

# NORTHWESTERN Banker

MAY  
1971



F. W. HEITMANN, JR.  
President

## Illinois Convention Program

—41



L. L. STEELE  
President

## South Dakota Convention Program

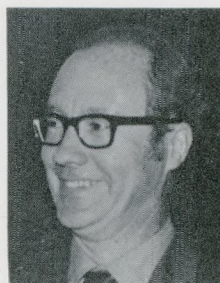
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R. V. WELLS  
President

## North Dakota Convention Program

—67



C. GALE SELLENS  
President

## Colorado Convention Program

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**8**

**8**

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Northwestern Banker, May, 1971

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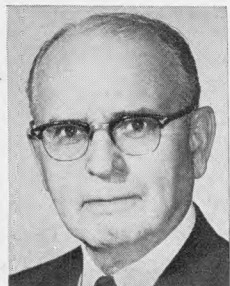
# NORTHWESTERN Banker

Oldest Financial Journal Serving  
The Central and Western States

for your MAY, 1971, reading

## Edwin Van Horne Dies

Edwin N. Van Horne, 81, died in Omaha April 29. Funeral services were held in Omaha and burial was in Pawnee City, Nebr., where he was born January 9, 1890. At the time of his death he was chairman of Van Horne Investments, Inc.



E. N. VAN HORNE

Mr. Van Horne had a long and distinguished career in the field

of finance. His first job was with the Farmers National Bank in Pawnee City. After serving as a state and then a national bank examiner, he purchased the Farmers & Merchants Bank at DeWitt, Nebr., and was director of a bank at Table Rock. He moved several years later to St. Joseph, Mo., to join American National Bank, moving up to a vice presidency there.

From St. Joseph he moved to Lincoln to become president of Continental State Bank which he later consolidated with Nebraska State Bank to form the Continental National Bank (later merged with First National Bank & Trust Company of Lincoln).

During the depression years he also served as chairman of the RFC and FHA for Nebraska. From 1937 to 1942 he served as executive vice president and director of American National Bank and Trust Company of Chicago, then moved back to Omaha to become president of the Federal Land Bank of Omaha, retiring from that post in 1954.

Mr. Van Horne served in numerous capacities with the Missouri, Nebraska and American Bankers Associations, as well as with a number of business and civic organizations. He was president of the Nebraska Bankers Association in 1932, and served as Nebraska's director of banking in 1959 and 1960.

He is survived by his wife, Alice; a son, John Van Horne, president of Van Horne Investments, Inc., Omaha; and two daughters, Mrs. Allen P. (Betty) Stults, Chicago, and Mrs. Ralph Malott, Seattle, Wash., 10 grandchildren and one great-grandchild.

Mr. Van Horne was a director of several Nebraska banks during various periods of his career. He served as trustee of the Cooper Foundation from 1934 until his death.



77th Year

No. 1289

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306 15th Street, Des Moines, Iowa 50309. Phone 515—244-8163

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Ben Haller, Jr.

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Northwestern Banker, May, 1971

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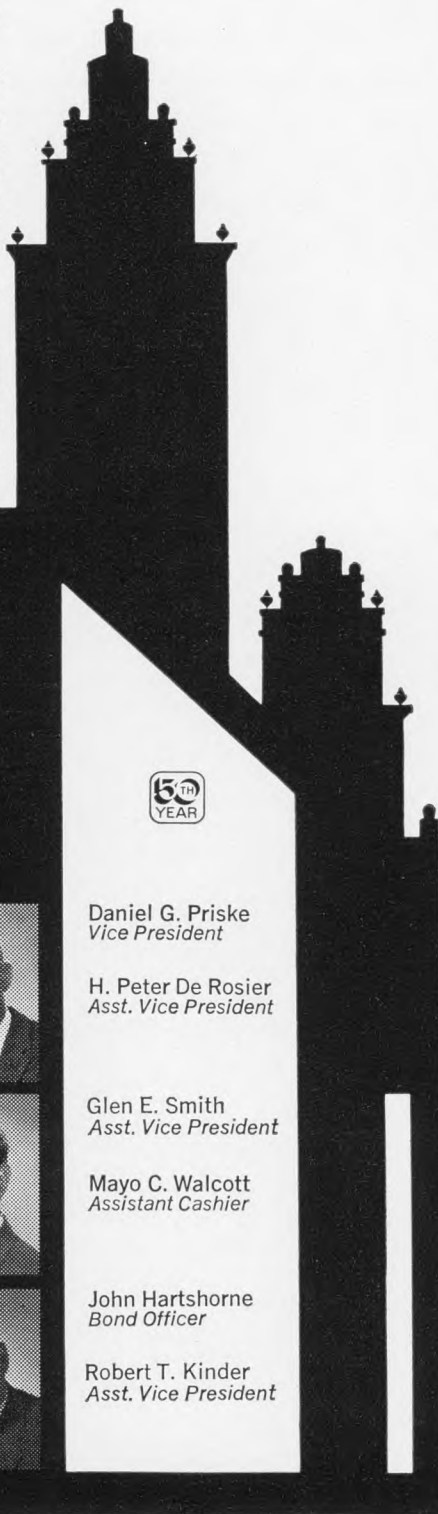
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## BankAmericard Ad Campaign

For the first time in BankAmericard history a major national advertising program supported by local bank advertising has just been launched. This integrated nationwide program emphasizes the responsible and conservative use of credit.

The central theme of the program, "Think of it as money," is used in all advertising messages to encourage consumers to use BankAmericard in the same conservative and sensible way in which they have traditionally handled money. Headlines such as "Keep a good grip on your money" and "If we didn't think you could handle it, we wouldn't give it to you" are amplified in copy which encourages consumers to use BankAmericard as an aid in money management.

The campaign was launched with the beginning of a series of 60-second commercials on network television. Full color ads are scheduled to appear in TIME, NEWSWEEK, LOOK, READER'S DIGEST, THE WALL STREET JOURNAL, and a number of travel magazines.

## New Economic Consulting Service

The Chase Manhattan Bank, N.A. announced that it is establishing a new Economic Consulting Service which is to be made available to executives in business, banking and finance generally. The new service includes:

- Quarterly economic analyses and forecasts for 18 months ahead, covering major factors affecting business and finance.

- Monthly bulletins covering important interim changes and developments as well as special in-depth analyses of business and economic problems of unusual importance.

- An annual projection of the United States economy for five to ten years ahead.

- Quarterly one-day seminars to discuss both economic and specific business problems with the bank's economic specialists.

- Opportunity to call the bank's consultants by phone for counsel on particularly urgent problems.

The consulting service is to be provided by the bank's Economics and Economic Research division, which is headed by John D. Wilson, senior vice president.

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## CONVENTIONS

- May 9-11—BAI 21st Northern Regional Conference, Statler Hilton Hotel, Detroit.
- May 12-14—North Dakota Bankers Association, 86th Annual Convention, Fargo.
- May 13-15—Association of Registered Bank Holding Companies 11th Annual Meeting, Radisson Hotel, Minneapolis.
- May 19-22—American Safe Deposit Association 40th National Convention, Pfister Towers, Milwaukee.
- May 19-21—Bank Marketing Institute Regional Conference, Radisson South Hotel, Minneapolis.
- May 20-21—South Dakota Bankers Association 79th Annual Convention, Sioux Falls.
- May 23-26—Bank Marketing Institute, Marketing Research Conference, Marriott Motor Hotel, Atlanta.
- May 23-26—ABA 11th National Mortgage Conference, Radisson Hotel, Minneapolis.
- May 23-28—ABA International Monetary Conference, Munich, Germany.
- May 24-26—AIB National Convention, Astroworld Motor Hotel Complex, Houston.
- May 27-29—Colorado Bankers Association 70th Annual Convention, Broadmoor Hotel, Colorado Springs.

- June 2-4—Illinois Bankers Association 80th Annual Convention, Palmer House, Chicago.
- June 6-9—Minnesota Bankers Association 81st Annual Convention, St. Paul Hilton Hotel, St. Paul.
- June 6-12—Bank Marketing Institute, Essentials of Bank Marketing Course, University of Colorado, Boulder.
- June 6-18—Stonier Graduate School of Banking, 37th Session, The State University, New Brunswick, N.J.
- June 6-19—Bank Marketing Institute School of Bank Marketing, University of Colorado, Boulder.
- June 7-18—Iowa Bankers Association Ag Credit School, Iowa State University, Ames.
- June 9-12—NABW Lake-Midwest-North Central Regional Conference, Statler Hilton, Detroit.
- June 10-12—Wyoming Bankers Association 63rd Annual Convention, Jackson Lake Lodge, Moran.
- June 17-19—Montana Bankers Association 68th Annual Convention, Jackson Lake Lodge, Moran, Wyo.
- June 23-25—Upper Midwest Agricultural Credit Council (UMACC) 17th Annual Conference, East Glacier, Mont.
- July 11-13—Bank Administration Institute, 3rd Annual National Conference on Bank Security, Marriott Motor Hotel, Chicago.
- July 17—AIB District X Leaders Conference, Ramada Inn, Sioux Falls.
- July 18-21—International Flying Bankers Association 1971 Convention, Pheasant Run Lodge, St. Charles, Ill.
- July 18-23—Illinois Bankers Association Ag Lending School.
- July 18-23—Midwest Banking Institute 5th Annual Session, University of Minnesota Campus at Morris, Minn.
- September 2-3—Iowa Bankers Association Installment Lending Conference, Hotel Savery, Des Moines.
- September 6-17—Illinois Bankers Association Bankers School, Southern Illinois University, Carbondale.
- September 15-16—Independent Bankers of Minnesota 10th Annual Convention, St. Paul Hotel, St. Paul.
- September 22-25—AGA 45th Western Regional Trust Conference, Brown Palace, Denver.

- September 26-29—ABA National Personnel Conference, Century Plaza Hotel, Los Angeles.
- September 26-30—Bank Marketing Institute Annual Convention, Americana Hotel, New York.
- October 6-10—NABW 49th Annual Convention, Fairmont-Roosevelt Hotel, New Orleans.
- October 15-16—Association of Registered Bank Holding Companies Fall Meeting, Fairmont Hotel, San Francisco.
- October 16-20—ABA 97th Annual Convention, San Francisco.
- October 23-27—Robert Morris Associates 56th Annual Fall Conference, Los Angeles.
- October 24-27—Iowa Bankers Association 85th Annual Convention, Hotel Fort Des Moines, Des Moines.
- October 25-27—ABA National Credit Card Conference, The Roosevelt Hotel, New Orleans.
- October 26-29—Independent Bankers Association of America, 4th Annual Seminar for Junior Bank Officers, Ball State University, Muncie, Ind.
- October 31-November 3—Bank Marketing Institute, Marketing and the Computer, Ambassador Hotel, Chicago.
- November 7-10—BAI 47th Annual Convention, Hotel Fontainebleau, Miami Beach.
- November 7-12—Nebraska Bankers Association Intermediate School of Banking, Lincoln.
- November 11-12—ABA 40th Midcontinent Trust Conference, The Statler Hilton, Dallas.
- November 14-16—ABA 20th National Ag Credit Conference, Hotel Muehlebach, Kansas City, Mo.
- March 14-16—Independent Bankers Convention, Bal Harbor, Florida.

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## Bank Building Acquisition

Bank Building Corporation, St. Louis, announced that its newly established subsidiary, BBC Health Care Industries, Inc. has acquired University Associates, St. Louis, planning and design consultants for health and medical care organizations located principally in five midwest states. University Associates will become a division of BBC Health Care Industries, Inc.

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*Northwestern Banker, May, 1971*

## Reaffirms Branch Policy For Federal Savings and Loans

The Federal Home Loan Bank Board has reaffirmed its policy of keeping savings and loan association mergers consistent with those of banks and other regulated financial institutions, although it has in no way weakened its ability to change its mind in the future.

The Board, in a significant policy address delivered by one of its members in Milwaukee recently flatly told Illinois S&L executives to give up hopes of breaking through the state's long-standing no-branching law for all financial institutions, at least in the near future.

Applications by Illinois S&Ls to establish branches will either be returned or rejected, Board member Carl O. Kamp Jr. told stockholders attending the annual meeting of the Federal Home Loan Bank of Chicago.

"It serves no purpose for associations to file such branch applications at this time," he noted.

The measure would be patterned after the Illinois Banking Act, which allows one bank facilities up to 1,500

feet from the home office.

### Earnings Up 25%

First Bank System, Minneapolis, reports favorable comparisons of earnings, deposits, loans and resources for the first quarter.

Income before securities transactions amounted to \$12,746,000 compared with \$10,172,000 for the first quarter of 1970. At \$1.74 per share, based upon 7,313,806 average shares outstanding, this is 25.2% greater than \$1.39 reported a year earlier when 7,292,630 shares were outstanding.

Net income totaled \$13,860,000 or \$1.89 per share for the first quarter of 1971 compared with \$10,244,000 or \$1.40 per share. Net securities profits realized during the most recent quarter were \$1,135,000 vs. \$73,000 a year earlier.

Deposits of \$3.39 billion and total resources of \$4.13 billion on March 31, 1971 exceeded year earlier totals by more than \$300 million while loans of \$2.32 billion were up from \$2.18 billion.

First Bank System is a Minneapolis-St. Paul, Minnesota, based registered bank holding company which owns approximately 98% of the stock of 88 member banks with 108 offices in the states of Minnesota, Montana, North Dakota, South Dakota and Wisconsin.

### Adopts Annual Audits

First National Bank of Kansas City will become the first major bank in the Kansas City area to adopt the policy of annual audits by an independent firm of certified public accountants.

Barret S. Heddens, Jr., chairman of the board and chief executive officer, announced the decision of the board of directors of First National Charter Corporation, the bank holding company which includes First National Bank of Kansas City and three other Missouri banks. He said the holding company directors had unanimously voted to adopt the policy for all bank affiliates.

Arthur Young & Company, one of the leading international certified public accounting firms, was appointed by the board to conduct the audits on a regular basis.

### North Central Promotions

F. William Stohr, vice president, announces that Roger J. Pulkrabek and Robert D. Ramaley have been named assistant vice presidents of the North Central Life Insurance Company, St. Paul. The announcements came at a recent board of director's meeting.

Mr. Pulkrabek currently serves as financial agency supervisor for North Central's creditor insurance products in Minnesota, North and South Dakota.

Joining Mr. Pulkrabek as assistant vice president is Robert D. Ramaley. Since joining the company in 1960, Mr. Ramaley has served in a number of positions beginning as regional manager for the development of ordinary life products through the brokerage approach. Most recently, he has served as financial agency supervisor to the company's creditor insurance accounts in the Twin City area.

### 884 to Attend BAI School

A record 884 bankers will attend the 19th session of The School for Bank Administration, sponsored by Bank Administration Institute at the Madison campus of the University of Wisconsin August 8-20.



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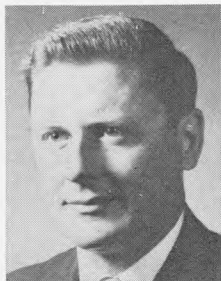
## Bank Promotions and Changes

Promotions and announcements have been made by the following banks and groups.

**Bank of New York:** The promotions of Landon Peters to senior vice president and treasurer and Gregory W. Spurr, Jr., to senior vice president were announced last month by Samuel H. Woolley, chairman and chief executive officer. Mr. Peters joined the bank in 1956 and now heads the treasurer's division. Mr. Spurr has been with the bank since 1950 and concentrates his activities in commercial lending and overall loan and credit administration.

Mr. Woolley also announced the election of James L. Neff and Vincent Sauer as vice presidents. Both men are associated with the trust division.

**Central National Bank, Chicago:** Leo F. Collignon has joined the bank as senior vice president in the international banking department. The announcement was made by Frank E. Bauder, chairman.



L. F. COLLIGNON

Mr. Collignon's responsibilities will be to direct the bank's overall international banking effort with particular emphasis on the possibility of establishing a foreign office. A graduate of the University of Minnesota, Mr. Collignon began his banking career with the Bank of California in 1953. He was senior loan officer for the Export-Import Bank in Washington, D.C., from 1968 to 1969. His most recent affiliation was with Bank of America's national division as a group vice president.

Mr. Bauder also announced the appointment of Benton R. Ervington as portfolio officer. He has been most recently the portfolio manager for State Farm Mutual Insurance Company.

**Chase Manhattan Bank, New York:** Promotions for one man to senior vice president and six men to vice president have been announced by the bank. Robert O. Blomquist, who is responsible for the bank's branches and affiliate relationships in Europe, the Middle East and Africa, was named senior vice president.

Elected vice presidents were John W. Chappell, Richard R. Diaz, Robert M. Hoen and Gerhard W. Schneider, all of the international department; Ralph W. Berrey, portfolio and investment banking department, and Gary W. Rauch, metropolitan department.

**City National Bank & Trust Company, Kansas City:** Claudyne V. Cooper has been elected assistant comptroller. She joined the bank in 1942 and has since worked in several departments.

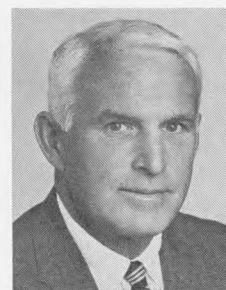
**Continental Bank, Chicago:** The election of five new vice presidents headed a series of promotions announced recently. They are Loren J. Clark, bond department; Peter D. Horne and Kenneth J. Rudnick, commercial banking department; William D. Sullivan, operating department, and Frederick W. Brooke III, real estate department.

Named second vice presidents were George G. Fleig and Jack A. Garman, bond; George L. Barr, Joseph A. Mauger, Milton C. Neuman and David J. Spengler, commercial; Charles F. Davis, Jr., international; Edwin J. Hlavka and John L. Segesta operat-

ing, and James E. Hamilton and David W. Valentine, trust.

**Drovers National Bank, Chicago:** Joseph H. Martin and Joseph H. Bamberger have been appointed trust officers, according to an announcement made jointly by Board Chairman Robert Lough and President Machael J. Whelan.

They also announced the election of six new assistant cashiers: Alfred Mueggenborg, bond manager; Thomas E. Bush, installment loans; Mrs. Constance E. Corcoran, new accounts manager; Mrs. Margaret V. Katauskas, new accounts; Robert K. Janowski, paying teller, and Chester J. Sepiol, clearing department.



G. C. SCOTT

**First National City, Bank New York:** George C. Scott has been named a vice chairman. He has been chairman of the bank's credit policy committee for the past four years and will continue to serve as senior credit

officer. Mr. Scott joined Citibank as a messenger in 1929 and has served in the metropolitan, national and overseas divisions.

Zelda L. Wakeman, one of the first women to serve as an officer of the bank, has been named a vice president—the highest rank held by a woman in the bank's 159-year history. Miss Wakeman serves in the international banking group where her position requires her to make several trips abroad each year to meet with the managers of foreign banks and discuss new services offered by Citibank. She received her B.A. degree at Mt. Holyoke in 1941 and her M.A. degree at Fletcher School of Law and Diplomacy one year later. A month after graduation she started with Citibank.

**First National Bank, Chicago:** Gaylord Freeman, chairman of the bank and of its parent First Chicago Corporation, told shareholders at the mid-April annual meeting that the Corporation had \$18,417,000 or \$1.89 per share consolidated income before security transactions for the first quarter of 1971, compared with \$15,152,000 or \$1.51 per share a year ago.

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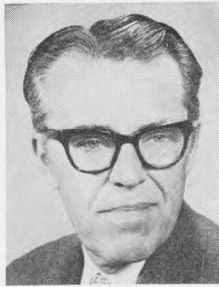
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MEMBER F.D.I.C.

Northwestern Banker, May, 1971

Shareholders elected seven directors to three-year terms. Charles R. Walgreen, Jr., having recently retired as chairman of Walgreen Company, did not stand for reelection to the First Chicago board. Elected in his place was Edward E. Carlson, president and chief executive officer of United Air Lines, Inc. Six other men were re-elected to three-year terms. They are: John D. Gray, chairman, Hart Schaffner & Marx; Gaylord Donnelley, chairman, R. R. Donnelley & Sons Company; William B. Graham, chairman, Baxter Laboratories, Inc.; Gordon M. Metcalf, chairman, Sears, Roebuck and Co.; Marshall Field, publisher, Chicago Sun-Times and Chicago Daily News, and Lee L. Morgan, executive vice president, Caterpillar Tractor Co.



E. E. CARLSON

**Franklin National Bank, New York:** Seven men have been advanced from vice president to senior vice president. They are:

Christopher M. Ballaban, special loan division; Richard C. Bellinger and J. Michael Carter, investment division; Eugene V. Colligan, corporate trust; Halsey S. Downer, trust investment division; Christopher F. Meyer, personal trust division, and Conrad D. Stephenson, real estate commercial loan division.

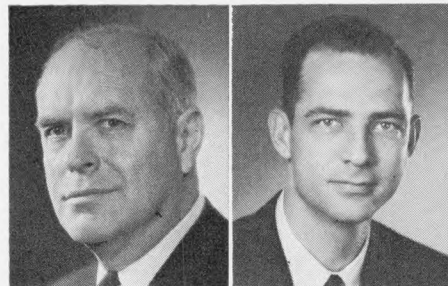


J. A. GALLAS

was appointed a loan officer, Robert J. Force was named a personal banking officer, and Joseph P. Galvan was designated an operations officer.

Mr. Gallas heads LaSalle's trust and investment management group and also carries the title of senior trust officer and secretary. He joined LaSalle in 1952, was named head of the trust department and a vice president in 1968 and become a senior vice president in 1969.

**Marine Midland Bank, New York:** Directors have elected Stanley W. Hubbel and Jerry V. Jarrett to senior official positions, according to Crocker Nevin, chairman.



S. W. HUBBEL

J. V. JARRETT

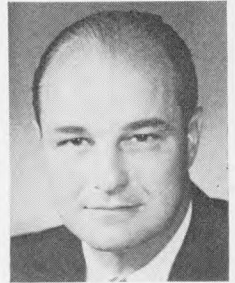
Mr. Hubbel, who was executive vice president in charge of general administration since March, 1970, will become senior executive vice president and a member of the bank's senior policy group.

Mr. Jarrett, senior vice president in charge of the United States division since March, 1970, when he succeeded Mr. Hubbel, will become executive vice president in charge of domestic banking, responsible for the activities of the United States division, the New York City division, the multinational

division and the mortgage department.

**Mercantile Bancorporation Inc., St. Louis:** Donald E. Lasater, chairman, has announced the elections of Robert F. Kastelic as vice president and controller, James H. Martin as vice president, and Eugene F. Bachmann as auditor. All three men carry the same officer responsibilities with Mercantile Trust Company N.A., a wholly-owned subsidiary bank.

**National Boulevard Bank, Chicago:** John E. Guth, Jr., has been elected to the bank's board of directors. He is data processing division vice president and mid-western region manager for International Business Machines Corporation.



J. E. GUTH, JR.

**Security Pacific National Bank, Los Angeles:** Officials last month announced the vice presidential appointments of John D. Potter, corporate banking department; Russell P. Tomlinson, real estate finance department, and Arlin E. Wilson, San Jose district trust office. Mr. Wilson also is a trust officer.

**Valley National Bank of Arizona, Phoenix:** Mert G. Reade has retired,



M. G. READE

closing his 20-year career as advertising director with the state-wide banking organization. Succeeding him as director of advertising is Warren Goodrich, assistant vice president and manager of the communications services department since 1966. James R. Walker, assistant cashier and manager of the marketing research department, has been named to succeed Mr. Goodrich as director of communications and market research.

Mr. Reade moved to Phoenix from his native Chicago, where he had a decade of agency experience. He became the creative force behind many award-winning Valley Bank advertisements. He was acclaimed by several of his noted peers in the advertising business for "the best bank advertising in the U.S."

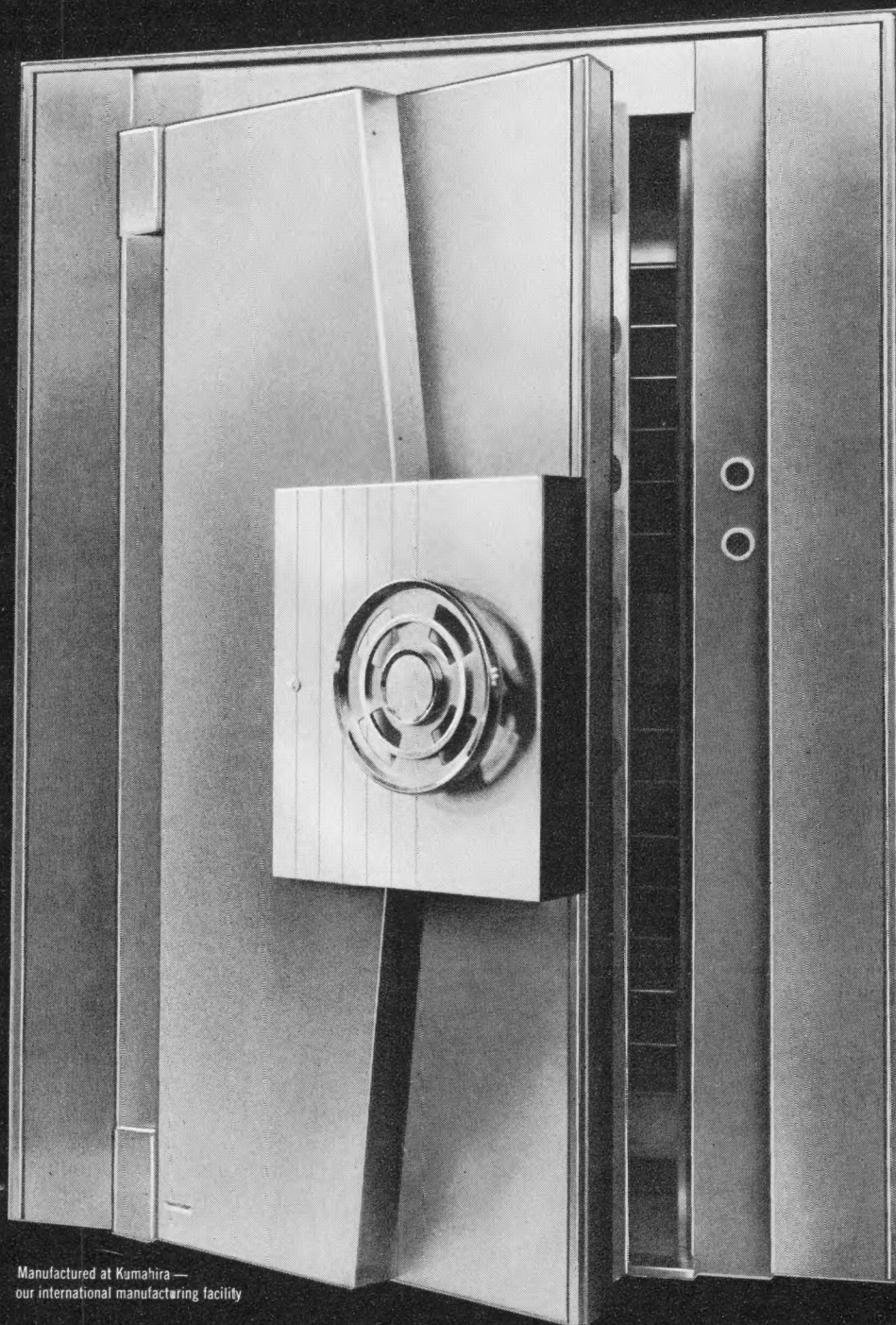
Imaginative  
correspondent  
banking

**FRANKLIN  
NATIONAL BANK**

NATIONAL DIVISION  
410 MADISON AVENUE at 48th St.  
New York, N.Y. 10017

Member Federal Deposit  
Insurance Corporation

# SOLD... to U.S. Treasury Dept.



Manufactured at Kumahira —  
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In Washington, D. C., one of our Saturn series vault doors was bought by the federal government to protect more than a billion dollars in currency at the Bureau of Printing and Engraving of the United States Treasury Department.

Your cash on hand may not run that high, but is your need for the finest equipment any less?



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SAFE DEPOSIT BOXES

## SECURITY CORPORATION

3754 Boardman-Canfield Road, Canfield, Ohio 44406 (216) 533-6777  
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## Special Purpose Computer Offers Consulting Service

Five Chicago-area banks have installed a special purpose computer system to provide instantaneous authorization of check cashing and savings-withdrawal transactions to customers.

Banks using the system are The Pullman Bank and Trust Co.; County Bank and Trust Co.; Standard Bank and Trust Co.; First National Bank of Lockport and Olympia State Bank.

Here's how the system works:

When a customer presents a check or withdrawal slip, the teller keys in the account number and dollar amount. In less than two seconds the teller gets a green, yellow or red light response. A green light indicates sufficient funds are on deposit; a yellow light indicates a question concerning the account; a green-yellow light indicates a stop-payment on a check

written on the account and a red light shows a closed or non-existing account, or insufficient funds.

When a yellow light response occurs the teller refers the transaction to a supervisor who is able to assess the computer directly and have the full account status immediately displayed on a special administrative terminal. From this terminal, account information may be instantly added to the computer file.

The computer can store information on 500,000 accounts and process up to 5,000 inquiries an hour. New information on customer accounts is entered into the computer each day.

## Offers "Consumer Views"

"Consumer Views," a monthly journal of personal money management published by First National City Bank, will soon be available to Citibank correspondents across the country.

The popular consumer newsletter can be obtained at nominal cost, with local bank names preprinted on the masthead for distribution to local bank customers and community groups.

The monthly four-pager features practical articles on such subjects as tax rules, consumer credit, student loans and family financial planning. Future issues will focus on life insurance, credit ratings, inflation and the consumer and car buying. Each issue also contains a column of practical insights that every consumer can use called "Dollar Savers".

Correspondents will receive issues with their own name preprinted on the front, suitable for immediate distribution to customers on the banking floor, to local schools, libraries and consumer organizations.

## Name FDIC Counsel

Chairman Frank Wille of the Federal Deposit Insurance Corporation announced the appointment of William E. Murane as general counsel of the corporation. As general counsel, Mr. Murane will have primary responsibility for the entire operation of the legal division of the corporation.

Mr. Murane has been deputy general counsel of the Department of Commerce for the past two years where he has had major responsibility for administering that Department's 120-man legal staff.

Prior to becoming deputy general counsel in the Department of Commerce, Mr. Murane was a partner in the Denver law firm of Holland & Hart.



How could we say it?

We wanted to thank bankers everywhere for the enthusiastic way they have accepted our service.

We asked a college advertising student for an idea or two. The poster you see above is the result. A little wild, but it does express the way we feel.

And why not? We opened for business on February 1, 1969, with some new ideas about banking insurance.

We now insure nearly 1500 banks in 25 states and have tripled our staff—which proves that banking people are receptive to new ideas.

So, THANK YOU for helping us grow so fast.

We'll also try to show our appreciation in another way—by continuing to give you the best service possible.



**FINANCIAL INSURANCE SERVICE, INC.**

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





## Mr. Traveling Credit takes the risk out of inventory loans

When Douglas-Guardian puts Mr. Traveling Credit to work for you, it's just like taking your bank vault to your customers. We establish a Field Warehouse where it's most convenient to store limitless amounts of raw or finished products. With our special system of auditing, your loan is perfectly secured. We cut the red-tape, too, and reduce the paper work for borrower and lender. You see . . . there IS a difference in field warehousing service. We have the years of experience to back up our claims of superiority.



### Douglas-Guardian Warehouse Corporation

P. O. Box 52978, New Orleans, La. 70150, Phone (504) 523-5353  
Offices in 15 principal cities

# What is MorAmerica?

MorAmerica Financial Corporation is the new name of our holding company—formerly, The Morris Plan Company of Iowa. The significance of the broadly-based name developed from the diversification program which projected the company into almost all facets of financing. Our company expansion includes Business Investment, Leasing, Consumer Credit, Banking, Real Estate Development and Nursing Home Facilities. In addition, the operating areas of these diverse activities grew beyond the boundaries of Iowa into adjacent states, and, in some cases, throughout the midwest.



# Expect a little more in your bank portfolio service, when you're dealing with Chase.

Sure, we're located in the very heart of the money market. But that's not the only reason correspondents can expect a little more from us.

Our investment advisors put all their skills toward your particular needs. Our huge communications network provides a constant updating of vital information. And our sophisticated

electronic data processing systems enable us to rapidly explore the consequences of projected portfolio moves. For further information, contact your Chase representative or call Ralph Berrey at (212) 552-3851.

Chances are, you'll wind up getting a lot more when you deal with Chase.

You have a friend at

**THE CHASE MANHATTAN BANK**

1 Chase Manhattan Plaza, New York, N.Y. 10015 / Member F.D.I.C.





around money the finest is **STEEL-STRONG**

TRADE MARK <sup>®</sup>

**1 AUTOMATIC COIN WRAPPER**

Amounts and denominations automatically indicated by patented "red bordered windows". Amounts in windows always in register... eliminates mistakes. Accommodates all coins from 1c to \$1.00.

**2 TUBULAR COIN WRAPPER**

Especially designed for machine filling... a real time-saver. Packed flat. Instant patented "Pop Open" action with finger tip pressure. Denominations identified by color coding... 6 different standard colors.

**3 RAINBOW COIN WRAPPER**

Color coded for quick, easy identification. Red for pennies... blue for nickels... green for dimes... to indicate quantity and denominations... eliminates mistakes. Tapered edges.

**4 DUZITALL COIN WRAPPER**

Extra wide... extra strong. Designed for areas where halves are wrapped in \$20.00 packs... "red bordered window" for ease of identification. Accommodates \$20.00 in dollars, \$20.00 in halves. Tapered edges.

**9 BANDING STRAPS**

Ideal for packing currency, deposit tickets, checks, etc... do not break or deteriorate with age. Size 10 x 1/4 inches and made of strong brown Kraft stock with gummed end for ease of sealing. Packed 1000 to a carton.

**5 OLD STYLE COIN WRAPPER**

Basic coin wrapper in extra strong kraft stock. Printed in 6 different standard colors to differentiate denominations. Triple designation through colors, printing and letters. Tapered edges.

**6 KWARTET COIN WRAPPER**

Wraps 4 denominations in half size packages. A miniature of the popular "Automatic Wrapper"... 25c in pennies, \$1.00 in nickels, \$2.50 in dimes, \$5.00 in quarters.

**7 FEDERAL BILL STRAP**

Package contents clearly identified on faces and edges by color coded panels with inverted and reverse figures. Made of extra strong stock to assure unbroken deliveries. Only pure dextrine gumming used.

**8 COLORED BILL STRAP**

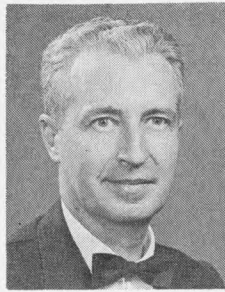
Entire strap is color coded to identify denomination. Printed amount appears on top and bottom of package. Extra wide for marking and stamping. Extra strong stock for safe delivery and storage. Pure dextrine gumming.

SEE YOUR DEALER OR SEND FOR FREE SAMPLES

**THE C. L. DOWNEY COMPANY • HANNIBAL, MISSOURI • DEPT. N**

Northwestern Banker, May, 1971

By LEWIS E. DAVIDS  
Hill Professor of Bank Management  
University of Missouri  
Columbia, Missouri



## *Apathetic Bank Supervision*

**F**OR it is you, the regulated, who suffer most from inefficient, overly restrictive and apathetic supervision," are the fighting words by a man who should know what he is saying—C. W. Culley, president of the Conference of State Bank Supervisors (the organization was formerly known as the National Association of Supervisors of State Banks).

For a commercial banker to have used such strongly critical phrases would be to incur the wrath of the public and politicians not only on himself but on his bank as well. But C. W. Culley, or, as he is called by his friends, "Bill" Culley, used those and similar adverse terms to describe to bankers and supervisors attending the recent district meetings of the state bank supervisors association why a revolution in bank supervision is needed.

Why is bank supervision so castigated? And, more important, what can be done about the defects in bank supervision, especially at the state level.

### **Reasons**

Here are some of the contributing reasons: In 1968 some 15 state bank supervisors made \$15,000 or less per year. In the same year chief examiners in 12 of our 50 states received \$12,000 or less per year. The lowest paid chief examiner received only \$8,940. Fringe benefits were comparably low, but just imagine what senior examiners and junior examiners in those states received. Obviously, few college trained people are or will be motivated by such salaries.

It is true that job satisfaction is probably more important than strictly

and solely financial remuneration but at those preceding mentioned salaries it is difficult to recruit new staff and even to retain staff once it is trained.

For many of my banking students at M.U. I do recommend that bank supervision is one of the best ways to learn banking and to advance more rapidly in the commercial banking field. I suggest to a number of them that they consider working as an examiner prior to entering commercial banking. My bank supervisory friends do not particularly like the latter part of my suggestion but I point out to them that if the bank supervisory job proves challenging and reasonably financially competitive that they will not experience excessive labor turnover. Yet, the fact is that at the state bank examiner level there is on the whole a higher than desirable turnover of staff.

