succeeding Warren Jackson.

"The most important work of the Iowa state fire marshal's department during 1925 was along educational lines," says Iowa Fire Marshal J. A. Tracy in speaking of things accomplished in the past year. "We have sent out more than 75,000 pieces of literature, including 30,000 posters advertising fire prevention week, and 10,000 booklets to schools. We have done considerable educational work with chambers of commerce and civic organizations. We have had more requests than ever for speakers."

**Fire recently** destroyed the new Merchants' cafe at Grimes, Iowa, and damaged the Grimes Savings Bank building, when an oil stove exploded, causing severe and probably fatal injuries to one woman. The loss is estimated at \$15,000.

**Christmas in Des Moines** rivaled the Fourth of July in the number of fire alarms, there being an average of a fire an hour over the holiday. Fire Chief Warren Taylor states that the number of fire calls in Des Moines so far this year exceeded the fires of 1924 by more than 300, due to a dry spring and its attendant grass and rubbish fires. Two thousand

DURING 1926 IT WILL  
BE OUR PURPOSE TO  
FURTHER STRENGTH-  
EN THE SERVICE AND  
STABILITY OF—



—THEREBY SATISFYING  
OUR POLICYHOLDERS AND  
OPENING NEW FIELDS OF  
PROFIT TO OUR AGENTS  
AS A LOGICAL RESULT OF  
THIS COMPANY'S STEADY,  
CONSISTENT GROWTH.

**J. J. SHAMBAUGH**  
President

nineteen calls were answered last year, compared with 1,704 in 1924.

The Nevada Hotel, Nevada, Iowa, an early landmark at Nevada, Iowa, was destroyed by fire on Christmas, with an estimated loss of \$20,000.

**HOW TO MEASURE A HAYSTACK**

(Continued from page 17)

tons of hay in the stack." (I am assuming now that it is Henry Jones who owes the past-due note at your bank; if Jacob Smith is the delinquent debtor, the result is, of course, seventeen and three-quarters tons.)

As I say, this system has given uniform satisfaction since I began using it in our territory—with only a single exception. On that occasion, I had reached the climax of my operation, and had propounded the psychological question. The seller made his guess as to the volume of the stack, and the buyer remaining silent, I took it for granted that he was satisfied with the estimate of the other; therefore I announced that it was correct to the fraction of a ton. Of a sudden, a hoarse gurgling sound attracted my attention to the buyer of the hay. He was clutching at his throat in a frenzied manner, and making rather menacing gestures in my direction.

It was hardly reasonable to expect me to know that he was at the time suffering from a severe cold, which made it impossible for him to speak above a whisper. I chanced to remember, just then, that a party was waiting in town for me to draw up a contract.

That fellow couldn't talk, but he sure could run. I passed up six Fords on the road to catch up with a friend in a Cadillac, and when I settled myself on the cushions and looked back, he was just gathering himself for a leap at our running board. If he hadn't missed, and sprained his ankle in the attempt, it is possible that he might have found a mistake in my figures on that hay stack.

**Takes Over Grain Belt**

The Farmers Mutual Hail Insurance Association of Iowa has completed negotiations for the absorption of the Grain Belt Insurance Company, by which it re-insured the outstanding liability of the Grain Belt, amounting to approximately \$5,000,000. The merger was approved by W. R. C. Kendrick, state commissioner of insurance.

Both companies located in Des Moines, write hail business exclusively, the Farmers Mutual having more than \$50,000,000 of such coverage in force. The Farmers is a state mutual and the Grain Belt was a stock company with a capital of \$100,000.

The former company will assume the liability for the coverage of the latter, which will be liquidated. The purchase

**FORTY-FIFTH ANNUAL REPORT  
OF  
SECRETARY-TREASURER  
OF THE  
Iowa State Traveling Men's  
Association  
DES MOINES, IOWA**

For the Year Ending December 31, 1925

**SECRETARY'S REPORT**

Number of claims paid.....	4,045
Number of claims per 1,000 members.....	54
Average amount of weekly claims.....	\$71.04
Number of applications rejected.....	2,102

**MEMBERSHIP**

New members admitted during 1925.....	10,169	
Delinquents reinstated .....	108	10,277
Deaths, resignations and cancellations.....	2,303	
Dropped for non-payment dues and assessments.....	4,968	7,271
Net increase in 1925.....		3,006
Members in good standing, January 1, 1925.....		72,413
Members in good standing, December 31, 1925.....		75,419

**RECEIPTS**

Jan. 1, 1925, Balance Cash and Securities .....	\$ 294,110.29
Assessments and dues .....	\$674,290.00
Membership Fees .....	24,312.00
Reinstatements .....	256.00
Interest and Profit.....	15,818.26
Miscellaneous .....	136.45
	714,812.71
	\$1,008,923.00

**DISBURSEMENTS**

Claims		\$372,476.29
Benefits paid .....	\$498,131.10	
Court Costs, Attorney Fees, Investigating and Settling Claims .....	7,190.88	
Medical Examiner's Fees .....	12,029.70	\$ 517,351.68

**General Expense**

Salaries, Officers, Directors and Employees.....	\$ 52,592.29
Postage .....	20,334.32
Advertising .....	9,034.67
Printing and Lithographing .....	9,660.68
Rent, Light & Power .....	6,431.40
Furniture & Fixtures .....	1,046.58
Traveling Expenses.....	3,347.29
Books, Stationery & Office Supplies .....	4,289.46
Taxes .....	884.44
Telegraph and Telephone .....	439.73
Information Bureau.....	520.00
Affiliated Organizations .....	872.00
Annual Meeting .....	420.90
Freight, Express and Drayage .....	107.17
Miscellaneous .....	3,462.10
	113,443.03

**Refunds**

Assessments and Dues .....	\$ 1,448.00
Rejected Applications .....	4,204.00
	5,652.00
Dec. 31, 1925, Balance Cash & Securities....	372,476.29
	\$1,008,923.00

**Resources, December 31, 1925**

Cash in Banks and Office .....	\$ 97,276.29
United States Bonds .....	150,200.00
United States Treasury Certificates ..	75,000.00
School Bonds (City of Des Moines) .....	50,000.00
	\$372,476.29

Increase in Resources during 1925.. \$ 78,366.00

Decrease in General Expenses, over previous year .....

Net increase in Membership during year 3,006

Death Claims, 1925 .....	\$183,649.66
Eye Losses, 1925 .....	9,100.00
Foot and Hand Losses, 1925.....	2,500.00
Permanent Disability, 1925 .....	21,478.54
Disability Claims, 1925 .....	281,402.90
	\$498,131.10

Total Claims Paid, 1925.....

One member in every 1605 killed in.....	1925
One member in every 19 injured in.....	1925
51% of death claims caused by autos in.....	1925
37% of entire amount paid for accidents, due to automobiles in .....	1925
30% of total number of claims paid, due to automobiles in .....	1925

**Total Benefits Paid Since Organization \$8,570,081.48**

*Respectfully Submitted,*

**H. E. REX, Secretary and Treasurer.**



## PROMPTNESS, HERE, IS HABITUAL

Bankers recognize the invaluable service which a prompt settlement renders the assured. That is why so many bankers recommend the Iowa National Fire Insurance Co.

*Fire, Lightning, Tornado and Automobile Insurance*

# IOWA NATIONAL FIRE INSURANCE COMPANY DES MOINES, IOWA



## TITLE INSURANCE

for

## Security

Bonds or policies guaranteeing titles, as issued by the Southern Surety Company offer the ideal method for companies making loans, either as an investment of their own funds or for the purpose of selling the mortgages to other companies.

Mortgagee Policies of Title Insurance offer many advantages not found in any other system. Any one of these advantages is worthy of consideration, and even of itself would justify the mortgagee in requiring an insured title.

Let a representative of Southern Surety Company call and fully explain Title Insurance to your clients. Send for our literature.

TITLE DEPARTMENT

# SOUTHERN SURETY COMPANY

201 YOUNGERMAN BUILDING

DES MOINES, IOWA

price of the Grain Belt was said to be \$55,000. The Grain Belt operated as a 3 per cent company, while the Farmers Mutual is a strictly mutual.

## Royal Union Absorbs Universal Life

Officials of the Royal Union Life of Des Moines announce they have taken over the Universal Life of Dubuque, which means an addition of five and a half million of insurance to the books of the former company. The Universal Life stockholders met in Dubuque Tuesday, January 19th, and approved the transaction, and Royal Union stockholders ratified the deal January 22d.

According to present plans of President A. C. Tucker, of the Royal Union, the Universal office at Dubuque will be continued as a branch office at Dubuque under the management of the Lange agency there. The Lange agency, of which Otto F. Lange and his two sons, Harvey and Philo, are members, has long been one of the largest general agencies of the Royal Union, and are well fitted to take care of the Universal business in the very best manner.

At the meeting in Dubuque, the following officers and directors of the Universal Life were named, pending the final consolidation: President, Charles E. Bowers; secretary, George J. Wachter; assistant secretary and actuary, T. J. McComb. Included among the former Universal directors who will retain their positions are: J. F. Becker, F. J. Uriell, Tom Lee, A. F. Meter, and Charles Ward. Frank Shane, Ottumwa, was also elected as a director.

The Universal Life was organized in 1920 at Mason City and moved to Dubuque the following year. M. A. Nation is the retiring president, having succeeded Charles E. Ward as general manager a year ago.

With the addition of this business, the Royal Union now has approximately \$137,000,000 of business on its books, and under the management of President Tucker is rapidly forging ahead as one of the largest companies in the west. Assets at the close of business, last year, amounted to \$21,065,834.64, an increase of four million over the previous year.

## Organize New Bond Company

Wm. T. Bacon, formerly vice president of the Northern Trust Company, Chicago, in charge of the bond department for the past five years, and Jay N. Whipple, for seven years with the bond department of the Chicago Trust Company, having had charge of the buying department during the past year, have organized the firm of Bacon-Whipple & Co., to do a general business in investment securities, with offices at 105 South La Salle Street, Chicago.

**I. S. T. M. Election**

The Iowa State Traveling Men's Association held its forty-fifth annual meeting in Des Moines and elected the following directors: John A. Blanchard, John D. Carpenter, Currie C. Chase, George Carr, J. S. Irish, and T. B. Cookery, all for two-year terms except Mr. Cookery whose term is for one year only since he has been serving as director the past month, succeeding the late Robert Greene.

Mr. Irish, newly elected director, is chief clerk and Mr. Cookery is claim adjuster. Both will retain their respec-



H. E. REX

tive positions while serving on the directorate. Other company officers, who are not subject to reelection until next year are: President, W. E. Tone; vice president, Walter St. John; secretary-treasurer, H. E. Rex.

The report rendered by Secretary-Treasurer Rex indicates that the company has had an exceptionally fine year, showing an increase in membership of 3,009, making a total membership as of December 31st of 75,419. In addition, general operating expenses last year were decreased \$5,324.93. Total resources are shown as \$372,476.29, the largest in the company's history.

Directors who continue for another year include: Wm. H. Smith, George Hamilton, R. H. Phillips, and R. A. Barrowman.

When Senator Clark, copper king, built his mansion on Fifth Avenue it cost him \$7,000,000 with its one hundred and twenty-one rooms and thirty-one baths. Now the ground on which the elaborately carved palace stands, worth \$1,600,000, is said to be worth more than the great house.—Chicago "Journal of Commerce."

**The Time—  
The Place—  
and YOUR Opportunity**

Now at the beginning of 1926, in your own locality lies the opportunity for increased business through a connection with the National Life Association.

**Four Popular Selling Policies Which Meet All Competition**

We can offer real salesmen attractive contracts and, in most cases, territory close to home. Our men have little difficulty in interesting preferred risks and are increasing their income by selling more insurance to more people.

**CONTRACTS AVAILABLE IN**

Alabama	Georgia	Kentucky	Pennsylvania
Arizona	Idaho	Michigan	South Dakota
Arkansas	Illinois	Missouri	Tennessee
California	Indiana	Nebraska	Texas
Colorado	Iowa	New Mexico	Washington
Florida	Kansas	Oklahoma	Wyoming

Will your income stand an increase?  
Write Home Office for more particulars.



**National Life Association, Des Moines, Iowa**

**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.



**HARRY S. HASKINS, State Agent**

417-21 Southern Surety Building, Des Moines, Iowa



**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



# 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.



**For Sale Cheap:** one set of bank fixtures, marble-faced counters and about 60 feet oak wainscoting with marble baseboards. An ornament to any bank. Address W. Sperry, Hamburg, Iowa—12-1-2.

**Position Wanted** by experienced stenographer and bookkeeper in country bank. Young lady. Can use posting machine. Address First National Bank, Evely, Iowa.

**Position Wanted** as cashier or assistant by married man with sixteen years' experience in country bank. Best of references furnished. Can report immediately. Address No. 2857, The Northwestern Banker—2.

**For Sale:** Marble and oak fixtures at one-third original cost. Forty-seven feet of marble fixtures with top of oak, and sixteen feet of marble railing along officers' section. Twenty-one feet oak counter, three windows. Used in lobby 40x12 in building 24 feet wide. Also two Mosler vault doors. Anxious to sell and priced accordingly. Photographs and further information on request. Address Security State Bank, Neligh, Neb.

**Splendid Position Open** in large bank in Iowa city of 50,000 for young man of banking experience with excellent personality and appearance, the man to come in contact with men of large affairs. Splendid opportunity. Address No. 2858, The Northwestern Banker—2.

**Position Wanted** by an energetic young man as teller or assistant cashier. University graduate with banking experience. Good references. Address No. 2859, The Northwestern Banker—2.

**Will Dispose of Controlling Interest** in good prosperous bank in new live northeast Montana town on main line Great Northern Railroad, on account of ill health. Only bank in town supported by good prosperous mixed farming community raising premium wheat, oats, flax, corn, alfalfa, cattle, sheep and hogs. Over 150,000 bushels wheat marketed 1925

and more in 1924, besides heavy shipments of cream, cattle, sheep and other farm produce. Capital, \$22,000. Nearest banks eighteen and twenty miles. For further particulars address The Northwestern Banker (2862)—2.

**Position Wanted** by young man with seven years' banking experience as assistant and cashier. Can invest and desire newly organized bank in town of 3,000 or larger. Speak German. Best of references. Address No. 2860, The Northwestern Banker—2.

**Cashier Wanted** for Minnesota country bank who can invest \$4,000. State age and experience. Address No. 2861, The Northwestern Banker—2.

**For Sale:** Attractive bank fixtures for room 36x24, including counter, bookkeeper's desk, bookkeeping machine, nest of 100 safety deposit boxes and check writer. Bargain. Address Industrial Savings Bank, Davenport, Iowa—2-3.

**Position Wanted** by a married man 34 years of age. Fourteen years' general banking experience. Twelve years in one bank. Clean record. Can invest. Employed in bank at present. Available at once. Best of references. Address No. 2864, The Northwestern Banker—2.

**Young man** of ten years' banking experience wants to connect with good insurance agency. Will invest. Address No. 2863, The Northwestern Banker—2.