### **Travel, Salaries Are Bad**

Increasingly, as I counsel my banking students on employment opportunities and career development there is a noticeable reluctance on the part of the students to option for jobs such as examiners which call for extensive travel and periods away from home. Part of this reluctance is logical—today at least one-fifth of undergraduates are married and within a short period after graduation this ratio shows a dramatic increase. They frankly recognize that such travel puts a severe strain on their family life. Another factor, paradoxically, has been that bank salaries, especially in the larger banks, have shown dramatic increases. In some large cities, bank salaries are actually

higher than other white collar type jobs. This has tended to stimulate the separation rate of low paid state bank examiners and similarly makes initial entry into the supervisory force less desirable. Thus, the bank supervisors are whip-sawed on both sides.

A recent survey of state banking departments had over half (28) report that they needed additional examiners "to effectively perform the basic task of examining banking institutions, not to mention the many other largely unrelated supervisory functions." In fact, only 15 state banking departments, or less than one in three, indicated they had a sufficient number of examiners to perform their statutory functions.

From the point of view of a number of bankers and supervisors with whom I have discussed the situation there is the recognition of the fact that over half the banks in our nation are automated with the service of computers and the proportion of bank examiners who are objectively judged as highly skilled in computer program examination is very low.

This is partly a function of salary scheduling in a new field and compounded by the fact that the definitive "book" on examination of banks which are automated still has to be written. It's simply because with each new generation of computers additional expensive and time consuming training in examination is necessary.

Bill Culley (as is this writer) is known to be enthusiastic about the long-range possibilities of using these same computers to perform financial

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**BANK SUPERVISION . . .**

(Turn to page 86, please)

*Northwestern Banker, May, 1971*

## Marketing Ideas

# Selling Installment Loans

*Panelists give their ideas  
for increasing sales  
and upgrading operations  
to improve profit*

**MEMBERS** of the Installment Credit Seminar panel conducted by the Nebraska Bankers Association were, left to right: Seated—**Mel Adams**, pres., Keith County Bank, Ogallala, moderator; **Chet McGrury**, v.p., Beatrice Natl. B&T, Beatrice, and **Julius M. Peschel**, a v.p., 1st Natl. B&T, Lincoln. Standing—**John M. Peck**, v.p., 1st Natl. B&T, Columbus, and **John McGinley**, v.p., 1st Natl., Hastings.



*Northwestern Banker, May, 1971*

■ **THE FOUR MEN** shown in the picture below with their panel moderator addressed the recent Installment Credit Seminar conducted in Omaha by the Nebraska Bankers Association. The following digests of their talks outline the sales and profit-oriented ideas they gave their audience. The tone for this approach was set by the moderator, who stated in his introductory remarks: "Installment credit is the commercial bank's medium of communication with the masses. This department, if properly merchandised, can open the business door to almost every department of your bank."

## Goals for Profit

**JOHN MCGINLEY**  
*Vice President*  
*First National Bank*  
*Hastings, Nebraska*

**T**he question naturally arises, "What's in it for us? What can installment lending do for our bank?" This is primarily the same question posed by American bankers in the middle 1930's when installment lending was looked down upon as unbecoming a bank's portfolio.

First of all, installment lending enables us to better serve our community and area. It has significance socially, economically and politically.

**1. Socially**—installment credit has helped to lift the standard of living of many to the level that was once available only to the privileged few.

**2. Economically**—installment credit has been a necessary factor in building and maintaining our highly industrialized economy and is essential to its continued expansion and growth.

**3. Politically**—the extension of installment credit to millions of American families by banks has caused these people to realize that banking is interested in helping them as individuals, thus creating greater confidence and a more ardent belief in our free enterprise system.

One of the first questions that comes to mind is the profitability of the operation. No one will deny that with the normal add-on rates, installment lending is profitable. A well-run operation will add significantly to the earnings of your bank.

One of the most significant things that installment lending does is to bring people into your bank. People not only to come in to arrange for a loan, but many times come in personally each month to make the monthly payments on these loans. These important contacts enable us to sell them the other services of our bank. It has often been said that bankers, on the whole, are lousy salesmen. I believe this might be more true than we would care to admit. Let's take a critical look at ourselves.

- How many of our employees—and I'm speaking here of people in the installment loan department—are consciously aware that they should be selling the services of the entire bank? Are they being trained in the methods of cross-selling? Are we asking our installment customers for their checking accounts. Sometimes that's all that it takes but the customer does have to be asked.

- Do we sell our mortgage department? Many of the people we meet are young couples who perhaps are, or soon will be, in the market to buy a new home. Do we sell them on the idea that your bank is the place to take care of all their banking needs.

- With these same contacts are our employees selling safe deposit boxes, Christmas Clubs, regular savings accounts and certificates of deposit? If they aren't, we are

missing a great opportunity to make our bank grow and prosper.

In summary:

1. Installment lending is good for the people of your community. It builds the image of an aggressive, energetic, vibrant bank.

2. It adds to the profits of your bank and also makes for liquidity in your loan portfolio.

3. It brings people into your bank and gives you the opportunity to employ cross-selling techniques to sell the other services of your bank.—END

## Collection Finesse

**CHET McGRURY**

*Vice President*

*Beatrice National Bank & Trust Company*

*Beatrice, Nebraska*

Probably the most valuable attribute an installment loan collector can have is a realization that repossession is failure to complete a contract. This type of collector will use repossession as a final resort — only after he can find no other solution to the problem.

The legal force of our lien instruments — our contracts — makes it unnecessary for any of our collectors to be other than politely firm. We cannot excuse any use of threats or harsh methods on the part of our collectors. The goals of the bank can best be served by a firm, intelligent and unemotional approach to each collection situation.

Generally speaking, criminal or civil actions against finance companies and banks are caused by methods which are outrageous or intentionally severe. In any event they usually encompass collection situations which have been caused by thoughtlessness on the part of a collector.

The following is a list of collection “don’ts” which have caused trouble for others in the past:

1. Don’t threaten a delinquent with repossession unless you intend to repossess, and make certain that the circumstances warrant the action.

2. Don’t leave verbal “pay or else” messages with others to be communicated to the customer later.

3. Don’t discuss the customer’s delinquency with his employer, neighbor, or any other person who has no financial interest in the contract.

4. Don’t place messages in the customer’s mail box. Make certain any written messages are placed in a properly sealed envelope.

5. Don’t use language in any written or oral communication which could be considered libelous or slanderous.

6. Don’t lose your temper when you are faced with a beligerent debtor.

7. Don’t fail to live up to any agreement made with the customer, such as a promise to hold the collateral in storage for a certain time.

8. Don’t repossess when it is necessary to use force. The right to peaceably repossess does not allow threats of violence or trespassing on the customer’s property against his will.

9. Don’t fail to thoroughly search repossessed cars for personal property nor to make a complete written inventory, witnessed by a third party, of all personal property found therein.

10. Don’t sign any paper or any document at the request

of a retail customer, dealer, or third party without the express approval and permission of your superior.

11. Don’t fail to include courtesy among your collection tools. Persistence and firmness can be accompanied by courtesy. Sarcasm and insults may relieve your feelings in a trying situation, but they have no value in concluding an account.

12. Don’t indulge in abusive language in dealing with delinquents. The legal definition of assault is broad enough to include loud and abusive language. This has been used as grounds for a damage suit as constituting “intent” to inflict immediate injury on the person of a delinquent.

13. Don’t forget there is a time and place for everything, especially for discussing past due accounts with our customers. Banks have been sued for malicious persecution as a result of the collector humiliating a customer before a group of guests or in the presence of unfriendly witnesses who were willing to color their testimony in court.

14. Don’t use the words “skip” — “fraud” — “conversion” — “deadbeat” — “delinquent” — or the phrase “sold out of trust” — in conversations or written communications which refer to dealers or retail customers.

In closing, I think you are very aware of the fact that the collector plays a most important part in the success of the installment loan department. Very often you are the only contact the retail customer has with the bank, and to these customers you are the bank. The impressions you create will, in many instances, determine whether the bank will retain or lose the goodwill of a retail account or of a dealer. In the pursuit of your duties you must display an even temperament, tact, and firmness of decision. You must have the maximum consideration for the feelings of others, consistent with the results that must be obtained in each individual circumstance. — END

## Three Sales Ideas

**JOHN M. PECK**

*Vice President*

*First National Bank and Trust Company*

*Columbus, Nebraska*

Three large bank ideas successfully used in the smaller bank are:

I Indirect Mobile Home Lending.

A. Local bank advantage:

1. Personal contact with dealer.

2. Personal knowledge of customer in many instances.

3. Knowledge of need for low cost housing.

4. Ease of floor-plan checking.

B. Banker must have knowledge of:

1. Competitive rates.

2. Money cost.

3. Caliber of dealer.

4. Caliber of purchaser.

5. Possibility of collection problems.

II Computer Use In Installment Lending.

A. In-bank cooperation:

1. Management must see the need.

2. Older employees must be willing to change.

**SELLING INSTALLMENT LOANS . . .**

(Turn to page 84, please)

When looking at the state-of-the-art (bank premiums) as it exists today, we see many divergent attitudes and positions among the banks, legislative bodies and regulatory authorities. Also of concern are the attitudes of our customers and various publics, the image of our bank and that of the banking industry. Perhaps the only known position is that of the premium suppliers—they're all for it—because, in short, they've not only been able to figure out the economics of the situation but they also feel they have figured out the banker.

In an article which appeared in *Premium Merchandising*, whose issue was devoted to the "First in Depth Study of Bank Premiums," a veteran supplier of 20 years to the banking industry was quoted as saying: "Bankers are like a flock of sheep when it comes to premium programming . . . It may be difficult to sell a program to a bank, but once it is successful, rival banks in the area flock to you to initiate the same program."

### Headlines Result

To a degree there's a lot of truth in this statement. If this suggests that banks were running scared and were pursuing a "me-too-ism" approach and philosophy—I would concur—but that was two years ago. In part, that is what has precipitated the divergent attitudes which exist today. As a result, we are faced with headlines like these:

**"Fed places restrictions on promotional giveaways"**

**"Premium ceilings to be hiked for new savings accounts"**

**"Premium offers of banks curbed"**

**"Banks warned against advertising retail price of deposit premiums"**

**"Patman seeks ban on broker deposits, kickers, giveaways"**

This situation has not only sparked great controversy within banking, but it has resulted in the introduction on July 28, 1970, by Chairman Wright Patman of the House Banking and Currency Committee of H.R. 18676, or the so-called "Safe Banking Act of 1970."

### Legislation Aims

The legislation would prohibit banks from:

1. Acquiring brokered funds.
2. Using gift giveaways to attract deposits.
3. Engaging in equity participations on loans.

No hearings were held on H.R. 18676 during the 91st Congress. However, Representative Patman has stated that he intends to introduce the legislation again in the 92nd Congress and to hold hearings early in the session.

The primary criticism of brokered deposits is that they have been a contributing factor in a number of recent bank failures. According to the FDIC, at least nine of the 34 banks closed since 1965 have been involved in brokered deposit arrangements. While the primary purpose of the bill is designed to prohibit the practice of brokered deposits, it's important to note that the outright prohibition may also prevent banks from using any form of incentive program among employees to promote new deposits and the use of banking services. In effect, all of these practices might well be prohibited under the bill, unless it is amended to grant regulatory authority to make exemptions.

### Prohibition of Giveaways

It's important that we should recognize Mr. Patman's position was developed during a period when banks themselves were attempting to develop their own philosophy and posture in this area, and it was also a period of tight

## Let's Really

money and at a time when many banks nationally were involved in premium programs to develop deposits. Particularly singled out were the New York banks and mutual savings banks who were aggressively competing for new depositors to the tune of \$40 million in advertising during the month of July in New York City alone.

In summary, the argument for passage and primary criticism of bank giveaway programs are:

1. They are defeating in the long run.
2. They succeed in causing deposits to flow from one institution to another.
3. Little or no new deposits are generated.
4. The banking industry is worse off as a whole by spending a great deal on advertising and premiums.
5. Such programs only precipitate counter programs by competition.
6. Larger banks gain at the expense of the smaller banks—because they're better able to afford costly programs.
7. Existing regulations governing cost of gifts are generally felt to be ineffective.

While critics appear to point to the New York situation as the case in point and the reason for the legislation, this evidence alone or even this evidence would not be conclusive. For example, the actual customer chasing of premiums from one bank to another has not been proven nor have figures been presented to support the claim that such programs will generate little in new deposits.

### ABA Study on Premiums

However, figures have been presented in the 1968 study conducted by The American Bankers Association, entitled, "Customer Premiums—How to Use Them as a Bank Marketing Tool," which suggests that bank customer programs are and can be a profitable marketing tool. The A.B.A. study was not compiled to advocate the use of customer incentive by banks. Rather, it was designed to provide management with the facts necessary to make sound decisions regarding incentives.

Highlights of that study are summarized as follows:

1. Preponderant experience of the banking industry indicates that customer premiums are a profitable marketing tool.
2. More than one in four banks has tried premiums—of these, only one in twenty has dropped premium programs.



## Take a Look at Premiums

3. Premiums do not harm a bank's standing with the public.
4. Premiums-induced deposit accounts compare favorably with normal walk-in business:
  - Opening size
  - Dollar growth
  - Longevity
5. Most frequent cause of failure can be attributed to using premiums that lack customer appeal.
6. To be successful, a customer-incentive program must combine careful planning and detailed organization with effective promotion.

### Look at Successful Program

At this point let us look at one such program which was run during the summer of 1970. The purpose of this review is to relate directly to the arguments or points criticizing premiums. The evaluation will consist of looking at the program results in terms of the source of funds, type accounts developed, account retention and program costs. In order to set the stage we'll take a quick moment to review the background and banking situation which existed at the time.

• **Background of the Bank:** First & Merchants National Bank is a 106-year old banking institution located in Richmond, Virginia, with \$760 million in total deposits, and 66 branch offices located in 22 cities serving the state.

• **Situation:** F&M introduced daily interest, continuous compoundings on its regular savings accounts, state-wide, on April 27, 1970, as a means of increasing customer base and deposits. This program achieved its initial objectives, in that: (1) Net account growth increased threefold over the previous year. (2) The number of accounts closing was reduced by 57 per cent during the period. In order to insure this continued growth rate and to meet competitive pressures, it was recommended that F&M offer a self-liquidating customer premium as a means of attracting new deposits and customers. (It might be noted that the bank had previously never offered a customer premium.)

After intensive study and evaluation, a high-fashion modacrylic wig was selected as the premium which would provide the greatest appeal and interest, and one which would achieve the bank's objectives of increasing deposits and customer base.

Initially, the program was approved to be introduced on a test basis in two selected regions. Assuming a successful introduction of the program in these areas, it would

*By JERRY S. WAYT  
Vice President  
First & Merchants National Bank  
Richmond, Virginia*

**From an address delivered at the American Bankers Association's National Marketing Conference held recently in Dallas, Texas**

then be introduced state-wide. The duration of the program was scheduled as eight weeks from the introduction date in each profit-center.

• **Conditions of the Premium Offer:** The premium was offered under the following conditions and pricing structure:

TYPE ACCOUNT & DEPOSIT REQUIREMENT	PURCHASE PRICE TO CUSTOMER
---------------------------------------	-------------------------------

*Savings (New Accounts or Added Deposits)*

Deposits of: \$100 or more	..... \$9.95 plus tax
\$1,000 or more	..... \$5.00 plus tax
\$5,000 or more	..... Free

*Checking (New Accounts Only)*

Deposits of: \$100 or more	..... \$9.95 plus tax
----------------------------	-----------------------

• **Program Objectives:** The program was designed to meet the following objectives:

1. Increase the savings deposit growth rate (already increased threefold over previous periods through the introduction of daily interest continuous compounding and savings reintermediation) by 50 per cent.
2. Attract new accounts at a rate 50 per cent over current levels.
3. Soften the image of the bank.
4. Create a high level of awareness and involvement on the part of the customer contact staff.

• **Program Results:** Experience of F&M presents a sharp contrast with the primary criticism of bank giveaways. First of all, we did not find the program self-defeating, nor did we find that the program precipitated a rash of counter programs by the competition. We did find, how-

**A LOOK AT PREMIUMS . . .**

(Turn to page 34, please)

## Marketing Ideas

# Retailing and Banking

By KEITH WORTHINGTON

*The author is vice president of Dreyfuss & Son, Inc., Dallas, a prominent department store chain in that city. This article is a major excerpt from his address to the recent National Marketing Conference conducted by the American Bankers Association in Dallas*

I believe a retailer's greatest challenge is to attract those people who want to be his customers, but for one reason or another shop elsewhere. Why don't they come in? Are we too big or too small? Too stuffy, too impersonal, too high-priced or too cheap, too conservative or too far out?

Competition has forced us to seek answers to these very relevant questions. Somehow I think we overlook the obvious. We just don't ask our potential customers to come to us often enough. Sometimes when leaving a luncheon, I'll say to an acquaintance, "Don't you want to go back to the store and replace that tired looking suit?" You'd be surprised how often it works. Perhaps no one bothers to ask.

Unfortunately, our business has tended to become impersonal as we have built branch stores. We don't see our customers as often. Yet we all like personal attention and prefer to deal with someone who understands our personal needs. For this very reason, I think the small retailer has a greater opportunity today than ever before. He knows his customers personally and has a great advantage in that he can render personal service.

In this day of merger and acquisition, the giant stores

are necessarily dominated by computers. I don't have to tell you there are many, many customers today who would rather deal with people than computers. The store that knows its customers and is willing to give extra service has a real place in the future in my opinion. I'm sure the same thing applies to small banks.

What are the facts of life that we retailers face as we look to the future in our competitive struggle?

### 10 Potentials for Change

We are told that the 18-34 age group will increase by 16 million in the next 10 years—the largest proportionate rise in the population. Dr. John W. Wingate, a close observer of the marketing scene for many years, gives us his views on how consumers and potential store executives in this age group will affect retailing's changing environment.

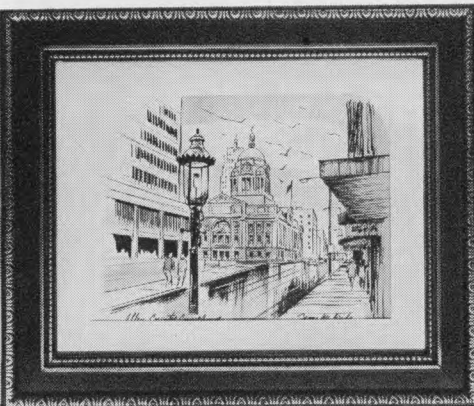
- ✓ 1 There will be less complacency with misleading advertising and selling practices.
- ✓ 2 There will be a greater demand for quality and service, for the quality of living.
- ✓ 3 There will be less emphasis on saving and accumulation to buy later. More on credit to buy now. I'm sure you'll be happy to know that bank credit cards are becoming a way of life, particularly with young families. We opened a new store this past year near the Six Flags Amusement Park in Arlington. We did not honor credit cards of any kind at that time and we know we missed business because of it. An area of this kind attracts many tourists and visitors who simply have no good reason to open a Dreyfuss charge account. Nor would it be good business for us to set up the accounts for a one time charge. The bank card has solved this problem.
- ✓ 4 There will be increasing segmentation of customer demand—more boutiques and style shops to remove the sameness found in so many competing stores. As we pinpoint our merchandising efforts to a specific group, I think we're also going to have to change our ways to attract capable sales people. Young people are going to work and shop in stores where it's fun to work and shop. Young people believe that work can be fun as well as productive and they're probably right.
- ✓ 5 There will be increasing emphasis on casual clothes for business as well as leisure hours. What is the prevailing attitude in your bank regarding proper dress?
- ✓ 6 The atmosphere in stores will become more important. Warmth and color will be essential ingredients.
- ✓ 7 Potential young executives will be asking us what are we doing to employ, train and promote disadvantaged groups and what are we doing to improve our community. Retailers will have to be good citizens. There will probably be an even greater tendency to shop in stores where management is involved in civic and cultural projects which benefit the total community. We can no longer separate ourselves from the community at large.
- ✓ 8 Dr. Wingate says there will be less respect for rugged individualism, more for teamwork and cooperation.

RETAILING AND BANKING . . .

(Turn to page 38, please)

**ORIGINAL  
WATER  
COLORS  
...SCENES  
OF YOUR OWN  
COMMUNITY  
BEAUTIFULLY  
PRINTED  
AND FRAMED  
READY  
TO HANG**

Decorative art has become immensely popular in recent years. Now, your bank can tap this potentially enormous resource as a premium promotion medium. But your bank goes one step further than any other source of art. You may offer scenes of your own community, custom-painted to your order! We send a highly qualified artist into your community. After you make your selection of subjects, the original watercolors as approved by you are then reproduced in high-quality color on textured paper. Then, the prints are assembled in specially-designed frames, mats and transparent glass-like protective covers. Packaged in sets of three complete picture-mat-frame-covers, they are ready to offer your public.



**COMPLETELY  
SELF-LIQUIDATING:  
NO  
HANDLING  
PROBLEM:  
ALL  
ELEMENTS ARE  
PACKAGED,  
READY  
TO  
GO!**

The quality of our art and print reproduction are absolutely first line. But our unique picture frames are integral parts of a top-grade product. Made of the same molded plastic used on the finest home entertainment products (stereos, color TV sets, etc.), they are virtually indistinguishable from expensive wood. But unlike wood, our frames are designed to last almost forever. A specially designed flush panel at the back, molded as one unit, provides a snap-in base for picture, mat and protective cover and seals the picture away from dust or damage. Outside frame dimensions are 12½" x 10½". Picture area is 10" x 8". And the cost is only \$10.50 per set of three complete pictures in frames, packaged and ready to go. At this low price, you can easily develop a self-liquidating premium program . . . even afford to give away single pictures!

Peoples Trust Bank will send to your city an artist of the calibre of James McBride. A nationally-recognized watercolorist, his work is included in Artists/USA, and has won many national awards. If you like, we will provide the necessary graphic elements for your selected watercolors so that you can offer coordinated personal checks to your customers.

For complete information and a complimentary sample picture, call Roy Cleland or Chuck Diamond collect at (219) 743-0383, or write to their attention, on your bank letterhead. Our Limited Edition print program is offered exclusively to one bank in each community.



Peoples Trust Bank  
913 South Calhoun Street  
Fort Wayne, Indiana 46802



(the people who made wigs  
famous in the banking field!)



**NEW OFFICERS**—Donald M. Carlson, 53, (center) of Elmhurst, Illinois, newly-elected president of the Independent Bankers Association of America, receives a congratulatory handshake from his immediate predecessor, Rod L. Parsch of Lapeer, Michigan. Mr. Carlson is president of the Elmhurst National Bank and Mr. Parsch is president of the Lapeer County Bank & Trust Company. Looking on, from left, are First Vice President H. L. Gerhart Jr., 41, president, First National Bank, Newman Grove, Nebraska; Treasurer Robert L. Ferril, 42, vice president, Wyoming Bank & Trust Company, Buffalo, Wyoming, and Second Vice President Fred T. Brooks, 43, president, Merchants State Bank, Dallas, Texas.

## Don Carlson New President of Independent Bankers Group

By **BEN HALLER, JR.**  
Editor

Independent bankers were told recently to "Get your state laws in shape to protect yourselves." This admonition was sounded by Rod L. Parsch, outgoing president of the Independent Bankers Association of America to delegates attending the 41st annual meeting at Hotel Radisson in Minneapolis. More than 1,600 persons participated in the meeting. Mr. Parsch is president, Lapeer County Bank & Trust Company, Lapeer, Mich.

He urged independent bankers to review state laws controlling holding companies and see that those laws based on the 1956 federal holding company law are up-dated to conform to the new 1970 federal law.

The association's 42nd annual meeting will be March 14-16, 1972, at the American Hotel in Miami Beach, Florida. A three-year freeze on multi-bank holding company formations and acquisitions was called for by delegates. The convention resolution asked Congress to accompany the multi-bank holding company freeze law with a Congressional study of the possible total elimination of multi-bank holding companies through a death act, similar to legislation enacted in the 1930s which dismantled public utility holding companies.

"We have learned from sad experience that multi-bank holding companies concentrate control of money

and credit and are destructive of competition as the great regulator in banking," the resolution stated. "The federal Bank Holding Company Act



**THE TWO** surviving founders of the Independent Bankers Association of America got together during the association's 41st annual convention in Minneapolis March 29-31. At left is Ben DuBois of Sauk Centre, Minnesota, who was the IBAA's executive director for 30 years until his retirement in 1962, and at right is Norman Tallakson of Willmar, Minnesota. They were among 28 bankers who gathered at Glenwood, Minnesota, on May 9, 1930, to discuss their chances for survival in the banking business. Mr. DuBois is board chairman of the First State Bank of Sauk Centre, and Mr. Tallakson is a director at the Bank of Willmar.

of 1956, which was designed to restrain holding companies, has been a complete failure. Since its enactment, resources controlled by these companies have grown from \$14 billion to over \$62 billion, and their growth is proceeding at a faster rate than ever before.

"They are not increasing loanable funds, but are merely shifting control of these funds to fewer and fewer hands."

Ultimately, the IBAA resolution stated, multi-bank holding companies will centralize control of banking in this country, and will accelerate concentration in commerce and industry, as the European experience has shown.

"There are no benefits to the public derived from multi-bank holding companies which are not vastly offset by their destructive effect upon banking competition and upon the economy," the resolution said.

### Protest Small Banks

In a related resolution the IBAA said that the intent of Congress in adopting one-bank holding company control legislation last year could be cancelled out by Federal Reserve Board proposed regulations designed to implement the amendments.

When Congress was debating the legislation, the IBAA emphasized the need for controlling conglomerate ex-



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increase Passbook Savings . . .  
Imperial Fine China by W. M. Dalton!**



*All that we ask is an  
opportunity to talk with you.*

We deal exclusively with banks. Upwards of 1,000 of which are numbered among our clients. Offering complete services we work with you throughout the entire promotion. All merchandise is on a guaranteed sale basis, and guaranteed first quality. That's just a small part of it. We set up everything, right down to a simple, proven system for your accounting and reporting. So, if you're interested in new accounts and greatly increased Passbook Savings, may we talk with you?

Imported French lead crystal, too!  
also Stainless Flatware.

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*Promotions*

Northwestern Banker, May, 1971



LEFT—J. E. King, pres., Peoples Natl., Albia, Ia.; Avery Fick, v.p., Marquette Natl., Minneapolis; Michael I. Hoffman, exec. v.p., 1st State, Munich, N.D.; and Bill Rosacker, corr. bk. off., Marquette Natl. CENTER—Alan M. Meyer, v.p., Central Natl., Chicago, and Mrs. Meyer; Don Anderson, v.p., Central Natl., Chicago; Mrs. Woods and L. M. Woods, pres., 1st Natl., Antioch, Ill. RIGHT—Roger Heironimus, commissioner of banking, State of Wisconsin, Madison; Art Haessig and Don Johnson, v.p.'s, American Natl. B&T, St. Paul, and Leon Avenson, pres., Citizens Natl., Park Rapids, Minn.

pansion while preserving the right of one-bank holding company ownership among small banks.

"The IBAA believes that the Fed's loosely-worded amendments pose a serious threat to independent banking and the public interest," the IBAA resolution stated.

#### Other Resolutions

In other convention resolutions the IBAA:

—Opposed the present form of the Gonzales Bill, H.R. 3287, prohibiting all insured banks from making any bank stock loans. The IBAA said such loans are needed in most cases of transfer from one independent owner to another. The resolution recognized that some abuses have arisen from a low equity-to-loan ratio, "but we feel that these abuses can be controlled without outright prohibition of such loans."

—Urged the Secretary of Agriculture to support farm prices at the highest possible level in an effort to

bring farm income up to a parity with the other segments of the economy. The IBAA said agriculture and its related industries are a vital part of the total American economy.

—Pledged to continue its efforts to combat expansion proposals of the Farm Credit System. The association said the FCS is attempting to restructure itself through administrative changes which permit it to invade the rural savings field and through proposed legislation which will allow it to expand its lending outside the agricultural credit field. "The combined effects of these efforts threaten to destroy competition and reduce the pool of loanable funds to farmers and ranchers in rural areas," the IBAA said.

—Supported legislation and other efforts at the local, state and national levels to promote the development of rural America.

—Urged Congress to allow assignments of farm program payments to lenders. The present restrictions on

assignment of government farm program payments at times prohibits the farmer from borrowing for operating purposes, the IBAA said.

—Reaffirmed its belief that expansion of multi-office banking—either through branches or multi-bank holding companies—poses a grave threat to the "system of independent banking which has served America well."

—Asked Congress to amend the Truth-in-Lending Act to exclude agricultural loans used in the business of agriculture from the disclosure requirements of the Act.

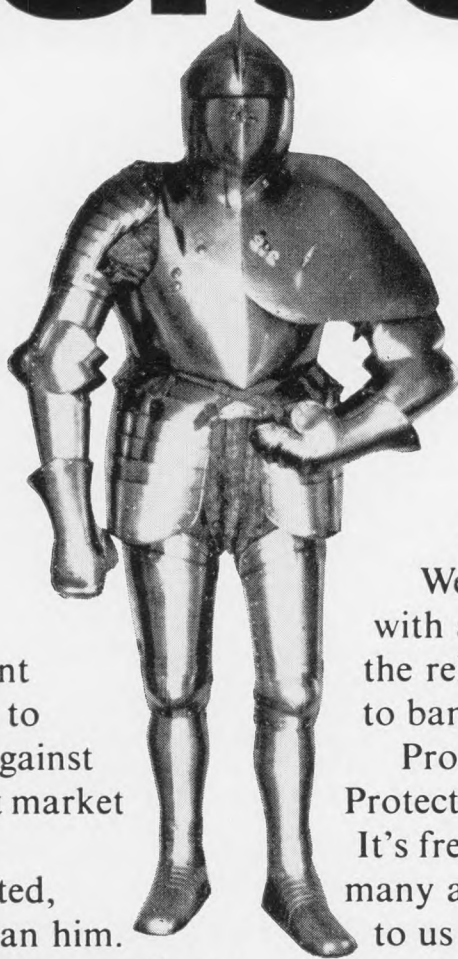
—Asserted that all financial institutions should be required to carry their full share of the federal income tax load, and urged that income tax laws be amended so that commercial banks are permitted the same reserves as competing financial institutions.

—Urged the Presidential Commission on Financial Structure and Regulation to resist the pressures of a minority of large banks to make radical changes in the banking structure.



LEFT—Harold Gallagher, exec. v.p., Sheffield Sav., Sheffield, Ia.; Dick Smith, v.p., Central Natl. B&T, Des Moines; Frank Kos, pres., Washington State Bank, Washington, Ia., and H. W. Janssen, exec. v.p., Farmers State, Dows, Ia. CENTER—LeRoy Van Meeteren, a.v.p., Security State, Sheldon; Eddie Wolf, v.p., Central Natl. B&T, Des Moines, and Mrs. Van Meeteren. RIGHT—Several guests at Merchants Natl. Bank of Cedar Rapids breakfast were (seated): Frank Kos, pres., Washington State Bank, Washington, and Mr. and Mrs. Albert Toms, pres., Mingo T&S, Mingo, Ia. Three of their hosts were (standing): John Mangold, v.p., and Mrs. Mangold, and Tom Martin, a.c.

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Futures market hedging is an excellent way for your clients to protect themselves against unfavorable prices at market time. And the more your client is protected, the more you can loan him.

It is acceptable banking practice to loan more on hedged commodities than on unhedged.

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eggs, lumber and milo. We can also provide you with an excellent booklet on the relationship of hedging to banking. It's called "Price Protection and Loan Protection Through Hedging." It's free and you can order as many as you want by writing to us at the address below.

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LEFT—Michael Whelan, pres., Drivers Natl., Chicago; Mrs. Whelan; Bernard Miller, v.p., Drivers Natl.; Mrs. James W. Thornton, whose husband is a director of the Buffalo Savings, Buffalo, Ia.; Dale Kelley, pres., 1st Natl., Burlington, Ia., and Mrs. Kelley. RIGHT—Mrs. R. J. Zavoral, cash., St. Clair State, St. Clair, Minn.; Fred Cummings, v.p., Drivers Natl., Chicago; R. J. Zavoral, pres., St. Clair State; Mrs. John Spivey, whose husband is pres., Farmers State, Alpha, Ill., and Mrs. Willard H. Kerr, whose husband is pres., State Bank of Orion, Ill.

—Encouraged the establishment of an independent banking association in each state.

—Opposed checking account privileges for savings and loan associations and opposed the entry of S&Ls into the consumer loan field. The resolution also favored rescinding of the third party payment privileges recently granted to S&Ls. The IBAA opposed S&Ls being named depositories for tax and loan account funds and all other public funds. The association also urged that branching privileges for federally chartered savings and loans be identical to banks.

—Congratulated the U.S. Treasury Department on the 30th anniversary of U.S. Savings Bonds.

—Called on bankers to be ever alert to ecological factors in the loans which they make and to take the lead in preserving the environment of their communities and the country.

—Asked bankers to make maximum utilization in their communities of the IBAA's new *Guide to Federal*

*Programs for Rural Development.* The book describes nearly 500 federal assistance programs available for rural community development.

—Urged bankers to take advantage of the new opportunity to sell conventional home mortgages to the Federal National Mortgage Association.

—Supported the efforts of the IBAA Administrative Committee and the Bank Study Committee to improve independent bank stock marketability and ownership succession.

—Adopted resolutions aimed at improving bank management, public responsibility and monetary and fiscal policies of our government.

—Expressed appreciation to IBAA President Rod L. Parsch, the convention hosts and the staff.

#### Bank Failure Causes

Irvine H. Sprague, director of the Federal Deposit Insurance Corporation, urged early enactment by Congress of several sections of the Banking Reform Act of 1971.

Pointing to the recent upsurge of bank closings, Mr. Sprague analyzed the 21 most recent cases in detail and observed that brokered deposits, self-serving loans, or a combination of the two, were the primary causes in most instances.

Mr. Sprague suggested that Congress act quickly to outlaw the brokering practice and to provide the regulatory agencies with stronger cease and desist powers to combat self-dealing.

He also endorsed legislation to reduce interlocking directorships and suggested that Congress examine such matters as 100 per cent insurance of public funds, loans on bank stocks and the prohibition of equity kickers.

Resolutions Committee chairman for the convention was Foster W. Daugherty, president, First Commercial Savings Bank, Cassopolis, Mich.

Chairman of the nominating committee was B. Meyer Harris, chairman and president, The Yellowstone Bank, Laurel, Montana.



LEFT—Pictured at dinner party given by American T&S, Dubuque, are: Bob Scott, sr. v.p., host bank; Mrs. Scott; Christy Armstrong, exec. v.p., host bank; Mrs. Roy A. Thompson; Mrs. Armstrong; Roy A. Thompson, pres., 1st Natl., Byron, Ill.; Fred Cummings, v.p., Drivers Natl., Chicago, and Leo Kane, sr. v.p., host bank. RIGHT—Seated: Keith Campbell, pres., Citizens State, Sheldon, Ia.; Christy Armstrong, exec. v.p., American T&S, Dubuque; Jay Tomson, exec. v.p., Marquette Natl., Minneapolis, and Bob Dixon, pres., Rolfe State, Rolfe, Ia. Standing: Larry Makoben, a.v.p., and Don Norris, v.p., both with Drivers Natl., Chicago.



**Case History #416**

An actual case history taken from our correspondent banking files.

**Problem:**

A northwestern Illinois banker wasn't exactly sure that he had all the background and resources necessary to analyze two manufacturing companies. He wanted very much to assist one of his good customers in acquiring new product lines. What's more he knew he would need help in extending his legal lending limit.

**Solution:**

At his invitation, Alan Meyer, one of our correspondent banking officers, took a first hand look at the two manufacturing plants being considered for purchase. In his judgement they were a good investment for our friend's customer. So we provided an overline loan for the local bank.

Now there's a novelty company in northwestern Illinois on its way to becoming a mini-conglomerate, and a bank with a solid correspondent relationship.

In more than one way some of our most interesting customers are other banks.

For complete details of this case history write or call Alan Meyer, Second Vice President, Correspondent Banking. (312) 782-2520




---

**Central National Bank**

LaSalle and Monroe, Chicago (312) 782-2520



MEMBER F.D.I.C.

*Northwestern Banker, May, 1971*

## Pictures Taken at Independent Bankers Convention



**LEFT**—Pictured at National Boulevard Bank of Chicago dinner during the IBAA convention are, left to right, in front: **Dan Priske**, v.p., host bank, and **Mrs. Priske**; **Mrs. Lee** and **Dick Lee**, chmn., Capital City State Bank, Des Moines, and **Pete DeRosier**, a.v.p., host bank, and **Mrs. DeRosier**. In back: **L. M. Woods**, pres., 1st Natl., Antioch, Ill., and **Mrs. Woods**, and **Gerald C. Meyers**, pres., Riverside Natl., Riverside, Ill. **RIGHT**—North Dakotans at lunch: **Dale C. Streyle**, pres., Farmers State, Leeds; **L. C. Mensing**, exec. v.p., 1st Natl., Hettinger; **E. S. Hagert**, pres., Farmers & Merchants, Wimbledon, and **Lee M. Stenehjelm**, pres., 1st Internatl. Bank, Watford City.



**LEFT**—The Illinois Bankers Assn. hosted a reception for the new president of the Independent Bankers Assn. of America, **Don Carlson**, who is pres. of the Elmhurst Natl. in Elmhurst, Ill. Pictured at the reception are: **Lewis H. Clausen**, 1st V.P. of the Illinois Bankers Assn., and pres., Champaign Natl.; **Mr. and Mrs. Carlson**, and **Fred Heitmann, Jr.**, pres. of the Illinois Bankers Assn. and pres., Northwest Natl., Chicago. **RIGHT**—Pictured at the South Dakota Bankers Assn. reception are: **Leland Steele**, pres. of the SDBA and exec. v.p., Farmers & Merchants, Huron; **Neil Milner**, exec. secy., SDBA, Huron; **Orville Bonacker**, 1st v.p. of SDBA and v.p., 1st Natl., Sioux Falls, and **Walter K. Johnson**, a past pres. of SDBA and pres., Farmers State, Estelline.

### A Look at Premiums . . .

(Continued from page 25)

ever, that the program generated new deposits and customers for the bank, and we were able to generate these deposits without increasing previously planned advertising expenditures. While the program did succeed in attracting competitive dollars, we do not feel that these were "hot-money" accounts or deposits. (Our previous studies as well as the after-program evaluation supports this claim.)

And as for the larger bank gaining at the expense of the smaller bank (because they're unable to afford costly programs)—we find this is not the case at all. In fact, over the last four years, our studies have shown that the smaller banks in our primary markets have been increasing their share of market at the expense of the larger, more established banks. They have been attracting these funds primarily through servicing pricing (offering free or no-cost checking accounts). No—on the contrary, we find the newer and smaller banks (really through more costly

means) have been able to make strong inroads into this competitive banking market, and usually at the expense of the larger banks.

#### Conclusion

It's my opinion and based on the results of the A.B.A. study as well as the results of our own program and those of others, that customer premiums can be and in fact are an important and effective bank marketing tool when correctly applied. It's considered that the premise for eliminating bank customer premiums is based on incomplete, as well as inconclusive facts and evidence. As a result, the conclusion and the proposed solution (legislation) are drawn both prematurely and somewhat incorrectly.

Increased legislation, as it relates to customer incentives or premiums, is not the answer. Perhaps some regulation may be required, but banking can be and has been both responsive and responsible in meeting the needs of its customers and should be given some measure of freedom to compete for the business.—**END**

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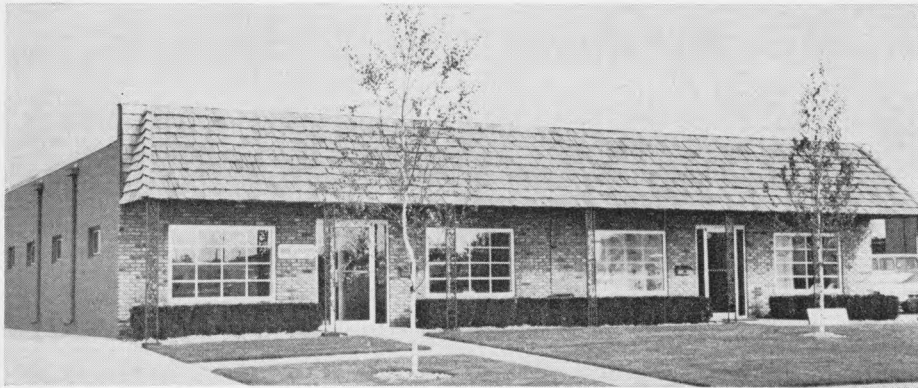


OZARK does everything the biggest airlines do. Runs its own hostess school. Has a computerized reservations system. Flies millions of passengers over millions of miles. Jets in and out of big cities like New York, Chicago, Washington, D.C., St. Louis. And also serves cities that aren't so big. If you don't know all that about Ozark... maybe you should take a closer look. And an Ozark flight.

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*Up there with the biggest*



**NEW OFFICE BUILDING** of Bank Services, Inc., signifies growth of this public relations service that is important to the banking industry.

## *How Newsletters Help Banks Attract and Hold Customers*

**W**HEN a company moves into its own new office building, it ordinarily doesn't mean much beyond the firm involved. But in the case of Bank Services, Inc., and Farm Business Council, Inc., their move last year signifies growth of a service that's important to the entire banking industry—a success story in which hundreds of bankers have had a direct part.

Indirectly, all banks benefit from the favorable image of banking presented to the public in the financial newsletter published by the two firms based at 1300 Hagan Street, Champaign, Ill. The goodwill impact is more direct and tangible, however, to banks that sponsor *The Living Picture* and *The Farm Picture* for their customers.

For a growing number of banks across the country, these professionally edited financial newsletters are the cornerstones of public relations programs that build loyalty among customers and win new friends for the bank. Published monthly, these financial newsletters keep a bank's services directly in front of its customers on a regular and dependable schedule.

Evidence of the trend is in the growth of "The Picture" publications. From a single edition mailed to a few hundred farm customers of a handful of banks in 1958, *The Warm Picture* now has four editions tailored to the regional and type-of-farming interests of agricultural banking. *The Living Picture*, introduced late in 1967 to

By **DEAN WOLF**  
Managing Editor  
Bank Services, Inc.  
Champaign, Illinois

serve the needs of business and home customers of city banks, is outpacing its older companion newsletter in rate of growth. "The Picture" publications are currently sponsored by 598 banks in 28 states.

The two newsletters are similar only in how they are sold and in their basic approach to serving the needs of bank customers and sponsoring banks. A franchise gives the bank exclusive rights to use the newsletters in direct mail advertising programs in its banking territory. Both newsletters convey the financial picture to bank customers in a friendly, informative way—from a banker's point of view. Both offer a sponsoring bank the option of using



**FOUNDER** and president of Bank Services, Inc., **Earl Crouse**, concentrates on sales. He is chief executive officer.

all or part of one page each month for its own localized message.

Bankvertising (T.M.) is the coined word used to describe what the newsletters do for banks. Earl Crouse, Bank Services' president, explains, "Bankvertising (T.M.) distinguishes the difference between what our newsletters do and what ordinary advertising does."

"The Picture" publications give readers an overview of where the economy is headed and of changes in business conditions. Then they follow through with articles relating to financial services available at the local bank. Bank customers value the information and help they get from the newsletters in managing business and home financial affairs. This shows up in test area mailings and preference rating surveys made by sponsoring banks.

"The clincher for banks," says Mr. Crouse, "is that readers not only appreciate this help but they remember where it comes from when in the market for additional banking services. That's how Bankvertising (T.M.) develops more full-service banking customers."

Editorially, the two newsletters are completely different—each sharply focused on the interests of its readers and tuned to the services offered by sponsoring banks.

*The Living Picture* is edited primarily for businessmen, professional people, employees and consumers. Sponsoring banks are located in cities ranging in size from rural Gibson City, Ill.; Holly, Colo., and Rio Grande City, Tex., to metropolitan Omaha, Nebr., and Madison, Wis.

The front page digests and interprets trends in the nation's economy, government policy and business conditions in clear meaningful language that goes straight to the point. Before we publish an article it must answer the question, "so what, why does it matter"—to bank customers who own and operate businesses or work for wages and salaries, and to housewives who manage family budgets.

Inside, *The Living Picture* deals with the individual's needs in managing business and personal financial affairs. Selection of stories is based in part on services available at banks. Topics include: consumer income and expenses, taxes, the banking system, wills and executors, estate planning,

**NEWSLETTERS . . .**

(Turn to page 88, please)

*This advertisement is neither an offer to sell nor a solicitation of offers to buy any of these securities.  
The offering is made only by the Prospectus.*

NEW ISSUE

April 21, 1971

**\$30,000,000**

# Northwest Bancorporation

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**Price 99.50%**

plus accrued interest, if any, from April 15, 1971

*Copies of the Prospectus may be obtained from any of the several underwriters, including the undersigned, only in States in which such underwriters are qualified to act as dealers in securities and in which the Prospectus may legally be distributed.*

**The First Boston Corporation**

**Blyth & Co., Inc.**

**duPont Glore Forgan Staats**  
Incorporated

**Goldman, Sachs & Co.**

**Hornblower & Weeks-Hemphill, Noyes**

**Kidder, Peabody & Co.**  
Incorporated

**Merrill Lynch, Pierce, Fenner & Smith**  
Incorporated

**Paine, Webber, Jackson & Curtis**  
Incorporated

**Salomon Brothers**

**Smith, Barney & Co.**  
Incorporated

**White, Weld & Co.**

**Dean Witter & Co.**  
Incorporated

**Bache & Co.**  
Incorporated

**Dain, Kalman & Quail**  
Incorporated

**Piper, Jaffray & Hopwood**  
Incorporated

## Retailing and Banking . . .

(Continued from page 26)

- ✓ 9 Young people will be less patient in regard to advancement. More interested in innovations and in having a voice in decision making.
- ✓ 10 There will be less loyalty toward the employer and his goals, more toward personal and professional goals that involve creativity. By now, of course, you are aware of how directly the competitive struggle relates to people.

With all of these things to contemplate, we must remember that in the conduct of a successful retail business, it is important that the buying habits of the customer coincide with management's judgment of fashion, styling and other factors so that we are not left with too large a part of the inventory which is subject, as all retailers know, to mark downs. Incidentally, most retailers have also learned that sheer weight of inventory does not produce additional business. As a matter of fact, it often works in reverse. As inventories build up, sales decline. Competition has forced the retailer to keep fresh new merchandise flowing into the store every day. Cut off the merchandise flow and business comes to a halt.

### Nation of Bargain Hunters

For better or for worse, retailers have created a nation of bargain hunters. Today's consumer has developed a great sense of price-awareness and tends to demand value received. I suspect the same attitude prevails when he shops for money. In buying merchandise the successful retailer has to be careful, up-to-date and, in some cases, conservative almost to the point of timidity because he knows he must get back what he paid for the merchandise.

Some retailers, like some bankers, are more successful than others because they had in mind making a profit when they bought the goods rather than relying on making a profit after they were paid for. At least we think that every purchase is going to be profitable. There is an old saying that goods well bought are half sold. Of course, we must also achieve the usual mark up. The old standard was 42

per cent. Now it is 47 per cent or 50 per cent because of the higher cost of doing business. We have to rely upon our knowledge of these factors when we go to you, the bankers, to get loans to finance our customers and also our peak inventories. Whether or not a retailer succeeds in having something left out of his gross profit depends on management and the finances at the disposal of management.

When comparing competition in retailing with competition in banking there is really not any difference. In the case of a bank which is competing for loans and deposits, the people who execute the policy have to be alert, knowledgeable and experienced. The same would apply in the retail business.

### Two Key Parts—Buying and Selling

There are really only two parts to the retail business—buying and selling. Everything else supports those two functions. Of course, it is in selling that competition comes in and there is not really too much new about competition. It's basically the same in every business.

In conclusion, I want to stress that in our business we strive to maximize profits. We make every effort to avoid sending an unfavorable report to our stockholders. A friend recently recited a case about a stockholders' report which contained most unfavorable information about the annual financial results of the company, concluding with the statement that notwithstanding all this unfavorable information, management was looking forward to the future with confidence and optimism. My friend said that report was a "mirage" and when I asked what he meant, he said, "Look it up in Webster's dictionary," and this is what Mr. Webster says:

"A mirage is an optical phenomenon produced by a stratum of hot air of varying density . . . across which the observer sees reflections, usually inverted, of some distant objects or objects."

It is my fervent hope that, as we consider our competitive position of the future, we can manage our business in such a way that our stockholders will always realize a profit and will never have to settle for a mirage.—END

## To Head 9th Federal District

**B**ruce K. MacLaury will be the new president of the Federal Reserve Bank of Minneapolis, it was announced by David M. Lilly, chairman of the bank's board. Mr. MacLaury currently serves as Deputy Under Secretary of the Treasury for Monetary Affairs and was formerly vice president of the Foreign Department at the Federal Reserve Bank of New York.

Thirty-nine year old MacLaury becomes the youngest of the Federal Reserve Bank presidents, and the youngest to hold the post at the Minneapolis Bank.

A native of Chappaqua, New York, MacLaury received his A.B. degree

from Princeton University in 1953. After serving as a Lieutenant of Artillery in the U. S. Army from 1954-1956, he received his Master of Arts and Ph.D. degrees in economics from Harvard University in 1958 and 1961, respectively. He joined the staff of the Federal Reserve Bank of New York in 1958 while pursuing his studies. In 1962-63 he served as a consultant in international finance to the Organization for Economic Cooperation and Development in Paris. He returned to the New York bank in 1963, serving in the Foreign Department until he became Deputy Under Secretary of the Treasury in April of 1969.

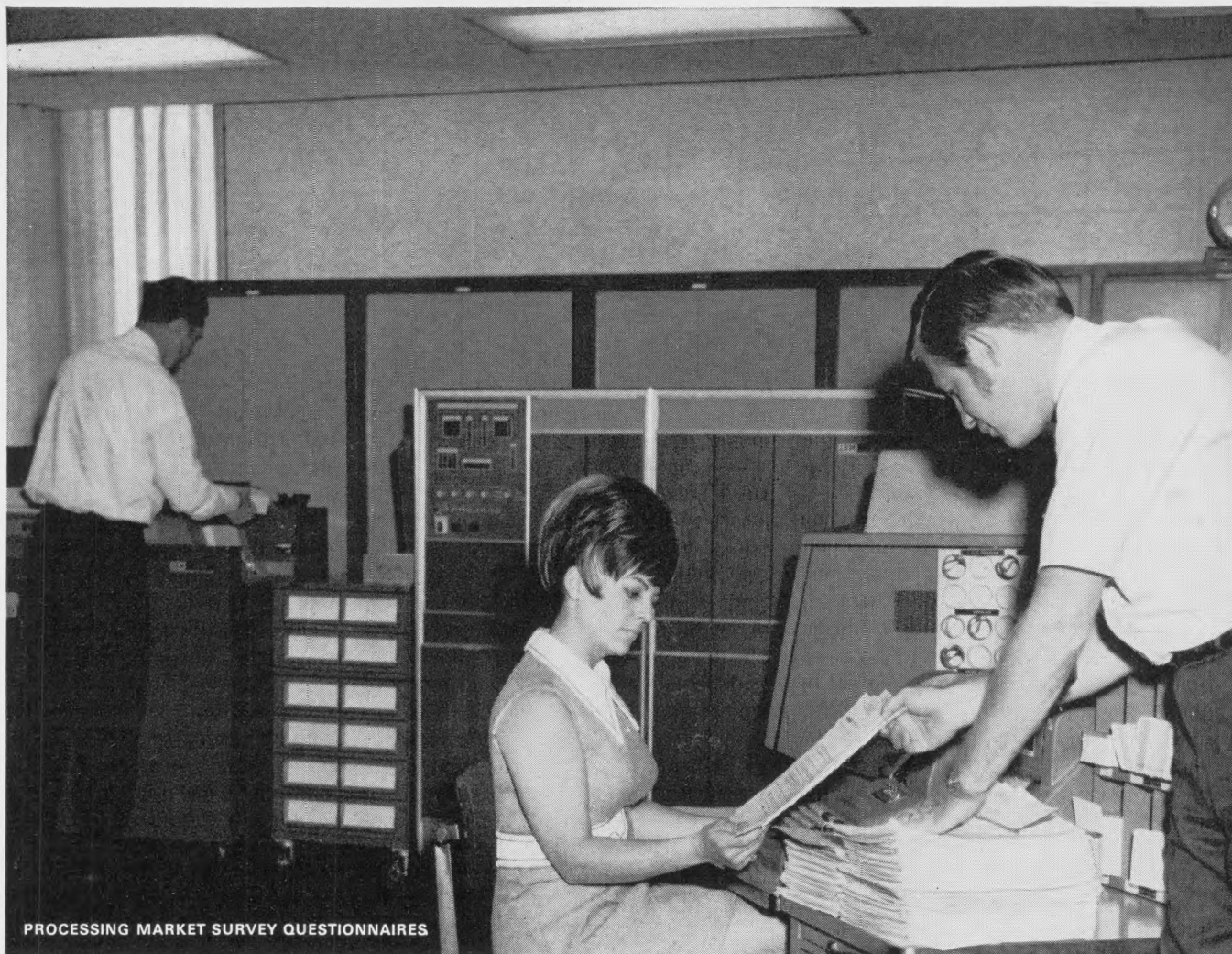
Mr. MacLaury, his wife and two sons, ages seven and five, will arrive in Minneapolis in June.

The president of each of the twelve Federal Reserve Banks is appointed by the board of directors of the respective bank and must also be approved by the Board of Governors of the Federal Reserve System.

### Plan West Coast Merger

Wells Fargo Bank and World Airways has announced agreement in principal for Wells Fargo Bank to acquire First Western Bank & Trust Co. to strengthen Wells Fargo Bank in Southern California.

The agreement calls for Wells Fargo Bank to pay \$95 million for First Western, a subsidiary of World Airways.



PROCESSING MARKET SURVEY QUESTIONNAIRES

# Market Research...

The DeLuxe marketing group, while being primarily concerned with the sale of our products, is also engaged in many other activities. One such important activity is Market Research. For example, our "Distinctive" check line, our current cover selection, our catalogs and our sales aids received extensive research in the marketplace prior to their release in market test areas. Post purchase attitudes were measured in subsequent surveys to determine customer acceptance and reorder intentions. These research and development efforts have enabled us to develop products and sales aids that effectively help banks in meeting the needs and desires of their accounts, as well as assuring the greatest degree of success in check merchandising programs.

We believe that only by utilizing these modern research methods can we assure ourselves that current market needs are being met. They are only one aspect of our attempt to provide a complete service to our bank customers. There is a difference in DeLuxe service—let us prove it to you.

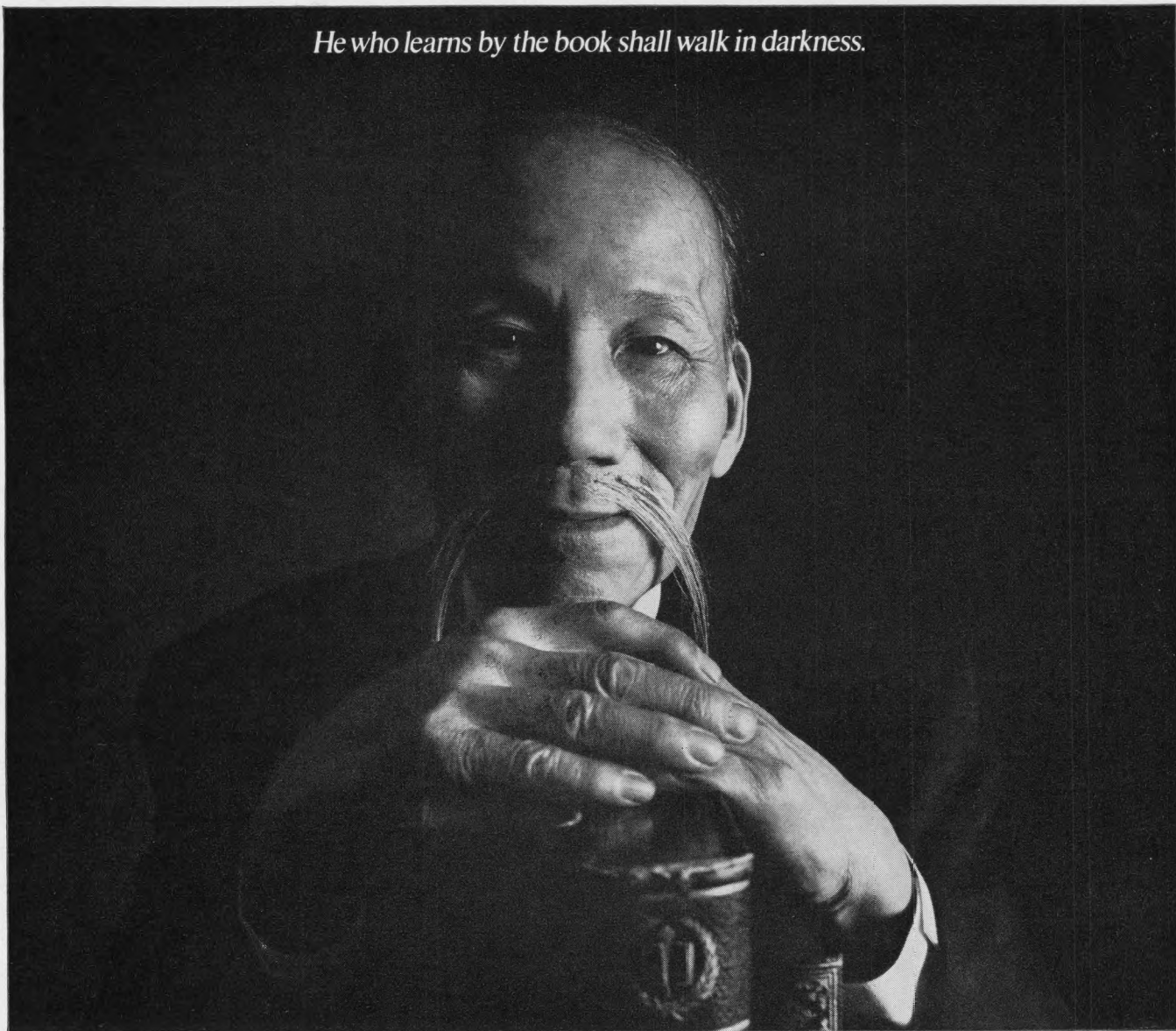


**DELUXE CHECK  
PRINTERS, INC.**

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

*Northwestern Banker, May, 1971*

*He who learns by the book shall walk in darkness.*



You can learn a lot from books.

But there's a different wisdom that comes only with experience. It's the kind of wisdom that lets a man know when it's possible to do the impossible. That tells him when it's time to expect something unexpected.

In life, and in business, that kind of wisdom often makes all the difference.

That's why at the Idea Bank we believe it's essential that our men acquire an understanding of their work not just by the book, but through first-hand experience as well.

That's especially true of our Correspondent men. To make sure they understand and know

how to use all the resources of our bank, we select men for our Correspondent Division who have experience in many areas of banking, such as commercial loans, asset management, operations, and international banking.

In addition, we encourage our men to spend some time with their correspondent customers when there's no particular problem to pre-occupy them. They have time to talk with bank personnel and get some first-hand insight into the problems and opportunities of banking in a small town, or a small city.

As a result, our Correspondent men have a unique practical understanding of the

problems they're asked to solve. And of the tools they have to use to solve them. And that means they're able to offer faster and more effective service than anyone else we know of.

The next time you've got a difficult correspondent problem you need solved quickly and creatively, consider calling our man Bill Aldrich at (312) 661-5050.

If he isn't available, one of our other men will help you.

No matter who it is, you'll be speaking with a very learned man indeed.

**American National  
The Idea Bank**

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





F. W. HEITMANN, JR.

## Chicago Hosts Illinois Convention, June 2-4

A varied array of speakers—including NASA physicist Wernher von Braun, CBS newsman Mike Wallace, Congressman Wright Patman, and Economist Walter Heller—will enliven the program of the 80th annual convention of the Illinois Bankers Association at the Palmer House in Chicago, June 2-4.

The meetings will be presided over by the president of the Illinois Bankers Association, Fred W. Heitmann, president of the Northwest National Bank of Chicago.

Nominated for officers of the IBA for 1971-72 are: president, Lewis H. Clausen, president, Champaign National Bank, Champaign; vice president, John F. McKnight, president, Oak Park National Bank, Oak Park; second vice president, James P. Ghiglieri, president, Citizens National Bank of Toluca; treasurer, Paul Jones, chairman, Glenview State Bank, Glenview.

Robert C. Schrimple of Chicago is the executive vice president of the IBA.

The convention program follows:

### Wednesday, June 2

Noon

12:00 Registration Desk Opens — Upper Exhibition Hall — 4th Floor Open from 12 Noon until 6 P.M.

P.M.

3:00 Meetings — members of Council of Administration — PDR 14 — Club Floor; members of Illinois Bankers Foundation — PDR 7 — 3rd Floor.

6:00 Past Presidents and Past Treasurers Dinner — Luau Room — Trader Vic's.

6:00 Dinner for Wives of Past Presidents and Past Treasurers — Crystal Room — 3rd Floor.

### Thursday, June 3

A.M.

8:00 Breakfast — Illinois Club, Graduate School of Banking, Madison, Wisconsin — Crystal Room  
Address — the Honorable Alan J. Dixon, Treasurer of Illinois.

8:30 - 6:00 Registration

8:30 — Exhibits Open

9:30 First General Session — Grand Ballroom — 4th Floor

Presiding — Fred W. Heitmann, Jr., president, Illinois Bankers Association, and president, Northwest National Bank of Chicago.

Presentation of Colors — The First National Bank of Chicago Color Guard.

Welcome — Thomas F. Meagher, president, Chicago Convention and Tourism Bureau.

“The American Space Program In The Decade Of The Seventies” — Dr. Wernher von Braun, deputy associate administrator, National Aeronautics and Space Administration.

Address — Mike Wallace, CBS News correspondent.

Report of IBA Committee on Nominations — chairman, Earle O. Corley, Union National Bank, Marseilles.

ABA Annual Meeting & Elections — Lynn H. Miller, ABA State vice president for Illinois and senior vice president, The Northern Trust Company, Chicago.

Foundation for Full Service Banks — William O. Kurtz, Illinois chairman, and senior vice president, American National Bank & Trust Company, Chicago.

Door Prize Drawing

Noon

12:00 50 Year Club Luncheon — Crystal Room — 3rd Floor.

12:00 Luncheon and Annual Meeting — IBA Insurance and Pension Program Participants — PDB 14 — Club Floor.

12:00 Ladies' Luncheon — Red Lacquer Room — 4th Floor.

“You CAN Bank on ESP”

Irene Hughes, Psychic-Mystic

### Friday June 4

A.M.

8:30 Registration



R. C. SCHRIMPLE



L. H. CLAUSEN



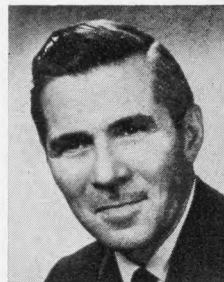
L. H. MILLER



W. PATMAN



W. W. HELLER



W. W. ALEXANDER

8:30 Exhibits Open

9:30 Second General Session — Red Lacquer Room —  
 Presiding — Fred W. Heitmann, Jr.  
 Address — Willis W. Alexander, executive vice  
 president, The American Bankers Association.  
 Address — Walter W. Heller, regents' profes-  
 sor of economics, University of Minnesota.  
 Address — William Hummer, Wayne Hummer  
 and Company, Chicago.

Noon

12:00 Luncheon — Grand Ballroom — 4th Floor —  
 presiding — Fred W. Heitmann, Jr.  
 Invocation  
 Address — the Honorable Wright Patman,

chairman, House of Representatives Committee  
 on Banking and Currency.

P.M.

2:00 Third General Session — Red Lacquer Room —  
 4th Floor.

IBA Annual Meeting and Business Session  
 Annual Reports — president, Fred W. Heit-  
 mann, Jr.; executive vice president, Robert C.  
 Schrimple.

Election of IBA Officers for Year 1971-1972  
 Declaration of Policy

7:00 Banquet — Grand Ballroom — 4th Floor — Pre-  
 siding — Fred W. Heitmann Jr.

Entertainment: Bob Crosby and his Orchestra

## *You Will See Them at the Illinois Bankers Convention*

The following metropolitan bankers  
 and service and equipment dealers  
 have indicated that they will be attend-  
 ing the Illinois Bankers Association's  
 80th annual convention in Chicago,  
 May 12-14.

### **Chicago**

**American National Bank & Trust  
 Company:** Allen P. Stults, chairman;  
 William G. Ericsson, president; Stefan  
 S. Anderson, executive vice president;  
 William O. Kurtz, senior vice presi-  
 dent; William J. Davis and Gerald G.  
 Morse, second vice presidents, and  
 Martin J. Noll, loan officer.

**Central National Bank:** F. E. Bau-  
 der, chairman; R. E. Hamilton, vice  
 chairman; H. H. Beermann, T. P.  
 Hickey, and A. B. Peterson, vice presi-  
 dents; A. M. Meyer, W. H. Obrecht,  
 N. J. Kash, and Miss Marion Bocach,  
 second vice presidents.

**Drovers National Bank:** Robert  
 Lough, chairman; M. J. Whelan, presi-  
 dent; S. O. Brattleaf, executive vice  
 president; F. D. Cummings, senior vice  
 president; B. D. Miller, vice president,  
 and L. E. Makoben and E. L. Rietz,  
 assistant vice presidents.

**First National Bank:** Leslie V.  
 Bjork and Thomas L. King, vice presi-  
 dents; C. Hugh Albers and K. D. St.  
 Pierre, assistant vice presidents, and  
 Thomas F. Harmon.

**Harris Trust and Savings Bank:**  
 William F. Murray, chairman and  
 chief executive officer; T. H. Roberts  
 and Charles M. Bliss, senior vice presi-  
 dents; D. L. Webber and J. C. Maul-  
 ding, vice presidents; A. J. Gneuchs, K.  
 R. Kann, and G. J. McEwen, assistant  
 vice presidents; and W. J. Potterton  
 and R. W. Holdych, correspondent  
 banking officers.

**LaSalle National Bank:** Cyrus D.  
 Kirk and Robert B. Hillebrand, vice

presidents, and John J. Crotty, Jr., and  
 John E. MacArthur, assistant vice  
 presidents.

**National Boulevard Bank:** Irving  
 Seaman, Jr., chief executive officer;  
 Henry K. Gardner, president; Daniel  
 G. Priske, vice president; H. Peter De-  
 Rosier and Glen E. Smith, assistant  
 vice president, and Fred G. Eitel and  
 Mayo C. Walcott, assistant cashiers.

**Northern Trust Company:** Robert  
 Hunt, executive vice president; Charles  
 H. Barrow, senior vice president;  
 Clyde W. Reighard and Henry A.  
 Heinsen, vice presidents; Lyle P.  
 Campbell and Nolan L. North, second  
 vice presidents, and Marvin D. Swan-  
 son and Donald S. Wilson, assistant  
 cashiers.

### **Los Angeles**

**Security Pacific Bank:** John J. Stine,  
 vice president, and James M. Brown,  
 assistant vice presidents.

### **New York**

**Chase Manhattan Bank:** K. F. Lowe  
 and A. K. Small, vice presidents; J. P.  
 Lees and I. McDonald, second vice  
 presidents, and G. A. Dale, representa-  
 tive.

**Chemical Bank:** John A. Farns-  
 worth, assistant vice president, and  
 Thomas J. Pyles, assistant secretary.

**First National City Bank:** John J.  
 O'Connor, vice president; Joseph C.  
 Thomassen, assistant vice president,  
 and J. H. Sanford, assistant cashier.

**Irving Trust Company:** James R.  
 Waldron, assistant vice president, and  
 Thruston W. Pettus, assistant secre-  
 tary.

**Manufacturers Hanover Trust Com-  
 pany:** John F. King, vice president,  
 and George R. Bennett, assistant vice  
 president.

### **St. Louis**

**First National Bank:** Clarence C.

Barksdale, president; Jefferson L. Mil-  
 ler, senior vice president; Harry L.  
 Smith, Paul M. Ross, and Joseph Or-  
 lando, vice presidents; Roger L.  
 Huber, commercial banking officer,  
 and Michael D. Fleir, representative.

**Mercantile Trust Company:** Donald  
 E. Lasater, chairman; James E.  
 Brown, senior vice president; James A.  
 Smith and James J. Reedy, vice presi-  
 dents; Peter Palumbo, Jr., assistant  
 cashier, and Jerald L. Fleschner and  
 Lawrence F. Gallo, representatives.

### **Bank Equipment and Other Firms**

**Bank Building Corporation:** Arne  
 Bronson, manager of sales, and S. L.  
 Fisher, market area manager.

**Dempsy & Fredericks, Inc.:** George  
 H. Dempsy, executive vice president.

**Diebold, Inc.:** Bob Schutt, division  
 manager; Don Barnard, regional man-  
 ager; Bob Rosenthal, Bob Wroble, and  
 Tom Hoover, sales representatives,  
 and Clarence Erickson.

**Foundation for Full Service Banks:**  
 O. C. Daggert, senior vice president.

**Lawrence Warehouse Company:** A.  
 T. Bear, C. W. Rose, and Roger P.  
 Carqueville.

**Life Investors of America:** Max  
 Benson, regional manager, credit in-  
 surance.

**NYTCO Services, Inc.:** Jim Mow-  
 dy, Wally Coutts, and Ferd Pourbaix,  
 vice presidents.

**Protective Group:** C. D. Norris, vice  
 president, and Bill McMullen and Cal  
 Opsahl.

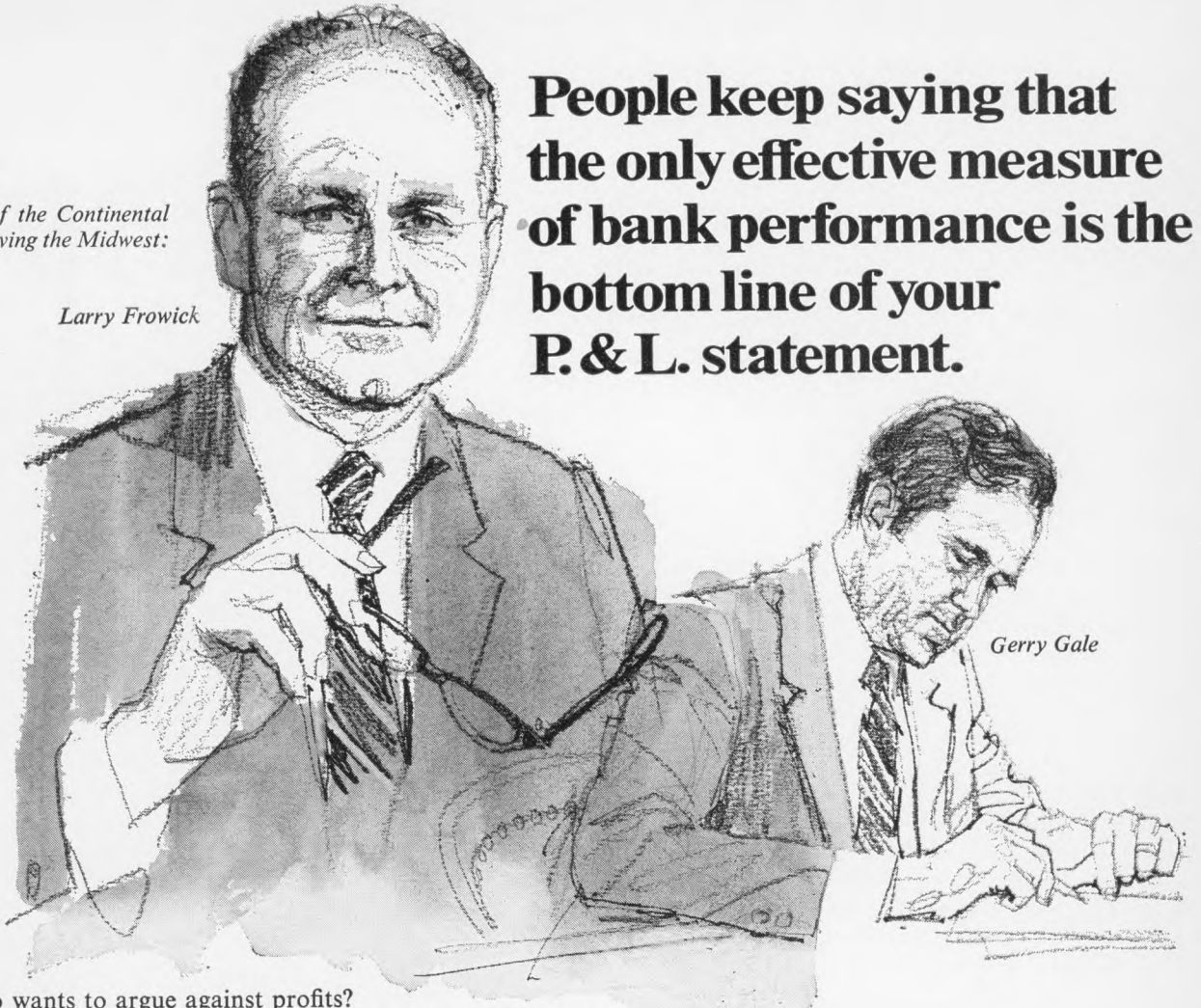
**Scarborough & Company:** Richard  
 C. Ross, president; Norman Clark,  
 executive vice president; J. Richard  
 Morran and Ray L. Eilert, vice presi-  
 dents; Fred S. Andrews, assistant vice  
 president; R. H. Benjamin, C. F. Mol-  
 ling, Ronald R. Fredriksen, and Den-  
 nis M. Calvert, sales representatives;

**YOU WILL SEE THEM . . .**

(Turn to page 46, please)

*Some of the Continental  
men serving the Midwest:*

*Larry Frowick*



*Gerry Gale*

And who wants to argue against profits?

But let's make clear whether we're talking about long-term or short-term profits.