## THE HOLIDAY SPIRIT



The above picture shows, in a measure, the holiday decorations which greeted the visitors at the First Iowa State Trust & Savings Bank of Burlington, Iowa. The decorative effect was created by Clarence Simmons, vice president, in charge of the promotion department of the First Iowa State Trust and Savings Bank. The entire plan of promoting the Christmas Savings Club included not only the decorations shown here, but other features as well. In the above view Santa Claus is seen directing visitors along the route which brings joy into the hearts of all who are wise enough to save for the purpose. Around Santa and around the entire line of cages the green and red streamers extended, while each chandelier was rich with flowing color.



# 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**

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## South Dakota Bank News


Officers South Dakota Bankers Association

President.....Dean H. Lightner  
Aberdeen

Vice President.....Arthur Chambers  
Hudson

Secretary.....Geo. A. Starring  
Huron

Treasurer.....John Barton  
Sioux Falls



DEAN H. LIGHTNER  
President

GEO. A. STARRING  
Secretary

**Land a Good Investment**

Speaking of the 1926 outlook, W. Z. Sharp, president of the Security National Bank of Sioux Falls, South Dakota, says: "I consider one of the most important events in 1925 business is the orderly liquidation of closed banks, and also any other lines of business that have been forced to close their doors for the lack of immediate funds. It is also important to know that our real estate values have been reduced to a level, which has commenced to invite investments in land on a basis that will pay a net return equal to that of investments in Liberty Bonds. I believe purchases of real estate around present price levels would prove a satisfactory investment inside of the next three years. The outlook for business for 1926 I believe is better than it was in 1925 and that the liquidation that is going on in all lines will eventually stabilize prices of commodities and real estate and other property."

**New Bank at Dell Rapids**

The New First National Bank in Dell Rapids, S. D., opened for business, January 16th, and received very substantial deposits. The officers of the new institution are: E. J. Elliott, president; John Schmidt, vice president; C. A. Golden, cashier; Oluf Hegge, assistant cashier, and M. E. Wicks, assistant cashier. Mr. Golden, formerly cashier of the Cadamus State Bank of Cadamus, Neb., will have the active management of the bank.

**Explains Bank Statement**

Feeling that the average bank statement, as published, is sometimes difficult for many persons to understand, the First National Bank, of Parkston, South Dakota, took a third page space in the local paper, the *Parkston Advance*, and explained their statement in detail.

Under the heading: "We owe the depositors of this bank," were listed the time certificates of deposit, the deposits subject to check, and the circulation, with each separate item explained in full.

The second general heading was entitled: "To pay the above obligations when called upon to do so, the bank has the following assets or resources," under

which was listed cash and sight exchange, U. S. Government bonds, other short-term liquid bonds, total liquid assets. Each of these listings were explained in full, so that after the depositor had read the statement he knew exactly what was being done with his money, and what means were being taken for his protection.

**Gain in Bank Clearings**

The Sioux Falls Clearing House Association, of Sioux Falls, South Dakota, reports a substantial increase in business in 1925 over the year 1924. The close of 1925 saw a gain of \$7,629,234 in the total of checks exchanged daily by the banks of the city.

The comparative totals for 1924 and 1925 are as follows:

	1925	1924
January .....	\$ 4,401,980.18	\$ 7,405,355.93
February .....	3,806,273.33	3,387,522.47
March .....	5,179,099.15	4,194,466.93
April .....	5,045,584.56	5,056,934.19
May .....	5,060,874.28	4,156,951.71
June .....	5,323,148.13	3,961,308.96
July .....	5,687,738.88	4,412,457.90
August .....	5,590,420.10	4,047,722.36
September .....	5,488,301.89	4,501,927.93
October .....	5,543,166.10	4,887,115.42
November .....	4,950,770.38	4,109,423.15
December .....	4,966,535.65	4,287,471.82
Total .....	\$61,037,892.64	\$53,408,657.87

**Stronger Than Ever**

Through the cooperation of depositors, business men and farmers of the community, the Dakota State Bank of Baltic, South Dakota, has been reorganized into one of the strongest financial institutions in that part of the state.

The new stockholders, numbering 130 and representing a financial worth of more than two and one-half million dollars, have elected the following directors: C. T. Hegness, H. S. Sandvig, M. B. Sme-moe, O. S. Thompson, A. L. Berg, E. J. Oyen, Lewis Simonson, P. A. Risvold and J. J. Vollan.

Officers are: President, A. L. Berg; vice president, O. S. Thompson; cashier, C. T. Hegness.

**Officers Reelected**

At the recent annual meeting, the present officers and directors of the Minnehaha National Bank, Sioux Falls, South Dakota, were all reelected.

President Baker announced that the bank did a very satisfactory business during 1925, paying the customary dividend on January first. The statement at the close of business December 31st showed deposits of \$4,335,173.

**Increases Resources**

The First National Bank of Britton, S. D., through a number of changes made in the personnel of its stockholders, is planning to operate on a much larger scale than heretofore. The stockholders now number many of the prominent business men of the community. It has an enlarged directorate, and has doubled the net worth of the stockholders behind the institution.

The South Dakota Bankers Association has moved the office from Mitchell to Huron, S. D. Ninety-four per cent of the banks in the state are members of the Association.

W. E. Lane, assistant cashier of the Jerauld County Bank at Wessington Springs, has resigned and has become cashier of the Bank of Gann Valley, S. D., which opened on December 15th.

The Nunda State Bank recently reorganized with sixty local stockholders and charged off all doubtful paper. M. O. Dahl is the newly elected president succeeding H. E. Stensland. L. A. Hansen is cashier.

South Dakota press dispatches carry the news that J. A. Pritzkau, president of the American National Bank at Redfield, has severed his connections with the bank and with his family will move to California where he will engage in the brokerage business. Mr. Pritzkau was connected with the American National Bank for twenty years. At the present writing his successor has not been announced.

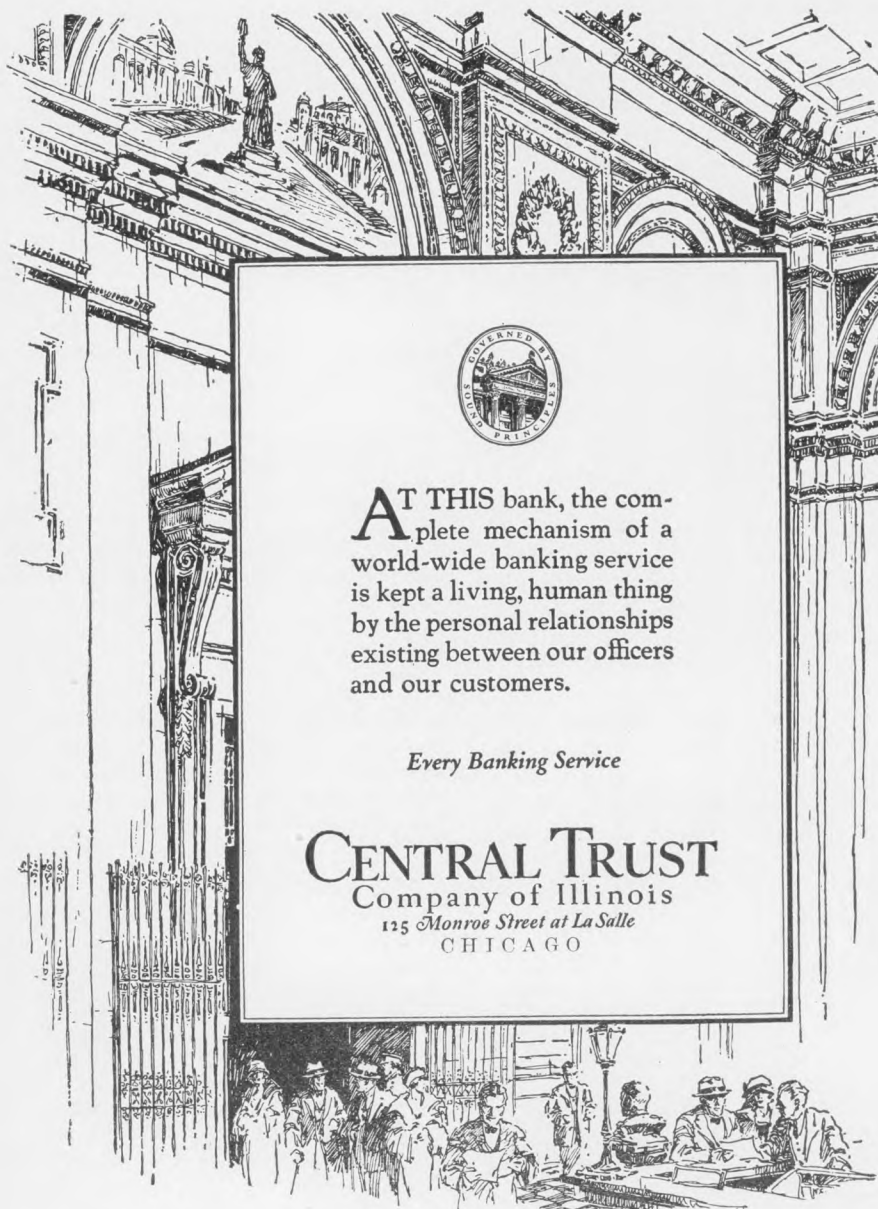
The Bison State Bank has moved into the building purchased from the State Banking Department and formerly occupied by the Farmers State Bank.

**First Bankers Association**

The South Dakota Bankers Association, with North Dakota, is said to be the first organization of its kind in the United States. The association was first organized in the fall of 1884, and the first convention was held in Aberdeen in 1885. The membership grew from eighty-two at the start, to five hundred sixty in 1915, the latter being the first date when an official report was filed.

When moral courage feels that it is in the right, there is no personal daring of which it is incapable.—*Hunt*.





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

#### To Guarantee Deposits

More than one hundred of the stockholders of the Lake County National Bank of Madison, South Dakota, in order to guarantee the deposits of the institution, have gone on record by signing a bond in favor of the bank, whereby each stockholder pledges to pay twice the amount of stock which he holds.

It was the opinion of the stockholders that if such a plan was put into effect, it would create a wealth of confidence in the bank, and inasmuch as the stockholders are many in number, no hardship is worked on any of them.

The following announcement has been made by the bank to its customers and friends in the community:

"The Lake County National Bank wishes to announce to its customers and friends, that, through the cooperation of its many stockholders, it has arranged for a guarantee of its deposits to the customers of the bank. This is a new feature in banking which will be of great interest to the customers of the Lake County National Bank, and which will put this bank in a position of absolute permanent security.

"The new feature of this guarantee was discussed at the last stockholders' meeting, and has since been worked out, perfected, and put into practice. It is in the nature of a bond contract and this contract is now on file in the Lake County National Bank, and anyone interested, or having an account with the bank, is invited to call at the bank and see any of its officers, who will be glad to explain in full this new feature of a stockholders' guarantee to depositors.

"The bank believes that the banking public is entitled to absolute security for its money, and is in a position to prove to any of its depositors that their money in the Lake County National Bank is as safe as it is possible to make a banking establishment safe, for it has doubled any requirements asked by banking statutes of state and nation by working out this complete security for its customers."

#### Thorn Elected President

John N. Thorn, one of the founders of the Alexander National Bank of St. Petersburg, Fla., was elected president of the institution at the annual meeting last month, to fill the vacancy left by the death of J. F. Alexander, late president, in December. Mrs. J. F. Alexander, widow of the deceased official, was elected to his place on the board of directors.

Walter B. Roper who carried on the affairs of the Alexander National Bank for several months during the fatal illness of Mr. Alexander, remains in his position as executive vice president. A. C. Alexander was elected vice president, from which position Mr. Thorn ascended to the presidency. Other officers are H. W. Whitman, cashier, with Jules I. Grif-

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If so—have you sufficient outlet for  
**YOUR FEEDER PAPER?**

## The Live Stock National Bank

Located at the Stock Yards  
Sioux City, Iowa

Is especially well equipped to handle  
Live Stock Loans

**YOUR ACCOUNT IS INVITED**

fin and A. G. Hancock, assistant cashiers.

The board of directors consists of John N. Thorn, Walter B. Roper, A. C. Alexander, Mrs. J. F. Alexander, H. W. Whitman, D. G. Bland, Paul Nolan, John I. Viney, and Hubert Rutland.

The Alexander National Bank celebrated its first anniversary January 12th. During its first year of business, deposits increased from \$180,000 to \$3,237,785, an average daily increase of more than \$10,000 for each banking day of 1925. Resources are \$3,709,898.

**The Banker's Troubles**

"The letters below," says Ross Brown, cashier of the First National Bank of Miller, S. D., "tickled our 'funnybones' so much we're passing them on to NORTHWESTERN BANKER readers. They are exact copies of two received by this institution the past sixty days, with the names deleted, of course:

"Deadwood, So. Dak.,  
"Jail, Nov., 1925.

"Dear friends this will inform you that Im in trouble you know more about it than I do

"John told me to check on him so please hurry this check thru as I aint stuck on my boarding place, I remain yours as ever for business.

"John Doe.'  
"Mason City, Nebr.,  
"Jan. 17, 1926.

"Mr. Richard Roe.

"Dear Sir—i received your letter. an you wanted to no what happened to me. if you were me you would no. every Hog on the place died but one. beside of spending twenty dollars for doctoren them. that is what happened to me. now i dont mean to say i ent going to cend you eny money but Just when i will have some money i do not now. but will cent you some Just as soon as i can. that is the best i can do.

"Your Troley,  
"Jim Cloe.' "

**Retires from Vice Presidency**

Walter M. Bennet, first vice president of The Bank of America, has retired after forty-one years banking service, all of which was spent with The Bank of America. Edward G. Delafield, president of the bank, on behalf of the officers, presented Mr. Bennet with a platinum watch. On the first of February Mr. Bennet left with his wife for a Mediterranean tour of five months.

Mr. Bennet came to Wall Street and The Bank of America in 1884, when he was nineteen years of age, and shortly after his graduation from City College. Various promotions followed and in 1892 he became assistant cashier. In 1908 he became a vice president and since 1920 he has been first vice president of the institution.