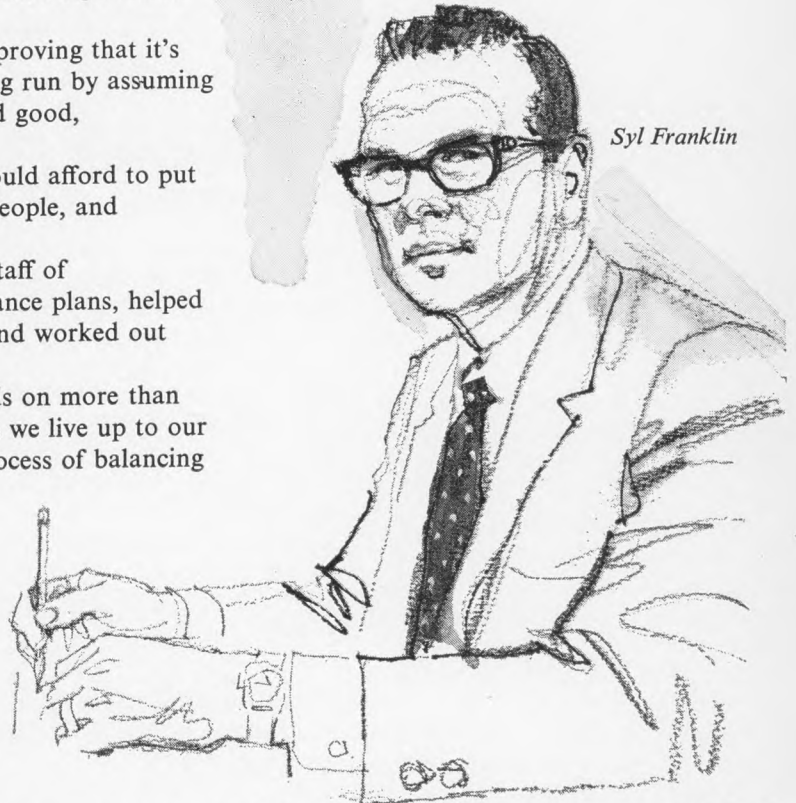
These days, many of our correspondents are proving that it's possible to increase profit potential over the long run by assuming the costs of a program that can attract and hold good, productive employees.

As one banker put it: "I never thought we could afford to put money into benefits, but now I'm losing good people, and that's something I know I can't afford."

In his case, we were able to call on a whole staff of Continental specialists. We recommended insurance plans, helped him set up a pension and profit-sharing trust, and worked out an employee communications plan.

The point is: a bank's profit potential depends on more than short-term considerations. And one of the ways we live up to our potential is helping you through the difficult process of balancing the one against the other.

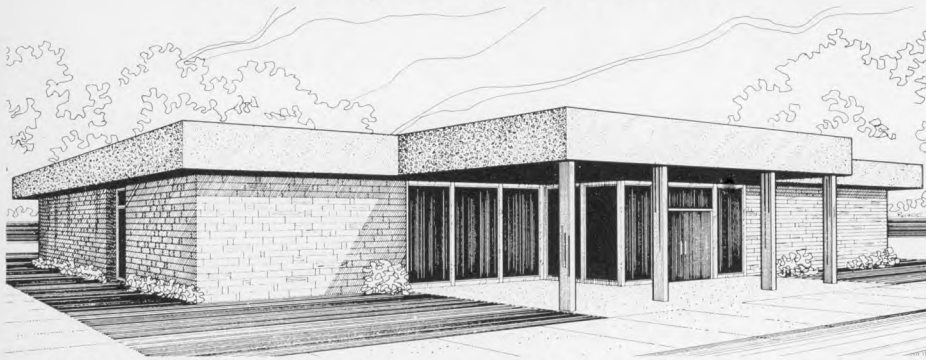
*Syl Franklin*



Continental Illinois National Bank and Trust Company of Chicago, 231 South LaSalle Street, Chicago, Illinois 60690. Member F.D.I.C.

*Northwestern Banker, May, 1971*

## Grand Opening at El Paso



**WOODFORD COUNTY BANK**, El Paso, recently held an open house to display its new building, the climax of a 10-month building program.

More than 2,000 persons visited the Woodford County Bank, El Paso, during its grand opening recently. Visitors were registered from 60 Central Illinois communities as well as some from Indiana and one visitor whose home was in Nicosia, Cyprus.

The two-day open house was the climax of a 10-month building program that more than doubled the area available for customer use. It also brought drive-in banking to El Paso, and ample space is available to expand the number of drive-in lanes as is needed.

A portable TV set as well as 10 other prizes were given at the conclusion of the open house.

### Announce Staff Changes

C. S. Gaskill, president of the Olympia State Bank, Chicago Heights, recently announced these staff changes within the bank: Sy Cole, Charles S. Gaskill, and Louis J. Marchigiani as director; George Arquilla, Sr., honorary director; Charles S. Gaskill, president; Scott Hunter, cashier, operations officer and security officer; Martha L. Henkel, assistant cashier and lending officer; Ruby L. Lorenzen, assistant cashier, customer service officer; Eileen Edgreen, assistant customer service officer; Vivian Myers, assistant operations officer, and Donald MacNeil, assistant corporate secretary.

### Ag Scholarship Winners

The Illinois Bankers Association announced the winners of two recently established agricultural scholarships of \$1,000 each.

Recipients of the 1971-72 scholarships are Paul E. Adami, a student at the University of Illinois, Urbana, and Thomas W. Cross, a student at Illinois State University, Normal.

Formal presentation of the scholar-

ships will be made on September 22, 1971 at a banquet of the IBA's Agricultural Credit Conference, to be held on the Champaign-Urbana campus of the University of Illinois.

### Beverly Promotions

The board of directors of Beverly Bancorporation, Inc., Chicago announced recent promotions within its official staff: William D. O'Hearn, former marketing operations officer, was named assistant vice president, and William A. Pecora, former market re-



**W. D. O'HEARN**

**W. A. PECORA**

search analyst has been named market research officer. The announcement was made by Thomas V. Markle, president of Beverly Bancorporation.

In his new capacity, Mr. O'Hearn will have the responsibility of liaison and marketing services to the Bancorporation's clients.

Mr. Pecora joined the Bancorporation as market research analyst in August, 1970. He had previously worked for an advertising agency as research analyst for a large food franchise account.

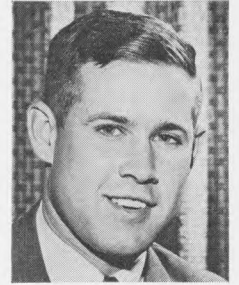
### Tortorici Promoted

Anthony J. Tortorici, vice president and cashier, has been named corporate secretary of the County Bank and Trust Company, Blue Island.

### Urbana Bank Sold

Douglas Mills and Howard McKee have purchased controlling interest in the Busey First National Bank, Urbana, from Mr. and Mrs. J. R. Klassen.

Mr. Mills, who has been second vice president of the American National Bank and Trust Company, Chicago, will be active at Urbana as chairman of the \$35 million bank. Mr. McKee, a Chicago attorney with sub-



**D. C. MILLS**

stantial banking interests, will be chairman of the executive committee. Both men will serve on the bank's board. All other officers will remain the same.

Mr. McKee serves as chairman of the Citizens National Bank of Downers Grove, and as chairman of the executive committee of the Wheeling Trust and Savings Bank. He is a native of Earlham, Iowa.

### Oak Park Promotions

Robert D. Casey has been named executive vice president of Oak Park National Bank, Oak Park, according to a recent announcement made by John F. McKnight, president and chief executive officer of the bank.



**R. D. CASEY**

Mr. Casey, former vice president and controller of Michigan Avenue National Bank of Chicago, is a graduate of St. Mary's College, Winona, Minnesota, and served in the Army during the Korean War.

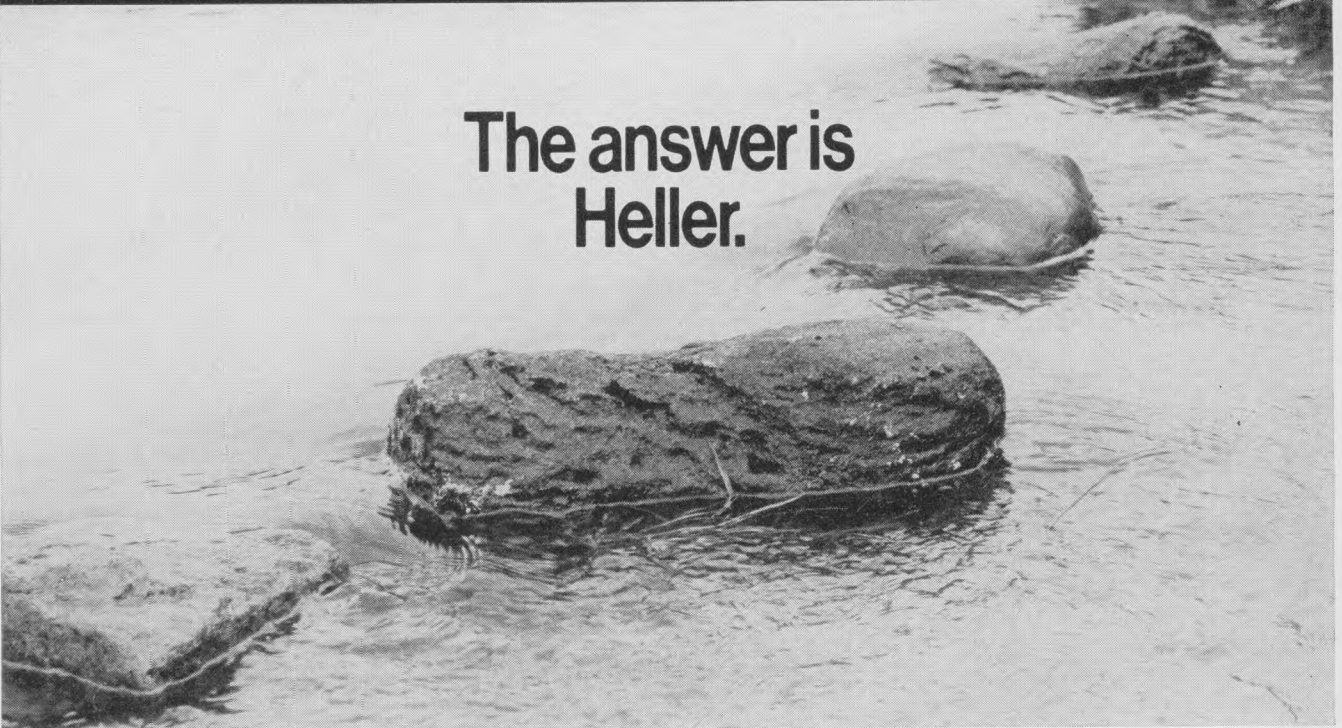
### Wheaton Changes Made

Francis E. Weimer, board chairman, Wheaton National Bank, Wheaton, has assumed the additional post of president of the \$32 million west suburban bank.

A veteran banker, Mr. Weimer began his career in 1922 with the First National Bank of West Chicago. He joined Wheaton National in 1947 as cashier, became a director in 1952, and was named vice president and cashier in 1955. He served as president

## Question:

Who treats your customer referral as a stepping stone back to complete bank financing?



The answer is  
Heller.

Because Heller *cooperates* with banks.

That's why we "succeed" when we lose some of our best clients to our bank friends. And they gain better and larger customers.

Banks refer situations to us when there's a need for more funds than the bank is able to lend, or there's a portfolio item that is causing concern.

(Or, when a bank is simply unable to accommodate a prospect, but still wants to help—and keep a depository relationship).

At Heller, if we see a potential, we can usually provide the necessary financing; with our funds alone, or through a *participation*, if the bank wants to maintain a position in the situation.

The lending arrangement normally continues until complete bank financing seems indicated;

then, *we'll arrange the transition*. That's our policy, and it helps keep bank referrals coming in... and helps replace the good clients we "lose."

Write for our brochure, "Heller and Banks," or phone the Heller office near you for information.

### Walter E. Heller & Company

105 West Adams Street, Chicago, Illinois 60690

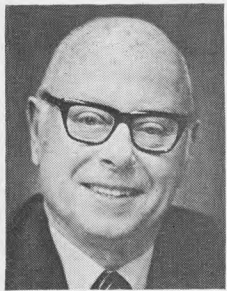
New York • Boston • Philadelphia • Atlanta • Miami • New Orleans • Dallas • Los Angeles • San Francisco • Portland • Santurce, P. R.

• Brussels • London • Paris • Mainz, West Germany •

Utrecht, Holland • Milan • Barcelona • Johannesburg • Sydney

• Manila • Copenhagen • Bergen, Norway • Stockholm • Mexico City • Buenos Aires • Kingston, Jamaica.

Heller services also available in Canada.



F. E. WEIMER



R. W. SCHNACK

of the prominent financial institution from 1960 through 1968, advancing to board chairman in 1969.

Robert W. Schnack has been appointed executive vice president of the bank. He began his banking career with the Bank of Silvis in 1964, Silvis, Illinois, a Quad-City area financial institution. He was named cashier of the Silvis bank in 1968, the post he held for two years until joining the Wheaton National as vice president and cashier in 1970.



R. M. ELLIS

Rita M. Ellis, has been appointed cashier of the Wheaton National. Mrs. Ellis began her banking career in 1962 with an Indiana bank. She joined Wheaton National in 1965, and in 1969 she was named auditor,

the post she held until this recent advancement.

### Westmont Promotions

Richard M. Lang was elected vice president and Ronald A. Kowalski was elected assistant vice president at the Bank of Westmont in Westmont, according to an announcement by President Marcel L. Levesque.

Mr. Lang joined the Bank of Westmont in 1968 as assistant cashier, and was named assistant vice president in 1970. He is a graduate of North Central College in Naperville; and of the board of governors Examiner School,



R. M. LANG



R. A. KOWALSKI

and the National Commercial Lending School.

Mr. Kowalski joined the Bank of Westmont in 1969 as cashier, a post he will continue to hold.

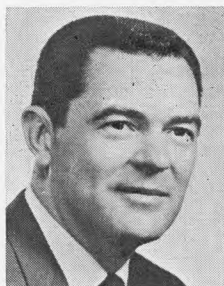
### 3 Banks Name Agency

Dempsey & Fredericks, Inc., Chicago, a full-service marketing agency specializing in financial institutions, recently added three Chicago-area banks to its client roster, it was announced by agency president, C. Thomas Fredericks.

Naming the agency were: Bank of Bellwood, Bellwood; Bank of Commerce, Berkeley, and the Wheaton National Bank, Wheaton.

Combined billing of the three accounts, including fees, will total approximately \$70,000.

### Weir Serves on Panel



G. WEIR

Gavin Weir, president and chief executive officer of Chicago City Bank and Trust Company, recently was a member of a panel of four company presidents appearing at the University of Illinois, Circle

Campus. The occasion was a special discussion presented for students of the University Business School.

Mr. Weir represented the banking industry on the panel. There was an excellent exchange of questions and answers with the students, regarding both the business and social aspects of corporations.

### Two Are Promoted

It was recently announced that Richard S. Marsho has been appointed manager of loan operations at Central National Bank, Chicago. The announcement was made by Frank E. Bauder, chairman.

Mr. Marsho joined Central National as a staff analyst in 1969. He was previously associated with IBM, in the data processing division. He attended the University of Illinois, receiving his B.S. in General Engineering in 1963 and his M.B.A. in 1967.

Carol J. Richter has been appointed assistant cashier in the real estate banking department. Mrs. Richter joined Central National in 1967 and



R. S. MARSHO



C. J. RICHTER

was appointed mortgage administrative assistant in 1968.

### Lockport Advancement



J. L. SOVIAK

The Bank of Lockport has announced the appointment of John J. Soviak as vice president and cashier. The new bank is under construction and Mr. Soviak will be its chief operating officer.

He joins the Bank of Lockport from a position of assistant cashier and assistant trust officer of the Marquette National Bank in Chicago, where he has served for the last 10 years.

### Two New Board Members

Two new members were elected to the board of directors of Sears Bank and Trust Company, Chicago, at the bank's annual meeting, it was announced by board chairman, James E. Thompson.

Added to the board were David V. Dootson, executive director of investments for the savings and profit sharing pension fund of Sears, Roebuck and Company employees, and Charles E. Dykes, vice president-finance, United States Gypsum Company.

George E. Simpson, Jr., has been appointed assistant trust officer of the Sears Bank and Trust Company.

### YOU WILL SEE THEM . . .

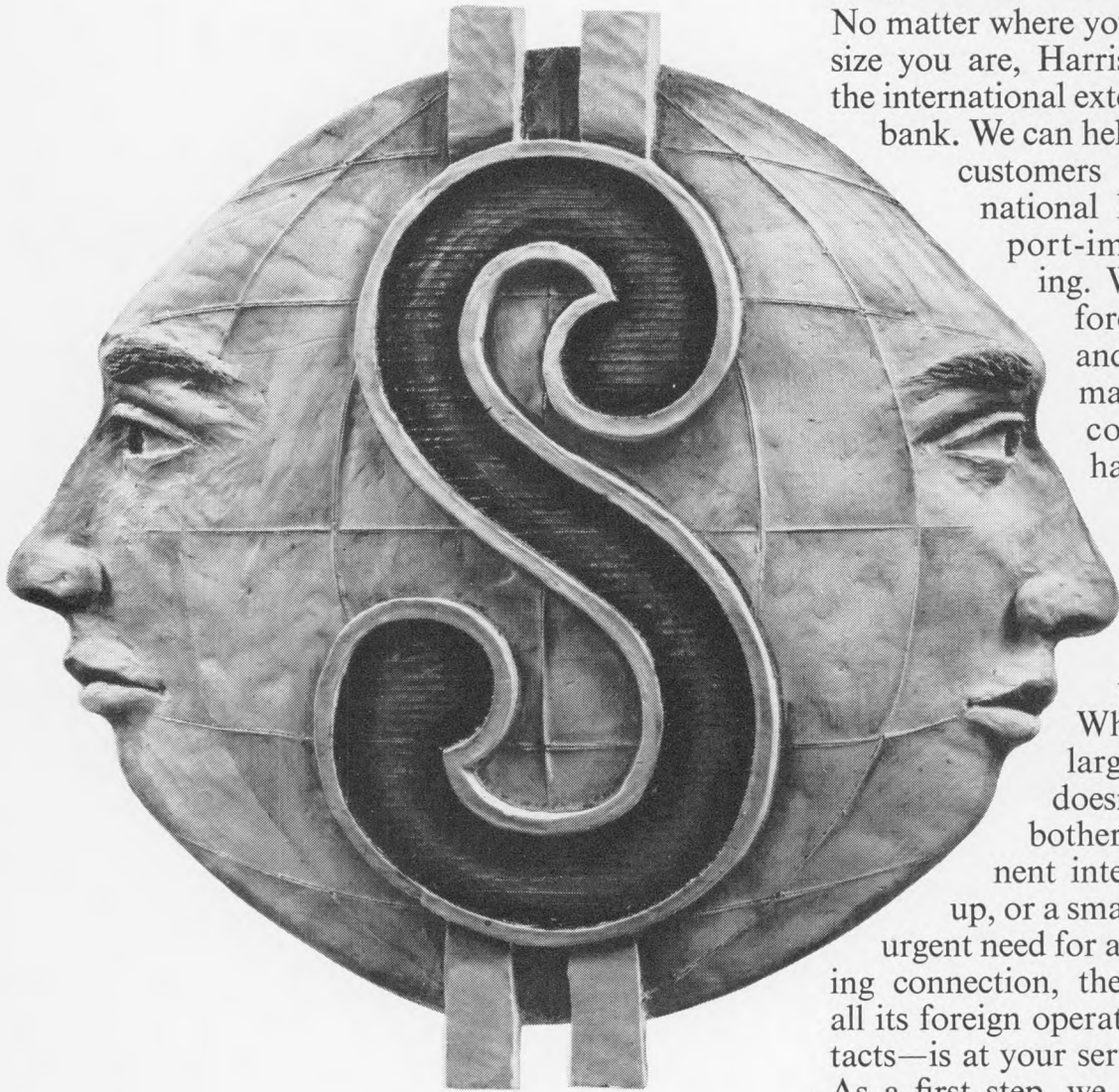
(Continued from page 42)

James P. Jensen, Richard A. Gillette, John P. Heupel, Edward D. Norris, John R. Willis, and Jay A. Riemersma, account executives.

**Farm Business Council:** Earl F. Crouse, president.

**Financial Insurance Service, Inc.:** Richard T. Hepworth, president; Wm. Chris Eickhof, Jr., executive vice president; Peter L. Engstrom, Jack W. Impey, George F. Lang and L. Bloom, vice presidents.

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*Northwestern Banker, May, 1971*

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Has an Idea for You

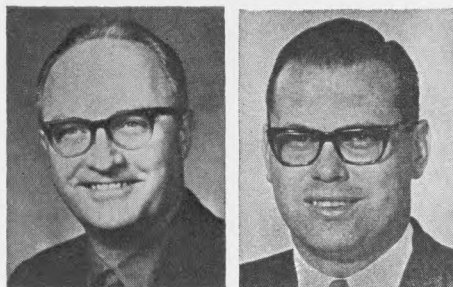
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*Northwestern Banker, May, 1971*



# Minnesota NEWS

M. R. CAMPBELL      President      Crookston  
T. L. JEFFERS      Exec. V. P.      Minneapolis



## Grand Opening at Thief River Falls

Grand opening activities for the Northern State Bank of Thief River Falls, Minnesota, were held recently. The festivities included prizes, souvenirs and refreshments, it was announced by G. A. Beito, president.

The bank has been completely refurbished, both exterior and interior, and has been expanded to include an adjacent building. Covered auto banking facilities, with two drive-up teller stations having a pneumatic visual automatic teller system by Diebold, have been added. Parking is provided for 20 cars with a rear banking entrance from the parking lot. The vault facilities have been expanded and additional safe deposit boxes have been included.

Planned by Dykins-Handford, Inc., Minneapolis architects of financial buildings, the bank has a white sculptured facade and new windows of bronze tint glass on both the first and second floors. Night lighting will be used to point up the white exterior which has Colorado white quartz fragments set in epoxy, contrasting with the dark polished granite base.

A unique two-story mirror glass entrance, with large moulded chandelier of bronze, provides access to the south main floor banking room and to the second floor rental offices. An after-

hour depository is located in this entrance vestibule. An enclosed walk-up window for after-hour banking is in the side corner entrance.

The Northern State bank was organized in 1935, by the late George A. Beito Sr., father of the current president.

## Eikmeier Named Director

Dale E. Eikmeier of Pipestone was elected executive vice president and director of the Town & Country State Bank of Winona at a meeting of the board of directors held recently. He was formerly cashier of the First National Bank in Pipestone where he served since graduating from South Dakota State University at Brookings, with a B.S. degree. His banking service was interrupted from 1955 to 1957 with a tour of duty in the U.S. Army.

Mr. Eikmeier is a graduate of the Graduate School of Banking at the University of Wisconsin and of the National Installment Credit School at the



D. E. EIKMEIER

University of Chicago. He has completed many American Institute of Banking courses and is currently chairman of the Rock-Pipestone Counties group.

## Authorize Increase

The banking division of the Minnesota Department of Commerce authorized an increase for the Polk County State Bank, Crookston, of capital stock from \$250,000 to \$350,000 by stock dividend.

## Stock to \$100,000

The State Bank of Danube recently received authorization from the Department of Commerce, banking division, to increase the amount of capital stock from \$50,000 to \$100,000 by stock dividend.

## Heilman Joins Bank

Richard P. Pike, president of the Northwestern National Bank of Hastings, has announced the appointment of Lanny Heilman to the staff.

Mr. Heilman received his bachelor of arts degree in business administration from Mankato State College, Mankato.

After his graduation he accepted a position with the Security Bank & Trust Company of Owatonna, Minnesota, an affiliate of Northwest Bancorporation.

## Name Bender Director

Gerald H. Bender, owner and operator of the Watertown Hardware and Appliance, was recently appointed director of the American State Bank of Watertown to fulfill the unexpired term of L. C. Segner, vice president and chairman of the board, who resigned in February.

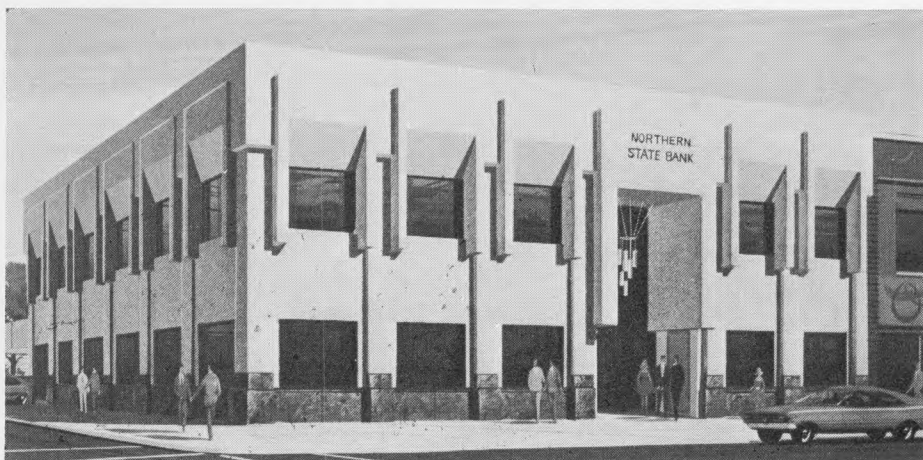
Mr. Segner has been a director of the bank for 27 years. He has been appointed on July 2, 1943, to fulfill the unexpired term of his father, Alois Segner.

## Son Replaces Father

The board of directors of the State Bank and Trust Company, New Ulm, has appointed Eldor A. Wilfahrt as a director to succeed his father, Ernst Wilfahrt, who is retiring.

Eldor is one of the partners in the Wilfahrt Brothers store and is a graduate of St. John's University.

Ernst, one of the founders of the Wilfahrt store, had been a director of the State Bank since 1952.



REMODELED—The Northern State Bank, Thief River Falls, has been remodeled and expanded as shown in this picture. The interior was also included in the refurbishing.

# Twin City News



The board of directors of Marquette National Bank of Minneapolis has announced the election of five new officers including the bank's third woman officer.

**Gary A. Wollan** was elected senior vice-president. New assistant vice-presidents are **Michael Daly** and **Rob McCampbell**. **Elda Johnson** was elected customer service officer and **Edward Kohler**, trust officer.



G. B. WOLLAN



M. DALY



R. McCAMPBELL



E. KOHLER

Mr. Wollan will be responsible for the bank's correspondent bank and operations divisions. A graduate of the University of Minnesota, he joined Marquette in 1957 and was elected vice-president and data center manager in 1967.

Mr. Daly will be in charge of Marquette's proof, transit and book-keeping departments. A graduate of the Minnesota School of Business, he joined Marquette in 1966 after seven years with the Northwestern National Bank of Minneapolis.

Mr. McCampbell becomes assistant

vice-president of marketing. A graduate of Princeton University, he was with the Valley National Bank of Phoenix from 1955 through 1965. He was also with the First National Bank of Minneapolis and St. Anthony Village State Bank prior to joining Marquette in 1970 as marketing director.

Miss Johnson joined Marquette in 1946 and has served most recently as a senior secretary in the correspondent bank department.

Mr. Kohler joined Marquette in 1969 and was appointed trust administrator in 1970. An M.B.A. graduate of Winona State College, he was formerly with First National Bank of Winona.

\* \* \*

The faculty class officers and administrators of the Minnesota School of Banking, sponsored by the Minnesota Bankers Association, met recently to plan for the school's 1971 year. The 6th session of the school will be held at St. Olaf College in Northfield from June 20-25, according to **Truman L. Jeffers**, school director and executive vice president of the Minnesota Bankers Association. The senior class will be returning for its second year of study and a new class limited to 70 freshmen will be enrolled. Currently, 140 Minnesota bankers are expected to attend the '71 session.

\* \* \*

Nineteen local brokerage firms in Minneapolis have established a Clearing House to provide the orderly settlement of transactions among dealers. Announcement of the new system was made by **Stephen Fischer**, vice president and treasurer of Denis McCauley, Inc. and chairman of the Metropolitan Securities Operations Association, Inc., a group of specialists in operational techniques in the Minneapolis brokerage community. The new Clearing House is being operated for them

by the First National Bank of Minneapolis.

\* \* \*

**Bruce G. McEwen** has been manager of the First Metropolitan Travel agency, according to an announcement by **Lloyd L. Leider**, president of First Metropolitan Travel, Inc. McEwen formerly was group sales manager of the House of Travel, Minneapolis.

First Metropolitan Travel is a subsidiary of The First National Bank of Saint Paul. It is a successor to Davis Travel, a prominent St. Paul travel agency for more than 20 years.

Mr. McEwen has traveled extensively in Europe and South Asia and for three years was director of overseas programs at Macalester College. He also was associated with the Ford Foundation's field office in New Delhi, India, and later was director of extension in international affairs at the University of Illinois.

He is a graduate of Carleton College, Northfield, and has a master's degree in political science from the University of Illinois.

\* \* \*

The first of seven scheduled Knothole Gang baseball games at Metropolitan Stadium has been scheduled for Saturday, May 15, when the Minnesota Twins meet the Chicago White Sox in a 1:15 p.m. game. The Knothole Gang program is co-sponsored by the Minnesota Twins and the Northwestern Banks of the Twin Cities area.

Under the terms of the Knothole Gang program, youngsters (14 years of age and under) will be admitted free of charge with a Knothole badge to the general admission sections of Metropolitan Stadium when they are accompanied by at least one adult chaperone for every five children. Adult chaperones need a regular \$1.50 general admission ticket, which can be purchased at the stadium, and must have

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National Bank**  
of Minneapolis

Correspondent Banking Division

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Northwestern Banker, May, 1971

a Knothole authorization letter in their possession.

\* \* \*

Northwest Bancorporation, a Minneapolis based bank holding company, announced that it intends to modify the terms of its pending registration from a proposed offering of \$30,000,000 of 25-year sinking fund debentures to an offering of \$30,000,000 of 7-1/2 year notes.

\* \* \*

First National Bank of Minneapolis has announced the appointment of **William M. Botnan** to the advisory committee of its West Broadway office, West Broadway and Emerson.

Mr. Botnan is administrator of the Minneapolis Clinic of Psychiatry and Neurology, president of Medical Leasing Company, and a partner in the Minneapolis Clinic Building Company. He resides in Hamel.

### Haugen As Vice President

At the annual shareholders meeting, Roger W. Haugen was named vice-president and trust officer of the First National Bank of Hastings.

Before that he was employed at the Stearns County National Bank in Albany. He later became assistant cashier and loan officer at the Crookston National Bank of Crookston.

### New Building Announced

The Merchants State Bank of North Branch, Minnesota, announces that contracts have been let for the erection of a new bank building.

The building will be 75 feet in width and 43 feet deep. Curved walkways will lead up to the front entrance, with landscaping provided to give the site an attractive appearance.

The actual size of the property on which the building will be located is 150 by 125 feet. A large parking area will be provided with entrances to it from both streets.

### Behm Named Loan Officer

Kenneth Behm has recently been named farm loan officer of the Home State Bank of Kandijohi according to an announcement by Reuben E. Skeie, president. Mr. Behm is to replace E. R. Backlund who is retiring from active participation as director and vice president.

Mr. Behm was formerly an assistant manager of the Federal Land Bank Association in Willmar for two years following his graduation from the University of Minnesota. He then managed

### 4 Generations



**IF YOUNG Brock Christianson** decides to enter the banking business when he grows up, no one in Elbow Lake, Minn., will be surprised. He would be the third generation of Smiths in banking. Brock is pictured in the lap of his great-grandfather, **Harold A. Smith**, who this year joins the "50-year club" of the Minnesota Bankers Association. Mr. Smith, who lives in suburban Minneapolis, is a director and board chairman of the Bank of Elbow Lake. Also pictured are his son, **Larry**, president of the bank, and the latter's daughter, **Mrs. Robert Christianson**, Brock's mother. It is no coincidence that all four are Lutheran Brotherhood members. Harold Smith is president emeritus and a former financial vice president and board member of the Minneapolis-based fraternal insurance society. He now is an investment consultant for Lutheran Brotherhood.

the Federal Land Bank of Pipestone for two years, and the combined Pipestone-Worthington Land Bank for the next three years.

### Increase Capital Stock

The State of Minnesota banking division has announced approval of an amendment increasing the amount of capital stock of the Western State Bank of Marshall from \$200,000 to \$600,000 by stock dividend.

### George A. Dunbar

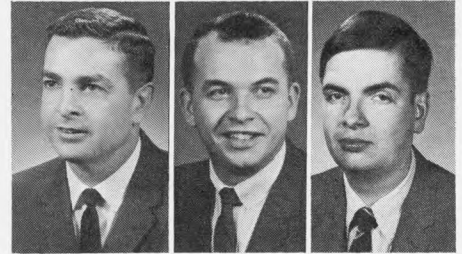
George A. Dunbar, 79, longtime Rock County banker, died recently following a long illness. He was formerly a vice president and cashier of the Beaver Creek State Bank. After retiring from active participation in the affairs of the bank ten years ago, he served as a member of the board of di-

rectors, a position he held at the time of his death.

### Mankato Promotions

Several officer promotions have been announced by John N. Maiers, president of the Valley National Bank of North Mankato.

Daniel J. Coughlan, president of the Mankato Stone Company, has been elected chairman of the board of the bank to succeed his brother, Robert W. Coughlan, who died recently.



**D. COUGHLAN BASTIAN T. COUGHLAN**

Bernard B. Bastian, cashier, has also been elected vice president. He takes up the duties of Dennis D. Anderson, who resigned as vice president to become chief executive officer of the Farmers State Bank at Sherburn.

T. William Coughlan, formerly of the National Bank of Commerce in Mankato, was elected assistant vice president of Valley National. Earlier, he had been employed by the Regional Administrator of National Banks in LaCrosse sub-regional office.

### To Study Security Risks

New crimes against banks will be stressed at the Third Annual National Bank Security Conference to be held at Chicago's Marriott Motor Hotel July 11-13.

The meeting — sponsored by Bank Administration Institute — will examine the latest security risks to senior bank management: threats of kidnaping, violence, blackmail and other forms of extortion.

"External crimes against banks have taken a more personal nature" commented BAI president, Charles A. Agemian, in announcing the conference. "Today **the banker as well as the bank** is in grave danger, and this creates an entirely new dimension to bank security." Mr. Agemian, who is chairman of the board, Garden State National Bank, Hackensack, New Jersey, said the conference would open Sunday July 11 with registration and review of exhibits. The program will get underway, Monday morning, July 12, with a general session.



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And to these essential ingredients, the American offers you one more . . . our own special brand of service. At American National Bank, this means more than just a friendly smile . . . although we have that, too. What it really means is building a special kind of sound and solid business relationship that's based on trust and confidence.

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**Northwestern Banker, May, 1971**

# It's Convention Time!

We look forward to seeing all of our friends.



Gilbert R. Falk    Ralph L. Brown

**NORTH DAKOTA**  
May 12, 13, 14



John W. Ordos  
**SOUTH DAKOTA**  
MAY 20, 21

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### Bank Target—Kid Market!

Is there any return in a bank aiming an advertising campaign at children?

That's an important question today in banking circles.

An answer to that question is what First American National Bank of Duluth was seeking with a 13-week sponsorship of the "Romper Room" children's program on WDIO-TV, Channel 10, Duluth.

"Romper Room" is an internationally-syndicated format for locally-produced programs, with an educational emphasis, designed for pre-school children.

The show is televised in Duluth from 9:00 to 9:30 a.m. Monday through Friday.

First American contracted for a one-fourth sponsorship — for one of the four 60-second spots in the show each weekday for the 13-week period.

Four weeks after the sponsorship began, First American launched its test.

Miss Sondra Sorvari, local "Romper Room" hostess, started using First American's daily 60-second spot on a Monday to announce that she would be at the bank the following Friday from 2 to 3 p.m.

This commercial proclaimed the event as First American's "Children's Day" and noted there would be a drawing for prizes, opportunity to ride the bank's escalator and a free bank and a \$1 contribution from First American to any "minor" savings account opened.

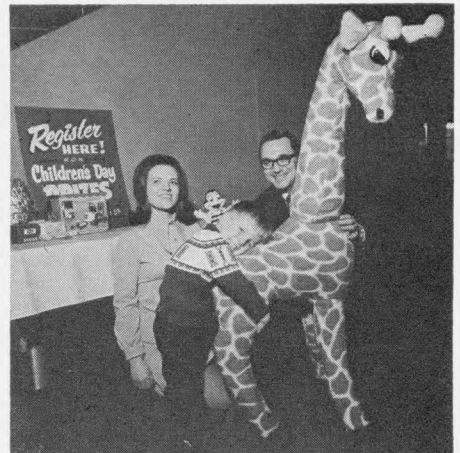
"Miss Sondra," as she is known professionally, used the First American daily 60-second spot for this purpose Monday, Tuesday, Wednesday, Thursday and Friday—"Children's Day" at the bank.

First American officers point out that theirs is a downtown bank and that more than a little effort is required on the part of parents to take pre-school children downtown for an event scheduled on Friday afternoon.

What were the results of the promotion. First American officers outlined them this way:

- Parents and children began arriving at the bank for the 2 p.m. event at 1:30 p.m.—with money to open and add to existing accounts in containers ranging from coin banks to paper bags.

- There were 150 registrations for the prize drawing.
- Estimates of total children attracted by the event ranged up to 250.
- Thirty-five new "minor" savings accounts were opened that Friday.



**THE WINNER** of the grand prize at "Children's Day" at First American National Bank, Duluth, with Miss Sondra Sorvari, local "Romper Room" hostess, and Leonard E. Griffith, First American vice president, marketing.

- Deposits were made in many existing "minor" savings accounts.
- And, an "impressive" number of new minor accounts were opened and deposits made in existing minor accounts the week of the promotion.

What was First American's reaction to the test?

One First American officer summed it up this way: "I expected we'd attract a total of no more children than the number who actually opened new accounts on 'Children's Day'—35."

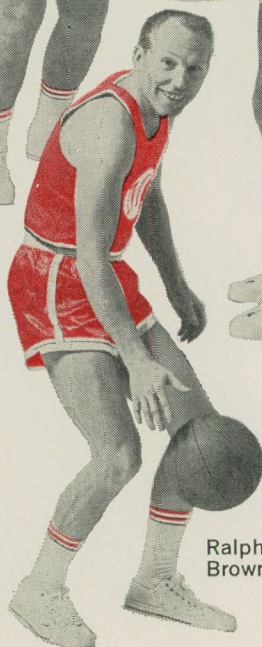
Another enthusiastically stated the promotion was "extremely successful."

A third's opinion is as obvious as his exclamation: "Some of the kids who came at 1:30 stayed until 3 p.m. when Miss Sondra left."

But, the official First American reaction to the test is best expressed by the fact that Miss Sondra of "Romper Room" was invited to preside at a second "Children's Day at First American."

### Hold Open House

D. W. Loe, president of the Farmers and Merchants State Bank of Sacred Heart, has announced that an open house was conducted recently on the occasion of completion of the rebuilding of the bank, both interior and exterior. The project was underway for a number of weeks and only recently reached the completion point.

Gil  
FalkJohn  
OrdosErnie  
PiersonLoren  
HerbstRalph  
Brown

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Ed, John Diefendorf and Tom Horn will be at the South Dakota State Bank Convention to listen to you—Bend their ears!

It all adds up to better correspondent banking for you from Security National Bank!



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## South Dakota Bankers Association 79th Convention

**Ramada Inn, Sioux Falls  
May 20-21, 1971**



L. L. STEELE



F. K. SPINNER

The 79th annual convention of the South Dakota Bankers Association will convene at the Ramada Inn in Sioux Falls on Thursday, May 20 and adjourn after the entertainment Friday evening, May 21.

Leland L. Steele, president of the SDBA and executive vice president of the Farmers and Merchants Bank, Huron, will preside at the convention. Besides Mr. Steele, officers of the SDBA for the past year have been Orville L. Bonacker, first vice president and vice president of the First National Bank, Sioux Falls, and Morris G. Winter, second vice president and president of the Andes State Bank, Lake Andes. Neil Milner of Huron is the executive secretary-treasurer of the association.

Kickoff event for the convention will be the annual golf tournament, with tee-off at the Minnehaha Country Club scheduled for 7:00 a.m., Thursday. There will be a Grand Trophy and, for those 55 and older, a special Senior Division Trophy, as well as other awards and prizes.

The Annual Bowling Tournament will be held at the Sport Bowl from 2:00 to 4:00 p.m., Thursday. NORTHWESTERN BANKER will donate the Grand Trophy again to the South Dakota banker with the high scratch series, and the SDBA will offer four other trophies.

The fifth annual Joint Social Hour will be held at poolside at the Ramada Inn from 5:30 to 7:00 p.m., Thursday. It will be hosted by the associate members of the SDBA.

Two general sessions will be held on Friday with one of the highlights and address Friday morning by Clifford C. Sommer, president of the American Bankers Association and president of the Security Bank and Trust Company, Owatonna, Minnesota.

The complete program follows:

### Thursday, May 20

A.M.

7:30 Annual Golf Tournament—Minnehaha Country Club. Scores must be posted by 4:30 p.m.

P.M.

2:00 Annual Bowling Tournament—Sport Bowl.

5:30 Fifth Annual Joint Social Hour. Sponsored by associate members of the SDBA—chairman of the event, Philip Broom, of the First National Bank of St. Paul, St. Paul, Minnesota.

### Friday, May 21

A.M.

8:00 State Bankers Committee Breakfast—Oak Room, Ramada Inn.  
Central States Graduate School of Banking Breakfast—North Room, Ramada Inn.

9:00-11:00 Trust Workshop with Philip Searle, author of *The Management of a Trust Department*—Viking Room, Ramada Inn.

9:00 First General Session.

Call to Order—Leland Steele, presiding; president, South Dakota Bankers Association; executive vice president, Farmer and Merchants Bank, Huron.

Presentation of colors—Sioux Council, Boy Scouts of America.

National Anthem—Paul Wegner, Sioux Falls.

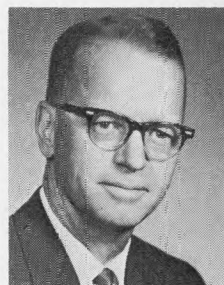
Marv Gardner, accompanist.

**SOUTH DAKOTA CONVENTION . . .**

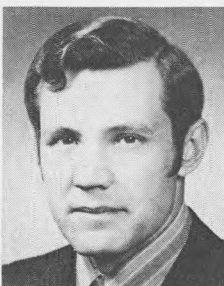
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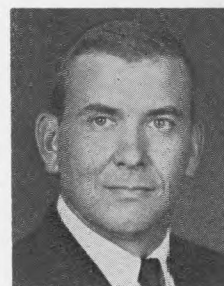
O. L. BONACKER



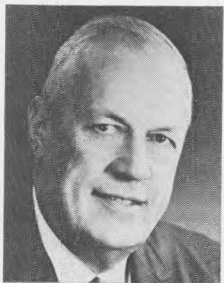
R. MORTHLAND



N. MILNER



C. L. SEAMAN



C. C. SOMMER



C. A. LOVRE



P. SEARLE



G. H. WALTNER

# What his banker prescribed for Dr. Bormes was good medicine for Aberdeen, S.D.



Left to Right: Avery Fick, Dr. Bormes and his local independent banker, Emery Stohr.

## Marquette's participation with an independent banker helped a doctor build his hospital.

The town had a need. Dr. Robert Bormes had an inspiration. Local independent banker, Emery Stohr wanted to help. And Avery Fick, Marquette's friend to independent banks in South Dakota, had the answer. A participating loan to pay the construction costs of a new, 100-bed hospital for the people of Aberdeen. One real example of how Marquette's correspondent banking team helps inde-

pendent bankers meet the money needs of their communities.

At Marquette, independent banking business heads the list of our priorities. We help you grow by helping your community prosper. That's what correspondent banking at Marquette is all about. And why men like Avery Fick are there when you need them most.

---

MEET MARQUETTE AT  
DAKOTA CONVENTIONS

N. D. Bankers Association: Fargo, May 12-14.  
Visit with Bill Addington, Bill Rosacker and  
Gary Wollan.

S. D. Bankers Association: May 20-21. Visit  
with Avery Fick, Gary Wollan and Jay Tomson.

---



They help you grow by helping your community prosper.



Avery G. Fick  
370-2166

Otto H. Preus  
370-2167

Bill Addington  
370-2165

Bill Rosacker  
370-2164

Len Erickson  
370-2168

Jim Olds  
370-2161

Correspondent Banking Department

**Marquette National Bank**



CORRESPONDENT BANKING DEPARTMENT • 8th at Marquette • Minneapolis, Minnesota 55480 • (612) 370-2161

Member F.D.I.C.

Northwestern Banker, May, 1971

## SDBA Convention Committees

Chairmen and members of three committees for the South Dakota Bankers Association annual convention in Sioux Falls, May 20-21, have been appointed as follows:

### SDBA Nominating Committee

Curtis Lovre, chairman, Northwestern National Bank, Sioux Falls.

Harold Haynes, Spink County Bank, Redfield.

Curtis Mateer, Pierre National Bank, Pierre.

Walter Pailing, National Bank of South Dakota, Rapid City.

Robert Petschow, Corn Exchange Bank, Elkton.

### ABA Nominating Committee

Ken Klatt, chairman, Dakota State Bank, Tripp.

J. S. Holdhusen, Ipswich State Bank, Ipswich.

Scott Lovald, First National Bank, Philip.

Harold Torness, Roberts County National Bank, Sisseton.

Charles Undlin, First National Bank of the Black Hills, Rapid City.

### SDBA Resolutions Committee

Glen Waltner, chairman, First National Bank, Freeman.

Larry Arend, Security State Bank, Alexandria.

Eugene Erickson, Southern Hills Bank, Edgemont.

Robert Franzen, First State Bank, Pierpont.

Robert Habberstad, Farmers & Merchants State Bank, Iroquois.

R. M. Hahn, First National Bank, Sioux Falls.

Neal Jacobson, Bryant State Bank, Bryant.

Ken Lahti, Bank of Belle Fourche, Belle Fourche.

Allen Larson, Farmers State Bank, Winner.

John Lillibridge, Burke State Bank, Burke.

C. P. Moore, First National Bank, Aberdeen.

Raymond Nelson, Big Stone State Bank, Big Stone City.

Earl Nixon, Dakota State Bank, Milbank.

Stan Peterson, Bank of Lemmon, Lemmon.

Cecil Richter, Sully County Bank, Onida.

Walter Schirber, First Security Bank, Morristown.

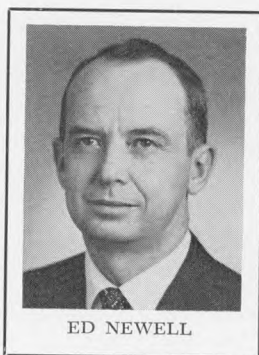
Larry Ticknor, United National Bank, Vermillion.

Carol Tofte, Bank of Bruce, Bruce.

Robert Wuttke, First Potter County Bank, Gettysburg.



S. W. EVANS



ED NEWELL

Looking Forward To Seeing  
Our South Dakota Banker Friends

At The

79th Annual South Dakota Convention

in

Sioux Falls – May 20-21

**N**  
**W** NORTHWESTERN NATIONAL BANK OF SIOUX CITY, IOWA

### Mitchell Bank "On-Line"

The Commercial Trust and Savings Bank, Mitchell, now has direct access to all of the data processing capabilities of the IBM 360 computer in the Security National Bank, Sioux City, through the use of an IBM Remote Terminal. The terminal is referred to as the 1255-2770 Data Communications System.

The system includes a magnetic ink reader-sorter, a key punch machine, a punchcard reader, a printer, and a data phone communication between the terminal and the computer center. The system is reportedly the only one of its kind in the state.

Boyd Knox, president of the Mitchell bank, said that the bank is now using the remote terminal for transmission of all checking account information, data control of savings, loan and other services of the bank.



## Your Helping Hand Hosts AT THE SOUTH DAKOTA BANKERS CONVENTION

Curtis A. Lovre, President  
 W. J. Heimerman, Senior Vice President  
 Melvin J. Berens, Vice President  
 James K. Kopperud, Vice President  
 Jack H. McMillan, Vice President

H. Ivan Steen, Vice President  
 Richard O. Wold, Vice President  
 Tim Stern, Manager of Colonial Office  
 Arnold E. Amundson, Manager of Stockyards Office  
 Stephen P. Olson, Manager of Westwood Office



# NORTHWESTERN NATIONAL BANK

**DOWNTOWN** | **STOCKYARDS** | **COLONIAL** | **WESTWOOD**  
 9th & MAIN | 828 E. RICE ST. | 26th & MINN. | 12th & KIWANIS  
 Brookings, Chamberlain, Dell Rapids, Gregory, Huron, Lake Preston & Madison

## South Dakota Bankers Hold Ag Conference



AN OUTSTANDING program of speakers and an excellent turnout of bankers combined to make the 1971 Annual Agricultural Conference of the South Dakota Bankers Association a success. The program was held in Chamberlain last month. Included in the speakers were the above men, left to right: **Burdette Solum**, chmn. of the SDBA ag comm. and v.p., 1st Natl., Watertown; **Neil Milner**, exec. secy. of the SDBA; **Leland Steele**, pres. of the SDBA and exec. v.p., Farmers & Merchants, Huron; **Henry Schelle**, pres., Tri-County State, Chamberlain; **Dan Schwitters**, John Deere dealer, Cedar Rapids, Ia.; **Mr. Solum**, and **Marv Campbell**, pres. of the Minnesota Bankers Assn., who has just resigned as pres., 1st Natl., Crookston, to become pres., Citizens State, Brainerd.

### Frank Duffy General Chairman For South Dakota Convention

General chairman for the 79th annual convention of the South Dakota Bankers Association is Frank Duffy, president, Union Bank & Trust, Sioux Falls.

Executive officers of the host banks are:

W. W. Baker, president, First National Bank.

D. W. Westbee, president, National Bank of South Dakota.

Curtis A. Lovre, president, Northwestern National Bank.

Frank Duffy, president, Union Bank & Trust.

Erling Haugo, president, Valley National Bank.

C. D. Gregg, president, Western State Bank.

Chairmen and members of the committees making arrangements for various services and functions at the convention are as follows:

#### Golf Tournament

H. Ivan Steen, vice president, Northwestern National Bank of Sioux Falls.

#### Bowling Tournament

Verlyn C. Schmidt, vice president, Western State Bank.

#### Publicity

David G. Hessel, vice president-marketing, eastern division of the National Bank of South Dakota.

#### Transportation Committee

G. D. Hansen, executive vice president, Valley National Bank.

#### Registration Committee

Curtis W. Kuehn, vice president, Western Mall Bank, First National Bank of Sioux Falls.

### You Will See Them at the South Dakota Convention

The following metropolitan bankers, service and equipment dealers have indicated they will be attending the South Dakota Bankers Association's 79th annual convention in Sioux Falls, May 20-21.

#### Chicago

**Continental Illinois National Bank & Trust Company:** Leonard W. Busse, and Stephen A. Melcher, assistant cashiers.

**First National Bank:** Clarence E. Cross, Jr., assistant cashier, and William E. Bennett, representative.

#### Kansas City

**Commerce Bank:** T. C. Cannon, vice president.

#### Minneapolis

**First National Bank:** Kenneth A. Wales and George S. Henry, vice presidents; Fred Haw, assistant vice president, and Brian Gilchrist, correspondent bank officer.

**Marquette National Bank:** O. Jay Tomson, executive vice president; Gary B. Wollan, senior vice president, and Avery G. Fick, vice president.

**Midland National Bank:** John W. Ordos, assistant cashier.



F. E. DUFFY

H. I. STEEN



V. C. SCHMIDT

D. G. HESSEL



G. D. HANSEN

C. W. KUEHN

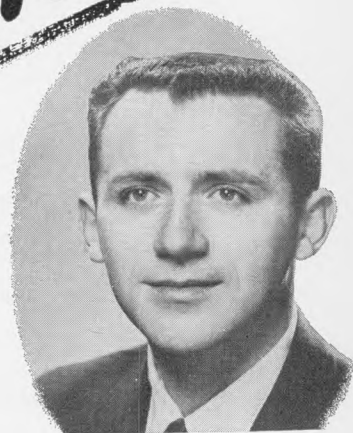
Northwestern Banker, May, 1971

# THE TOY NATIONAL BANK

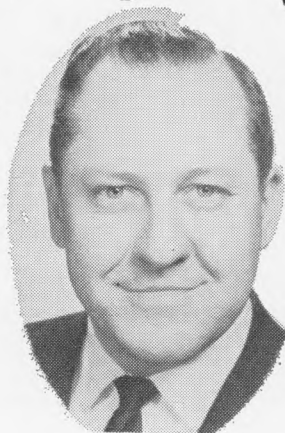
SIoux CITY, IOWA



*is on the move...*



STAN FREDERICKS



LES OLSON



RICH BREYFOGLE

*why not move with us!*

We Will Be Moving Around Sioux Falls May 20-21

Northwestern Banker, May, 1971

## South Dakota Convention . . .

(Continued from page 57)

### Invocation

Rev. Ray C. Jones, First Congregational Church, Sioux Falls.

Welcome to Sioux falls the Hon. M. E. Schirmer, mayor of Sioux Falls.  
Keynote Address—Clifford Sommer, president, Security Bank and Trust Company, Owatonna, Minnesota, and president, American Bankers Association.

President's Address—Leland L. Steele, executive vice president, Farmers and Merchants Bank, Huron.

Report of the SDBA Resolutions Committee—chairman, Glenn Waltner, president, First National Bank, Freeman.

Address—Frank Spinner, vice president, First National Bank of St. Louis, St. Louis, Missouri.

Noon

12:00 Announcements and Adjournment for Luncheon.

P.M.

2:00 Second General Session—Call to Order—Leland L. Steele.  
Presentation of 40-50 Year Pin Awards—Neil Milner, executive secretary-treasurer, South Dakota Bankers Association.

“Keep Your Eye on the Feds”—Rex Morthland, president, Peoples Bank and Trust Company, Selma, Alabama.

“Banking Opportunities of the Seventies”—Philip Searle, president, BancOhio Corporation, Columbus, Ohio.

Report of the SDBA Nominating Committee—Curtis A. Lovre, chairman, president, Northwestern National Bank, Sioux Falls.

Election of Officers.

Installation of Officers.

Acceptance address by President-elect.

Meeting of the South Dakota Members of the American Bankers—Charles Seaman, presiding, South Dakota ABA vice president, president, First National Bank, Warner.

Drawing for 1971 Attendance Prize.

4:30 Announcements and Adjournment.

5:30-7:00 President's Reception—Poolside, Ramada Inn.

7:30 Banquet and Entertainment—Sioux Falls Coliseum—Frank Duffy, president, Union Bank & Trust, Sioux Falls, and general chairman of the convention, Master of Ceremonies.

9:30 Announcements and formal convention adjournment.—END

**Northwestern National Bank:** C. Paul Lindholm, vice president; Robert B. Wheeler, data services officer, and Tom Hayden, correspondent banking officer.

**New York Chase Manhattan Bank:** J. J. LaRusso, assistant treasurer.

**Chemical Bank:** S. Snowden Huff, assistant secretary.

**First National City Bank:** C. Norman Gustafson, assistant cashier.

**Manufacturers Hanover Trust:** Earl H. Lundin, Jr., assistant secretary.

### Omaha

**First National Bank:** Bob Brown and Don Ostrand, vice presidents.

**Omaha National Bank:** Frank Starr, president & chief operating officer; Dave Johnson, vice president; Marvin Rohn, assistant loan officer, and Delmar Olson, marketing officer.

**United States National Bank:** Jay Bordewick, vice president.

### Saint Paul

**First National Bank:** Lloyd L. Leider, executive vice president; John E. Raymond, vice president; Phil Broom, correspondent bank officer, and Ron Olson, investment officer.

### Sioux City

**First National Bank:** Charles H. Walcott, senior vice president; R. C. Taylor, vice president & cashier; Gary Stevenson, and Mike Broderick, assistant vice presidents.

**Northwestern National Bank:** Stanley W. Evans, president, and Edward L. Newell, vice president.

**Security National Bank:** Thomas Horn, executive vice president; and John A. Diefendorf, vice president, and Edward J. Leahy, assistant cashier.

**Toy National Bank:** Richard A. Breyfogle, vice president, and Stan W. Fredericks, assistant cashier.

**Bank Equipment and Other Firms Chiles, Heider & Company:** Jim Michels.

**Dain, Kalman & Quail:** Mike Dougherty, bond department.

**Dawson Hail Insurance:** James R. Dawson, president, and Lyle C. Asker-ooth, vice president.

**Diebold, Incorporated:** Laird Gillem, sales representative, and Lee Sutton, regional manager.

**Kirchner, Moore and Company:** Terry Ward.

**Piper, Jaffray & Hopwood:** Richard H. Larson and Doug Rogers.

**The Protective Group:** C. D. Norris, vice president, Bill McMullen and Cal Opsahl.

**Scarborough & Company:** Norman Clark, executive vice president.

**United States Check Book Company:** Fred E. Pfaff, vice president; Dwight Bos, and Loren Anderson, representatives.

**Van Horne Investments:** Robert J. Kirkendall, registered representative.



**FREDERICKS, CLARK & CO., INC.**  
INVESTMENT BANKERS

GREETINGS TO OUR  
SOUTH DAKOTA BANKING FRIENDS

Gerry Clark

Harold N. Thomson      John Hook

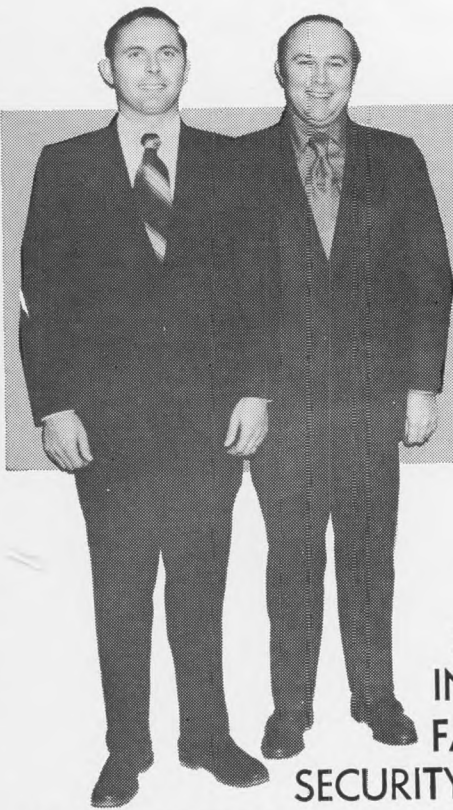
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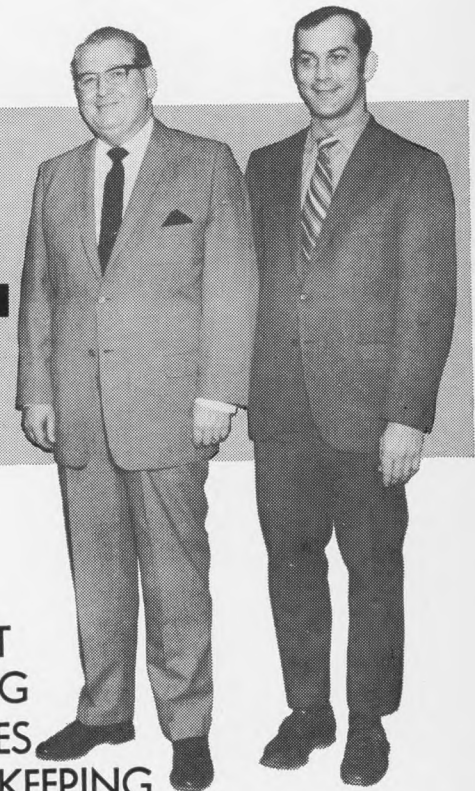


As you  
tell your  
customers...

it does make a difference where you bank!



So, bank  
with the bank  
that helps you  
get things  
done



OVERLINES  
TRUST SERVICES  
CLEARING OF ITEMS  
STOCK TRANSFER AGENT  
INVESTMENT COUNSELLING  
FASTER COMPUTER SERVICES  
SECURITY PURCHASES AND SAFEKEEPING

**MIKE BRODERICK**  
Assistant Vice President

**DICK TAYLOR**  
Vice President

**GARY STEVENSON**  
Assistant Vice President

**CHARLES WALCOTT**  
Senior Vice President

*We'll be seeing you at the South Dakota Bankers'  
Association Convention, May 20-21 in Sioux Falls!*



**First National Bank**

DEPOSITS INSURED TO \$20,000 BY F.D.I.C. *in Sioux City*



# More Profit

**THE PROTECTIVE GROUP  
OFFERS NEW WAYS  
TO ADD NEW PROFITS  
FOR YOUR BANK . . .**

It's simple with Golden Circle coverages. Wanted and needed plans that complete your circle of customer service while they add quick and consistent new profits. Modern plans with simplified underwriting requirements that protect you and your customers. Other plans that offer protection, savings and estate building features. Eight plans in all that form a golden circle of opportunity for you.



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MINNESOTA PROTECTIVE LIFE INSURANCE COMPANY  
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*. . . LEADING THE WAY TO MORE PROFITABLE BANKING BUSINESS.*

## North Dakota Bankers Association 86th Convention

Fargo  
May 12-14, 1971

Speeches by the president of the American Bankers Association, a lady bank executive, a doctor from the University of Wisconsin, the administrator of the Small Business Administration, and a bank economist from Portland, Oregon, will be featured at the 86th annual convention of the North Dakota Bankers Association at the Elks Club in Fargo, May 12-14.

Clifford C. Sommer, president of the ABA and of the Security Bank & Trust Company, Owatonna, Minnesota, will address the Thursday, May 13, luncheon of the convention.

Anna Foster, vice president of the Valley National Bank, Phoenix, Arizona, and Dr. Robert Samp, University of Wisconsin School of Medi-

cine, will address the Thursday morning general session.

At the Friday morning session, bankers will hear Thomas Kleppe of the SBA in Washington and Dr. Ed Reed, vice president and economist at the U.S. National Bank, Portland.

There will also be a full quota of entertainment at the convention, with a concert by the Moorhead State College Stage Band, golf and bowling tournaments, and dinner and dancing at the new Eagles Club and at the Elks Club.

Presiding at the convention will be Robert V. Wells, president of the Security State Bank, Robinson, and president of the association. His fellow officers for the past year have been: T. A. Solheim, president of the American State Bank, Minot, first vice president; Donald J. Lessard, president, Walsh County State Bank, Grafton, second vice president; Robert Hendrickson, president of the First National Bank & Trust Company, Fargo, treasurer and the permanent secretary of the association, William J. Daner, Bismarck.

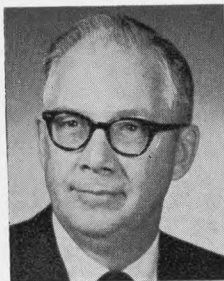
The following are the details of the program as available at press time:

### Wednesday, May 12

Noon  
12:00 Registration—Elks Club.  
P.M.  
6:30 President's Reception—Elks Club. Dinner and dancing.



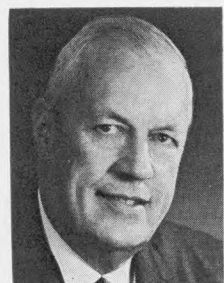
R. V. WELLS



T. A. SOLHEIM



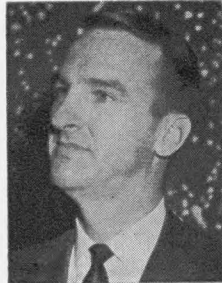
W. J. DANER



C. C. SOMMER



A. FOSTER



R. SAMP



E. W. REED

### Thursday, May 13

A.M.  
9:00 Registration—Elks Club.  
9:45 Call to Order—Robert V. Wells, president of the North Dakota Bankers Association; president, Security State Bank, Robinson.  
Invocation.  
"Women in Management"—Anna Foster, vice president, Valley National Bank, Phoenix.  
"Facts of Life, Health & Happiness"—Dr. Robert Samp, School of Medicine, University of Wisconsin.

Noon  
12:00 Luncheon.  
Speaker—Clifford C. Sommer, president of the American Bankers Association; President, Security Bank & Trust Company, Owatonna, Minnesota.

P.M.  
2:00 Golf Tournament.  
2:00 Bowling Tournament.  
6:00 Dinner and Dancing at the Eagles Club.

### Friday, May 14

A.M.  
9:30 Call to Order—President Wells. Business Meeting.  
Resolutions Committee Report.  
President's Report.  
ABA State Meeting.  
"The Banking Community & S.B.A."—Thomas Kleppe, administrator, Small Business Administrator, Washington, D. C.  
"Looking Inside the '70's"—Dr. Ed Reed, vice president and economist, United States National Bank, Portland, Oregon.

Noon  
12:00 Adjournment—End.

### Retires at Bank of N.D.

Alton Swanson has retired from the Bank of North Dakota, Bismarck. Mr. Swanson, who has been in charge of purchasing, supplies, and printing, has been with the bank for over twenty-eight years. He is 68 years old.

Employees presented Mr. Swanson with a diamond tie tack and combination barometer-thermometer wall plaque at a coffee party held at the bank on recently.

## NDBA Convention Committees



A. COOPER



L. D. HOVLAND



G. W. SCHWARTZ



R. O. OLSON

General chairman for the 86th annual convention of the North Dakota Bankers Association at Fargo, May 12-14, is Earl W. Johnson, vice president of the Merchants National Bank & Trust Company, Fargo.

Executive officers of the host banks are:

W. R. Braseth, president of the Fargo National Bank & Trust Company.

A. M. Eriksmoen, president of the Dakota National Bank & Trust Company.

R. D. Harkison, president of the First National Bank & Trust Company.

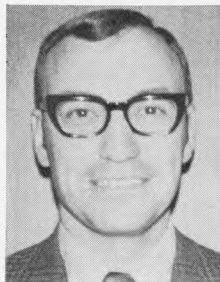
A. K. Simpson, president of the Merchants National Bank & Trust Company.

Eugene Rich, executive vice president of the State Bank of Fargo.

The steering committee consists of Messrs. Braseth, Eriksmoen, Harkison, and Simpson.



E. W. JOHNSON



D. D. GORDON



S. A. STAPHER

Chairmen of the other convention committees, all from Fargo, are:

### Registration & Reservations

George Schwartz, assistant vice president, First National Bank & Trust Company.

### Program

Earl W. Johnson, executive vice president, Merchants National Bank & Trust Company.

### Banquet & Socials

Bob Olson, vice president, Fargo National Bank & Trust Company.

### Entertainment

Stan Stapher, vice president and cashier, Dakota National Bank & Trust Company.

### Transportation Committee

Lyndon Hovland, assistant vice president, Merchants National Bank & Trust Company.

### Golf

Dave Gordon, trust officer, Fargo National Bank & Trust Company.

### Bowling

Art Cooper, assistant cashier, Merchants National Bank & Trust Company.—End.

### Promoted at Dickinson

Mrs. E. A. Nachtwey, president of the First National Bank and Trust Company of Dickinson, has announced the promotion of DuWayne Schwindt and LeRoy Hamre to the position of assistant cashier. Both men are assigned to the installment banking department.

Prior to joining the bank in 1970, Mr. Schwindt and Mr. Hamre were employed by Universal C.I.T. Credit Corporation in managerial capacities.

### Legislative Results

The North Dakota Legislature recently concluded its 1971 session, after considering over 1,200 bills having a bearing on banking. According to the North Dakota Bankers Association, over 80 of the bills would have directly affected banking—not just the business community in general.

Following are several bills that were passed and would affect banking directly, as reported by the NDBA:

HB 1204—Uniform Minor Student Capacity to Borrow Act. Loans to persons 16 years of age or older are enforceable if the loan was to finance a higher education.

SB 2038—Raised the minimum fee for examination of state banks from \$200 to \$500 and the maximum from \$3,000 to \$4,500.

SB 2063—Sets interest ceilings on bonds, warrants, and certificates of indebtedness of political subdivisions at eight per cent where private sales, and no ceiling on public sales and issues involving over \$100,000.

SB 2275—Creates a Bank of North Dakota trust to hold unpaid guaranteed student loans, authorizing issuance of special coupon bonds of the state against such loans which are eligible for investment by banks and trusts.

SB 2299—Defines a retail seller under the 1-1/2 per cent per month allowable revolving charge account law as including a bank issuing a credit card for advancement of money or sale of goods or services.

NORTH DAKOTA NEWS . . .

(Turn to page 78, please)



## You Will See Them at the North Dakota Convention

The following metropolitan bank-service and equipment dealers have indicated that they will be attending the North Dakota Bankers Association's 86 annual convention in Fargo, May 12-14.

### Chicago

**Continental Illinois National Bank & Trust Company:** Stephen A. Melcher, assistant cashier.

**First National Bank:** William E. Bennett, representative.

### Duluth

**Northern City National Bank:** Robert M. Hammerstrom, assistant vice president.

### Kansas City

**Commerce Bank:** T. C. Cannon, vice president.

### Minneapolis

**Marquette National Bank:** Bill Ad-dington, assistant vice president, and Bill Rosacker, correspondent bank officer.

**Midland National Bank:** G. R. Falk, senior vice president, and R. L. Brown, vice president.

**Northwestern National Bank:** Paul Lindholm, vice president; Howard Luick, correspondent banking officer and Chuck Maddux, data service officer.

### New York

**Chase Manhattan Bank:** J. J. La-Russo, assistant treasurer.

**First National City Bank:** C. Norman Gustafson, assistant cashier.

### Saint Paul

**American National Bank and Trust Company:**

**First National Bank:** John Raymond, Donald Buckman and Richard Swanberg, vice president, and Ron Olson, investment officer.

### Winnipeg

**The Royal Bank of Canada:** A. B. Reimer, manager, commercial-industrial development.

### Minneapolis

**First National Bank:** George Henry, and Kenneth A. Wales, vice presidents; Robert Gruman, and Don Bergum, assistant vice presidents.

### New York

**Manufacturers Hanover Trust Company:** Earl H. Lundin, Jr., assistant secretary.

### Bank Equipment and Other Firms

**American Benefit Insurance Company:** James White, president.

**Central States:** Bud Riederer.

**Dawson Hail Insurance:** James R. Dawson, president; Robert C. Dawson, and Lyle C. Askerooth, vice presidents.

**Diebold, Inc.:** Richard J. Cherry, sales representative, and James W. Peterson, sales engineer.

**North Central Companies:** Rog Pulkrabek and Bill Stohr.

**NYTCO Services, Inc.:** Leo H. Hermes, Jr., vice president and John G. Hogan.

**Piper, Jaffray & Hopwood:** Murray Williamson.

**The Protective Group:** C. D. Morris, vice president; Bill McMullen and Cal Opsahl.



Al K. Simpson  
President

## WELCOME TO FARGO AND THE 86TH NORTH DAKOTA BANKERS CONVENTION MAY 12, 13 & 14

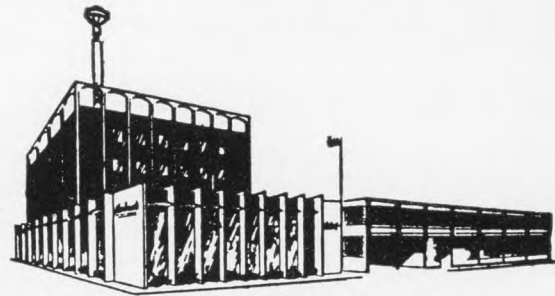
*We Can Handle Your Correspondent Needs*



*Merchants*

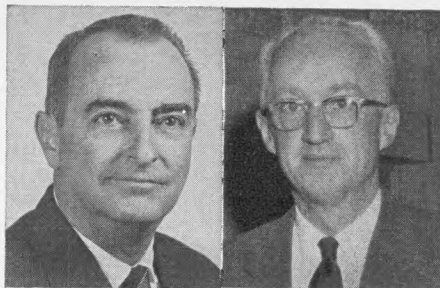
NATIONAL BANK AND TRUST COMPANY OF FARGO

Member FDIC



# Montana NEWS

E. P. FRIZELLE      President      Butte  
R. C. WALLACE      Secretary      Helena



## Plan Montana Group Meetings

The schedule for the Montana Bankers Association group meetings has been announced by E. P. Frizelle, president of the MBA and president of the First Metals Bank & Trust Company, Butte. The seven meetings will start at Great Falls on May 13, following this schedule:

**Group 5**—Great Falls, May 13.

**Group 6**—Butte, May 14.

**Group 7**—Billings, May 15.

**Group 2**—Baker, May 17.

**Group 4**—Glasgow, May 18.

**Group 1**—Browning, May 20.

**Group 3**—Hamilton.

Appearing with Mr. Frizelle on the various programs will be R. C. (Bob) Wallace, Helena, secretary-treasurer of the association.

Louis Penwell, general counsel for Big Sky of Montana, Inc., will speak

at the first three group meetings. Big Sky is the newly-organized firm headed by TV personality Chet Huntley. This special ranch vacation spot is being developed near Bozeman.

Other guest speakers who will appear at all seven meetings are Bill Clark, executive manager, Development Credit Corporation, Helena, and Al Olsen, loan guaranty officer for the Veterans Administration, Helena.

## Sweeney Named Chairman

Charles E. Sweeney was recently named chairman of the board of directors of the Big Horn County State Bank, Hardin. He replaces J. J. Ping, who had been chairman of the board since 1945. Mr. Ping retained his position as president of the bank. It was

also announced that J. William Smith was promoted from assistant vice president to vice president of the bank.

## Gordon Financial Supervisor

Robert R. Gordon has been appointed financial agency supervisor, responsible for the sale of North Central's creditor insurance products in Montana and the western states. Mr. Gordon's appointment was announced by F. William Stohr, vice president in charge of creditor insurance.

Mr. Gordon has considerable insurance experience in the western regions. For four years, he served as district manager for Montana, Wyoming and Idaho for the Occidental Life Insurance Company of California. Previously, he worked at the Transwestern Life Insurance Company of Billings, Montana as assistant vice president.