Mr. Bennet is a director of The Bank of America, trustee of the Drydock Savings Bank and a director of the Consolidated Copper Mines. He has a home

# Guaranty Trust Company of New York

140 Broadway

LONDON PARIS BRUSSELS LIVERPOOL HAVRE ANTWERP

## Condensed Statement December 31, 1925

### RESOURCES

<b>Cash on Hand, in Federal Reserve Bank and</b>	
<b>Due from Banks and Bankers</b> -----	<b>\$162,995,748.94</b>
<b>U. S. Government Bonds and Certificates</b> -----	<b>34,980,695.39</b>
<b>Public Securities</b> -----	<b>15,762,171.73</b>
<b>Other Securities</b> -----	<b>21,593,855.71</b>
<b>Loans and Bills Purchased</b> -----	<b>382,279,794.05</b>
<b>Real Estate Bonds and Mortgages</b> -----	<b>1,565,650.00</b>
<b>Items in Transit with Foreign Branches</b> -----	<b>5,548,257.48</b>
<b>Credits Granted on Acceptances</b> -----	<b>40,263,426.45</b>
<b>Real Estate</b> -----	<b>7,980,926.04</b>
<b>Accrued Interest and Accounts Receivable</b> ---	<b>6,637,400.72</b>
	<b>\$679,607,926.51</b>

### LIABILITIES

<b>Capital</b> -----	<b>\$25,000,000.00</b>
<b>Surplus Fund</b> -----	<b>15,000,000.00</b>
<b>Undivided Profits</b> -----	<b>6,884,933.80</b>
	<b>\$46,884,933.80</b>
<b>Bills Payable</b> -----	<b>5,000,000.00</b>
<b>Accrued Interest, Reserve for Taxes, etc.</b> -----	<b>6,046,070.19</b>
<b>Acceptances</b> -----	<b>40,263,426.45</b>
<b>Outstanding Treasurer's Checks</b> -----	<b>34,055,743.55</b>
<b>Deposits</b> -----	<b>547,357,752.52</b>
	<b>\$679,607,926.51</b>

## 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







THE advantage of a connection with this strong institution can be appreciated only after experiencing the service that has gained for us a host of friends and satisfied customers among bankers in the midwest.

## The Stock Yards National Bank

4150 S. Halsted Street  
CHICAGO

## Bankers in the United States and Canada

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Principal sum .....\$5,000.00  
Weekly indemnity .....\$ 25.00

Annual Cost Never Exceeded \$9

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in Greenwich, Conn., but spends his summer on the island of Martha's Vineyard, where he has a beautiful place overlooking Vineyard Sound. He expects to spend much time on the Vineyard, being especially fond of a seaside golf course on the island.

#### Remodel Building

Plans are now under way toward remodeling the interior of the Antelope State Bank at Neligh, Neb. A number of separate cages are to be constructed, which will house the different departments of the bank. The finish will be in walnut to correspond to the present fixtures.

#### Elect Club Officers

The annual meeting and election of officers of the Stock Yards National Bank Employees' Thrift Club of Omaha was held Wednesday afternoon, Jan. 20th, in the bank room.

The following officers were elected: John McCumber, president; Max Vance, vice president; Paul Wilcox, secretary; Otto Smolik, treasurer; W. H. Dressler, Elizabeth Kaufmann and Emerson Westgate on the executive committee.

#### Appointed Manager

Andrew Kopperud, vice president of both the Federal Land Bank and the Federal Intermediate Credit Corporation Bank, both of Omaha, Nebraska, has also been appointed as manager of the latter institution. The office of manager was left vacant by the resignation of F. W. Clarke.

#### I'll Think It Over

Do you know what may happen while you are thinking it over? There is a dark line (here take a soft lead pencil and draw a heavy line on a piece of paper) in the life of every man that is bound to come sooner or later—the line of the line heavily), and once a man has passed over that line all the money in the world cannot buy insurance for him. Can you afford to take a chance like that?—(Objections, Meeting)—J. A. Stevenson.

The only way to get the confidence of the world is to show the world that you do not want their confidence.—Haydon.

Facility of action comes by habit.—Titcomb.

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I. R. ALTER  
President

# Nebraska Bank News

## Officers Nebraska Bankers Association

President.....I. R. Alter  
Grand Island  
Chairman of the Executive  
Council.....P. L. Hall, Jr.  
Greenwood  
Secretary.....W. B. Hughes  
Omaha  
Treasurer.....F. W. Thomas  
Omaha  
General Counsel.....J. P. Palmer  
Omaha



WM. B. HUGHES  
Secretary

### Recommending Service Charge

The Nebraska Bankers Association, through its secretary, Wm. B. Hughes, is urging its members to check up closely on the cost of carrying small balances, believing that in most cases it will be found that a loss is sustained on all accounts where the balance does not average at least \$50 per month. A number of banks have done this, and immediately adopted the service charge to offset the evident loss. The following is a partial list of those banks which have adopted the charge and the list is growing daily. The figures after each town indicate the population:

One Bank Towns—Oshkosh (950), Lisco (300), College View (3,000), Irvington (200).

Two Bank Towns—Lewellen (450), Chappell (1,200), Chadron (5,500), Florence (5,000), University Place (5,000), Geneva (5,000), Sutton (2,200), Seneca (475), Craig (600), Decatur (1,000), Winnebago (650), Benson (10,000).

Three Bank Towns—Lyons (1,200), Tekamah (2,000), Oakland (1,500), Have-lock (3,500), Plattsmouth (4,600), Blair (3,500), Fremont (12,000), Pender (1,200).

Four Bank Towns—North Platte (13,000), Falls City (6,000), York (7,000).

More Than Four Banks—Lincoln (60,000), Grand Island (16,000), Hastings (12,000), Omaha (200,000).

### Adds Savings Department

The First National Bank of Tilden, Neb., has added a savings department to its regular banking facilities. J. M. Kingery, president of the institution, announces that a large number of persons have already started savings accounts, and that more names are being added to the list every day.

### Declare Forty-fourth Dividend

The directors of the First National Bank of Scribner, Nebraska, at their recent annual meeting voted the usual 6 per cent semi-annual dividend. This is the forty-fourth dividend the bank has declared since its organization.

### Goes to Cheyenne

A. E. Torgeson, who for the past four years has been the cashier of the First National Bank of Bayard, Neb., has resigned his position, and entered business in Cheyenne, Wyo.

### Fremont State Bank

At the annual directors and stockholders meeting of the Fremont State Bank, all the old officers and directors were re-elected. Dan V. Stephens is president of the institution.

### Goes to Laurel

George A. Wright, cashier of the Laurel National Bank at Laurel, Neb., has resigned his position with that institution. Mr. Wright has been interested in banking for the past six years.

Waldron F. Wright, a brother, is the successor to the position of cashier of the bank at Laurel. He has accepted a position of cashier and managing officer of Creighton National Bank, Creighton, Neb.

Language, as well as the faculty of speech, was the immediate gift of God.—*Webster.*

## Our Association Work

By I. R. Alter  
President Nebraska Bankers Association

The most noteworthy achievement of our Association during the past year has been the adjustment of the radical differences which have for years past existed between our legislature and taxing authorities and the banking fraternity. While the Nebraska banks are still taxed higher than their competitors in the same field, the efforts of the Association, through an able Taxation Committee, bore fruit and we have received an appreciable reduction in our taxes. A further effort, however, on the part of the Omaha banks will probably result in an additional reduction to which we are undoubtedly entitled.

During the past year our Association has gone on record as heartily in favor of a campaign through our Agricultural Extension Bureau of the University of Nebraska to better educate the banker in the science of agriculture and live stock breeding and finishing. Our activity in that line has been given considerable space by the press of other states and we anticipate a continuance of our efforts during the coming year.

The protective work of our Association has also been crowned with success and we have succeeded in putting a number of crooks and yeggs where they belong.

The past year has also witnessed an appreciable improvement in Nebraska's banking situation; failures have been few and another year of equal progress and improvement will undoubtedly find us operating under normal conditions in our line as purchasers of outside paper rather than borrowers.

We anticipate a continuance of our Agricultural Extension efforts that the vast agricultural resources of our state—unexcelled by any state in the Union and unequalled from the standpoint of diversity by but few—may be fully developed.

Assurances of a continued cooperative effort on the part of both national and state bankers can result in nothing but continued improvement and by the close of 1926 we will all undoubtedly have forgotten that the post-war readjustment witnessed the closing of a number of our banking institutions.

Nebraska bankers, too, are more closely analyzing the matter of overhead, etc., and the service charge idea is rapidly gaining momentum, and it is the intention of the officers of our Association to continue their efforts and influence in that direction and we hope that each succeeding month will witness the interest of additional banks in the plan.

Nebraska bankers have long since learned their lesson—bank-wrecking competition no longer exists. We are again operating on a profitable basis and are mighty optimistic over the future.



*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

## OMAHA and SOUTH OMAHA BUSINESSES

of Nebraska or Iowa Banks

INVITED



Write Us

## Live Stock National Bank

(Members of Omaha Clearing House Assn.)

Union Stock Yards, Omaha, Nebraska

### OFFICERS

R. L. VAN ZANDT, President

ALVIN JOHNSON, Vice President

E. C. FINLAY, Cashier

R. H. KROEGER, Asst. Cashier

L. V. PULLIAM, Asst. Cashier

"By virtue of our location we are able to secure immediate information regarding shipments of live stock to this market.

"We urge that you take advantage of this branch of our service by telephone or telegraph."



## Stock Yards National Bank of South Omaha

### OFFICERS

Ford E. Hovey, President

Jas. B. Owen, Vice President

J. S. King, Vice President

F. J. Enerson, Vice President

W. L. Pier, Vice President

W. H. Dressler, Cashier

L. K. Moore, Asst. to Pres.

H. C. Miller, Assistant Cashier

C. L. Owen, Assistant Cashier

T. G. Boggs, Auditor

### U. S. Trust Company

A. L. Reed, who has been president of the U. S. Trust Company of Omaha since its beginning, was made chairman of the board of directors at the annual meeting, and Robert P. Morsman, president of the U. S. National Bank, became president of the Trust Company. Mr. Morsman had been first vice president of the Trust Company.

Mr. Reed will continue actively with the Trust Company, serving in an advisory capacity.

H. M. Bushnell was made ranking vice president of the Trust Company. Linn Campbell and Hugh Cutler continue as vice presidents.

Directors for both the bank and Trust Company were re-elected, the same board serving both institutions, with Milton T. Barlow acting as chairman of the board for the bank. The other directors are: W. B. T. Belt, Edward L. Burke, Samuel S. Caldwell, E. A. Duff, George H. Kelly, Charles W. Lyman, R. P. Morsman, Casper Y. Offutt, A. L. Reed, William A. Smith, W. Farnam Smith.

### Packers National

Richard W. Coad was added to the board of directors of the Packers National Bank of Omaha, and Fred J. McCauley was made assistant cashier, at the annual meeting of the directors.

### Resigns as Cashier

J. J. McCrory of the Dawson Savings Bank, Dawson, Nebraska, has recently resigned the cashiership of that institution. He is succeeded by R. S. Witter. M. T. Finley was elected assistant cashier.

### Director of Omaha National

The Omaha National Bank at Omaha, Nebraska, announces as one of its new directors, Isaac W. Carpenter, Jr. Mr. Carpenter was elected to succeed his father, who died recently, and who was the oldest director of the bank in years of service.

Mr. Carpenter, Jr., was born and raised in Omaha, graduated from Dartmouth College and later attended the Harvard business school. He is also actively interested in the affairs of the Carpenter Paper Company.

### Is New Cashier

A. A. Nelson, formerly assistant cashier, was elected cashier of the State Bank of Omaha, at the annual meeting. The surplus of the bank was increased to \$150,000 by adding \$20,000 to the surplus account. Other officers were re-elected.

It is by speech that many of our best gains are made. A large part of the good we receive comes to us in conversation.—*Gladden.*

# First Wisconsin National Bank

Milwaukee

Condensed Statement of Condition as of December 31, 1925

RESOURCES		LIABILITIES	
Loans and Discounts-----	\$ 70,156,340.67	Capital Stock -----	\$ 6,000,000.00
U. S. Government Securities--	9,298,816.59	Surplus -----	4,000,000.00
Investment Securities -----	6,197,047.16	Undivided Profits -----	876,634.76
Stock in Federal Reserve		Reserve Accounts -----	521,534.66
Bank -----	300,000.00	Unearned Discount -----	333,471.21
Banking House -----	3,400,000.00	Circulation -----	1,667,400.00
Real Estate -----	77,333.79	Acceptances Executed for	
Customers' Liability Account		Customers -----	140,087.19
Acceptances -----	140,087.19	Foreign Bills of Exchange	
Interest Earned -----	282,732.18	Sold -----	242,791.21
Cash and Due from Banks and		Rediscounts with Federal Re-	
U. S. Treasurer-----	23,954,681.66	serve Bank -----	3,770,000.00
		Deposits -----	96,255,120.21
	\$113,807,039.24		\$113,807,039.24

Over two-thirds of the banks of Wisconsin  
are correspondents of the First Wisconsin

## Statement of December 31, 1926

RESOURCES		LIABILITIES	
Loans and Discounts-----	\$18,097,682.87	Capital Stock -----	\$ 1,000,000.00
Overdrafts -----	4,721.26	Surplus and Undivided Prof-	
U. S. Bonds to Secure Circu-		its -----	1,108,810.31
lation -----	1,000,000.00	Circulation -----	996,500.00
U. S. Government, Municip-		Due Federal Reserve Bank--	668,500.00
pal and Corporation Bonds	1,479,808.26	Customers Letters of Credit--	75,763.33
Banking House-----	1,000,000.00	Deposits -----	27,443,492.25
Customers Liability Under			
Letters of Credit-----	69,563.33		
Interest Earned but Not Col-			
lected -----	61,317.45		
Cash on Hand and Due from			
Federal Reserve Bank			
and Other Correspondent			
Banks -----	9,529,972.72		
Due from U. S. Treasury-----	50,000.00		
	\$31,293,065.89		\$31,293,065.89

# THE OMAHA NATIONAL BANK

WALTER W. HEAD, *President*



**Becomes State Bank**

The First National Bank of Greenwood, Neb., through its application to the Nebraska department of trade and commerce for a state bank charter, has recently been converted into a state bank and is now known as the Greenwood State Bank. There has been no change in the officers or stockholders.

The bank was originally organized in 1883. Officers of the institution are H. K. Frantz, president; J. C. Deuser, Jr., vice president, and P. L. Hall, cashier.

**Doubles Capital Stock**

The First National Bank of Alliance, Neb., on January 5, 1926, received authority from the comptroller of the cur-

rency to increase their capital from \$50,000 to \$100,000, which was immediately placed in effect.

This bank has enjoyed a very fine growth having doubled their business within three years until today they have deposits in excess of \$1,650,000, giving them the largest bank in northwestern Nebraska.

They have recently installed new fixtures and enlarged their banking quarters to take care of the increasing business.

Officers of the bank are Walter Abegg, president; Eugene E. Ford, vice president; Frank Abegg, cashier; W. B. Minor, assistant cashier, and H. D. Shallenberger, assistant cashier.

**Industrial Acceptance Corporation**

**New York**  
Capital & Surplus Over \$7,000,000

**COLLATERAL TRUST GOLD NOTES**

(The National City Bank of N. Y., Trustee)

The Notes of this Corporation are regarded by a nation-wide banking clientele as appropriate and attractive investment for short term funds. They may be obtained under customary option in varying maturities between 2 and 12 months. Complete information available on request to any of our offices.

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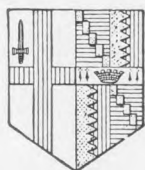
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On the near North Side  
**CHICAGO**

THE pleasure of your Chicago visit will be heightened if The Pearson is selected as your stopping place. It is located just outside of the business, theatrical and shopping district, yet within pleasant walking distance; its moderate rates, unexcelled equipment and service, notably good and reasonably priced food, all make it a perfect base for opera, concert, theatre and shopping expeditions. A 300-car fire-proof garage is close by.