## Bancorp Records Gains

Bancorporation of Montana recorded income before security gains of \$466,457.00, or \$1.65 per share for the year ended December 31, 1970, compared to \$361,711.00 or \$1.28 per share for the same period during 1969, reported Charles W. Rubie, president of Bancorporation. The 1969 figures were restated, Mr. Rubie explained to conform to the new accounting rules adopted by the accounting profession and bank supervisory authorities in 1969.

Net income after security gains rose 19.5% to \$470,891.00, or \$1.66 per share, as compared with \$394,156.00, or \$1.39 per share recorded for the same period in 1969.

Consolidated deposits of the eleven affiliated banks increased 8.2% to \$70,673,594.00 from \$65,329,854.00. For the same period, loans increased to \$40,989,116.00 from \$38,611,712.00.

Bancorporation of Montana is the only registered multi-bank holding company domiciled in Montana and operates eleven banks in ten communities. Its offices are in the Central Bank Building located in Great Falls.

## Joins Helena Bank

John A. Layne III has joined the staff of First National Bank and Trust Company of Helena in the trust department, according to Robert F. Burke, president of the bank.

Mr. Layne is being transferred from First National Bank in Great Falls where he has been affiliated in various banking duties since 1969.

## First of Helena Grand Opening



FIRST NATIONAL BANK & Trust Company of Helena, Montana opened its new Motor Bank facility recently with a well planned open house complete with ribbon cutting ceremony.

A co-ordinated advertising program featured the new facility together with the "Treasure Chest" approach for free prizes, including the grand prize, a 1/4 size "Tin Lizzie" Model T Ford.

Results on opening day were overwhelming. Over 4,000 people showed up to participate—1,000 more than the most optimistic guesses.

The new motor bank, a hexagonal building with a large commercial bay plus three V. A. T. units is situated across the street from the main banking building and is connected to it by a tunnel under the street and the covered parking lot. Designed by Morrison-Maierle and Associates, the new facility is one of the finest motor banks in Montana. Customer utilization has doubled over the former motor bank and transaction counts have averaged 71 cars an hour through the four lanes.

Northwestern Banker, May, 1971

# What if a sultan asked you for husband and wife coverage?



## You'd need North Central's joint credit life insurance.

Think of the profit one loan would bring you. Of course, we pioneered joint life in this area for other reasons, too. Like the need, for example. With more families dependent on wives than ever before, the second income's not the only factor. A widowed father has enough problems without a loan to pay up. Which is all good reason to keep both borrowers protected.

Call our RedCoat desk for a rate on your next sultan. (Or call today and we'll send a RedCoat to see you.) Toll free at (800)792-1030 in Minnesota (800)328-1612 in North and South Dakota, Nebraska, Iowa and Wisconsin. (612)227-8001 collect elsewhere.

### North Central Life

275 E. Fourth St., St. Paul, Minn. 55101



**One  
coat  
covers.**

Northwestern Banker, May, 1971

## Wyoming News

FELIX BUCHENROTH, JR.  
Jackson  
President  
Wyoming Bankers Assn.



### Named Vice President

Jack Crews has been named vice president in charge of the agricultural loan department of Cheyenne National Bank, Cheyenne, according to an announcement by A. H. Trautwein, president.

### Margie Sanders Promoted

Margie Sanders has been named an assistant cashier at Stockmans National Bank, according to an announcement by Andrew McMaster, president.

The new bank officer, whose appointment became effective recently will be completing four years of service to Stockmans National in June. Her duties have covered work in the teller and contract loan departments and as general ledger bookkeeper.

### Attend Regional Conference

The following members of the Wyoming group of the National Association of Bank Women, Inc. recently attended the Rocky Mountain-Western Regional Conference in San Diego, California: Mrs. Virginia Blair, assistant vice-president and Mrs. Winonia Flower—executive secretary of Jackson State Bank, Jackson; Mrs. Olive Kane, director of Stockmen's Bank, Gillette and Mrs. Pat Rothweiler, cashier of Western National Bank, Casper.

### Muirhead Announces Sale

George T. Muirhead, president of the Stockgrowers State Bank of Worland, has announced the sale of the bank to a Wyoming based corporation, due to poor health.

Key members of the corporation are Gene Bannister, Gillette; Dennis Bonner, Sheridan; James Prell, Hay Springs, Nebraska; Jim Schumacher, Rapid City, and S. William Davies, Rapid City.

Mr. Prell will be the new chief ex-

ecutive officer. Mr. Muirhead has agreed to remain as a director.

The Muirhead family has been the principal owners of the bank since 1910 when the late George C. Muirhead became associated with it. Shortly before his death, his son, George T. Muirhead, became president.

Mr. Muirhead said his immediate plans, beyond his continued work with the bank, include continued residence in Worland and devotion of greater attention to his ranching operations.

### Stockmans Begins Remodeling

Work was started on the remodel-

### Dubois Banker-Journalist

Dubois residents are proud of the fact they have the highest paid newsboy in Wyoming—George M. Blevins, vice-president and cashier of the Dubois National Bank.

Five days each week during the winter and six days each week during the summer, Mr. Blevins gathers up the mimeographed "Dubois Doin's" and hand carries them to businesses throughout the community.

He has been doing this since 1964. "It takes me about an hour," he says.

"Some people said it wouldn't last 30 days, but I felt the community needed a service like this," he explained. "And the directors are behind it 100 per cent.

The "Dubois Doin's" is a single sheet of paper mimeographed daily beginning at 7 a.m. It carries one-sentence news items, advertisements and upcoming events in the little community.

A sample: "Today—St. Thomas Guild will meet at the Community House."

Another example: "FOUND—Two GM keys and a small black case—found in front of the Merc. Claim at the bank."

ing of the Stockmans National Bank of Lusk recently.

The front and entire interior will be remodeled in modern design and to improve service generally. Added services will include a driveup window and another special window for additional hour service.

### Dinneen Elected Director

William J. Dinneen, Jr., president of Dinneen Lincoln-Mercury Sales, has been elected a director of the Cheyenne National Bank according to a recent announcement by Carlin Smith, board chairman.

### Observe 65th Anniversary

The Wyoming Bank and Trust Company, Buffalo, is currently observing its 65th anniversary. The bank was founded in 1906 with an original capital of \$25,000. Now its capital is \$350,000. With assets of \$4.5 million, the bank now has 10 full time employees to serve its customers with all banking services. Robert L. Ferril is vice president, director and managing officer of the bank.

Editor is George's wife, Evelyn. Assisting are Dee Odun and Jennell Nickel.

Cost to the bank is about \$1,000 a year for 150 copies for five days each week during the winter and 400 copies for six days during the summer.

"Of course our work just goes along with the job," Mr. Blevins reported.

The little newspaper is free to anyone, and individuals who want it mailed to their homes can pay postage for that service.

Mr. Blevins is proud of the reputation it has acquired in the five years it has been in existence.

He said he started the little paper because of a need in the community for services a newspaper provides.

The community information sheet also contains humorous sayings, such as "The man who figures he can't afford to have children is usually a father," and "Frustration is a bald-headed hippie."

Mr. Blevins said, however, that he did not believe the community of Dubois was large enough to support a regular newspaper, even a small weekly.

"We need the service but a newspaper wouldn't last, I don't believe, in a community this size."



# There are bonds between us

That's one of the advantages of a  
correspondent relationship with  
The First National Bank of Denver.

Get to know our bond experts. Not only are they Bond Brokers, but they handle The First of Denver's portfolio. So they are in an excellent position to offer you the best guidance in terms of portfolio investment.

And because you're dealing with a Bank, you can receive immediate settlement for purchase and sale of bonds through internal

transactions. Quickly. If you and your community have need for underwriting services, let the First's experienced and market-active experts assist. Let's share a community of interests. The First is able to offer the finest specialized correspondent banking services because The First is

*Correspondent*  
where the <sup>^</sup>bankers  
are!

***The First National Bank of Denver***

303-893-2211 • T.A. Box 5808 • Denver, Colorado 80217

# Colorado News

C. GALE SELLENS  
Wheat Ridge  
President  
Colorado Bankers Assn.



## Colorado Bankers Will Meet May 27-29 for 70th Convention

Members of the Colorado Bankers Association will observe an important milestone in the history of their association when they meet at The Broadmoor Hotel in Colorado Springs, May 27-29. It will be the CBA's 70th annual convention and approximately 900 persons are expected to attend.

Presiding at the convention platform will be C. Gale Sellens, president of the CBA and president of the Lakeside National Bank, Wheat Ridge. Other officers serving with him this past year have been Don F. Delano, president of the Burns National Bank, Durango, scheduled to move up to the presidency from his present position as first vice president, and Max G. Brooks, chairman of Central Bank & Trust Company, Denver, who will advance from second vice president to first vice president at the annual election.

James C. Scarboro is executive manager-treasurer, and his son, Gerald L. Scarboro, is CBA secretary.

Registration at The Broadmoor will start at 9:00 a.m. on Thursday, May 27, and the convention golf tourney will start at that time on the famous Broadmoor Championship Course and continue throughout the day. The cocktail party and buffet dinner will start at 6:30 p.m. on the terrace.

The first business session will be held as usual on Friday morning, with the afternoon free. The second business session will take place Saturday morning, concluding with the election. On the agenda for the business meeting Friday is the presentation of the new constitution and by-laws that have been approved by the special committee appointed by President Sellens to review these documents. If the delegates approve the presentation Friday morning, then they will meet by groups in the afternoon to elect a member from each of the 10 groups to the newly-proposed board of direc-

tors, which will be the CBA governing body.

Bankers and their wives attending the Friday evening banquet will be entertained by "The Kids Next Door," a top-star young group of TV and night club performers who put the "zing" back in any audience, young or old.

The ladies will have an unusual guest speaker for their Friday noon luncheon in the person of Major Amelio of the Air Force Academy. He is a talented sculptor who has gained renown for his biblical type sculptures.

The program outline follows:

### Thursday, May 27

A.M.

9:00 Registration—Broadmoor Hotel.

Golf Tourney. Both the Broadmoor Champion 18-hole course and the Women's 18-hole course will be available.

P.M.

6:30 Cocktail Party and Buffet Dinner—Poolside and terrace lounge. Dancing—Ballroom.

### Friday, May 28

A.M.

7:30 Breakfast—Main dining room. Hosted by Central Bank & Trust Company, Denver.

to

9:30

9:45 Call to Order—C. Gale Sellens, president, Colorado Bankers Association; president, Lakeside National Bank, Wheat Ridge.

President's Address — Mr. Sellens.

Review of newly-proposed constitution and by-laws.

Address—Fred O. Dickinson, Jr., Comptroller, State of Florida.

Meeting of Colorado members of the American Bankers Association.

Presiding—Thomas Moon, president, First National Bank, Colorado Springs.

Presentation of 50-Year Club. Recognition to be given new members of the 50-Year Club and other distinguished guests.

P.M.

12:45 Ladies' Luncheon—Ballroom. Entertainment—Major Amelio, Air Force Academy, noted sculptor.

6:30 Social Hour—International Center.

8:00 Banquet—International Center. Entertainment—"The Kids Next Door."

### Saturday, May 29

A.M.

10:00 Call to Order—President Sellens.

Address—Roger B. Smith, vice president-finance, General Motors, Detroit, Mich.

Address—The Hon. John Love, Governor of Colorado. Report of resolutions committee.

Report of nominating committee.

Election of officers.—END

### Name change

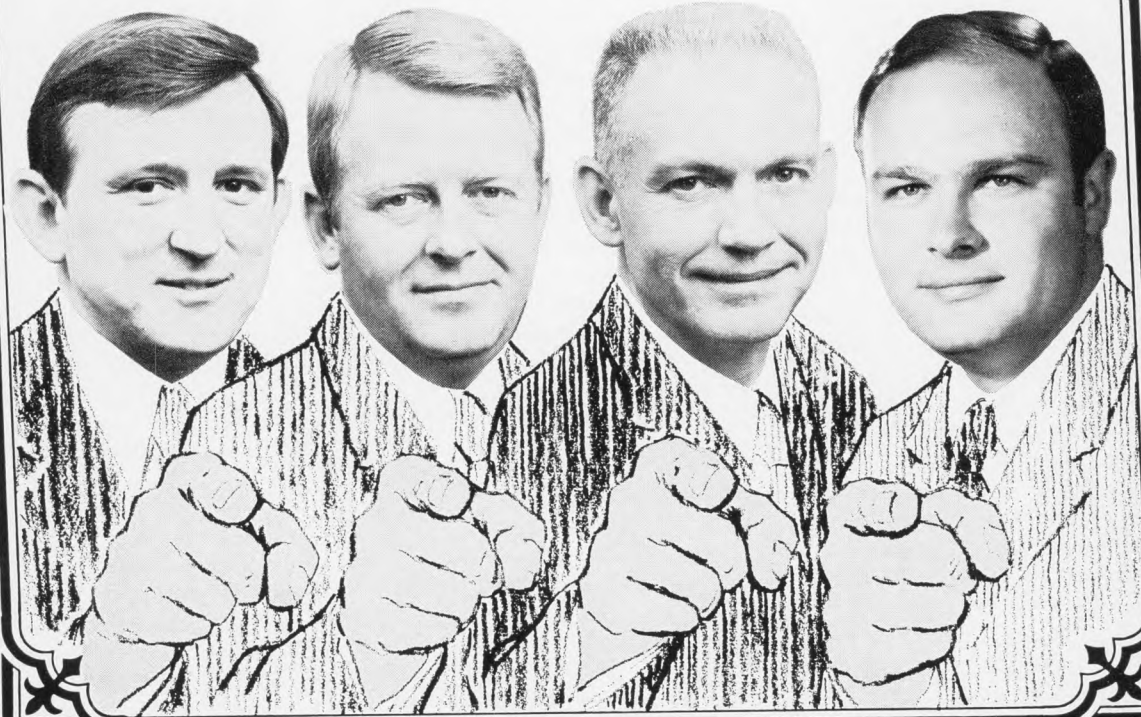
The stockholders of Colorado CNB Bankshares, Inc. at their annual meeting voted approval of a change in name to Colorado National Bankshares, Inc. This new name more directly identifies the holding company with its major bank, Colorado National Bank of Denver. Other affiliates of the holding company are Lakewood Colorado National Bank, Northeast Colorado National Bank, South Colorado National Bank, the Bank of Glenwood, and the Garrett Bromfield Mortgage Company. The Arapahoe Colorado National Bank, located at University Boulevard and Arapahoe Road will open early this summer.

### Charter filed

An application for a state bank charter for the proposed Bank of Boulder has been filed. Suggested capital is \$450,000.

Applicants are A. F. Tisone, Boulder dairyman; Dr. Richard F. Geesaman; H. Lee Sturgeon, president of the Security Bank of Boulder; Charles F. Miller, Rocky Ford industrial banker, and Richard F. Eason, Denver attorney.

# Central Bank Wants You



Don Echtermeyer

John Edmiston

Bill Gossett

Larry Matthes

Let's get together for a visit at the convention. We always welcome the opportunity to see all our long time friends and meet new ones.

Central Bank's Correspondent team is ready, willing and able to help you in any area . . . serving you is our business.

Looking forward to visiting with you.



**FDIC**

MEMBER: FEDERAL RESERVE SYSTEM



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**CENTRAL  
BANK** AND TRUST CO.

CENTRAL PARK • 15TH AND ARAPAHOE STS.  
DENVER, COLORADO 80217 PHONE 303/825-3181

*Northwestern Banker, May, 1971*

## You Will See Them at the Colorado Bankers Convention

The following metropolitan bankers and service and equipment dealers have indicated that they will be attending the Colorado Bankers Association's 70th annual convention in Colorado Springs, May 27-29.

### Chicago

**American National Bank & Trust Company:** William B. Aldrich, second vice president.

**Continental Illinois National Bank & Trust Company:** James P. Johnson and Samuel D. Addoms, vice presidents.

**First National Bank of Chicago:** R. Garth Dunn, Jr., vice president; James A. Edwards, assistant vice president, and Gilbert Y. Liss, representative.

**Harris Trust and Savings Bank:** Edward K. Banker, vice president.

**Northern Trust Company:** Michael Tighe, Jr., second vice president.

### Denver

**American National Bank of Denver:** W. Richard Scarlett, vice president, Roger R. Reiling and Ray Holubec, assistant vice presidents.

**Central Bank & Trust Company:** Max Brooks, chairman; Don Hoffman, president; R. J. Nelson, executive vice president; Marvin Owens, senior vice president; Bill Gossett and Don Echtermeyer, vice presidents; John Edmiston, assistant vice president, and Art Bridgewater, retired vice president.

**First National Bank of Denver:** Eugene H. Adams, president; Carroll L. Stubbs, senior vice president; Theodore D. Brown, executive vice president; J. Rodney Uhrich, Royce B. Clark, and Ralph R. Adams, vice presidents.

**United Bank of Denver:** Kent Olin, Paul Christensen, and Ron Robinson, vice presidents; Dave Calahan, commercial banking officer, and Steve Bosley.

### Kansas City

**City National Bank & Trust Company:** John J. Kramer, executive vice president; Roy A. Thompson, senior vice president, and Jack E. Beets, vice president.

**Commerce Bank:** Charles W. Battey, president; Fred N. Coulson, Jr., and Tom C. Cannon, vice presidents, and Ben Caldwell.

**First National Bank:** Eugene B.

Foncannon, senior vice president, and John T. Fowler, vice president.

### Lincoln

**First National Bank & Trust Company:** Dale Shoemaker, vice president.

### Los Angeles

**Security Pacific Bank:** Paul E. Brandt, assistant vice president.

### New York

**Chase Manhattan Bank:** R. L. Denner, vice president, and W. J. Connelan, second vice president.

**Chemical Bank:** E. Bruce Brandt, vice president.

**First National City Bank:** A. W. Peters, vice president, and Gordon W. Baird and Thomas F. Richardson, assistant vice presidents.

**Manufacturers Hanover Trust Company:** William C. Langley, Jr., vice president, and E. Danson Perin, assistant secretary.

### Omaha

**First National Bank:** Don Ostrand, vice president.

**Omaha National Bank:** Fred Douglas and Dave Johnson, vice presidents; Tom Matthaidess, assistant correspondent banking officer, and Andy Harris, agricultural loan officer.

### Phoenix

**First National Bank of Arizona:** Willis W. Henze, vice president.

**Valley National Bank:** Earl Bimson, president, and Budd Peabody and Max Morris, vice presidents.

### St. Louis

**First National Bank:** Leonard J. Schrewe, vice president.

### San Francisco

**Bank of America:** Byron G. Framsted, vice president.

### Tulsa

**First National Bank & Trust Company:** Dick Wagner, senior vice president.

**Bank Equipment and Other Firms Central States of Omaha:** Robert Hart.

**Kirchner, Moore and Company:** Ron Moore, Mike Fleming, Tobe Anderson, and Paul Miller.

**Lawrence Warehouse Company:** J. H. Undlin, vice president.

**Life Investors of America:** Roy Gofvert, regional manager, credit insurance.

**NYTCO Services, Inc.:** Duncan Ferguson, district manager.

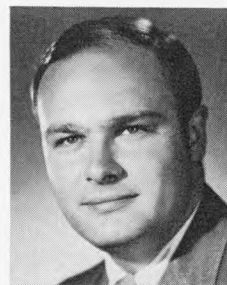
**Protective Group:** C. D. Norris, vice president, and Bill McMullen and Cal Opsahl.

**Scarborough & Company:** Joseph B. Schieffelin, Rocky Mountain representative.

**Charles E. Walters Company:** J. Mason Henry, president.

**Yale Bank Service:** Raymond (Bob) Myre, regional manager, and Earl Yates, representative.

## New Correspondent Officer



L. G. MATTHES

The Central Bank & Trust Company, Denver, has announced the appointment of Larry G. Matthes to the bank's correspondent banking division.

Mr. Matthes, an assistant cashier, joined the Central in 1966. After his trainee period he joined the commercial credit department of the bank. He holds a bachelor degree in liberal arts, majoring in economics.

Matthes' addition to the correspondent division brings the staff to four. He joins Don Echtermeyer, Bill Gossett and John Edmiston.

## Central Bank Promotions

Max G. Brooks, board chairman of the Central Bank and Trust Company Denver, recently announced that William W. Clark and William H. Echelmeyer were promoted to vice president. Gary Brooks was advanced to assistant to the chairman of the board and Charles Inagaki was elected assistant cashier.

## Charles Holtz Named Senior Vice President

Charles S. Holtz was advanced to senior vice president and comptroller of the First National Bank, Denver. He has been vice president in charge of accounting since 1965. Robert J. Hollines, Jr., and Charles R. Miller were promoted to assistant vice presidents from data processing officers. New officers include: David W. Witte, James D. Alexander, J. Stan Cillessen, and Larry H. Knudsen.

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

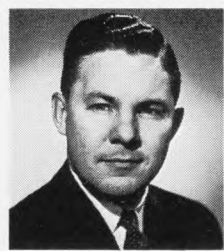
## Try us.



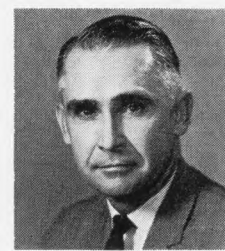
C. J. O'Connor



J. Walter Peniston



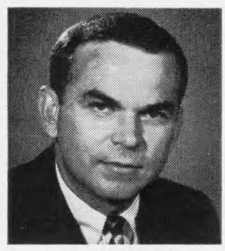
George C. Dudley



Eugene B. Focannon



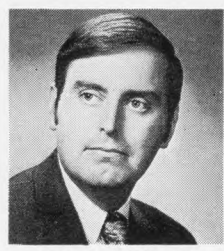
Herman M. Dresker



John T. Fowler



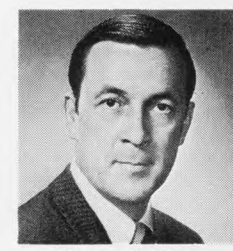
W. Darrell Meyer



John E. O'Connor



Paul A. Peterson

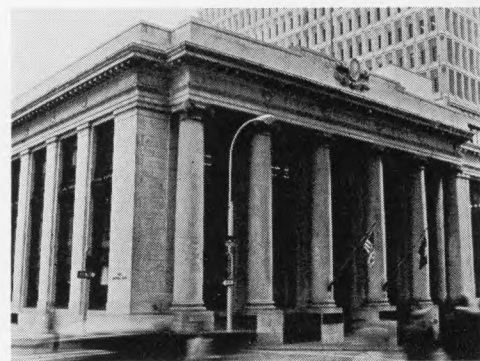


William O. Weis

# First National Bank of Kansas City

10th & Baltimore, Kansas City, Mo.

Member Federal Deposit Insurance Corporation



Northwestern Banker, May, 1971

## Joins Counsel Firm

Al Krutsch, who has resigned as an assistant vice president of the First National, Denver, is the new manager for loan production for First National Advisers, Inc., the investment counsel for First of Denver Mortgage Investors.

## Goes to Ft. Collins Bank

Harry S. Fegley has been named personnel administrator for the First National Bank in Fort Collins. He was formerly affiliated with the United California Bank and Western Bancorporation, San Francisco.

## Apply for Acquisition

Affiliated Bankshares of Colorado, Inc., registered bank holding company owning control of 13 banks in Weld, Larimer, Boulder and El Paso counties, has announced plans to apply to the Federal Reserve Board for permission to acquire the University National Bank of Fort Collins.

## Joins Bankshares

The Bank of Glenwood is now formally affiliated with Colorado National Bankshares, Inc. The acquisition was completed through an exchange of stock with the shareholders of the Bank of Glenwood, Glenwood Springs, Colorado. The Bank of Glenwood now becomes a wholly owned subsidiary of CNB, Inc. The exchange of stock was jointly announced by Melvin J. Roberts, president of CNB, Inc., and William T. Sisson, president of the Bank of Glenwood.

## Shurtz Named to Board

Leslie J. Shurtz, assistant vice president of Van Schaack and Company, was recently elected to the board of directors of the First National Bank of Northglenn.

## FDIC Approval

The Federal Deposit Insurance Corporation has recently approved insurance for the Bank of Woodmoor with total capital accounts at \$93,750.

## "Money Free" Winner

Richard C. Meckley, president of The First National Bank of Bear Valley, recently presented "A Money Tree" to contest winner Mrs. Clara L. O'Dell, of Englewood. The Money Tree contest was held in conjunction with the grand opening of the bank's



**MONEY TREE**—Richard C. Meckley, president, First National Bank of Bear Valley, Denver, presents Mrs. Clara L. O'Dell of Englewood with the Money Tree. Mrs. O'Dell missed guessing the total amount of money on the tree by only 34 cents and won the contest.

expanded and remodeled facility in Bear Valley Shopping Center. Mrs. O'Dell guessed that the Money Tree was decorated with \$312.37 in cash and coin. The actual amount on the tree was \$312.71.

The new bank addition increased the functional space from 7,016 square feet to 12,896 square feet on both levels of the two story building. Three additional drive-in windows have been installed, bringing the total to six.

## Georgetown Opening

The new Bank of Georgetown opened recently in the mountain town's historic Silver Queen Building, according to Clay J. Hutchinson Jr., president.

## Announce Bank Purchase

A group of Rifle businessmen has purchased the First National Bank from Thomas Reed, former Denver banker.

Heading the group of purchasers is Allen R. Koeneke, formerly with the Farmers State Bank in Brush, who moved to Rifle two years ago to assume the presidency of the Rifle bank.

Associated in the purchase are Dr. Dallas Dnaus, A. A. Swan, Les Estes and Herb Jolley Jr., all of Rifle, and C. W. Brennan of Piceance Creek, Colo.

## Personal Banking Conference

The United Bank of Denver recent-

ly conducted a Personal Banking Conference with major speakers at the conference including Herbert I. Lee, vice president; Richard A. Kirk, senior vice president, and Donald L. Neil, personal Banking officer. Topics for the conference included sales training, operations, methods, procedures and bank center planning.

## NORTH DAKOTA NEWS . . .

(Continued from page 68)

SB 2334—Amends section 13-04-01 of the Bank Installment Loan law to make the maximum loan cover \$10,000 for a term of 10 years and 32 days. Rate of \$6 per \$100 per annum discount or add-on, with a permissible minimum charge of \$15 in any event.

In addition, Governor Guy vetoed HB 1299, the Uniform Consumer Credit Code, not sponsored by bankers, but supported by them.

A House proposal (HB 1167) to charge penalties and require payment of NSF checks failed in the Senate.

## Constitutional Convention

The second North Dakota Constitutional Convention convened last month for a three-day preliminary and organizational meeting prior to the actual Convention on January 3, 1972.

Nine delegates to the Convention are involved in banking. They are:

Gail Hernet, Ashley, N.D., vice president, Grant County State Bank, Carson.

Fred Hoghaug, Ramsey National Bank, Devils Lake.

Stanley Kwako, Farmers State Bank, Heaton.

Joseph S. Lamb, Lamb's Bank of Michigan City.

Gary Lerberg, Peoples State Bank, Parshall.

Roland E. Meidinger, Stutsman County State Bank, Jamestown.

Harry G. Poulson, Casselton State Bank.

Thomas A. Roney, Foster County State Bank, Carrington.

Frank Wenstrom, American State Bank, Williston.

## Bjorne Thorkelson

Bjorne O. Thorkelson, a former manager of the land department of the Bank of North Dakota, Bismarck, died recently at Del Ray Beach, Florida.

Mr. Thorkelson, who retired in 1957, began his banking career in Fingal. He later helped to organize the First State Bank of South Heart.

Farm experts at The First like Ben Hauenstein and Jud McManigal have years of experience in agricultural financing. They understand farm operations—talk farm talk. And they are ready to participate in agricultural loans.

They can help you serve customers who are expanding their livestock and crop operations to increase farm profits. Or, they can help with term loans for capital investments in machinery, equipment, and facilities to improve efficiency and increase profits.

The farm specialists in Division F know how to get the money.

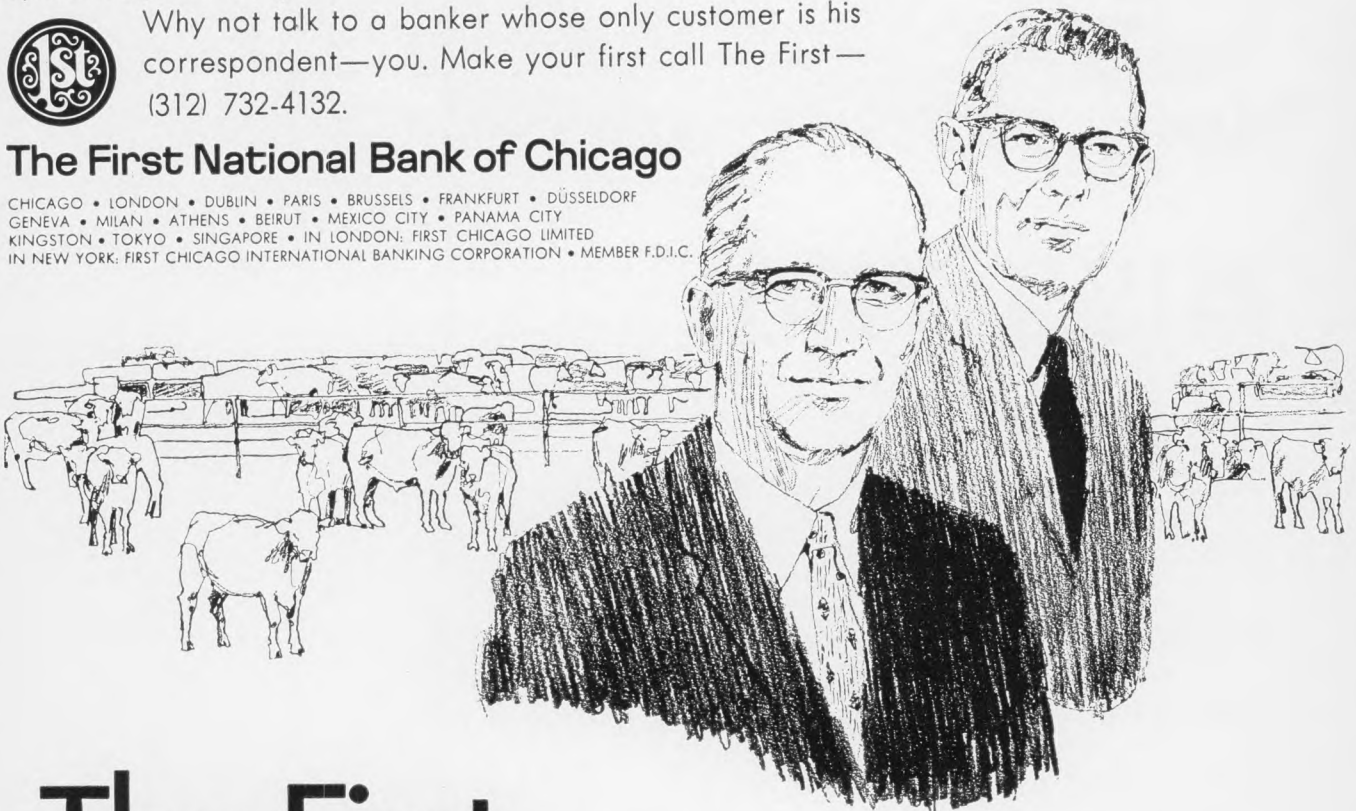
Yet helping you help your customers with agricultural loans is just one of the many ways our correspondent bankers give you expert service. We also can help you solve problems involving commercial loans, international banking, cash flow, internal operations, and many more.



Why not talk to a banker whose only customer is his correspondent—you. Make your first call The First—(312) 732-4132.

## The First National Bank of Chicago

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



# The First specialists to call for overline help on agricultural loans.

*Northwestern Banker, May, 1971*



# MISS YOU!

We serve over 250 correspondent banks in 10 states.

If we're working for you now,

we're glad you're in the pack. If not,

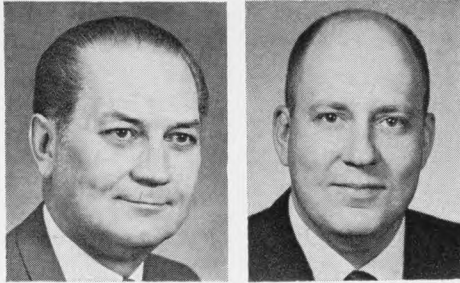
give us a call and you'll be a "howling" success, too!





# Nebraska NEWS

H. L. McKIBBIN      President      Gering  
W. H. OSTERBERG      Exec. Mgr.      Omaha



## Rushville Appointee

Fred Evans of Hay Springs has been appointed an assistant cashier at the Stockmen's National Bank, Rushville.

## Assignments at South Sioux

Assignments have been announced for two men who were elected vice presidents at the Nebraska State Bank, South Sioux City, as announced earlier in the NORTHWESTERN BANKER.

H. J. Arthur, who has been with the bank for two years, will be in charge of installment loans.

John Paulsen, who has been at the bank for four years, will have charge of agricultural loans.

## Director at North Bend

Stockholders of the Platte Valley Bank, North Bend, have elected two new members to the board of directors. They are Bruce Hall and Edward Walla.

## Schuyler Bank Expansion

Ronald J. Krejci, executive vice president and cashier of the Schuyler State Bank, Schuyler, has announced that the bank recently acquired the property adjacent to the bank building on the east and is remodeling it and incorporating it into the main bank building as an installment loan center, expanded work room, and drive-in facility.

## Fairbury Drive-In Opens

Formal opening of the new walk-in, drive-in facility of the First National Bank, Fairbury, was held recently, with Robert Burkley, chairman, presiding.

The new facility is located on a previously-constructed parking lot at Sixth and F Streets. Dr. Charles B. Schwab, Fairbury mayor, and Mike Danaher, Chamber of Commerce president, acted as ribbon cutters.

The American Legion-VFW color guard handled the flag raising. Mr. Burkley announced that the U. S. flag and the Nebraska flag will fly continuously, with spotlights on them at night.

Refreshments were served in the

new facility throughout the day, and the bank awarded four \$25 U. S. Savings Bonds to those who had most nearly predicted the new facility opening date.

## Cleared of Negligence

A district court jury recently decided that a cashier and director of the non-defunct Nebraska State Bank of Valentine had not acted negligently in failing to discover fraud at the bank.

The Nebraska Department of Banking, receiver for the bank, had brought the civil action against Frank Colburn of Valentine.

The bank's president, Richard L. Davenport of Valentine, was convicted of embezzling more than \$3 million in bank funds. He was paroled from the State Penal Complex recently after serving about six years.

The bank closed in October of 1964 after discovery of the fraud. At that time, the Nebraska Department of Banking assumed control as receiver.

It had sought a maximum of \$3 million in damages in the lawsuit against Mr. Colburn.

## Has Youth Advisory Board

The Mid City Bank now has a youth advisory board, consisting of six high school seniors and five college students.

Joseph Hallas, executive vice president of the bank, said it is the only youth board at a bank in this area.

A young housewife and a young businessman also will be selected for the board, Mr. Hallas said. The board held its first meeting recently.

Mr. Hallas said the young people who were asked to be on the board had been recommended by various Omaha businessmen. Most of the youths are or have been members of Junior Achievement of Omaha, he said, adding that those on the board will serve for one year and may be re-elected until they reach age 26.

Mr. Hallas said youths will be taught something about banking, then

will be asked to offer advice. He added that the youths will elect a spokesman for meetings of the main bank board.

"We want to get their ideas on what banks can do to assist young people," Mr. Hallas said, noting such things might range from student loans to financial and business advice.

## Heads Iowa Feeding Firm

John M. Shonsey, chairman of the West Omaha National Bank, has been named president of the Oakland Feeding Corporation, Oakland, Iowa.

## Open House for Old-New Bank

The Waterloo State Bank, Waterloo, recently held an open house after having accomplished a charter transfer from Leshara State Bank, Leshara. The bank's new decor is of historical interest as the bank was restored in the fashion of an 1800's bank. The interior includes old fashioned teller cages, a roll top desk, spittoons, a crank-type wall telephone.

A parade was held in Waterloo commemorating the opening ceremonies. A full-scale bank robbery was attempted by a gang of outlaws but were apprehended by Nebraska's Governor J. J. Exon, who was on hand to welcome Nebraska's "newest-oldest" bank.

## Celebrate Addition

About 175 people attended the open house held at the Farmers State Bank, Avoca, recently. Many beautiful flowers and plants were received to make the occasion a tremendous success. The addition to the bank was the reason for the celebration and the public was invited. Quarters of beef and 75 hams were given away as prizes.

Guests registered from Minneapolis, Minn., North Platte, Lincoln, Omaha, Plattsmouth, Stromsburg, Elmwood, Nehawka, Nebraska City, Syracuse, Unadilla and Avoca.

## NEBRASKA CONVENTION

The Nebraska Bankers Convention was underway in Omaha as this issue was being mailed. A detailed report with pictures by the NORTHWESTERN BANKER staff will appear in the June issue.

# Omaha News



**HENRY B. Pierpont**, vice-president and head of the investment department at the United States National Bank has retired, bank president **Edward W. Lyman** announced.



H. B. PIERPONT

Mr. Pierpont joined U. S. National in 1933 after graduating from Dartmouth College in Hanover, New Hampshire.

Born in Omaha in 1910, he attended Central High School and Deerfield Academy, Deerfield, Massachusetts. He also attended the Rutgers University Graduate School of Banking.