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The Pearson is a block east of the intersection of Pearson Street and North Michigan Boulevard. Rates for one person are from \$3.50 to \$5.00 a day; for two \$5.00 to \$7.00; two-room suites \$10.00 to \$14.00. Every room and suite with private bath.



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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.

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# 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

### Business Good in Northwest

With the farmers of the Northwest already having cashed in the bulk of their 1925 wheat crop, at comparatively high prices, the purchasing power of that section of the country has been increased many millions of dollars during the past two or three months. With the passing of 1925, the Northwest has closed one of the most fruitful years it has known for some time.

Figures recently compiled by the Great Northern and Northern Pacific railroads, show a total wheat crop of 105,000,000 bushels raised throughout their territory, and of this amount, about 80,000,000 have already been shipped to market. The survey shows about 17,000,000 bushels of wheat in storage in country elevators, and around 6,000,000 bushels left on farms, a great deal of which will probably be used for seed.

From the wheat already sold, the farmers of the Northwest have realized approximately \$150,000,000. That this influx of wealth is having its effect is shown in the increased activity in all lines of business and an even brisker movement is expected.

As a natural result also, bank deposits throughout that section of the country are showing a decided gain, both in the city and country districts. It is expected that by March first, a new high record will have been established for bank deposits.

### What the Presidents of the Leading Banks of Minneapolis Say About Business Conditions

E. W. Decker, President Northwestern National Bank—The district as a whole is much better off than it has been for five or six years; agricultural products prices are more nearly in line with all commodity prices than they have been since the slump in 1920.

F. A. Chamberlain, President First National Bank—There is every reason to be optimistic about 1926 possibilities. Everyone's prosperity depends on that of the farmer, and I feel confident that conditions will be right.

Charles B. Mills, President Midland National Bank and Trust Company—One of the most important single developments in the year 1925 is the sensible and constructive attitude of the people in assisting to restore the United States to a safe and sane business level.

W. A. Durst, President Minnesota Loan & Trust Company.—The year 1925 has been, generally speaking, a very successful one in the entire northwest, with the outlook for the coming year to be one of a steady improvement, as the farmers have greatly reduced their indebtedness, both mortgage and notes, and are again able to purchase necessities, and luxuries, that they have been obliged to deny themselves for several years.

### Holds Annual Election

At the meeting of the Board of Directors of the Midland National Bank and Trust Company of Minneapolis, the following officers were elected: Charles B. Mills, president; Edgar L. Mattson, vice president and trust officer; W. R. Murray, vice president; Victor E. Hanson, vice president; A. J. Herrington, vice president and credit manager; Trygve Oas, vice president and assistant trust officer; Andreas Ueland, counsel; Elmer V. Bloomquist, secretary and assistant trust officer; Cecil L. Keith, cashier; Harry D. Davis, assistant cashier; J. K. Cornelysen, assistant cashier; L. L. D. Stark, assistant trust officer; F. W. Conrad, assistant cashier; Lawrence O. Olson, assistant cashier; Arnulf Ueland, assistant cashier and assistant credit manager; Frank Peterson, auditor.

The following were in the nature of promotions in the staff: Victor E. Hanson was advanced from assistant cashier to vice president; A. J. Herrington from credit manager to vice president and credit manager; Trygve Oas from cashier and assistant trust officer to vice president and assistant trust officer; Cecil L. Keith from assistant cashier to cashier; F. W. Conrad to assistant cashier; Lawrence O. Olson to assistant cashier; Arnulf Ueland to assistant cashier and assistant credit manager; Frank Peterson to auditor.

The bank has made very satisfactory progress during the past year in growth of deposits and in earnings.

### Northwestern National Promotions

At stockholders' and directors' annual meetings of the Northwestern National Bank of Minneapolis, the new directors were chosen, and four members of the staff were promoted.

Robert F. Paek, vice president and general manager of the Northern States Power Company, affiliated with H. M. Byllesby Company, and S. A. Stellwagen, manager of the Twin City branch of the Ford Motor Company, were elected new directors.

These changes were made in personnel of the staff, at the directors' meeting:

Scott H. Plummer, cashier, elected vice president; J. Cameron Thomson, assistant cashier, elected vice president; Huntington P. Newcomb, assistant cashier, elected cashier, and William N. Johnson, traveling representative for the bank, elected assistant cashier.

Mr. Plummer in March, 1898, took his first position with the Northwestern National Bank. He was appointed assistant cashier in 1912, and cashier in December, 1917.

Mr. Thomson has been with the Northwestern National Bank since 1907. He was vice president of the American Institute of Bankers in 1917 and 1918 and served as president of that institution the following year. In May, 1925, he was made a member of the board of the Minnesota Cooperative Creameries Association through appointment of the Minnesota department of agriculture.

Mr. Newcomb became affiliated with the Northwestern National Bank in 1900 and was appointed assistant cashier in January, 1911.

Mr. Johnson took a position with the Northwestern National Bank in 1912 and has been employed in the grain draft department, collection department, discount department and country bank department. In the latter division he recently has been a traveling representative.

### Luverne Banker Dies

Fred Burley, prominent banker and business man of Luverne, Minnesota, died recently at his home at the age of fifty-one years. Mr. Burley was cashier of the National Bank, which he organized in 1907, and was also secretary of the Rock County Agricultural Club.

### "Why Minneapolis?"

The financial statement of the Northwestern National Bank, affiliated with the Minnesota Loan and Trust Company, has just been published in the form of an attractive booklet, entitled, "Why Minneapolis?" In addition to the usual financial statements, the bank has made a departure from the ordinary custom, and



in the front of the book are listed seven reasons why Minneapolis is the proper place to locate and establish a business. One reason given is that total bank deposits have increased in Minneapolis from \$183,000,000 in 1918, to \$318,000,000 in 1925.

#### Merger at Ellsworth

A merger of much interest in Ellsworth, Minnesota, is that of the First Na-

tional Bank and the Ellsworth State Bank. The combined institutions will continue business under the name of the Ellsworth State Bank.

The deposits now total \$550,000. The Ellsworth State retains the same officers and directors, with the exception of L. N. Riley, who was assistant cashier of the First National, and comes to the Ellsworth State in the same capacity.

The Ellsworth State Bank has never

missed a dividend since its organization thirty-three years ago.

#### Presents New Tariff Plan

C. Reinold Noyes, president of Noyes Brothers & Cutler, Inc., wholesale druggists of St. Paul, has come into the lime-light recently by issuing a memorandum on, "The Tariff-Export Bounty-Excise Tax Plan, for Agricultural Protection," in which is set forth Mr. Noyes' plan for the relief of the farmer as regards prices received for his product. Mr. Noyes presents his memorandum in a very convincing manner, and his suggestions are worthy of recognition.

#### Passes \$50,000,000 Mark

The Farmers & Mechanics Savings Bank, of Minneapolis, has passed the fifty million mark in its deposits. This sum represents the savings of more than 102,000 depositors, and is remarkable by reason of the fact that no account of more than \$5,000 can be accepted by the bank, which is a mutual savings institution doing a savings bank business only. No commercial or business accounts are included in the above deposits.

#### Gain in Deposits

Recent figures from the Minnesota State Bank Department show total deposits in state banks at the close of 1925 to be \$465,000,000. In the twelve months period just passed, deposits have made an increase of more than \$35,000,000; a very remarkable rise.

A. J. Veigel, State Superintendent of Banking, says, "Many of the banks have now thoroughly cleaned house of all doubtful paper, and should have easy sailing in the future. Others are showing continued improvement, so that the general banking situation in the state as a whole is much better than it was at this time last year. There is more movement in real estate, and as this demand increases, banks which still have other real estate or slow loans secured by real estate, will be able to liquidate these assets."

#### Resigns Position

Clinton E. Searle, assistant secretary and head bookkeeper for more than twenty years for the Farmers & Mechanics Savings Bank of Minneapolis, Minnesota, has resigned his position with that

## Glorious Northern Winter Weather

In this north country, bracing, health-giving air develops a sturdy race deeply interested in the promotion of better living conditions for all the people fortunate enough to live in this favored clime. Many good banks are available and your especial attention is directed to this strong old national bank.

**THE FIRST NATIONAL BANK, Duluth, Minn.**  
Capital \$2,000,000.00 Surplus and Profits \$2,250,000.00

1810



1926

*A Distinctive Service for Your  
New York Business*

**THE  
MECHANICS & METALS  
NATIONAL BANK**  
OF THE CITY OF NEW YORK

Deposits, Dec. 31, 1925, \$332,000,000

G. W. McGARRAH  
Chairman of the Board

JOHN McHUGH  
President



institution to become associated with the Stout Air Services, Inc., Detroit.

Mr. Searle is succeeded by W. A. Kramer, who has also been with the bank for a number of years.

**File Application**

An application for charter has been filed for a new bank in Kandiyohi, Minnesota, to be known as the Home State Bank. The three men behind the new institution are Levi Lund, C. J. Nelson and Harry L. Holm.

**MINNESOTA ITEMS**

**Sheriffs' Meeting**

At the annual meeting of the sheriffs of the different counties in Minnesota, held in Minneapolis last month, Mr. F. P. Fellows, secretary of the State Bankers Association, was one of the principal speakers. The visitors were the guests of the bankers association at a banquet during the convention.

**Headquarters for Northwest**

As an emphasis of the fact that Minneapolis is the headquarters for the northwest farm community, and that farm progress and prosperity is accurately reflected by its development, the bank deposits of Minneapolis institutions increased in 1925 by \$6,000,000 over the total of 1924. According to Twin-City bankers, this increase indicates that the farmers had a good crop, and received a good price for it.

A comparison of deposits for 1925 and 1924 reads as follows:

	Dec. 31, 1925	Dec. 31, 1924
First National.....	\$91,041,286	\$96,278,982
Northwestern National.....	78,552,571	81,645,071
Midland National.....	20,049,368	20,647,868
Metropolitan National.....	11,333,490	8,628,988
Mercantile State.....	1,849,309	2,060,775
Marquette National.....	.....	1,920,826
Marquette National.....	1,373,421	1,114,435
Transportation		
Brotherhoods.....	1,987,472	1,754,697
Farmers and Mechanics Bank.....	49,331,723	45,847,414
Minneapolis Savings and Loan.....	6,188,595	5,462,383
Hennepin County Savings.....	10,512,836	10,239,042
Minnesota Loan and Trust.....	15,639,555	12,299,646
Minneapolis Trust.....	13,146,139	10,077,090
Marquette Trust.....	1,965,995	1,742,936
Fourth Northwestern State.....	3,749,623	.....
Minnehaha State.....	894,219	.....
Second Northwestern State.....	1,235,943	.....
Bloomington - Lake State.....	1,491,614	.....
Union State.....	1,912,593	1,837,852
Merchants and Mfrs. State.....	1,393,554	1,458,248
Central State.....	1,631,104	1,471,228
Gateway State.....	947,161	856,804
Camden Park State.....	974,434	965,652
Liberty State.....	520,806	499,136
Millers and Traders.....	766,106	718,942
University State.....	632,966	612,343
East Hennepin State.....	849,442	782,617
Lake Street State.....	894,988	742,733
Continental.....	.....	466,488
Nokomis State.....	376,892	339,904
North Commercial.....	519,171	475,189
Calhoun State.....	411,328	312,794
American State.....	428,929	377,181
Penn Avenue State.....	416,369	314,841
Twenty-sixth Street.....	330,116	317,920
Fidelity State.....	326,588	338,132
Chicago-Lake State.....	355,503	275,150
Produce State.....	753,273	709,142
Securiv State.....	446,013	447,513
Sixth Avenue State.....	156,665	131,498
Harriet State.....	209,216	178,805
Totals.....	\$325,599,426	\$319,441,184

**Appointed Manager**

H. Lee Post, formerly assistant cashier of the Northwestern National Bank, Minneapolis, has been appointed manager of the Lake Street branch.

Mr. Post entered the services of the Northwestern National in 1908, and has been an officer of the bank for several years, for a part of the time being traveling representative of the bank in the northwestern states.

**Expands Headquarters**

With an increased business of more than 10 per cent during 1925, over the previous year, the Northwestern National

Bank of Minneapolis has been forced to expand its banking quarters, and is now occupying as additional office space, half of the fifth floor of the Northwestern Bank building.

Total business of this bank last year amounted to \$5,500,000,000.

**Becomes Director**

Arthur H. Rand, president of the Minneapolis Gas Light Company, has become a director of the Northwestern National Bank in that city. He succeeds Alonzo T. Rand, who died last fall. The Northwestern National recently ordered its 170th consecutive dividend, and with the



**THE NATIONAL PARK BANK**

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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 Vanderbillt | 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**





final quarterly payment of 3 per cent, a total of 12 per cent was paid to stockholders during 1925.

#### Building Permits

Nine thousand nine hundred and thirty-five building permits were issued for the city of Minneapolis during the year 1925 at a cost of nearly \$30,000,000, an increase of about \$6,000,000 over 1924.

#### \$7,000,000 Betterments

A \$7,000,000 improvement program for the "Soo Line" has been announced by President C. T. Jaffray for the coming year. It will be the largest construction and replacement plan ever undertaken by the company. Nearly a million dollars will be spent in replacing new bridges over the entire line. Mr. Jaffray

was formerly president of the First National Bank, Minneapolis.

#### Announce A. B. A. Committees

Bankers of the central northwest whose names appear on the various committees recently announced by the American Bankers Association, are as follows:

E. J. Weiser, president of the First National Bank of Fargo, N. D., is on both the executive and the relations with Federal Reserve System committees of the National Bank Division.

In the Savings Bank Division, Thomas F. Wallace, treasurer of the Farmers & Mechanics Savings Bank of Minneapolis, and Ray Nyemaster, vice president of the American & Commercial Savings Bank, Davenport, Iowa, are on the executive committee. The State Legislation com-

mittee includes E. F. Hanson, treasurer of the Beloit Savings Bank, Beloit, Wis., and R. J. Campbell, vice president Fidelity National Bank & Trust Company, Kansas City.

Ray Nyemaster and John S. Broeksmit, vice president Harris Trust & Savings Bank, Chicago, are on the savings committee, and Louis Betz, treasurer of the State Savings Bank of St. Paul, Minn., is a member of the committee on real estate mortgages.

Grant McPherrin, president of the Central State Bank, Des Moines, is president of the State Bank Division, and is also on the executive committee, together with Dan V. Stephens, president of the Fremont State Bank, Fremont, Neb.

M. Plin Beebe, president of the Bank of Ipswich, Ipswich, S. D., is a member of the Federal Legislative committee, and L. A. Andrew, president of the Citizens Savings Bank, Ottumwa, Iowa, and also State Banking Superintendent for that state, is on the committee on Federal Reserve System.


On the Orderly Marketing committee appear the names of George H. Gutru, president Newman Grove State Bank, Newman Grove, Neb.; Henry M. Carpenter, president Monticello State Bank, Monticello, Iowa, and Dan V. Stephens of Fremont, Neb.