Mr. Pierpont worked in several departments of the bank before being named personnel officer in May, 1941. In January, 1945, he was elected assistant trust officer. He became trust officer in 1952, and vice president in 1962.

\* \* \*

At the conclusion of the April meeting of The Omaha National Bank's board of directors' meeting, chairman

and chief executive officer **Morris F. Miller** announced the election of **John D. Minton** as a new director of the bank and the appointment of former director **V. J. Skutt** to the bank's advisory council. Mr. Skutt requested retirement from the active board of directors because of his relationship as chairman of the Mutual of Omaha Fund Management Company.

Mr. Minton is president of Mutual of Omaha Insurance Company, holding this position since December 1970. Graduating from Creighton University, he joined Mutual of Omaha in 1950.

Mr. Skutt, who has been a bank director since 1954, is chairman of the board and chief executive officer of Mutual of Omaha and United Benefit Life Insurance Company.

\* \* \*

Rezoning to permit construction of a \$425,000 addition to the Southwest Bank of Omaha, 8800 West Center Road, was approved by the City Council.

The zoning change will be from first parking and third residential to first commercial and first parking.

Construction of the 9,500-square-foot addition will begin in May and is

expected to be completed in about 10 months, said **Perry S. Francis**, bank president.

The elevated addition for executive and bookkeeping offices will be built over four new drive-in facilities, Mr. Francis said.

\* \* \*

**Robert E. Johnson**, has been promoted from senior vice president of the bank to executive vice president.



R. E. JOHNSON

Also announced by Mr. Miller at the board meeting was the appointment of **Dominic C. Hannigan** to assistant control officer.

Mr. Hannigan joined The Omaha National Bank's Master Charge department in April of 1969. He is presently heading up the fraud and security areas of Master Charge at the Omaha National.

\* \* \*

September has been set as the target month to file an application for a state charter to operate a black-owned bank in Omaha, Wesley House officials said recently.

Attorney **Wilbur L. Phillips** head of Wesley House's Economic Development Department, said that an as yet unnamed bank board of directors will work to file an application with the Nebraska Department of Banking in Lincoln by late September.

The bank, which would be located in North Omaha and draw the majority of its investors and individual depositors from Negroes, would have a capitalization of \$500,000, Mr. Phillips said during a meeting called by Wesley House officials to discuss the proposed bank.

More than 100 persons, attended the meeting and heard several speakers support the idea of a black-owned bank.

Following the meeting, many of those present signed up for one of three committees Wesley House is establishing to work out details for the bank.

They are the site-charter committee, the finance committee and the promotion committee which would mainly

## CORPORATE BONDS



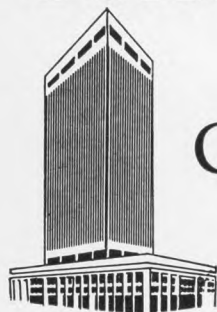
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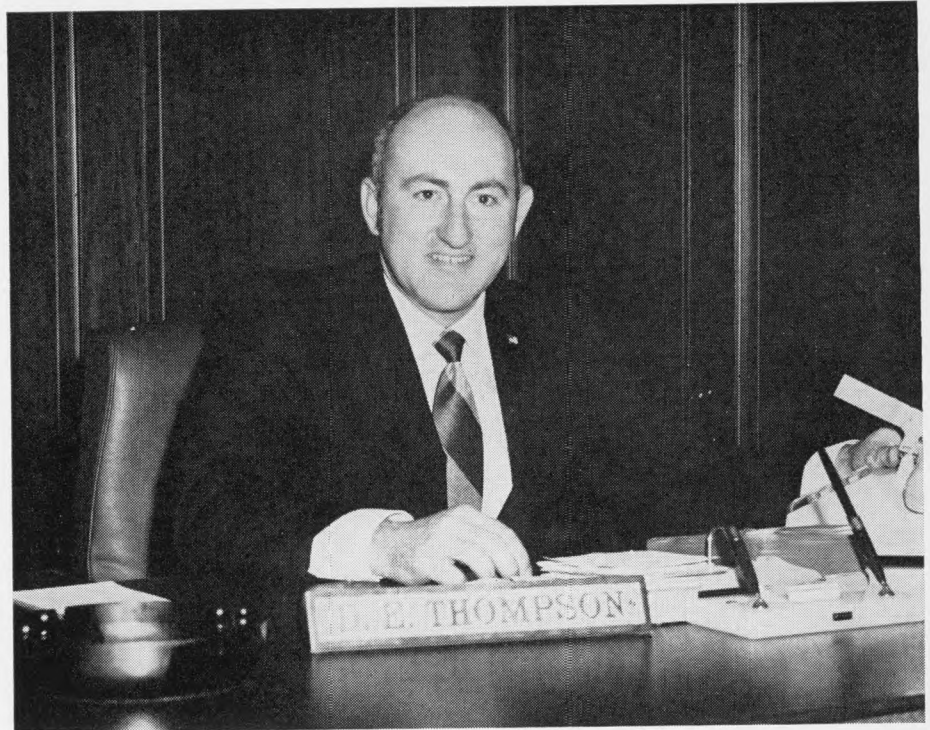


Northwestern Banker, May, 1971

OMAHA NEWS . . .

(Turn to page 90 please)

# NEED HELP?



## Call Don Thompson in our Installment Loan Department

...for help in making your installment loan department meet today's customer requirements...and in streamlining it for more profitable operation. You can reach him...or any of the other members of the full service correspondent bank team pictured below...at (402) 734-1234. You'll get knowledgeable, experienced service...pronto.



**Northwestern  
National  
Bank**  
Omaha, Nebraska



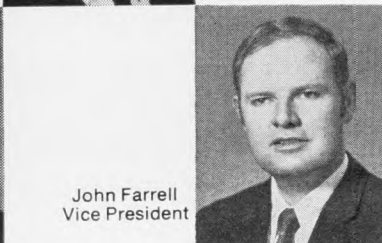
Frank Sibert  
Vice President



Bill Graves  
Vice President



Ed Probasco  
Vice President



John Farrell  
Vice President



Dan Rishel  
Asst. Vice President



Omaha, Nebraska  
402-734-1234

Member F.D.I.C.

*Northwestern Banker, May, 1971*

## ***Selling Installment Loans***

(Continued from page 23)

### B. Program:

1. Service outlet must be able to give the bank the needed material.
2. The customer must feel that the new system will benefit him.
3. Cost factor must be fully understood.
4. Primary work must be carefully completed before attempted conversion.

### III Indirect Auto Loans

#### A. Local bank advantage:

1. Personal contact and knowledge of dealer background.
2. Personal knowledge of customer's background and closer understanding of problems.
3. Ability to follow possible collection problems faster.

#### B. Banker must have knowledge of:

1. Competitive rates.
2. Money cost.
3. Caliber of dealer.
4. Caliber of purchaser.
5. Possibility of collection problems. —END

## ***Cross Selling***

**JULIUS M. PESCHEL**  
*Assistant Vice President*  
**First National Bank & Trust Company**  
*Lincoln, Nebraska*

**T**he aggressive installment loan department will generate a good volume of business for our banks, create goodwill in the community, increase the overall number of customers for our banks, and contribute a large volume of income to the bank at a profit. At all times we must remember the "name of the game" in installment banking is profit.

To accomplish this we need to establish goals for the type and volume of business we want to acquire, obtain the best personnel available, and constantly have the best methods of operating our department to reach our goals.

1. One challenge facing installment banking today is the ability to change. For example: We have changed our thinking many times about auto financing over the years. Now, mobile home financing is making a tremendous impact in our business.

2. Another challenge is the ability to know and control our costs.

3. The installment bankers have the best opportunity of cross-selling other bank services than any other department in our banks. We must also include our entire bank staff in asking for business. It's amazing how much installment loan business can be acquired in this manner.

4. Another factor to consider is our competition—it keeps us alert, aggressive. All of us have customers in our banks who obtain financing through sales finance companies, credit unions and finance companies, and these people should be our installment loan customers.

5. Let's consider qualifications necessary in our installment loan officers to accomplish our goals. We should have a 100 per cent attitude that we can complete every loan application we process, an attitude of understanding our customer, an attitude to remember that our customer is the most important asset to our bank, to greet our customer when he is brought to our desk, and getting on a first name basis with him. The greatest challenge of an installment loan officer is to reject a credit application and still maintain the good will of the applicant. We need to show the customer how he can qualify for a loan with us in the future.

6. We must develop the best reporting procedures to management which will assist our installment loan departments to reach our goals. Top management of all banks must be informed if we expect them to support installment lending.—END

### **Joins Investment Firm**

Donald D. Geis has been appointed a registered representative in the Lincoln office of Dain, Kalman & Quail, Incorporated (DKQ), a Minneapolis-based regional investment banking firm.

Prior to joining DKQ, he was employed in the Chicago office of duPont

Glore Forgan, Incorporated, for two and one-half years as a registered representative.

A graduate of the University of Nebraska, Mr. Geis received his B.S. degree in 1962.

### **Joins Loup City Bank**

The Sherman County Bank, Loup

City, has announced a new man in the bank. W. N. (Bob) Robert, who for the past fourteen years has been employed by the Nebraska State Bank in Weeping Water, is the new vice president and will be associated with the Sherman County Bank in all banking capacities. William A. Bowness is president of the bank.



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# Sixth Annual Beef Cattle Conference A Huge Success



Some of the over 850 bankers, ranchers, feeders, and farmers who attended.

Despite bad weather conditions, First National's Sixth Annual Beef Cattle Conference on March 25 was a huge success. Over 850 interested people — bankers, ranchers, feeders, and farmers — saw and heard many new profitmaking ideas from the specialists leading the conference.

Dr. Frank Baker presented the key-note address on "Profit-Centered Beef Improvement for the 1970's". Dr. Robert Long, a leader in pioneering new ideas of performance testing and carcass evaluation, spoke on herd improvement and how to produce cattle with traits that will be most profitable for the cattle man and packer, and most satisfying for the consumer. Mr. Bob Ross, a Range Ecologist with the Soil Conservation Service, explored conservation problems as they apply to past and future cattle men.

It was a pleasure for First National and our Correspondent Bank Department to host this event. We were especially gratified to receive a number of letters from guests who had attended, many of which expressed similar thoughts to the letter shown here. And we look forward to presenting next year's conference with the hopes that all of our correspondent bankers will be able to attend.

Genoa National Bank  
Genoa, Nebraska 68640

March 26, 1971

Messrs. Don Ostrand, Merv Aegerter,  
Herman Jacobs and Ralph Peterson  
First National Bank of Omaha  
Omaha, Nebraska 68102

Gentlemen:

I wanted to thank you all personally for what was an excellent program yesterday. I could listen to Bob Long for several days without becoming the slightest bit bored and I am sure learn a great deal. All of our customers that came down--and there were many that were sorry they couldn't go because of bad weather--enjoyed your program thoroughly and we thank you very much.

This program does a great deal in helping us promote good will among our better customers and also helps our business development program in that I invite one or two of the top operators in our area that don't bank with us. To date we have gotten two new accounts and have several very good prospects, partially because of your program. Many thanks to you all. I know it takes more than a few days hard work to put it together.

Sincerely yours,

*E. L. Burke*

E. L. Burke, III  
Executive Vice President

EIB-III/dc



**FIRST NATIONAL BANK  
OF OMAHA**

## Bank Supervision . . .

(Continued from page 21)

statements and other call report ratio analysis, regression analysis, analysis of co-variance and other statistical tools of the operations research field to convert bank "examinations" into "inspections."

This area in which FDIC has sponsored research is truly one of the great potentials of bank supervision, but we are still very much in the embryonic state. Further, most of the individual state banking departments or their

Conference of State Bank Supervisors lack the sizable financial resources to fund that type of expensive research. Such computer statisticians command substantially more salary than most state chief examiners and the cost of computer use can be quite staggering. Most of the graduate schools of banking have learned this as they proforma the cost of introducing bank simulation "games" with computers into their curriculum.

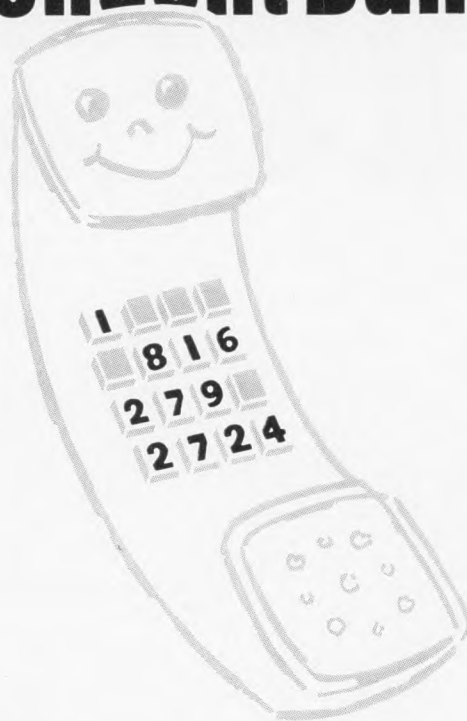
With local municipalities and state governments facing increased resistance by their constituents to further tax increases it is difficult to increase the funds allocated to banking departments without making comparable increases in the other departments of the states. Yet, there is a ray of hope—banks have on the whole experienced fine earnings in recent years. State banks typically do pay for their examinations. It is penny wise and pound foolish to pay for "apathetic and inefficient" supervision. The bankers can individually and through their state bankers association let it be known that they stand behind the position taken by Bill Culley and their individual state banking supervisors in favoring improved and dynamic bank supervision.

Banks are completely dependent upon public confidence in their stability. The increase in the last several years of bank failures could have been reduced by more effective supervision, especially in the estimated 1,300 banks which have used brokered link accommodation deposits.

The fact frankly is that the better banks should recognize that it is good policy for them to pay higher examination fees so that their weaker sister banks are restrained from joining the ranks of broken banks.

Most of us at some time or other have had knowledge of other banks having financial difficulties which, if not corrected, would lead to failure. The banking system does not gain from a false sense of complacency because the examiners have not been able to detect a serious problem bank in time. Strong banks in the 1930's knew of weak banks—and prided themselves on their own strength and permitted those weak banks to fail though they could have been revived. This was short-sighted and should not be permitted to recur. An improved state supervisory force needs bankers' increased financial support, and, incidentally, bankers' efforts to remove the top positions in supervision from the political arena.—End.

# Respondent Banking



Responsibility and responsibility describe our correspondent banking representatives. Specialists in all types of bond analysis, ready to assist in either the purchase or sales of bonds for your bank. With their wide experience, extensive contacts, trained personnel, they can solve many of your problems. If you need faster collections, credit information, or data processing, call 1 (816) 279-2724, ask Martha to connect you with either Benton, John, or Earl. If they happen to be out of town servicing a correspondent bank, Martha or Nita will be happy to track them down.

## The First National Bank

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FELIX AT FOURTH

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

*Northwestern Banker, May, 1971*

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**National  
Bank  
of Commerce**

Lincoln, Nebraska

## Newsletters Help Banks . . .

(Continued from page 36)

use of trusts, insurance, checking accounts, safe deposit boxes, credit cards, money management, inflation, savings programs, and bank credit.

*The Farm Picture* is edited primarily for farmers, ranchers and owners and operators of businesses serving agriculture. Sponsoring banks are located in towns and cities ranging in size from Roundup, Mont., to Ida Grove, Iowa; Norwich, N. Y., and Moultrie, Ga., on up to correspondent banks in Kansas City, Mo., and Houston, Tex.

Page one presents the market outlook and price forecasts for livestock, poultry, milk, eggs, and crops produced or fed by the farmers and ranchers. They receive one of four editions adapted to their needs: *Feedbelt, Ranch-Farm, South-Farm* and *Dairy-Farm Picture*.

Some banks sponsor both newsletters—*The Farm Picture* for farm and ranch customers, and *The Living Picture* for businessmen and city families. Other banks mail *The Living Picture*



D. WOLF

R. DILLINGHAM

Mr. Wolf, a graduate of Iowa State University with 20 years' experience as an editor, is 2nd vice president and managing editor. Mr. Dillingham, now easing toward retirement, will concentrate his sales efforts in Illinois and Indiana.

to all of their customers, including farmers and ranchers.

Part of the success of bank-oriented newsletters relates to the relatively low cost of reaching the people a banker really wants to contact, states Mr. Crouse. There's no waste because the banker has full control over who is on his mailing list.

Bankers who use "The Picture" publications point out that they could not produce a quality newsletter of their own for several times the cost because they simply cannot spread overhead costs over a sufficiently large circulation. With "The Picture" publications, they can have the true advantages of a bank-produced newsletter when they personalize and localize page four with their own bank's message.

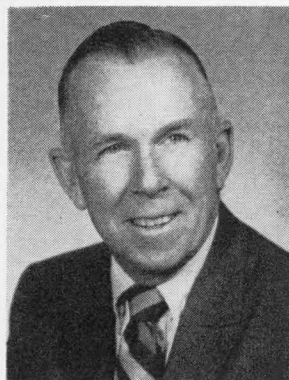
But back of it all, the big factor accounting for the growing number of sponsors of these bank-oriented newsletters is the results they accomplish for banks. Typical is the comment from a banker who uses both newsletters: "Our surveys convince us that *The Living Picture* and *The Farm Picture* help us lure new customers and develop more full-service banking customers."

For bankers, this is the true significance underneath the shiny surface of the new offices of Bank Services, Inc., and Farm Business Council, Inc.—**End.**

### Increase S&L Requirements

Chairman Preston Martin of the Federal Home Loan Bank Board today announced a further increase in liquidity requirements for members of the Federal Home Loan Bank System.

Effective May 1, 1971, associations will be required to increase overall liquidity from 6½ percent to 7½ percent of savings and short-term borrowed funds. The share of that amount that must be in short-term liquid assets was also increased from 2½ percent to 3 percent, effective January 1, 1972.



BEANIE



JOHN



PHIL

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MEMBER  
F.D.I.C.

Northwestern Banker, May, 1971



# 13 GOOD REASONS

**Jack H. Babcock**  
*Second Vice President*

**Fred H. Douglas**  
*Vice President*

**Floyd D. Foreman**  
*Vice President*

**Anderson W. Harris**  
*Agricultural Loan Officer*

**David R. Johnson**  
*Vice President*

**Robert E. Johnson**  
*Senior Vice President*

**Robert E. Larsen**  
*Vice President*

**Thomas L. Matthaidess**  
*Assistant Correspondent Bank Officer*

**John H. Mitten**  
*Vice President*

**Conway Norman**  
*Agricultural Representative*

**Delmar J. Olson**  
*Second Vice President*

**Marvin G. Rohn**  
*Agricultural Loan Officer*

**Frank O. Starr**  
*President*

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the Nebraska Bankers Convention.**

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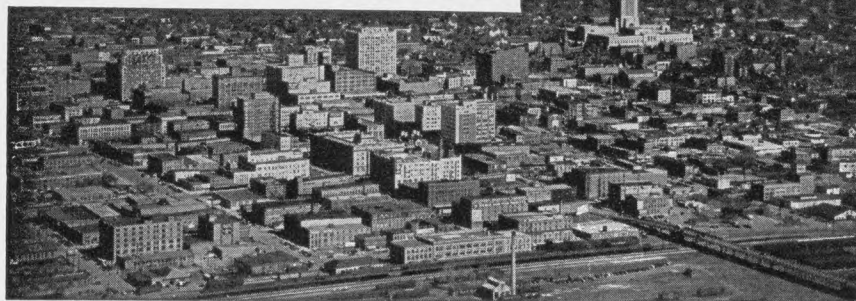


**The Omaha National Bank**

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

*Northwestern Banker, May, 1971*

# Lincoln News



At the annual meeting of NBC Co., a net income for the first quarter of 1971 of \$318,971 was reported. This compared to a figure of the first

quarter of 1970 of \$394,199. It was pointed out by officials of the company that 1971 included a one-time loss after taxes of \$50,200 on securities.

The 1971 first quarter earnings per share were \$.51 before security losses and \$.44 per share after security losses, which compares with last year's first quarter earnings of \$.55 a share.

National Bank of Commerce, wholly owned by NBC Co., had deposits of \$144,688,000 at the end of the first quarter compared to \$126,985,000 a year earlier, an increase of \$17,700,000 in deposits. The bank's loan total was \$86,276,000 compared to \$84,480,000 in 1970.

Management pointed out that the bank enjoyed a very fine growth in deposits and the loan demand continued strong in the first quarter of 1971. Earnings suffered because of the substantial reduction on interest rates received on loans compared to the very slight reduction in the cost of funds used by the bank.

## OMAHA NEWS . . .

(Continued from page 82)

sell stock in the bank of \$20 a share, Mr. Phillips said. He said the organization will seek incorporation from the state that would allow it to sell stock by mid-April.

Mr. Phillips also said a board of directors will be selected by then.

During the meeting, guest speaker **L. C. Squires**, president of the Park Way National Bank, a Negro-owned bank in Kansas City, Missouri, told the group that a black-owned bank is important to the black community in encouraging the establishment and expansion of Negro-owned business and in fostering "black pride."

Mr. Phillips later said that studies Welsey House officials and Omaha National Bank officials conducted last September and October support the feasibility of a black-owned bank, located in the Negro community.

**Alvin Goodwin**, Mayor Leahy's assistant in charge of federal programs, read a letter from the mayor in which he supported the idea of a black-owned bank. In the letter, Mr. Leahy said the city would deposit a portion of its federal funds in such a bank.

**Rodney Wead**, executive director of Wesley House, and Mr. Phillips said many problems will have to be overcome before the bank can actually open. They said the major problems at this time are raising the required \$500,000 capitalization and finding a qualified person to head the bank.

\* \* \*

More than 71 per cent of the space in the new First National Bank building has been leased, **Alfred G. Thomsen**, leasing agent for the building, said recently.

The 22-story building under construction at Sixteenth and Dodge Streets has about 237,000 square feet of net rentable space, according to Thomsen.

Of that total, more than 169,000 square feet has been leased, he said. Another 10 per cent is committed or is being negotiated for, he said.

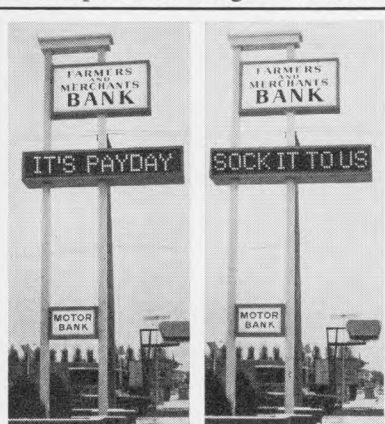
The leased space includes slightly more than 100,000 square feet that the First National Bank will occupy. The bank and other tenants lease the space from First National of Nebraska, Inc., a one-bank holding company that owns the bank and the building.

\* \* \*

The Center Drive-in Bank, 4225 Center Street, recently received recognition from the Women's Division of the Omaha Chamber of Commerce for "beautification of the community." The three story structure has 3,500 square feet of space on each floor, and has bronze solar glass windows that comply with the dark tone of the exterior. Gollehon, Schemmer and Associates designed the building which was built by Franklin Rogers Construction Company.

\* \* \*

**James H. Moore**, retired senior vice president of the Omaha National Bank, died recently at the age of 67. Mr. Moore began with the bank in 1930 and was named a vice president in 1942. He was named senior vice president in 1958 and remained in that capacity until his retirement in July of 1968. Mr. Moore was a former treasurer of the Nebraska Bankers Association and a life member and past director of the Robert Morris Association, an organization of bank loan officers.



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## Missouri Room

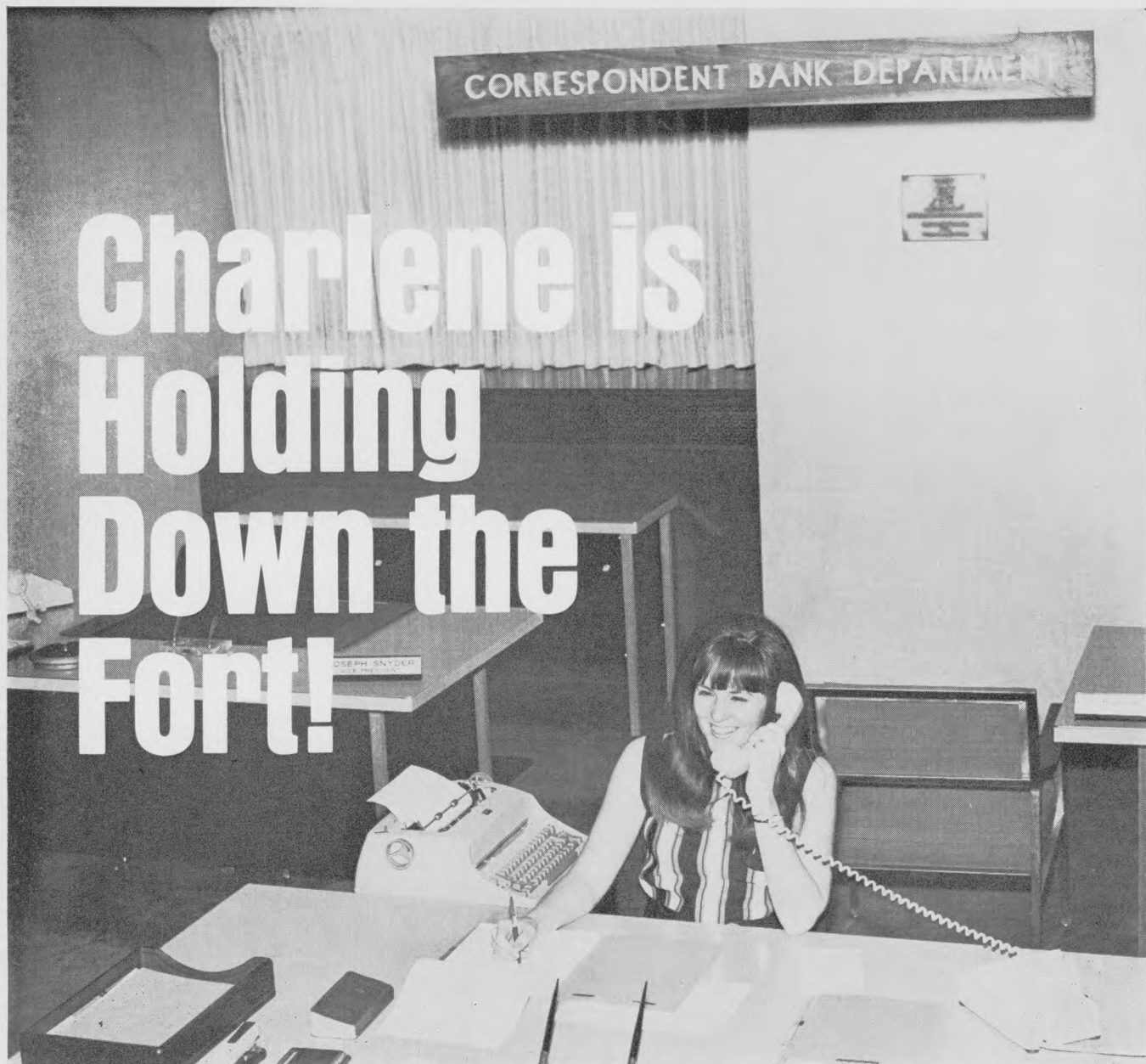
OMAHA HILTON

Nebraska State Bankers Convention  
May 2, 3, and 4.  
(Doors open at 4:00 p.m., May 2)

**FIRST NATIONAL BANK LINCOLN**



*Northwestern Banker, May, 1971*



# Charlene is Holding Down the Fort!

**H**ere's our Correspondent Bank Department's "Girl Friday," Charlene Cairns, who's handling the calls. She'll be holding down the fort (with assistance from our officers) while our Correspondent Department officers are attending the May Iowa Group meetings. If you have any questions, she'll get you the answer. And while attending the group meetings, talk with Bill Talen, Joe Snyder, Bob Reed or Verlon Britt. They want to help you with your correspondent bank needs. If you need assistance, call Charlene at 515/283-2421, extension 336. She enjoys being helpful.

"the  
pacesetter  
bank"



## **Bankers Trust**

SIXTH AND LOCUST, DES MOINES

Northwestern Banker, May, 1971

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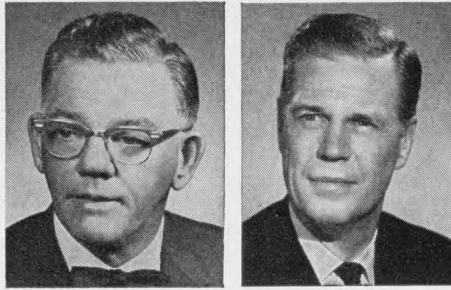
<https://fraser.stlouisfed.org>

Federal Reserve Bank of St. Louis

# Iowa NEWS

J. H. REDMAN President Fort Dodge

A. E. LINDQUIST, JR. Exec. V. P. Des Moines



with the Pilot Mound Savings Bank in 1921 and came to Madrid in 1923 to join the Farmers Savings Bank.

## Pillas Retires

Kenneth B. Pillas, assistant vice president of the First National Bank, Sioux City, has retired after 48 years in banking.

## New Hampton Groundbreaking

Groundbreaking was held recently in New Hampton for a new building for the Security State Bank, to be constructed at the corner of North Chestnut and East Prospect Streets. J. P. Rigler, chairman, and Robert Rigler, president, were among those present.

Wayne Snyder of Thorson, Brom, Broshar, and Snyder, Waterloo, was the architect. Completion is expected late this year.

## Spencer National Drive-In

Robert Krzmarzick, president of the Spencer National Bank, Spencer, has announced plans to construct a new drive-in facility for the bank at 17 East

Fifth. The building, designed by Earl Kooker and Associates of Spencer, will occupy the present Ford Tractor building, which will be demolished soon.

The new building will occupy 448 square feet and will have an octagonal shape and a quasi-Oriental design. It will have a cathedral-type ceiling highlighted by exposed beams. Each of the eight sides of the structure will have two arched windows. The exterior will be of red brick.

Completion is expected to be about June 15.

## Ag-Business Man of Year

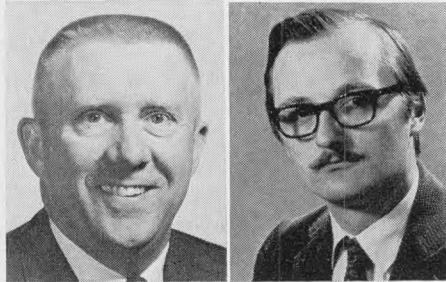
Robert McKee, president of the Wright County State Bank, Clarion, was recently honored by the Agricultural Business Club at Iowa State University, Ames, as Ag Business Man of the Year. He spoke briefly to the club and was awarded a plaque.

Mr. McKee was honored for the bank's growth record under his direction and for his leadership in community and service activities.

Mr. McKee is a graduate of Iowa State and the Wisconsin School of Banking. He began his relationship with Brenton Banks in 1949 when he was employed as assistant cashier at the First National Bank of Perry and then transferred to the Jefferson State Bank, Jefferson, for eight years where he served as vice president. He came to the Wright County State Bank in 1959 as president. He is also a director of Brenton Banks, Inc.

## Group Meeting Speakers

Two featured speakers for the series of Iowa Bankers Group Meetings will be former National Football League Official, Art Holst and Donald Kaul, columnist for the *Des Moines*



A. HOLST

D. KAUL

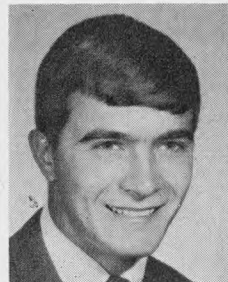
*Register*, who will speak on the "Confessions of a Crank Columnist."

Mr. Holst will address bankers for Group 5 in Council Bluffs; Group 2 in Okoboji and Group 3 in Clear Lake.

Mr. Kaul will address Group 6 in Des Moines; Group 10 in Centerville, Group 7 in Iowa City and Group 8 in Maquoketa.

## Williamsburg Ag Rep

Norman Skadburg has been appointed farm representative at the Farmers Trust & Savings Bank, Williamsburg. He will assume his duties August 1, after he receives a master of science degree in agricultural education



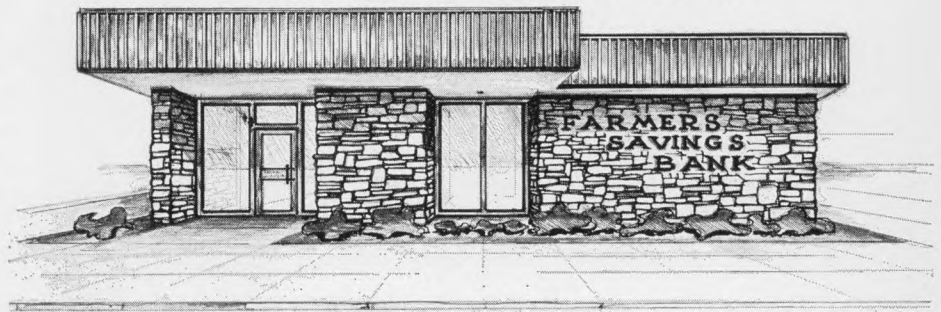
N. SKADBURG

from Iowa State University. He received a bachelor of science degree in the same field from Iowa State in 1969. For the past two years he has been vocational agriculture instructor in the Williamsburg Community Schools.

## 50 Years in Banking

C. Walter Anderson, vice chairman of the City State Bank, Madrid, recently was honored for his 50 years in banking with an open house at the bank. Mr. Anderson began his career

## Construction Starts at Victor



ARCHITECT'S SKETCH of new building to be constructed by Farmers Savings Bank in Victor, Iowa.

Melvin G. Happel, president of the Farmers Savings Bank, Victor, has announced plans to build a new bank building. The building will front on 3rd Street.

The building will cover 2,880 square feet and will be finished with natural stone. It will have a cement parking lot with a capacity of 15 cars.

Included in the new facility—designed by Earl F. Kooker & Associates, bank design consultants from Spencer, Iowa—will be a drive-up window and night depository. The lock boxes will be new, and there will be room for 800 of them.

Construction began last month and completion is expected in early fall.

## Group 6 in Capital City

A golf outing will precede the Group 6 meeting of the Iowa Bankers Association at the Des Moines Golf & Country Club, Monday, May 10. Featured speakers for the meeting include John Robb, president of the Credit Bureau in Des Moines; Floyd H. Millan, president pro-tem, Iowa House of Representatives, and John Hanlon, district director, Internal Revenue Service, Des Moines. Dave Taylor, president, First Federal State Bank, is chairman of the meeting.



D. TAYLOR

John Hanlon, district director, Internal Revenue Service, Des Moines. Dave Taylor, president, First Federal State Bank, is chairman of the meeting.

### Program

- A.M.  
 10:30 Golf — Des Moines Golf & Country Club.  
 P.M.  
 3:00 Registration — Des Moines Golf & Country Club.  
 4:00 Dave Taylor, president, First Federal State Bank, Des Moines, chairman, presiding.  
 4:00 J. H. Redman, president, Iowa Bankers Association; president, The State Bank, Fort Dodge.  
 4:15 Collin W. Fritz, State Superintendent of Banking, Des Moines.

- 4:30 Wendell Gibson, general counsel, Iowa Bankers Association, Des Moines.  
 5:00 "Gist of the Fair Credit Reporting Act As It Affects Bankers" — John Robb, president, Credit Bureau of Des Moines.  
 5:30 "The Legislature" — Floyd H. Millan, president pro-tem, Iowa House of Representatives.  
 6:00 "Infiltration of Organized Crime in Legitimate Business" — John Hanlon, district director, Internal Revenue Service.  
 6:15 Social Hour.  
 7:00 Dinner.  
 8:30 Midnight Music and Dancing by the West Des Moines Dixieland Band.

## IOWA GROUP MEETINGS

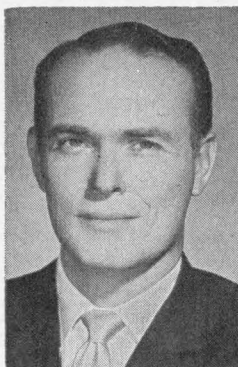
### MAY

<b>Des Moines</b>	<b>10</b>
<b>Centerville</b>	<b>11</b>
<b>Iowa City</b>	<b>12</b>
<b>Maquoketa</b>	<b>13</b>
<b>Council Bluffs</b>	<b>24</b>
<b>Okoboji</b>	<b>25</b>
<b>Clear Lake</b>	<b>26</b>
<b>Dubuque</b>	<b>27</b>

**We'll See Ya!...**



John Van Horne



Bob Roberts

## Maquoketa Ag Officer

William Stewart has been appointed agricultural operations officer at the Maquoketa State Bank, Maquoketa, and will assume his duties at the end of the current school term.

Mr. Stewart received his B.S. and M.S. degree from Iowa State and did work on his doctorate at Michigan State. Formerly a vocational agricultural instructor at Pella and Postville, he has taught the same subject at Maquoketa High School for the last 11 years.

He is a past president of the Iowa Vocational Agricultural Teachers Association.

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*Van Horne*

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# We're taking off for the May Group Meetings!