Lucius Teter, president of the Chicago Trust Company, is on the Executive Committee of the Trust Company Division.

In the Clearing House Section, H. G. P. Deans, vice president of the Illinois Merchants Trust Company, Chicago, and E. W. Decker, president of the Northwestern National Bank, Minneapolis, are both members of the committee on Acceptances. In this same division, W. J. Regan, examiner, St. Paul Clearing House at St. Paul, Minn., was appointed on the Examiners Conference Committee.

#### Bank Dividends

The four leading National Banks of Minneapolis, the First, Northwestern, Midland and Metropolitan, paid \$482,500 in annual dividends to their stockholders on January 1st.



**Where the Bell Flag Flies**

**T**HE familiar blue and white flag of the Bell System flies over the buildings which house a vast equipment and thousands of men and women who are co-operating to give a national telephone service.

It symbolizes the ideals and spirit of service of the System's employees. It represents millions of miles of wire, millions of poles, hundreds of buildings, vast quantities of apparatus and equipment and other property that today has a book cost of over \$2,400,000,000.

The ideals and material assets behind this flag — a nation-wide plant for a nation-wide service — underlie Bell System securities.

The stock of the A. T. & T., parent company of the Bell System, can be bought in the open market to yield a good return. Write for information.

**BELL TELEPHONE SECURITIES CO. Inc.**

D.F. Houston, President  
195 Broadway NEW YORK



"The People's Messenger"

**MIDLAND  
NATIONAL BANK  
and  
TRUST COMPANY**

Resources \$22,000,000.00

MINNEAPOLIS

## 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

ED PIERCE  
President

Secretary.....W. C. Macfadden  
Fargo



W. C. MACFADDEN  
Secretary

## A Few Facts About North Dakota

**N**ORTH DAKOTA, with its 40 million acres of tillable soil, its livestock and dairy industries, has been so busy the past few years in real, hard work that it has not taken the time to do any "boosting" or boasting of its wonderful resources.

Governor Sorlie, thinking the time had come when some boosting would not be amiss, a short time ago broadcast a talk from WCCO, wherein he gave a number of pertinent facts about North Dakota.

The following are a few of the more important.

"No other state can produce so great and valuable crops as ours with as little effort."

"North Dakota produces all her crops with the season's rainfall, without irrigation, inoculation of soil, or a single ounce of fertilizer."

"Without boasting we have the best and cheapest land in this or any other country. Land of the same productivity in the corn belt is placed at \$200 per acre; the average price here is \$41 an acre."

"Farmers in North Dakota produce annually 100 million bushels of the finest wheat in the world—a wheat of such superior quality and high protein content that it is always used by the great mills of the country to blend with inferior wheat grown in other sections in the manufacture of patent flour."

"Without our fine hard wheat it would be impossible to make a good patent flour."

"North Dakota grows one-half the flax crop of the entire United States."

"In 1925 North Dakota produced 24 million bushels of corn of as fine a quality as that raised in Iowa."

"Our potatoes supply not only eastern markets, but southern markets with high priced certified seed stock."

"Fertility of soil and long hours of sunshine combine to produce luxuriant growth of alfalfa and clover."

"Eastern sections of the state are well

adapted to production of highest grade of sugar beets."

"The average production of honey per colony in this state is, according to the U. S. Department of Agriculture, more than three times that of the average of other states."

"Since 1924 there has been an increase of 20 per cent in the number of hogs and sheep; 5 per cent increase in beef cattle; 10 per cent increase in dairy production."

"In the next few years the vast beds of lignite will be converted thru electricity into power and heat transmitted throughout the state."

"I venture to prophesy that before many years have passed every farm in western North Dakota will have its own electric power plant and that great transmission lines will furnish electricity for heat and power throughout the state at low cost."

"The field is open for the development of briquetting plants in lignite sections, proved successful by the school of mines."

"Clay beds have the same elements in their natural state as are found in artificially prepared clays used by the great potteries for making fine china."

"Snow storms in North Dakota are the exception and not the rule; cyclones and destructive wind storms are almost unknown."

"During its growing season from May to August, North Dakota adds to its calendar 13 days of seven hours each more than Iowa, Illinois, Indiana and other states in that latitude."

"There is the great wonderland of nature in the extreme western part of the state—the Bad Lands, extending 91 miles in length with an average width of 14 miles of majestic beauty and great scenic interest, an ideal recreation playground and one of the greatest natural wild game preserves in the country."

"We were fortunate in the character of the pioneer settlers of the state. They were people filled with high purpose,

strong of heart, big and broad of vision, firm believers in genuine American ideals, who built the state upon the firm foundation of law, order, society, home, church and school. The citizens of North Dakota are an intelligent, progressive, noble people who believe in the future of our state, and who are building along the lines to make a great commonwealth wherein will be found those things that count for human welfare—freedom, happiness and contentment."

### NORTH DAKOTA NEWS

**P. J. Edkins** is new assistant cashier of the Farmers & Merchants State Bank of Beach.

**C. S. Dahlager** has been elected assistant cashier of the Flora State Bank.

**Peter Botten**, formerly cashier, has been elected vice president of the First State Bank of Carson. Oliver Tollefson, formerly assistant cashier, succeeds Mr. Botten as cashier.

**Walter W. Kramer** has been appointed assistant cashier of the German State Bank of Beulah, succeeding Fred Gentz, resigned.

**The First State Bank** and Citizens State Bank of Lankin have been brought together under the management and title of the Citizens State Bank. J. H. Vorachek, formerly cashier of the Citizens State Bank, has been elected vice president and O. A. Bygland, formerly assistant cashier, has been elected to succeed Mr. Vorachek as cashier. Joseph C. Machart, formerly assistant cashier of the First State Bank, is now assistant cashier of the Citizens State Bank.

**Selmer Jerpbak**, formerly assistant cashier, is now cashier of the Farmers State Bank of Columbus. He is succeeded as assistant cashier by R. A. Kindler.

**T. H. Zorn**, formerly cashier of the First State Bank of Beulah, is now cashier and director of the Farmers Bank of Golden Valley, succeeding W. A. Muralt. F. H. Borchert succeeds H. G. Rostomily as president and director and I. W. Zorn succeeds C. F. Rostomily as vice president and director of this institution.

**A. M. Klein** has been elected cashier of the First State Bank of Beulah, taking the place of T. H. Zorn who is now with the Farmers Bank of Golden Valley.

**Ellert A. Erfjord** has been appointed assistant cashier of the State Bank of Souris.

**Franklin Stowell** has been appointed assistant cashier of the Enderlin State Bank, succeeding A. B. Anderson.



W. H. Billing is now assistant cashier of the Farmers State Bank of Lisbon.

—\$—

The First State Bank and Linwell's State Bank of Ray have consolidated under the title of First State Bank of Ray.

#### Fargo Banks Change Officials

As a result of the annual meetings held by the several banks in Fargo, North Dakota, several changes in officials and directors have taken place.

In the Northern Trust Company, P. W. Clemens was elected president, succeeding George H. Hollister. Mr. Hollister still retains his directorship in the bank, but is discontinuing all active management

in connection with the institution, and now resides in Florida.

Frank R. Scott has been promoted to the office of Vice President of the Merchants National, and E. E. Simonson has been made cashier.

In the First National, Walter R. Reed succeeds Claude Nugent on the board of directors.

The Security National, Dakota National, Savings & Loan, and the Fargo National all reelected the same officers and directors.

#### Back in Original Quarters

Following an entire rearrangement of its quarters, the Bank of North Dakota, at

Bismarek, is again back in its place on the ground floor of the building it occupies. The remodeling permits the land loan department to have its offices on the same floor as the bank, which is much more desirable. Various of the state departments will have offices throughout the four-story structure.

#### Clearing House Elects

The Grand Forks Clearing House Association, at its recent annual meeting, elected the following officers: President, E. J. Lander; vice president, Walter Nelson; treasurer, W. M. Edmunds, and secretary and manager, I. A. Berg.

## "Sweeney Wants To See You"

Through the car window of a speeding train this small, attractive sign caught my eye—"Sweeney Wants To See You." A few miles further—another similar sign flashed by—then another—and another—until an hour later when I had reached my destination this unique appeal was firmly fixed in my mind.

[From the diary of a traveler, written in 1907]

#### Who was Sweeney?

Ask the old time Western ranchers. They will tell you that Sweeney was a hardware merchant—a friend with a hearty hand-clasp and a never failing habit of extending genuine service to all. His message was backed up with a sincerity of purpose that made men come for miles around to trade with him.

Friendliness and the spirit of helpfulness, as typified in this sturdy pioneer represent the highest ideal of American business. Here and there


you find them naturally a part of the character of an individual or an institution—and because they are genuine, you appreciate the pleasure they add to your business dealings.

It is this friendly interest that characterizes DROVERS SERVICE—Personal Attention forms a part of every transaction. And that progressive bankers of the Live Stock States value these qualities, is shown by the fact that almost 1000 Banks use the DROVERS as their Chicago correspondent.

**DROVERS**  
**NATIONAL BANK**  
**TRUST & SAVINGS BANK**

Union Stock Yards, Chicago





## 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

**Advanced to Cashier**

At the annual meeting of the Johnson County Savings Bank, Iowa City, Iowa, George H. Walker, formerly assistant cashier, was advanced to the position of cashier of the institution. The remainder of the officers and directors were re-elected. The bank statement of January 1st shows assets of nearly four million dollars.

**Offer Course in Banking**

The Educational Committee of the Iowa Bankers Association, with the cooperation of the State University at Iowa City, has made available to all bank employees in the state, a corre-

spondence course in banking, called the Iowa Institute of Banking. The course covers a two-year period, and upon completion of the work, the student is issued a certificate in banking.

The courses are to be taught by regular members of the faculty of the College of Commerce, under the direct supervision of the Dean of the College. Each year will start out by the student spending a five-day period at the college, in which he will receive all the fundamentals, and through the remainder of the year, the course will be carried on by correspondence. The total cost per year has been estimated at about fifty dollars.

Further information can be secured by

writing to Frank Warner, secretary of the Iowa Bankers Association, Des Moines.

**New Investment Company**

The Holstein Investment Company at Holstein has been organized with a capital stock of \$90,000 and \$15,000 surplus, the same being owned by the stockholders of the Holstein Savings Bank.

Officers are: C. J. Wohlenberg of Holstein, president; J. C. Kuchel of Los Angeles and Carl C. Wohlenberg, vice presidents, and R. P. Wheatley, secretary and treasurer.

**Erickson to Mapleton Savings**

O. C. Erickson, formerly cashier of the Arthur Savings Bank, has recently been elected assistant cashier of the Mapleton Savings Bank and Trust Company, Mapleton, Iowa. Mr. Erickson has also been named secretary of the Farm Loan Department of the same institution.

**R. L. Leach Succeeds Father**

R. L. Leach, formerly State Superintendent of Banking for Iowa, has been named as president of the Adel State Bank at Adel, Iowa. He takes the place made vacant by the death of his father, S. M. Leach. The remainder of the officers were reelected.

**Lake Crystal Banker Dead**

W. P. Marston, eighty-five years old, and for fifty-six years president of the Farmers & Merchants Bank, now known as the American National, of Lake Crystal, Minnesota, has died at his home in that city. Mr. Marston was born in Canada, but has been a resident of Minnesota since 1861.

**Bank Applies for Charter**

Application has been filed for a charter by the First National Bank of Fulda, Minnesota. The bank is now in the process of reorganization, and the capital of \$25,000 and surplus of \$25,000 has already been paid in. Officers are: John S. Tolverson, president; G. M. Gustafson, vice president, and T. P. Downey, cashier.

**Changes at Newton Bank**

The increase in number of customers and growth of new business has made it necessary to add to the executive staff of the First National Bank of Newton, Iowa, the name of Senator A. H. Bergman, who becomes president of the institution. W. C. Bergman, who was formerly president, is now chairman of the board of directors.

L. A. Russell, cashier, was also named vice president, and M. G. Addicks, who has been assistant cashier for several years, was elected to a place on the board of directors.

The bank has had an especially good business during 1925.

## The Blessings of Economy

By Grant McPherrin  
President, Central State Bank, Des Moines

AT THE beginning of the New Year, it occurs to me that this is an opportune time to call the attention of the American people to the declaration made long ago by the Father of our Country, in which he said, "Economy makes happy homes and sound nations—instill it deep."

Have we not wandered far from the practice of this good advice? We are informed there is an outstanding indebtedness to the amount of \$5,000,000,000 in merchandise purchased on the installment plan. We all imagine we should have luxuries, such as diamonds, radios and automobiles, so long as we can buy them on the installment plan. I am not a pessimist, for I believe there are greater opportunities in America today than ever before, for the man who has brains, character and ambition, but, we should get away from extravagance, waste and inefficiency.

It appears to me that in these strenuous days we should forget the eight-hour day law. We should do as they did in Germany after the war and be willing to work ten or twelve hours if necessary. Of course, with the understanding that the pay be in accordance. There are many who are striving hard to make both ends meet at the present time, who would gladly give two to four hours extra time and thus add to their income.

The problems before us are many, but there are ways of meeting them. The formula for success remains today the same as it ever has been, which is energy, ambition and foresight. Recently, in congratulating a young man twenty-seven years of age, who has been advanced to a very responsible position, I said to him, "It is a great privilege to live in the present age, and for one of your years, the advantages you will have in the next half century are simply marvelous." There are great prizes in store for us this New Year, and for many years following, but we must strive for them—they are not going to be handed to us on a silver platter, therefore, let us thank God and take courage.



CAPITAL AND SURPLUS OVER \$1,000,000.00

Established 1874

Collection and service facilities of the kind you want, and of the kind you have a right to expect.



**OFFICERS**

CHARLES E. PERKINS,  
Chairman of Board  
E. WEBBLES, President  
L. C. WALLBRIDGE, Vice Pres.  
J. G. WALDSCHMIDT, Vice Pres.  
W. C. KURRLE, Vice President  
C. T. SIMMONS, Vice President  
R. L. BUNCE, Vice President  
L. M. WILSON, Cashier  
ELMER RAUENBUEHLER,  
Assistant Cashier  
L. T. PANTHER, Assistant Cashier  
F. J. NORTON, Assistant Cashier  
RAY HUMPHREY,  
Manager Bond Department  
T. H. WILSON, Auditor

**DIRECTORS**

JOHN BLAUL, President John Blaul's Sons Co.  
WILLIAM BONGERT, Treasurer Dehner Cigar Co.  
WILLIAM CARSON, President Boise Payette Lumber Co.  
H. W. CHITTENDEN, President Chittenden & Eastman Co.  
W. N. CHURCHILL, President Churchill Drug Co.  
J. R. COPELAND, President Clinton Copeland Company  
WALTER B. EATON, Vice Pres. Chittenden & Eastman Co.  
W. F. GILMAN, Secretary Burlington Lumber Co.  
HAROLD W. GRUPE, Vice Pres. Lagomarcino-Grupe Co.  
G. G. HIGBEE, President Murray Iron Works  
C. S. LEOPOLD, President Leopold Desk Co.  
C. H. MOHLAND, Attorney  
ROBERT MOIR, Capitalist  
C. E. PERKINS, Trustee  
E. S. PHELPS, Insurance  
H. S. RAND, President Rand Lumber Co.  
RAY REDFERN, Farmer  
HENRY RITTER, Retired  
J. J. SEERLEY, Attorney  
RALPH E. SCHRAMM, J. S. Schramm Co.  
E. WEBBLES, President

**FIRST IOWA STATE TRUST & SAVINGS BANK**

MEMBER FEDERAL RESERVE SYSTEM BURLINGTON IA.

**Bank Merger**

The Iowa Trust & Savings Bank has bought the banking business of the East Side State Bank, Des Moines. Announcement was made jointly by A. O. Hauge, president of the Iowa Trust & Savings Bank, and A. L. Ackerley, president of the East Side State Bank.

R. M. Messerschmidt, cashier of the East Side State Bank, will become associated temporarily with the Iowa Trust & Savings Bank until the newly acquired patrons become familiar with their new banking home.

The East Side State will liquidate its capital and surrender its charter at once.

The negotiations between the principals in the transaction were conducted through Ernest R. Gray, president of The Bankers' Exchange, Inc., Des Moines.

**Elect New Directors**

Two new directors were elected at the annual meeting of the stockholders of the First National Bank of Davenport, Iowa. They are E. J. Bettendorf and Henry W. Neuman. One director fills the vacancy left by the death of G. S. Johnson; the other was elected as an addition to the board, it being decided to increase the number of directors by one more member.

**Advertising Increases Deposits**

The First National Bank of Davenport, Iowa, during the past year increased its deposits \$900,000; opened more than 6,000 new accounts and increased its bond sales over 42 per cent.

The officers and directors of this bank, which incidentally is the first National bank in the United States, attributes this increase to a well-directed and aggressive advertising policy.

**Reelected Vice President**

Clifford M. Way, cashier of the Home Savings Bank, Des Moines, has been re-elected vice president of the East Des Moines Club. Mr. Way holds a number of civic organization and fraternal offices, being treasurer of the Home Lodge Protective Club, Antioch Chapter No. 110 R. A. M., Temple Commandery No. 4, and nominated for treasurer of the Des Moines Chamber of Commerce.

**Accepts Cashiership**

L. T. Howes, formerly assistant cashier of the Williamsburg Savings Bank, Williamsburg, Iowa, has accepted the position of cashier of the Liberty Savings Bank at Keswick. The Williamsburg Savings has added Edward Lewis to the staff as bookkeeper.

**Resigns at Wyoming**

W. E. Schrieber has resigned his position as cashier of the First National Bank of Wyoming, Iowa, and expects to enter the insurance field with the Peoria Life

Company. As he is already secretary for Jones county for the Federal Land Bank of Omaha, he also plans to handle farm loans. Mr. Schrieber will remain with the bank until his successor has been named.

**Romance in McNider Name**

Back of the signatures of C. H. McNider, president of the First National Bank of Mason City, Iowa, and Hanford MacNider, first assistant secretary of war, runs a thread of romance, spun out more than a century and reaching to far off Scotland.

Thomas Duncan MacNider, grandfather of the Mason City banker, loved a lass of lowly birth of whom his parents did not approve. So he ran away from the ancestral home, situated on the rocky shores of the island of Skye, off the northwest coast of Scotland, and brought his bride to Canada. Disinherited, he changed the spelling of his name to "McNider" and his sons and their sons followed his example.

It remained for Hanford MacNider to reach back into the past and adopt the nomenclature of his stern old forbears in bonny Scotland, for his father, C. H., leaves out the "a" and says he will not change.

**Congratulations, "Al"**

The following comes to THE NORTHWESTERN BANKER from *The Newton Daily News*, Newton, Iowa:

"A. E. Hindorff, cashier of the Jasper County Savings Bank is one of the older bankers of the city just now, it having been just twenty-five years since he entered the local bank as a part of its banking force. It was in January, 1901, that 'Al' forsook the drug business for banking and he has been in the latter business ever since. He has made a host of friends here in Newton who have confidence in his ability and his sterling integrity. He has made a splendid record not only as a banker but as a Newton citizen who has been willing to give of his abundant energy for the welfare of the city. In these twenty-five years with the Jasper County Bank Mr. Hindorff has been actively identified with every community enterprise that has been set in motion for making Newton bigger and better. Here's hoping his good work continues for another twenty-five and then another twenty-five with the Jasper County Savings Bank."

**First National, Sheldon**

The First National of Sheldon, Iowa, announces the resignation of F. L. Baragar as a director and cashier of this bank. He has been an employe and officer for twenty years. He is severing this connection upon the advice of physicians who tell him that he must give up his residence in Iowa and seek a more favorable climate in the southwest.

Following the resignation of Mr. Baragar the board, at annual meeting, elected the following board of directors: W. M. Smith, chairman, Frank Frisbee, Fred Frisbee, Sr., F. E. Frisbee, Wm.

Meiers, and O. J. Frey. The officers for the year are: F. E. Frisbee, president; O. J. Frey, vice president; John Versteeg, vice president; H. C. Moret, cashier, and L. D. Frisbee, assistant cashier.

THE strong, progressive service of this bank is a vital factor in the successful operation of many Des Moines businesses.

This same service is always at the command of out-of-town banks.



**BANKERS TRUST CO. BANK**

Cor. 6th and Locust Sts., Des Moines  
Capital \$1,000,000.00 Surplus \$200,000.00



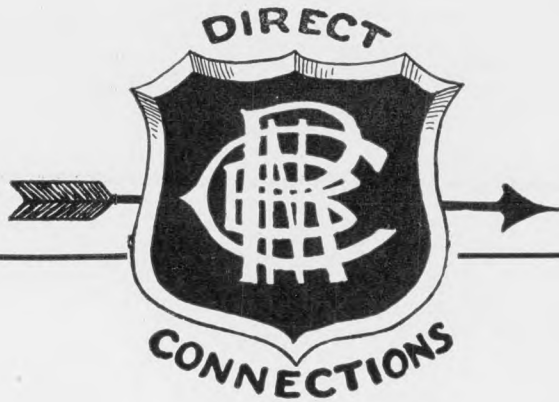
**THE STATE CENTRAL SAVINGS BANK  
KEOKUK, IOWA**

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 ::





## Those Who Know Us

Those bankers who know us best, who deal with us day after day, have in their frequent transactions the opportunity to judge of the capability and reliability of the Cedar Rapids National. They have formed accurate opinions of our experienced staff and the quality of our service. Knowing us as they do, these banks have dealt with us for years.

Our record for prompt, accurate handling of correspondent accounts is based on our many years of service to Iowa banks and bankers.

It will be a privilege to give to your bank the same service rendered to those who know us best.

*"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

### Elected President

Succeeding Chas. R. Hunt, L. W. Niles was chosen as president of the Atlantic National Bank, Atlantic, Iowa, at the recent annual meeting. Mr. Niles has been connected with the Atlantic National for about thirty years, working up through all the offices until he is now president of the institution.

### Joins Banking Department

Walter E. Julius has resigned his position of cashier with the Peoples Savings Bank of Avoca, Iowa, and has accepted a position with the Iowa State Banking Department. Mr. Julius will be a bank examiner for the state. To fill the vacancy Childs Emmert has been appointed to the position of cashier.

### Confined to Hospital

Chas. A. Marsh, president of the First National Bank, Waterloo, Iowa, has been removed to a hospital in that city where an operation will probably be necessary. Mr. Marsh has been in an ailing condition for several weeks.

### Promoted to Cashier

Everett Stock, who has been connected with the Mitchell County Savings Bank of Osage, Iowa, for a number of years, part of that time serving as assistant cashier, has recently been promoted to the position of cashier. Mr. Stock fills the position left vacant by F. C. Chatman, who has resigned to take up other lines of work.

### Buys Larger Building

The Citizens National Bank of Grinnell, Iowa, has purchased the building formerly occupied by the Merchants National Bank. The rapid growth of the Citizens National has made this change necessary as their new location is larger and better equipped and will permit further expansion.

### New Bank at Tabor

The First State Bank, Tabor, Iowa, has filed articles of incorporation with the secretary of state. Capital stock is listed at \$30,000. Officers are: W. W. Glynn, president and A. Mauk, cashier.

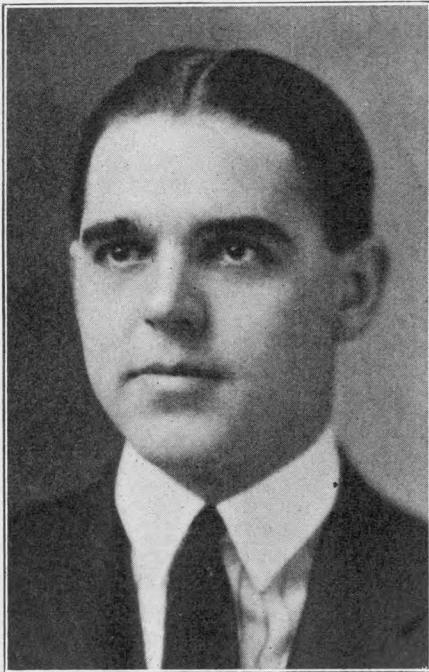
### Holds Meeting in Davenport

At the annual meeting of the Davenport, Iowa, Morris Plan Bank, several changes were made in the list of officers and directors. New directors elected were: James H. Craton, C. F. Watson and Wm. H. Wiese. The bank reports a most successful year during 1925, with an increase of more than 20 per cent in loans over the previous year. E. P. Adler, editor of *The Daily Times*, was elected a vice president.

It is a man's sincerity and depth of vision that makes him a poet.—*Carlyle*.

**Goes to California**

Walter Miller has resigned as assistant cashier of the Iowa National Bank of Des Moines to accept a position with the First National Bank and the Pacific Southwest Bank, affiliated institutions, of Los Angeles. He left Des Moines early



WALTER H. MILLER

in January to take over the duties of his new position.

Mr. Miller has been assistant cashier of the Iowa National for a little over two years. He is the son of President Homer Miller of the Iowa National, and was prominent in the young men's department of the Des Moines Chamber of Commerce and other local business and social organizations.

**Change in Cashiership**

Frank Souter has succeeded J. M. Bach as cashier of the Victor Savings Bank, Victor, Iowa, Mr. Bach becoming cashier of the Grinnell State Bank, a newly organized institution in Grinnell.

Grinnell now has two banks, the Citizens National and the Grinnell State.

Mr. Souter purchased Mr. Bach's interest in the Victor Savings, which is capitalized at \$50,000, has surplus and profits of approximately \$40,000 and deposits of nearly \$500,000. Mr. Souter was associated for several years with Mr. J. R. Busby in the management of the Rose Hill Savings Bank, at Rose Hill, Iowa.

The negotiations between the principals in this transaction were conducted through Ernest R. Gray, president of The Bankers' Exchange, Inc., Des Moines.

**70%**  
**Increase in Four Years**  
**Suggests**  
**Satisfactory Service**

DEPOSITS

1921 Average	-----	\$2,395,000.00
1922 Average	-----	2,520,000.00
1923 Average	-----	3,016,000.00
1924 Average	-----	3,354,000.00
1925 Average	-----	4,008,000.00

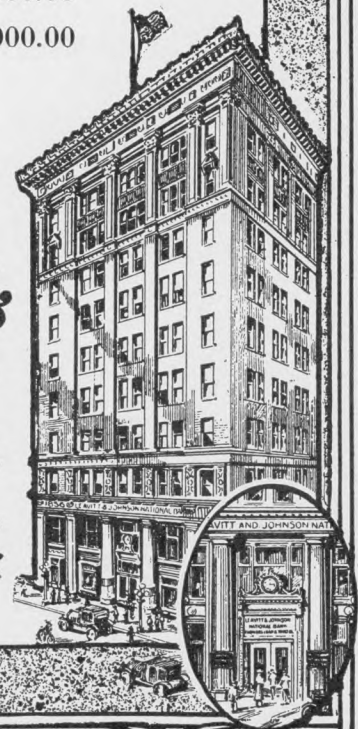
Capital ----- \$200,000.00  
Surplus and Profits-- 205,000.00

*"An Honor Roll Bank"*

**LEAVITT &  
JOHNSON  
NATIONAL BANK**

**WATERLOO, IOWA.**

ESTABLISHED 1856





*The*  
**MERCHANTS  
 NATIONAL BANK**  
 CEDAR RAPIDS, IOWA

## "Efficient Officers"

"The Merchants National Bank of Cedar Rapids has been our Cedar Rapids correspondent for many years, and our relations with them in a business way, also personally, have been of the very best at all times. We feel that they have an efficient corps of officers in giving service to their country bank correspondents."

This is the way the cashier of a bank writes about the service his institution has received from the Merchants National Bank.

**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

### Elected Cashier

At the recent annual meeting of the Farmers State Bank of Lake City, Iowa, the resignation of C. R. Gossett was accepted and L. W. Sievert was chosen for the position of cashier.

Mr. Sievert has been with the Farmers State Bank for the past three years as assistant cashier. M. B. Flesher, who has been connected with the First National Bank of Farnhamville, has been named assistant cashier.

### Scott County Banker Dies

Hugo Kuhl, Scott county banker and business man, died recently at his home in Eldridge, Iowa, at the age of 70 years. Mr. Kuhl had been cashier of the Peoples Savings Bank at Eldridge since 1910, and the present growth and success of that institution are due largely to his untiring efforts.

The deceased was a member of the Woodmen of the World, the Modern Brotherhood of America, and the Eldridge Turner Society. Mr. Kuhl is survived by his wife and four children.

### Change Name of Building

Since January 1, 1926, the present Lane Building in Davenport, Iowa, is known as the Citizens Bank Building. The building has been purchased by a holding company organized by the Citizens Trust & Savings Bank, hence the change in name.

### Proud Parents

Mr. and Mrs. Herman Staak are the proud parents of a daughter born recently at the St. Luke's hospital, Des Moines. Mr. Staak is one of the assistant cashiers of the Iowa National Bank, Des Moines.

### City National, Council Bluffs

Robert W. Turner has been elected president of the City National Bank in Council Bluffs, succeeding his father, T. G. Turner, who becomes chairman of the board. The son has been connected with the bank since his return from the world war.

### Promoted to Cashier

J. L. Fifer, who began his banking career in the Washington National Bank at Washington, Iowa, and who later became assistant cashier of the First National Bank of Joliet, Illinois, has been recently promoted to the position of cashier of the Joliet institution. Lots of good things start in Iowa.

### For Those Who Travel

The Iowa Loan & Trust Company, Des Moines, through its Foreign Department, has just issued a very attractive folder entitled, "Great Ships In a Great Service," wherein is listed the sailing and return dates of all the passenger vessels of

the International Mercantile Marine Company, giving the sailing dates from the various ports in the United States and Canada to any part of the world. Included are special winter and spring cruises, regular voyages between New York and California, and a weekly service between New York and Miami.

**Paullina Banker Dies**

On the morning of December 31, 1925, C. F. Meyer, vice president of the First National Bank, Paullina, Iowa, passed from this life at the age of 77 years. Mr. Meyer has been a director of the bank since its organization January 1, 1916, and its vice president for the past seven years. Mr. Meyer was one of the pioneer settlers of O'Brien county, having moved his family here from Illinois in 1880.

**Reorganized at Dunlap**

The work in connection with the reorganization of the Dunlap State Bank under the name of the Dunlap Savings Bank of Dunlap, Iowa, is being carried on as fast as possible and it is thought that the bank will soon be ready to open. The articles of incorporation have been signed, the stock all sold and the necessary amount of waivers have been signed by the creditors of the old bank. The officers of the new institution elected to date are M. G. Dally, president, and Henry Millard, vice president.

**Clearing House Election**

Gustav Stueben, cashier of the Scott County Savings bank, was elected president of the Davenport, Iowa, Clearing House association at the annual election, and Louis G. Bein, cashier of the Iowa National bank, was elected manager. Smith Blackman, cashier of the Union-Davenport Trust & Savings bank and retiring manager, was named vice president.

Headquarters for the clearing house association for the coming year will be at the Iowa National bank.

The annual dinner of the association was held at the Davenport Chamber of Commerce, with 28 bankers present. There was no formal program.

**Advertises Optimism**

The Citizens National Bank, of Hampton, Iowa, in a recent full-page advertisement in the *Hampton Chronicle*, says that

Hundreds of bankers said it couldn't be bettered — but Reed made it better.  
— Send for and see Reed's Mass color Plan for 1926.

**P. M. REED**  
Banker Associates

TRIBUNE TOWER  CHICAGO

*Assets  
Over Six Million Dollars*

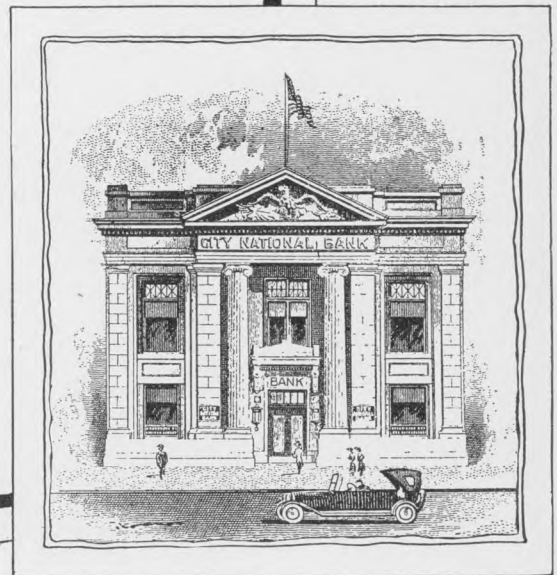
**Looking into  
1926**

For the splendid patronage given us, and for the confidence that inspired this patronage, we are deeply gratified. Nineteen Twenty-five, with its victories and its defeats, will soon be behind us.

Nineteen Twenty-six with its unlimited possibilities is looming up ahead of us.

In extending to you the greetings of the season we want to pledge our hearty cooperation in making 1926 a year of greater prosperity for you than ever before. If our service will help you, we most heartily offer it for your consideration in your 1926 plans.

*Established  
1870*



*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, 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



**IOWA  
NATIONAL BANK**  
DAVENPORT

## "It Is Gratifying to Report" Says President Coolidge

President Coolidge says: "It is gratifying to report that the progress of industry, the enormous increase in individual productivity through labor-saving devices, and the high rate of wages have all combined to furnish our people in general with such an abundance not only of the necessaries but of the conveniences of life, that we are by a natural evolution solving our problems of economical and social justice."

It is also gratifying to the officers of the Iowa National Bank to know that their institution's productivity of better service to Iowa banks and bankers has increased along with the Nation's business progress.

Those Iowa bankers, who have had their account with the Iowa National for years, know that all problems connected with their Davenport business can be taken care of very ably through the Iowa National Bank.

• Others are rapidly coming to the same conclusion. Can we 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



"the fundamentals underlying the finances of this county (Franklin) are the best they have been in five years, and are moving up to make 1926 a happy and prosperous New Year." In a statement of the bank on the same page, deposits of \$1,292,722.13 are shown, with total resources of \$1,619,245.31. The Citizens National was established in 1875, and has never failed to pay an annual dividend to its stockholders.

### A Fitting Cover

In publishing their recent statement, the Stock Yards National Bank, and the Stock Yards Trust and Savings Bank, Chicago, have incorporated it into an attractive booklet. On the cover of the booklet, posed before the doors of the bank, is a picture of Mah Jongg, the grand champion steer over all breeds at the last International, and bred at Iowa State College. The booklet contains, besides the statement, a description and explanation of the several different departments of the bank, and their uses.

### Important Bank Merger

A bank merger of importance to the community of Monticello and Jones county, Iowa, is that of the Monticello State Bank and the Jones County Trust & Savings Bank, the Monticello State having purchased the latter institution.

Officers will be: Henry M. Carpenter, president; F. E. Stimson, vice president, and Halsted M. Carpenter, cashier.

### Bankers Wife Given Medal

In recognition of the extraordinary community service work done by Mrs. James F. Toy, wife of James F. Toy, president of the Toy National Bank, Sioux City, Iowa, the Kiwanis Club of that city has presented her with a gold medal.

It is the custom of the Kiwanis Club to select each year a person in the city who has performed the greatest service to the community, and to that person present a gold medal. Mrs. Toy was the person chosen as the most representative during the year 1925.

### Bank Clearings Break Record

Clearings for Des Moines banks during 1925 broke all previous records, exceeding by \$4,500,000 the high mark set in 1923, and topping the 1924 total by \$15,000,000. The total clearings for 1925 were \$573,994,149.70.

Deposits in ten Des Moines and two Valley Junction state and savings banks increased \$198,984 in 1925, and cash on hand in these same institutions December 31, 1925, was \$7,869,753.

No matter what his rank or position may be, the lover of books is the richest and happiest of the children of men.—Langford.

**IRVING BANK-  
COLUMBIA  
TRUST COMPANY**  
NEW YORK

*Statement of Condition, December 31, 1925*

**RESOURCES**

Cash in Vault and with Federal Reserve Bank . . . . .	\$41,638,438.64
Exchanges for Clearing House and due from other Banks . . . . .	88,106,754.64
Call Loans, Commercial Paper and Loans eligible for Re-discount with Federal Reserve Bank . . . . .	89,842,196.35
United States Obligations . . . . .	22,272,556.31
Short Term Securities . . . . .	30,536,624.30
Loans due on demand and within 30 days . . . . .	50,874,585.29
Loans due 30 to 90 days . . . . .	51,351,073.38
Loans due 90 to 180 days . . . . .	44,847,013.28
Loans due after 180 days . . . . .	3,385,370.54
Customers' Liability for Acceptances (anticipated \$1,209,805.85) . . . . .	22,107,812.29
New York City Mortgages and Other Investments . . . . .	8,509,443.17
Bank Buildings . . . . .	700,172.75
	<u>\$454,172,040.94</u>

**LIABILITIES**

Deposits . . . . .	\$356,026,068.97
Official Checks . . . . .	40,711,302.40
Acceptances (including Acceptances to Create Dollar Exchange) . . . . .	23,317,618.14
Discount Collected but not Earned . . . . .	938,478.79
Reserve for Taxes, Interest, etc. . . . .	1,527,515.93
Dividend payable January 2, 1926 . . . . .	612,500.00
Capital Stock . . . . .	17,500,000.00
Surplus and Undivided Profits . . . . .	13,538,556.71
	<u>\$454,172,040.94</u>

**NOT ONLY MONEY—  
BRAINS and SERVICE**

The Security State Bank has adequate resources to handle the largest accounts.

And not only that, our officers have the business and banking brains and give the service necessary to make every account greatly profitable to the holder.

*Remember the Name  
"Security"*

**SECURITY STATE BANK**  
KEOKUK "A Friendly Bank" IOWA

**Singleness of Purpose**

Our entire building in the very heart of Chicago's financial district is given to housing every department and facility known to modern banking. It typifies the singleness of purpose which characterizes this bank in all its dealings with correspondents and customers.

We are equipped to give the business of out-of-town banks the type of individual attention it should have.

**THE NORTHERN  
TRUST COMPANY**

Capital, Surplus and Undivided Profits  
Over \$7,500,000.00



Corner La Salle and Monroe Streets  
**CHICAGO**



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”

**Salary Continuance Policy**

**OFFICERS**

**E. M. SEARLE, Jr.**  
President  
**H. E. WORRELL**  
Sec.-Treas.

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

**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.

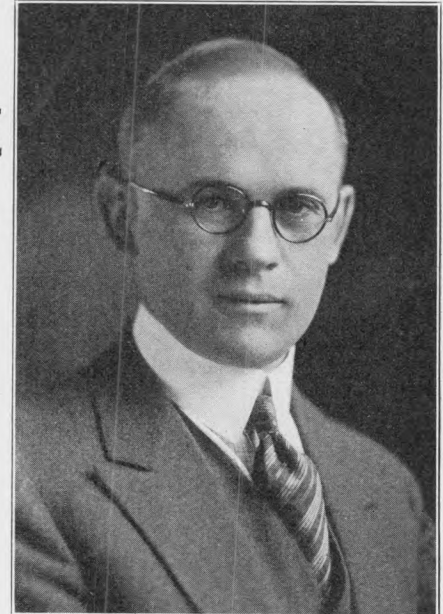
DES MOINES DUPLICATING CO.  
917-919 WEST GRAND AVE. DES MOINES, IOWA

**OVER 30 YEARS OF SERVICE**  
The Northwestern Banker

**First Wisconsin Election**

George B. Luhman, trust officer, was elected vice president of the First Wisconsin Trust Company to succeed Clyde H. Fuller, who is now associated with the O'Neil Oil and Paint Company, at the annual meeting of the board of directors January 14, 1926. J. W. Campbell and Oliver O. Barth were named assistant secretaries.

R. E. Wright was elected assistant vice president at the First Wisconsin National Bank. All other officers and di-



GEORGE B. LUHMAN

rectors of the First Wisconsin National Bank, First Wisconsin Trust Company and the First Wisconsin Company were re-elected.

The capital stock of the Trust Company was increased from \$800,000 to \$1,000,000 by transferring \$200,000 from the surplus. Capital stock and surplus are now \$1,000,000 each.

Oliver C. Fuller, chairman of the board, in his annual report to the stockholders, stated that the combined net earnings of the three institutions during the past year amounted to \$1,076,294.83, or 17.94 per cent on the capital stock of the bank, and dividends aggregating 12 per cent on the capital, amounting to \$720,000, were paid during the year.

Deposits of the bank at the end of the year were \$96,255,120.21, as compared with \$91,819,282.39 on January 1, 1925, and \$82,147,109.30 on January 1, 1924.

The combined net profits of the three institutions during the period from July 1, 1919, to December 31, 1925, were \$7,330,123.23, and total dividends paid during that time amounted to \$4,752,000.

We join ourselves to no party that does not carry the flag and keep step to the music of the Union.—Choate.

## Gives Laboratory to Rush School

Benevolence toward the whole human family in the form of donations should be made in the same way as an investment, preference being given to the large corporation that has proved its character and ability, according to Frederick H. Rawson, chairman of the board of the Union Trust Company, Chicago.

Mr. Rawson thus expressed himself on the subject of donations which reflect his fundamental viewpoint as a banker. The possessor of a large fortune, he pointed out, is really only a trustee, and to prove worthy of his trust can do many things that would remain undone if the fortune were divided. The achievements of such institutions as the Carnegie, Rockefeller and other benevolent foundations are the best answer to Socialism that can be found, says the well-known Chicago banker.

The announcement was recently made in the public press that Mr. Rawson presented to the Rush Post-Graduate School of Medicine of the University of Chicago a laboratory for medical research which will mark a new era in Chicago medical history. In connection with the dedication ceremonies of the building, Mr. Rawson dealt briefly with the history of the famous medical college and the circumstances that led to the donation.

His address was preceded and followed by speeches of appreciation from authorities of the Presbyterian Hospital and the University.

The new laboratory will make the medical resources of the Rush School the peer of any institution in the world, and is a significant step in Chicago's development as a world center in the rapid advance of medical and surgical science. It stands on the site of the old Rush Medical College, adjoining the Senn Memorial Building and the Presbyterian Hospital. It is five stories high and houses facilities for a large library, class, reception, examination room, and laboratories.

### Banker Praises Advertising

Not every day does a banker so strongly endorse the great business of advertising as did M. A. Traylor, president of the First National Bank of Chicago, speaking last month before the advertising council of the Chicago Association of Commerce.

Mr. Traylor reviewed the changes which have rebuilt the world in the first quarter of the twentieth century. He sketched how wars, beginning with the British victory over the Boers in 1901, had remade the map of the world and how construction of the Panama canal and extended use of the submarines, airship and automobile, telegraph and telephone had rebuilt the economic world and caused the current of civilization to flow in new channels. Federal reserve banks

and other new financial arrangements shear panics of their terrors.

"Industries never dreamed of five years ago, such as the radio," he said, "are now creating hundreds of millions of dollars in wealth. And constantly the discoveries of medical science are being applied to lengthen the lives of the creators of wealth; this being perhaps the greatest factor of all in our prosperity. What the next twenty-five years will produce, no man can forecast.

"Continuance of our prosperity through not only 1926 but through the coming decades rests chiefly upon continuation of the greatest of all causes for our present good times—truth in news columns, truth over the store counters and truth in advertising. The world-wide acceptance of the great discoveries and inventions of the last quarter century has been due to the fact that the newspapers truthfully described them and

the manufacturers truthfully advertised them. If deceit had been the general rule, if the motto had been 'sell quick and let the buyer beware,' the public would have turned against the new things.

All of us know of big concerns which held to the old rule, 'the public be damned,' and can count them one by one as in or nearing final collapse. I recall one particularly large firm which three years ago began advertising its wares falsely; it is today hopelessly bankrupt.

"Wise advertising costs nothing. You have only to increase the sale of your products to the point that covers the advertising charge to enjoy the enlarged business without cost. The natural saving in overhead is extra profit for dividends or for further expansion."

Mutual content is like a river, which must have its banks on either side.—*Le Sage.*

# 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.



# Safe Bonds for Bank Investment

Government  
Public Utility  
Railroad  
Municipal  
Industrial

*Inquiries Invited*



THE OLD RELIABLE  
**CENTRAL STATE BANK**  
OF DES MOINES

Banking, Trusts and Investments  
Safe Deposit Vaults

Member Federal Reserve System

## Our Service to Banks

and bankers in Davenport and vicinity is always adapted to their individual requirements for the particular district.

We invite your Davenport account, and would welcome your inquiry regarding our facilities.

## AMERICAN COMMERCIAL & SAVINGS BANK of DAVENPORT, IOWA



## Julian W. Potter

Julian W. Potter, president of the Coal and Iron National Bank, who died in New York City on January 1, 1926, was born in Bowling Green, Ky., in 1889. His rapid rise may be ascribed to two influences, intensive application to banking problems and formulas, or in other words, hard work, and a natural aptitude for finance through hereditary influence. Julian W. Potter is the son of the late J. Whitfield Potter, one of Kentucky's most prominent citizens, and a former president of the American National Bank and the Potter Matlock Trust Company, both of Bowling Green, Ky.



JULIAN W. POTTER

Reared in a banking atmosphere, Julian W. Potter imbibed the principles of banking at an age when most young men are still in the formative period.

His elementary education was received in the public schools of Bowling Green, from which he passed successively with honors to the Kentucky Military Institute and the University of Virginia.

In 1910, at twenty-one, he became a partner in the real estate-insurance firm of Galloway, Hughes & Potter. Two years later found young Mr. Potter seeking practical banking knowledge as discount clerk of the American National Bank. Not long afterwards he rose to the position of secretary and treasurer of the Potter Matlock Trust Company, in which incumbency the responsibility of making investments for and handling trust estates developed upon him.

In 1916 Mr. Potter was elected to the vice presidency of the American National Bank. At the time of his resignation, in 1920, the American National Bank and the Potter Matlock Trust Company were the two largest banking institutions in western Kentucky.

During the war, Mr. Potter was county

# Your First Choice—

First in the choice of a correspondent banking connection comes the consideration of the men behind the institution and the methods used to further their clients' interests.

Through the experience of its officers and directors, the Des Moines National Bank offers to you a sound, reliable, helpful banking service that has kept pace with every modern and safe idea of banking practice.

Let us extend to your institution a service founded on years of successful experience.



## 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
CLYDE H. DOOLITTLE	Trust Officer
TAMLIN S. HOLLAND	Manager Bond Dept.



## Proof of the Pudding

(Little Talks on Tiling, No. 14)



RED G. EILERS had a 20-acre field that never earned over \$5.00 an acre to pay an interest and tax charge of \$14.00. The profit from other acres was wasted in paying this deficit. Then, in 1924, he tiled this field at a total cost of \$475.00. In 1925 it produced a corn crop worth \$49.00 an acre. This paid interest and taxes, paid all cost of tiling, and left a net balance of \$11.25 an acre. From now on all income over \$5.00 an acre from this field will be net profit on that \$475.00 investment.

Tile Drainage Will Do As Much  
for Many of Your Customers

**Mason City Brick and Tile Company**

312 Denison Bldg.      Mason City, Iowa

*Over 62 Years of Service to Iowa Bankers*

## "Better Business"

Just now Iowa's curve of "better business" is going upward—steadily pressing forward—soundly, in all phases of agriculture and commercial activities.

It is only natural that the old-established, well-known financial institutions should strengthen their positions more than ever before along with this increase of better business.

Iowa and the First National Bank of Davenport progress together. Our service to Iowa banks and bankers is constantly affording greater opportunities for a broader cooperation between our new and old correspondent bank accounts.

## FIRST NATIONAL BANK

DAVENPORT

IOWA

A. F. DAWSON  
President

I. J. GREEN  
Cashier



**Service—Cooperation—Reader Confidence**  
**The Northwestern Banker**

chairman of the Second and Third Liberty Loan campaigns and under his leadership both loans were oversubscribed. On the completion of the third Loan, he enlisted in the Naval Flying Corps. After three months at the Massachusetts Institute of Technology, he was graduated and sent to the Naval Air Station at Pensacola, as assistant, and, later, Acting Discipline and Personnel Officer, in charge of 400 cadets. He was a Cavalier of the Crown of Italy for his success in the reorganization of an important Italian bank in this country.

Mr. Potter came to New York in 1920 as assistant treasurer of the Guaranty Trust Company and has since been successfully connected with commercial banking in New York City.

Mr. Potter was a member of the Racquet and Tennis Club, Railroad Club, Bankers Club of America, New York Society Military and Naval Officers World War. He was also a member of the Executive and Relief Committees of the Southern Society, as well as the Kentucky Society.

Mr. Potter lived with his mother at 515 Park Avenue, New York. Funeral services were held Sunday, January 3d, at St. Thomas Church, Fifth Avenue and 53d Street. The interment was at Bowling Green.

### Changes at Burlington

At the recent annual meeting of the stockholders of the First Iowa State Trust and Savings Bank, Burlington, Iowa, three new directors were added to the board. They are: J. R. Copeland, president of the Clinton-Copeland Company; Harold W. Grupe, vice president of the Lagomarcino-Grupe Company, and Ray Redfern, farmer.

A new vice president has also been added; Ralph Bunce, who has been advanced from the position of cashier.

The cashier who takes Mr. Bunce's place is L. M. Wilson, formerly with the First National of Burlington.

### Pays Dividend

In a communication from H. C. Buell, cashier of the Lone Tree Savings Bank at Lone Tree, Iowa, he says that the bank has just paid its semi-annual dividend of 5 per cent, and that the bank has paid a 10 per cent dividend each year since 1916, and previous to that date a dividend of 8 per cent. In 1912 the bank paid its stockholders a stock dividend of 100 per cent from the accrued surplus and undivided profits. The institution is today an honor roll bank.

### Made Cashier

Having been assistant cashier of the Peoples Savings Bank at Eldridge, Iowa, for a number of years, Robert J. Tank was promoted to the position of cashier at the recent meeting of the directors. He fills the vacancy left by the death of Hugo Kuhl.



*More than 600 Iowa banks have chosen the Iowa National as their Des Moines correspondent.*

*“Faithful service for over fifty years”*



**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
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



1876

1925

## Advice

*"When all is done, the help of good counsel is that which setteth business straight."*—Bacon.

The Consolidated National Bank, through its long experience, has dealt with practically every banking problem.

It has been our pleasure to have helped many bankers in the solution of their problems—and we will be more than glad to help you.

As Dubuque's leading bank, having complete commercial banking departments at your service, we are able to give you highly satisfactory service.

And to our service we add a touch of friendly interest which you will appreciate.

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

Reach a \$1,000,000,000 Buying Power  
 Use The Northwestern Banker

### Joins Bills' Bank Service

F. Dwight Conner, who has been manager of the business extension department of the Illinois Merchants Trust Company in Chicago for the past seven years, has resigned his position to join with Benjamin Bills in a broader development of the Bills' Bank Service which has been in operation for the past year or more. His resignation became effective on January 1st.

Mr. Conner is widely known not only among Chicago bankers, but in the banking and financial advertising fraternity as a whole throughout the country. About twenty years ago he organized the advertising department of the Guardian Trust Company of Cleveland, on what was called at that time a six months' probation program. In other words, if the idea proved successful the department would be continued; if not, it would cease. The fact that he continued in that position for nearly thirteen years is evidence of the fact that his services in an advertising capacity for the bank were satisfactory.

Before the merger several years ago, of the Illinois Trust & Savings Bank, the Merchants Loan & Trust Company, and the Corn Exchange National Bank, he was the advertising manager of the first named institution.

He has served the Financial Advertisers Association as president for one year, has functioned in the American Bankers Association as a member of various committees in the Trust and Savings Divisions, and has been president for two years of the Financial Division of the Advertising Council of Chicago.

Mr. Bills, with whom Mr. Conner becomes a partner in his new undertaking, was formerly an officer in the trust department of the Continental & Commercial Bank of Chicago, and resigned that position to become sales manager of the American Bond & Mortgage Company in which he became well known as a bond and mortgage expert, in selling and marketing. He has also taught public speaking in the University of Chicago, and other institutions.

The new organization will be known as



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

# “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	312,000
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	Lead	First National	100,000	153,000
Conde	Farmers & Merch.	10,000	17,570				

Bills-Conner, Inc. Mr. Conner is the new president and general supervisor and Mr. Bills will serve as vice president and treasurer.

“There is a demand,” Mr. Conner says, “for professional counsellor service in bank business extension activities—the making, keeping and developing of bank business. It will be our object to assist bankers in analyzing, planning and operating their promotional campaigns, serving as professional counsellors and advisors rather than introducing or selling stimulating material. With a complete organization equipped to specialize in all phases of bank promotional methods, we have every reason to believe that we are prepared to serve the banking fraternity, trust companies and investment institutions with satisfaction and profit.”

### First National Bank Makes Changes

James B. Forgan was promoted to be vice president of the First National Bank of Chicago, of which his late father was head for a quarter century. Walter M. Heymann, president of the Liberty Trust and Savings Bank, was elected vice president of the First National Bank, effective immediately, but will retain his connection with the former bank, becoming chairman of the board. Other promotions were A. N. Cordell, H. A. Anderson, H. P. Snyder from assistant vice presidents to vice presidents; Emil A. Stake, who has been in charge of the New York office of the First-Chicago Corporation, was also elected vice president. A. B. Johnston was promoted to assistant vice president. Other officers were re-elected and M. J. Hardacre and

Albert G. Keck were made assistant cashiers. All of the directors were re-elected and three new members, Ira N. Morris, Albert H. Wetten, and Mark W. Cresap were added to the board.

In the First Trust and Savings Bank, William K. Harrison was promoted from assistant cashier to assistant vice president; E. E. Schmus was appointed assistant cashier and H. H. Benjamin and R. L. Grinnell were made assistant secretaries. J. H. C. Templeton was made vice president of the First-Chicago Corporation and will succeed Mr. Stake in the New York office.

The Metropolitan National Bank paid all of their 100 employes a bonus amounting to 5 per cent of their salaries for the year 1925, as a Christmas present.



**NIA—Continued**

BANK	ASSETS			LIABILITIES			RESOURCES	Non-Bank Terms with Interest Banking (based on 1925) in Interest Rate, Holidays, etc.	PRINCIPAL CORRESPONDENT
	PAID-UP CAPITAL	RESERVE FUND	PROFIT	DEPOSITS	LOANS	OTHER ASSETS			
Bank of America	100,000	50,000	150,000	1,000,000	500,000	500,000	1,000,000	10%	San Francisco
Bank of California	80,000	40,000	120,000	800,000	400,000	400,000	800,000	10%	San Francisco
Bank of Los Angeles	60,000	30,000	90,000	600,000	300,000	300,000	600,000	10%	Los Angeles
Bank of San Francisco	50,000	25,000	75,000	500,000	250,000	250,000	500,000	10%	San Francisco
Bank of San Diego	40,000	20,000	60,000	400,000	200,000	200,000	400,000	10%	San Diego
Bank of Santa Ana	30,000	15,000	45,000	300,000	150,000	150,000	300,000	10%	Santa Ana
Bank of Santa Barbara	20,000	10,000	30,000	200,000	100,000	100,000	200,000	10%	Santa Barbara
Bank of Santa Monica	15,000	7,500	22,500	150,000	75,000	75,000	150,000	10%	Santa Monica
Bank of San Jose	10,000	5,000	15,000	100,000	50,000	50,000	100,000	10%	San Jose
Bank of Stockton	8,000	4,000	12,000	80,000	40,000	40,000	80,000	10%	Stockton
Bank of Vallejo	6,000	3,000	9,000	60,000	30,000	30,000	60,000	10%	Vallejo
Bank of Ukiah	4,000	2,000	6,000	40,000	20,000	20,000	40,000	10%	Ukiah
Bank of Yuba City	3,000	1,500	4,500	30,000	15,000	15,000	30,000	10%	Yuba City

**SAN FRANCISCO-PASADENA, PACIFIC COAST SECURITIES**  
**MUNICIPAL & FIRST MORTGAGE CORPORATION BONDS**

**200,000**  
**corrections**  
**every six**  
**months**  
**keep it safe**  
**for your use**

There are approximately 200,000 normal changes in the banking business throughout the United States every six months—new banks, mergers, close-outs, new officers, capital increases, growth of deposits, and loans.

Every one of these changes is recorded promptly in the semi-annual edition of the RAND McNALLY Bankers Directory (Blue Book) by means of the most complete checking and bank classification system ever developed.

This is why the latest edition is an authority for consultation in all banking transactions. Bankers and all those who must have full, accurate banking information at their instant disposal have relied upon this Blue Book since it was first published in 1871. They know that it and the other Rand McNally banking publications blanket the financial field and present a complete service for every bank need.

*Rand McNally Banking Publications:*

- THE BANKERS MONTHLY
- KEY TO THE A. B. A. NUMERICAL TRANSIT SYSTEM
- MAPS FOR BANKERS
- THE BANKERS SERVICE BULLETIN
- THE BANKERS SERVICE GUIDE
- BANKING AND BUSINESS ETHICS

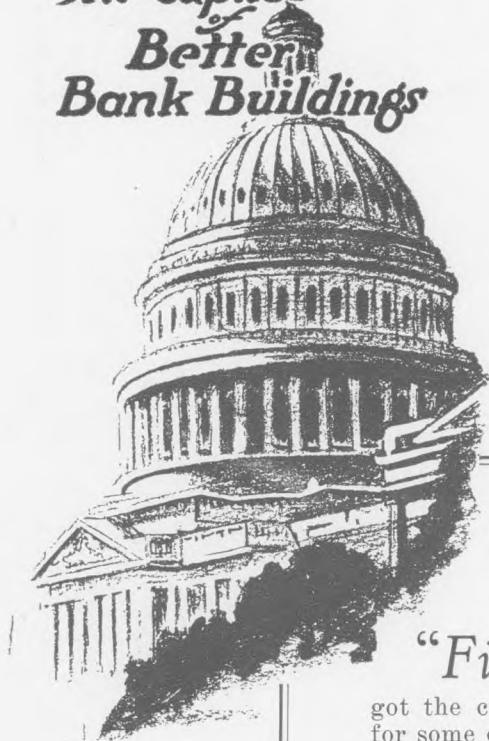
**RAND McNALLY & COMPANY**

Dept. B-29  
 536 S. Clark Street, Chicago  
 Washington  
 270 Madison Avenue, New York  
 San Francisco  
 Los Angeles

Largest Publishers of Banking Publications in the World, Established 1856  
 Official Numbering Agent, American Bankers Association

**The LYTLE Co.**

*The Capitol  
Better  
Bank Buildings*



Some of the Finest  
Bank Structures in  
the Northwest Are  
**“Lytle Built”**

“Five years ago you finished your first job for us. You got the contract because you had already built for some of my best banker friends practical and attractive bank buildings.

“The next contract we gave to the Lytle Company because you did the first one right—your plans and prices were right.”

So writes a well-known banker to J. A. Raven, President of the Lytle Company, Sioux City, Iowa.

When the Lytle Company does your building, you are dealing with an organization with years of successful experience. You get an attractive design—a well-constructed building—a practical building—at a price that is right.

If you are thinking of building, give the Lytle Company an opportunity to talk to you. Or better yet, ask some of your banker friends about “Lytle Bank Construction.”

J. A. RAVEN, President

**The Lytle Company**

**Bank Architects and Building Engineers  
Sioux City, Iowa**





WITH a clientele embracing every line of business and a board of directors composed of leaders in every branch of commerce and industry, the Illinois Merchants Trust Company has an unusually intimate contact with modern American business.

Our officers consequently have a wide experience and are peculiarly fitted to give effective and intelligent attention to the needs of our correspondent banks.

*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