The May Group Meetings are all set to go . . . and so are Homer Jensen and John Brown of Capital City Bank. Yes, we're scheduled to drop in at all of the meetings, and we're looking forward to seeing you at one of the following sessions:

Des Moines	May 10	Group 6
Centerville	May 11	Group 10

Iowa City	May 12	Group 7
Maquoketa	May 13	Group 8
Council Bluffs	May 24	Group 5
Okoboji	May 25	Group 2
Clear Lake	May 26	Group 3
Dubuque	May 27	Group 4



## CAPITAL CITY BANK

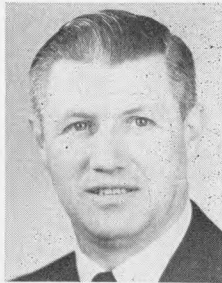
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## Group 10 to Centerville

The annual meeting of Group 10 of the Iowa Bankers Association will be held at the Appanoose Country Club, Centerville, on Tuesday, May 11. Ward Kilgore, executive vice president, The Decatur County State Bank, Leon, chairman of Group 10, will preside. J. A. Manning, vice president and cashier of the Farmers State Bank, Keosauqua, is secretary. Social activities will include golf at the Appanoose Country Club until 4:00 P.M. There will be a Dutch lunch available at the country club.



W. KILGORE

### Program

- P.M.
- 4:00 Registration — Appanoose Country Club, Centerville.
  - 5:00-
  - 6:00 Social hour.
  - 7:00 Group 10 Meeting — Ward Kilgore, chairman, presiding. J. H. Redman, president IBA, president, The State Bank, Fort Dodge. Collin W. Fritz, state superintendent of banking, Des Moines, Iowa. "Confessions of a Crank Columnist" — Don "Over-The-

Coffee" Kaul, *Des Moines Register & Tribune*. Arthur E. Lindquist, Jr., secretary, Iowa Bankers Association. Adjourn.

## Group 7 Meets in Iowa City

Group 7 of the Iowa Bankers Association will hold its annual meeting in Iowa City, Wednesday, May 12 at the University Athletic Club. Donald E. Noller, president, First National Bank, Evansdale, is chairman of the meeting committee. There will be a golf program at the University Golf Course all day.



D. E. NOLLER

### Program

- A.M.
- 11:00 Registration — University Athletic Club
  - Golf Program — University Golf Course, all day.
- P.M.
- 2:00 Ladies Tour — University of Iowa New Museum of Art
  - 5:15-
  - 6:15 Social Hour

- 6:30 Banquet — Gil Voss at the piano-organ
- 7:30 Meeting
  - Master of Ceremonies — Donald E. Noller, chairman, Group 7.
  - Address — Bump Elliott, athletic director, University of Iowa.
  - J. H. Redman, president, Iowa Bankers Association, president, The State Bank, Fort Dodge
- 8:00 Remarks — Glen L. Ingle, director, U.S. Savings Bonds Division, Des Moines.
- 8:05 Colin Fritz, Iowa Superintendent of Banking, Des Moines.
- 8:15 Arthur E. Lindquist, Jr., executive vice president, Iowa Bankers Association, Des Moines
  - Wendell Gibson, general counsel, Iowa Bankers Association, Des Moines
  - Election of Officers
- 8:35 Speaker of Evening — Donald Kaul, *Des Moines Register & Tribune* "Confessions of a Crank Columnist."
  - Music and Dancing — Mr. V & Guests until 1:30 A.M.

## Additions at Paullina

Dennis Petersen recently started work at the First National Bank of Paullina as farm representative, and Richard Fiddelke has returned to the bank after active duty with the National Guard.

## A. C. at Anthon Bank

Robert Cloud has been appointed assistant cashier at the First Trust & Savings Bank, Anthon. He has been at the bank since 1966, except for a year and a half which he spent in Viet Nam.

## Retires at Oakland

John J. Evans retired recently after 50 years of service with the Oakland Savings Bank, Oakland. He has served as bookkeeper, assistant cashier, cashier, and executive vice president of the bank and in various positions in city government.

He has been on the board of directors of the bank also.

He will continue as farm manager of farms he has managed in the past.

## Career Attire at Oakland

Women employees of the Oakland Savings Bank, Oakland, have recently started wearing career attire.

LET'S GET TOGETHER !!!



GROUP 10 Meeting  
Tuesday - May 11  
CENTERVILLE

HOST BANKS  
Centerville National Bank  
Iowa Trust & Savings Bank





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## Valley Bank and Trust Company

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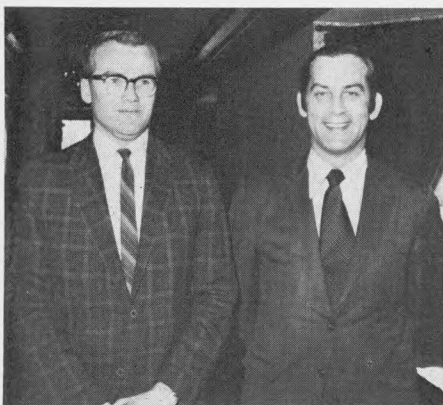
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*Northwestern Banker, May, 1971*

## Correspondent Bankers Address Iowa Meeting



**MEMBERS** of the Correspondent Bank Panel at the Iowa Spring Banking Conference were, left to right: **Bob Stokes**, a.c., First National City Bank, New York; **Bob Ziemer**, v.p., Northwestern Natl., Minneapolis; **Don Anderson**, v.p., Central Natl., Chicago; **Jim Gruenwald**, v.p., Davenport B&T, Davenport, moderator; **John Diefendorf**, v.p., Security Natl., Sioux City; **Bill Aldrich**, 2nd v.p., American Natl., Chicago, and **Jack Beets**, v.p., City Natl. B&T, Kansas City. The panel discussed the subject, "Do you as a unit bank make the best use of your correspondent relationships?" The extended discussion concluded with a question and answer session and was one of the highlights of the conference. The meeting attracted 363 registrants and was held at Johnny and Kay's Hyatt House in Des Moines.



**Elgin Morris** (left), v.p., Iowa County Savings, Marengo, was elected pres. of the Iowa Junior Bankers of the Iowa Bankers Association at the Spring Banking Conference. **Joe Lawler** (not pictured), a.v.p., State Bank, Fort Dodge, was named v.p. The new secy. is **Gary Stevenson** (right), a.v.p., 1st Natl., Sioux City.



**George Schaller** (right), v.p., Citizens First Natl., Storm Lake, was elected pres. of the Federation of County Bankers of the Iowa Bankers Association at the Spring Banking Conference. **Don Kout** (left), exec. v.p. & cash., Farmers & Merchants Savings, Lone Tree, was elected v.p. The new secy. is **James Malen**, pres., Farmers Savings, Kanawha.

### ISU Ag Credit School

The 26th Annual Agricultural Credit School, sponsored by the Iowa Bankers Association and Iowa State University, will be held on the Uni-

versity campus from June 7 to June 18. The school is intended to "give those attending a better understanding of the job of extending and administering agricultural credit."

The program consists of a first-and second-year curriculum of two weeks

each which run concurrently each year. Those completing the two-year course will receive certificates of completion.

The first-year course includes classes in farm management, farm appraisal, marketing, administration of agricultural credit, and general agriculture. The second-year program includes economic policy, agricultural credit, administration of agricultural credit, and general agriculture.

First- and second-year enrollments will be limited to 60 students each on a first come-first served basis and are open to anyone interested. The registration fee is \$100 per person. Housing is available at an additional charge of \$40 to \$55.

Representing the IBA in planning and direction of the school will be Elmer H. Mertz, president of the Hayesville Savings Bank, Hayesville, and Arthur E. Lindquist, Jr., executive vice president and secretary of the IBA.

Those interested in enrolling should contact H. B. Howell, Department of Economics, 560 East Hall, Iowa State University, Ames, 50010.



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Group  
Meetings

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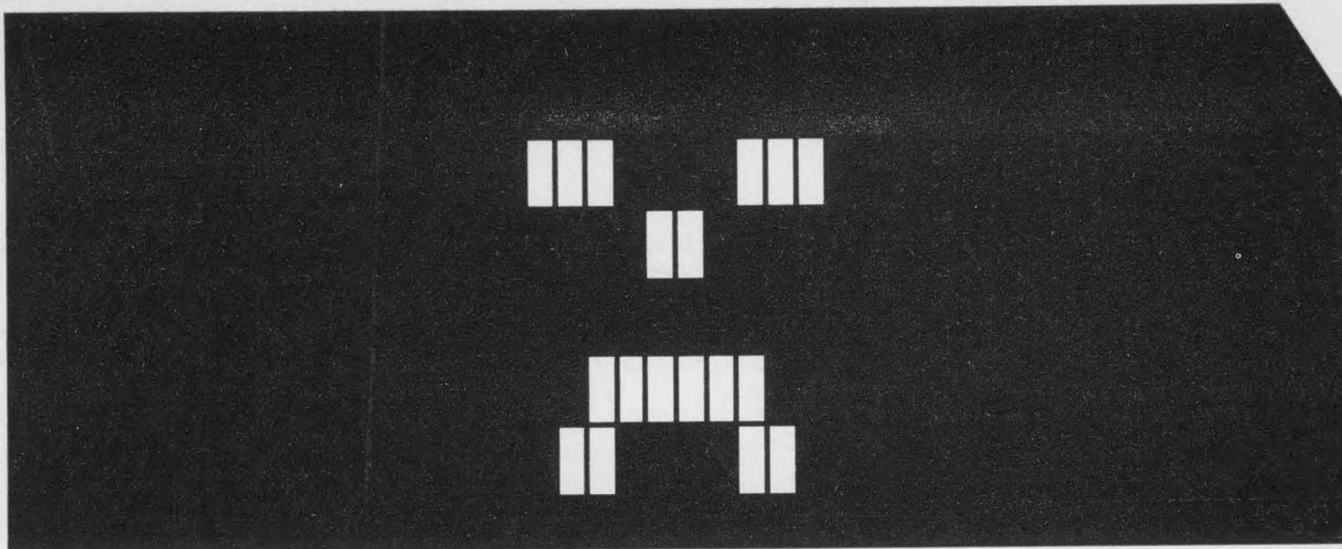
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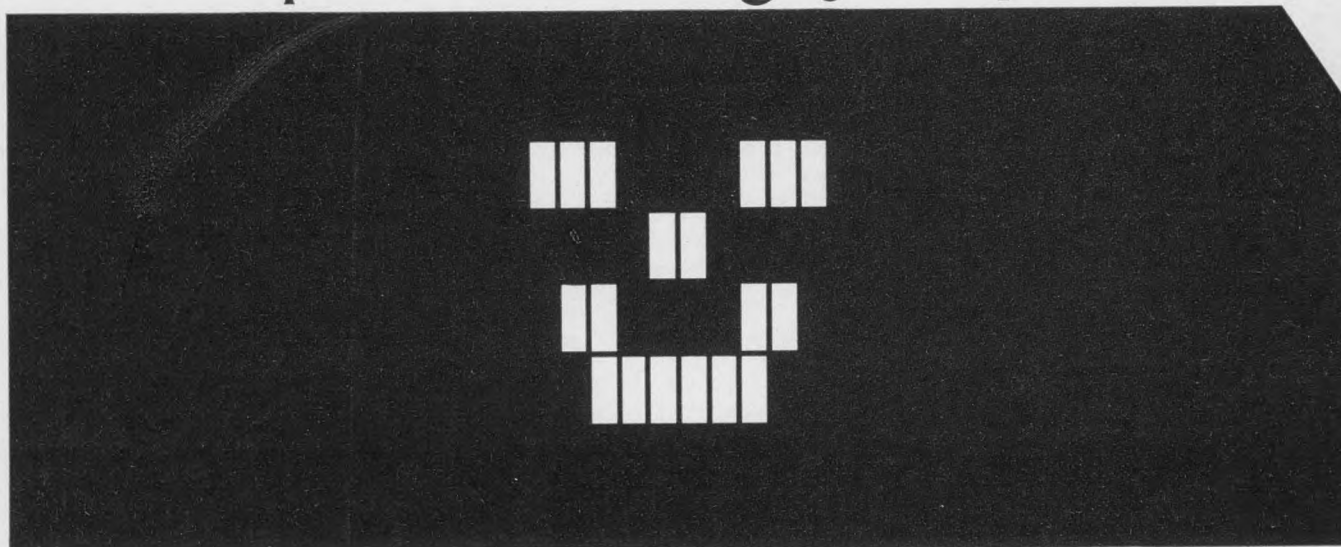
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**National Bank of Waterloo**

*Northwestern Banker, May, 1971*

## Maquoketa Site for Group 8

The Maquoketa Country Club will be the site of the Group 8 meeting to be held on Thursday, May 13 at Maquoketa. LeRoy A. Mohr executive vice president of the Miles Savings Bank, Miles, is chairman of the group and presiding officer for the meeting.



L. A. MOHR

### Program

A.M.  
 9:00 Registration — Maquoketa Country Club.  
 P.M.  
 1:00 Group 8 Program — LeRoy A. Mohr, executive vice president Miles Savings Bank, Miles, presiding officer.  
 "What The SBA Can Do For The Bank" — M. Erwin Jan-sma, loan officer, Small Business Administration, Des Moines.

J. H. Redman, president, Iowa Bankers Association; president, The State Bank, Fort Dodge.

Collin W. Fritz, state superintendent of banking.

Arthur E. Lindquist, Jr. executive vice president and secretary, Iowa Bankers Association.

"Confessions of a Crank Columnist" — Donald Kaul, *Des Moines Register*.

Adjournment.

5:00 Social Hour — Maquoketa Country Club.

5:00-

8:00 Buffet Dinner.

7:00-

11:00 Music for listening and dancing pleasure by the "Ambassadors."

### For the Ladies

Tour — Nickelodeon Museum and Jackson County Historical Museum.

Demonstration & Exhibit of Tole painting by Mrs. Alvin Wood.

Demonstration & Exhibit of Decoupage by M. D. "Bud" Fenton.

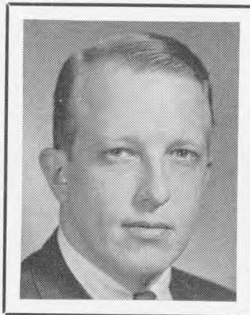
Golfing facilities will be made available for both men and women.

### Clinton County Officers

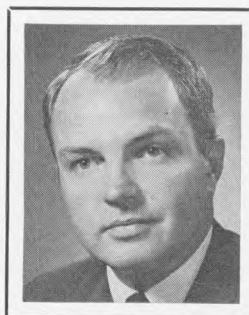
Quentin C. Kuebler, office manager of the Union Savings Bank, Grand Mound, has been elected president of the Clinton County Bankers Association. Other officers are Philip W. Hall, president of Camanche State Bank, Camanche, vice president, and Raymond G. Tiedje, assistant vice president of First National Bank, Clinton, secretary-treasurer.

### Benton County Savings

The Benton County Savings Bank, Norway, recently held an open house to celebrate its 90th anniversary and to give the public a chance to view its new addition. The bank gave free gifts to everyone attending and flowers to the first 100 women and awarded two savings bonds by drawing. Refreshments were also served.



R. FLEMING



C. GUSTAVSON

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*Northwestern Banker, May, 1971*

## Council Bluffs Host May 24

Council Bluffs will play host to the annual Group 5 meeting to be held Monday, May 24 at the Club 64 and Lake Shore Country Club. Raymond L. Graalfs, vice president, State Bank and Trust, Council Bluffs, is chairman of the group.



R. L. GRAALFS

### Program

A.M.

- 10:00 Registration — Club 64.
- 11:00 Conference of County Officers.

P.M.

- 12:15 Luncheon — Club 64.
- 12:30 Invocation — Rev. Boyd Baher.
- 1:15 Call to Order — Raymond L. Graalfs, chairman.  
Welcome — Charles Hannan, president, Council Bluffs Chamber of Commerce; executive vice president, 1st National Bank, Council Bluffs.  
“Observations & Introductions of Guests” — Raymond L. Graalfs.  
General Remarks — J. H. Redman, president, Iowa Bankers Association; president, The State Bank, Fort Dodge.  
Collin Fritz, State Superintendent of Banking, Des Moines.

“Fair Credit Reporting Act” — George Wruck, president, Credit Bureau of Greater Omaha, Omaha.

Address — Arthur J. Holst, official, National Football League.

Arthur E. Lindquist, Jr., secretary, Iowa Bankers Association, Des Moines.

- 3:30 Adjourn.
- 5:30 Social Hour — Lakeshore Country Club.
- 7:00 Banquet.  
Introduction of Guests.  
Entertainment and Door Prizes.

### For the Ladies

- P.M.
- 12:30 Luncheon — Club 64.
- 1:30 Welcome by Mrs. R. L. Graalfs.  
Mistress of Ceremonies — Mrs. Winfield S. Mayne.  
Demonstration of unique landscape painting by Inge Chase.

### Investment Bankers Day

The Iowa Investment Bankers Association will hold a Field Day at the Des Moines Golf and Country Club on May 20, with additional activities the evening before.

Starting at 5:00 p.m. the evening before, there will be registration and cocktails, a Calcutta golf auction, dinner and a pool tournament and cards. On May 20 activities will start at

8:30 a.m. and will include golf, luncheon and refreshments, tennis and gin tournaments, cocktails and final sweepstakes sales, dinner and award of prizes, and a sweepstakes “squack exchange” and final drawing. James S. Cownie of Becker & Cownie, Inc., Des Moines, is in charge of reservations.

### Named to Hall of Fame

M. M. Mike McMichael, senior vice president, Iowa-Des Moines National Bank, was recently named to the Iowa



M. M. McMICHAEL

Hall of Fame by the Des Moines Register & Tribune and for those who remember his athletic feats in the early thirties — it comes as no great surprise.

It wasn't at all easy for Mike as he battled spinal meningitis at a very early age and it was only through willful diligence and courage plus many hours of hard work at the YMCA that Mike finally overcame the disease that almost took his life. He went on to Roosevelt High School in Des Moines in 1930 and in his freshman year was named on the All-State Squad in basketball. He followed suit the remaining three years in high school making him the only man named 4 times to the All-State team. He did this by breaking one scoring record after another — records that lasted in Des Moines for over 30 years.

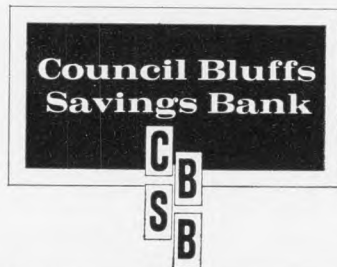
Upon his graduation from high school he had earned 11 varsity letters at Roosevelt High School: three in baseball; three in football (he was also an All-City quarterback); four in basketball and one golf (a sport he now excels in). His academic achievements were not to be overshadowed as he left high school with almost a straight A record. From there he went on to play basketball for Northwestern where he was named to the All-Big 10 his sophomore year. A foot injury kept him from further recognition in his college years though he did play in the National Pro League after college with Goodyear in Akron, Ohio.

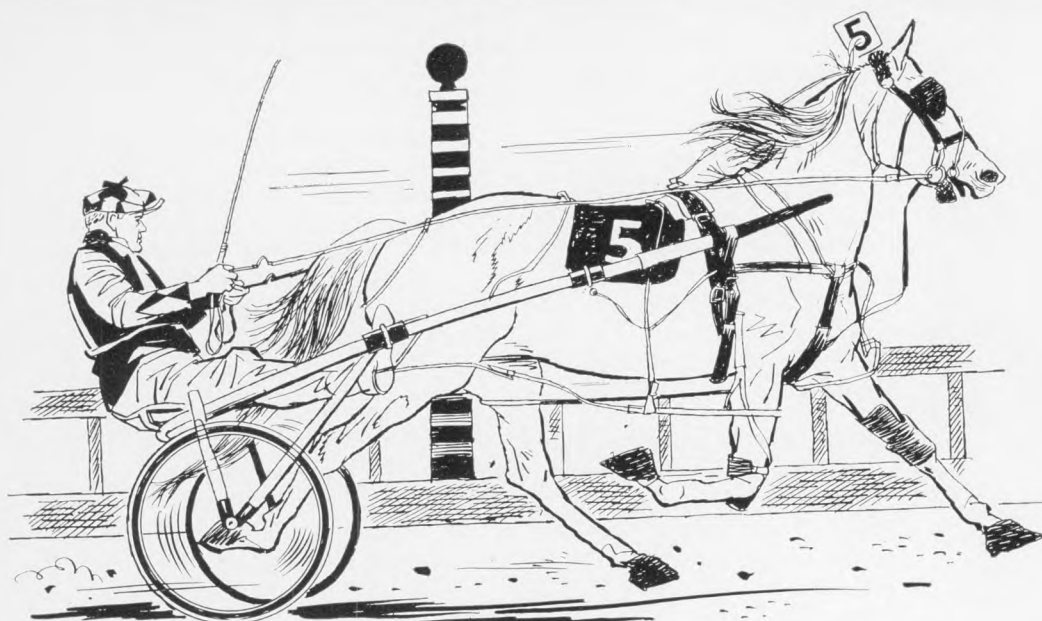
In 1954 Mike joined the Iowa-Des Moines National Bank. Along with his banking duties, he has managed to excel in one more sport — golf. He recently teamed with Jim Wickizer of Des Moines to win a Las Vegas tournament and a trip to Hawaii.



Come see us  
when you're in town...

We've got a lot of things  
going we'd like to show  
you and talk about!





# Hitch Your Harness and Plan to be With Us at the Annual

**GROUP 5 Meeting**  
**Monday — May 24**  
**COUNCIL BLUFFS**

## **HOST BANKS**

**Council Bluffs Savings Bank**  
**First National Bank**  
**State Bank & Trust**



*It's Bound To Be A Winner!*

## Group 2 To Meet at Okoboji

Scenic Okoboji with its beautiful waters and weather will be the site for the Iowa Bankers Association Group 2 meeting on Tuesday, May 25 at the New Inn. Banks from Buena Vista, Clay and Dickinson counties will host the event. J. L. Campbell, Jr., president of the Humboldt Trust & Savings Bank, Humboldt, is chairman of the group and will serve as presiding officer. National Football League official, and popular speaker, Art Holst will address guests. Registration will begin at 9:30 on Tuesday, at the New Inn. The business meetings will be held at 2:00 P.M.



J. L. CAMPBELL, JR.

### Dr. J. W. Van Dyke

Dr. J. W. Van Dyke, 97, died recently in Hollywood, Calif., where he had lived since his retirement in 1947. He was the father of Carleton C. Van Dyke, president of Toy National Bank, Sioux City, and J. William Van Dyke,

chairman of Toy, and had himself been a vice president and director of Toy National and Farmers Loan and Trust Co., Sioux City, for 38 years.

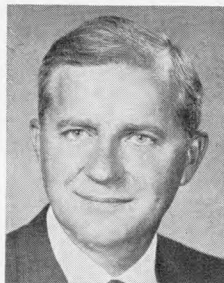
Dr. Van Dyke was a graduate of the University of Iowa and Northwestern University Dental School and was a dentist in Sioux City for a few years before entering banking.

A memorial service was held in Hollywood and the body was brought to Sioux City for funeral services and burial.

### Joins Fort Dodge Bank

Richard L. Smith has been elected executive vice president, The State Bank of Fort Dodge, according to an announcement from James H. Redman, president of the bank. The post has been vacant since the retirement in mid-1970 of Arthur Gerken.

Mr. Smith has resigned as vice president and manager of the correspondent

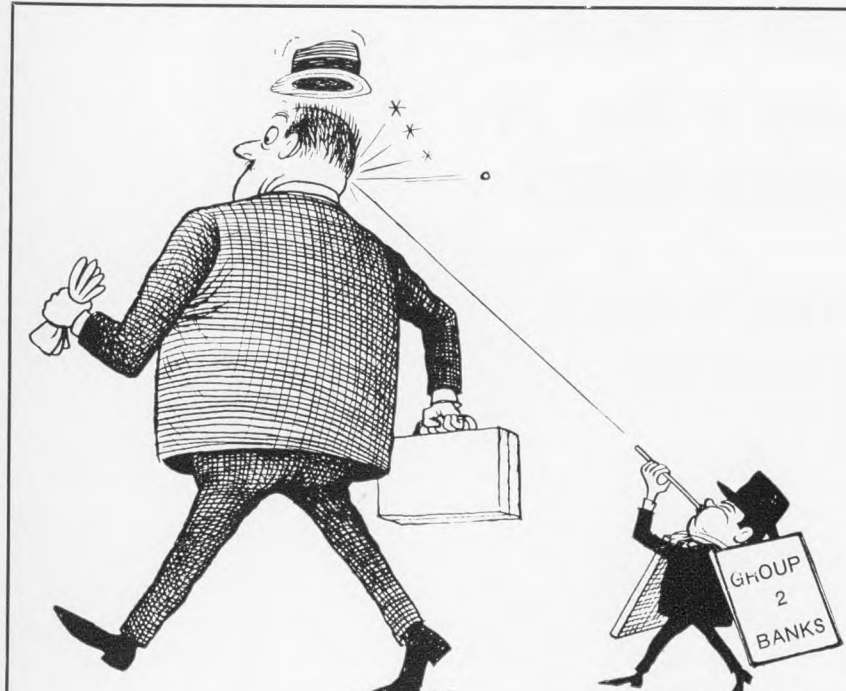


R. L. SMITH

bank department at Central National Bank & Trust Company, Des Moines, to accept this appointment.

He is a native of Clarke County, Iowa, where his achievements in 4-H work won for him a scholarship to Iowa State University. His studies were interrupted by three-years of duty with the Air Force, during which he served as a pilot in the European Theater. He returned to Iowa State and received his B.S. degree in 1949, majoring in Animal Husbandry, with an Economics minor. He is also a graduate of the School of Banking at Madison, and the Ag Credit School at Iowa State University.

Mr. Smith entered the banking business with the Jefferson State Bank in 1949, remaining there three years. From 1952-57 he managed his father's farm and livestock operation and served as Consumer Cooperative field man before joining Northwestern Mutual Life Insurance Company as a loan representative. He left that firm in 1962 to join Central National's correspondent bank department as representative. After successive promotions he was named a vice president in 1968 and head of the department last August.



Just a casual reminder . . .

**GROUP 2 Meeting**

**Tuesday — May 25**

**OKOBOJI**

#### HOST BANKS

Albert City Savings Bank, Albert City  
 First Trust & Savings Bank, Alta  
 Everly State Bank, Everly  
 Farmers Savings Bank, Fostoria  
 Security State Bank, Lake Park  
 Citizens State Bank, Marathon  
 Dickinson Co. Savings Bank, Milford

The First National Bank, Newell  
 Peterson State Bank, Peterson  
 The First National Bank, Rembrandt  
 Home State Bank, Royal  
 First State Bank, Sioux Rapids  
 Clay County National Bank, Spencer  
 Farmers Trust & Sav. Bank, Spencer

Spencer National Bank, Spencer  
 First National Bank, Spirit Lake  
 The State Bank, Spirit Lake  
 Citizens First National Bank, Storm Lake  
 Commercial Trust & Sav. Bank, Storm Lake  
 Security Trust & Savings Bank, Storm Lake  
 Citizens State Bank, Webb



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automatic sirens, armored carriers  
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in the world  
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You can deter the bank robber with good security measures, but lawsuits, like robberies, can hit any bank.

Any stockholder, depositor or government agency can sue you for any one of a number of reasons today. You would have to defend.

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is keyed to the size and operations of your bank, so that the protection is efficient— and economical.

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*Northwestern Banker, May, 1971*

## Group 3 Returns To Surf

The familiar lyrics to the Broadway play "Hello Dolly" will ring out as Group 3 returns to the Surf Ballroom in Clear Lake, Wednesday, May 26. Sponsors are already singing, "We're glad to have them back where they belong."

Last May the bankers in Group 3 had to confine their activities due to the fact that the Surf was not available. Since that time, Mark Arneson, president of the Clear Lake Bank and Trust Company, and associates have taken over operation of the Surf.

Anticipated registration will once again top the 1,000 mark, as local bankers prepare for a great floor show featuring top line entertainment from the stage and TV world. Russ Morgan and his orchestra will provide dinner music and background music for the evening show.

Albert L. Morse, executive vice president, Home Trust and Savings Bank, Osage, chairman of Group 3, will preside at the formal business sessions. The complete program follows:



A. L. MORSE

- A.M.  
10:00 Registration — Surf Ballroom.
- P.M.  
12:15 Ladies luncheon and style show — Holiday Motor Lodge.  
1:00 Call To Order — Albert L. Morse, chairman of Group 3. Welcome — Mayor Dale Patchull, Clear Lake. Remarks — James Redman, president, Iowa Bankers Association; president, The State Bank, Fort Dodge. "What Makes You Think You're Safe?" — Tom Danaher, acting commissioner, Iowa Department of Public Safety. "Don't Shoot the Referee" — Art Holst, official, National Football League. Report of nominating committee and election of officers. Remarks — Art Lindquist, Jr., executive vice president, Iowa Bankers Association.  
5:00 Tranquility Time (Relaxing beverages to soothe the soul).  
6:30 Banquet. Russ Morgan's Orchestra.  
8:00 Floor Show featuring na-

tionally-famous stage and TV stars.

9:30 Dancing to Russ Morgan's Orchestra.

## Retires at Fort Dodge



W. H. WEISS

Waldo H. Weiss, 68, has retired as vice president and cashier of the First National Bank of Fort Dodge. He had worked for 53 years at the bank (formerly known as the Fort Dodge National), having begun in 1918 as an errand boy and transit and filing clerk. He had been an officer for 34 years, having been elected cashier in 1937, vice president, cashier, and trust officer in 1954 and a director in 1956.

He will continue as secretary of the board of directors.

## DKQ Rep at Waterloo

Dain Kalman & Quail, Incorporated, Minneapolis-based regional investment banking firm, has announced the appointment of Michael J. Thornton as a registered representative in their Waterloo office.



M. J. THORNTON

Thornton was formerly a registered representative for Loewi & Co., Inc. in Davenport, Iowa.

He attended Creighton University, Omaha, Nebraska and, the University of Northern Iowa, Cedar Falls.

## Change at Newell

Nola Ellrich, an employee of the First National Bank, Newell, since 1959, has been advanced to assistant cashier, replacing Irene McCrea, who has retired after 18 years at the bank to join her husband in his business.



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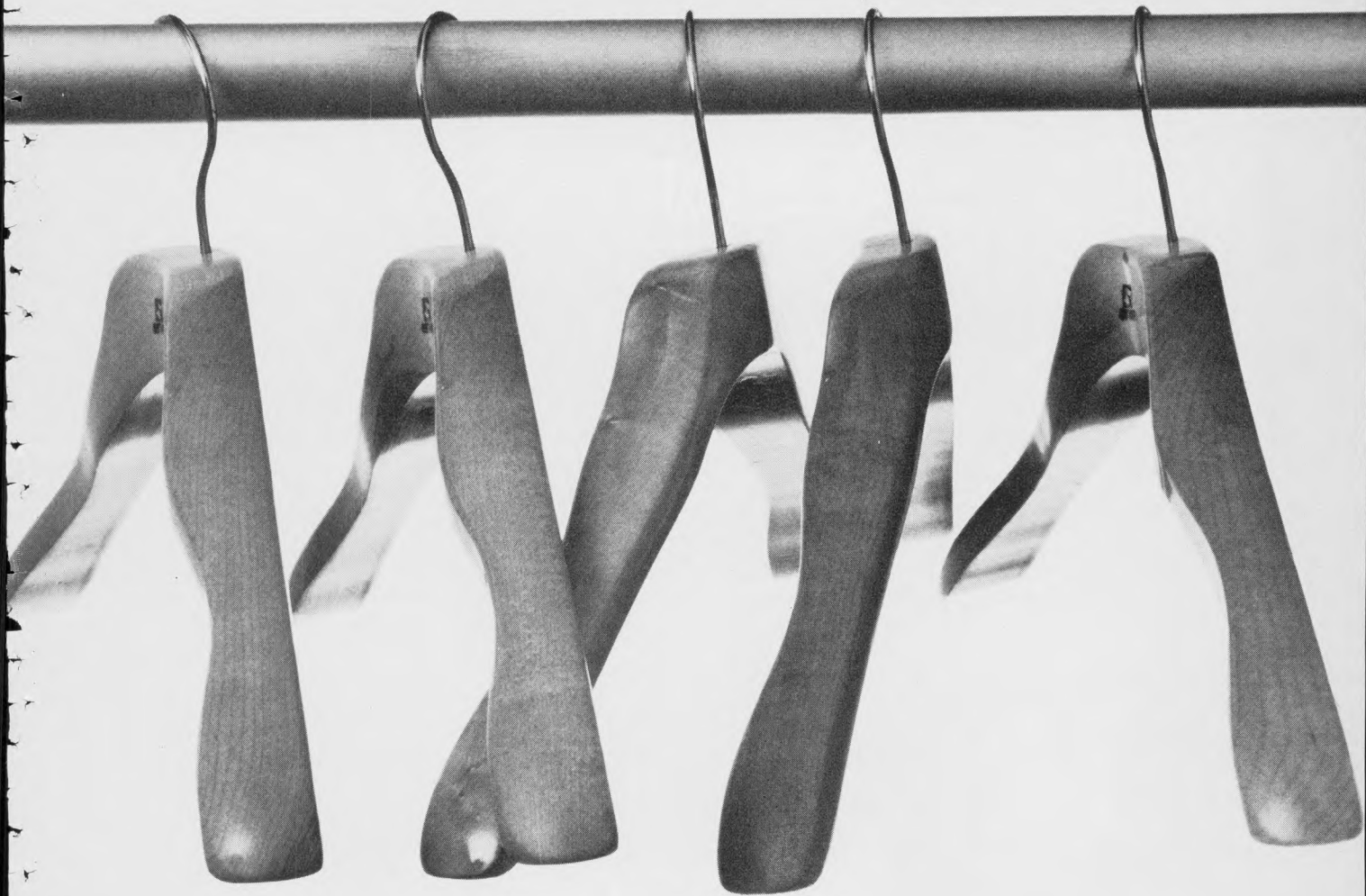
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Where's Larry?

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## Des Moines News

**B. C. Grangaard**, chairman and president of Central National Bank and Trust Company, announced several changes in the official staff following the monthly directors' meeting, April 20.

**Eddie A. Wolf**, vice president, was named head of the correspondent bank department, succeeding **Richard L. Smith**, vice president, who resigned to join The State Bank at Fort Dodge as executive vice president. **Jerry Thornton** was elected correspondent bank officer.



E. A. WOLF



J. THORNTON

H. J. LAVIGNE

**Harry J. Lavigne** was elected data processing officer, replacing **L. M. Tesdell, Jr.**, who has resigned.

Mr. Grangaard also announced the resignation of **Dick A. Smith**, installment loan officer and assistant manager, who will become associated with Osceola State Bank and Trust Company, Osceola.

Mr. Wolf joined Central National Bank in 1941 and has served continuously since that date, with the exception of three years in the Navy during World War II. From 1947 to 1959 he was manager of the bank's transit department and transferred to the correspondent bank department in 1960. He was elected assistant cashier in 1961, assistant vice president in 1965, and vice president in 1970. Mr. Wolf is a graduate of Arnolds Park High School, Agricultural Credit School at Iowa State, and Graduate School of Banking, University of Wisconsin.

Mr. Thornton joined Central National Bank in 1969, following previous employment with Iowa Development Commission and the Washington, D. C. office of Senator Jack Miller. He is a graduate of Roosevelt High School, Des Moines, University of Iowa, B. B. A., and attended Graduate School, American University.

Mr. Lavigne recently joined Central National Bank, having served in an official capacity with the United California Bank, Cudahy Packing Company and Transworld Airlines. He is a graduate of Hayden High School, Topeka, Kansas, and Washburn University, Topeka, Kansas.

\* \* \*

Iowa State Bank, East 7th and Locust, recently celebrated 30 years of banking service. The bank opened its doors to the public on April 16, 1941, at East 6th and Locust, and later moved to their present building at East 7th and Locust, which has been periodically enlarged to accommodate expansion.

Established by **George O'Dea**, a pioneer Des Moines businessman who died in 1959, the bank has consistently grown until today total resources are nearly \$25 million.

\* \* \*

Two retirees from the Iowa-Des Moines National Bank died during the month of March. **George Jorgensen**, a former vice president in the commercial loan department, died on March 19 after a brief illness. He retired from the bank in 1963 at the age of 65. He had joined the bank in 1917 and was named vice president in 1946.

**Roine Duncan** died at the Karen Acres Nursing Home on March 21 at the age of 62 after an extended illness from multiple sclerosis. The illness had necessitated her early retirement from the trust department in 1964.

\* \* \*

### Banks of Iowa Election

Seven directors were reelected last month to the board of Banks of Iowa, Inc., a bank holding company that owns all the outstanding shares of The Merchants National Bank of Cedar Rapids. The directors are Duane Arnold, E. J. Buresh, James E. Coquillette, Louis Fellman, Howard Hall, John T. Hamilton II, and F. Forbes Olberg.

Mr. Hamilton, president of Banks of Iowa, reported record earnings in the first quarter of 1971 of \$513,431, compared to \$366,190 for the same period in 1970, or earnings per share of 59¢ based on 865,000 shares, a 28.3 per cent increase over the 46¢ per share earned on 800,000 shares in the first quarter of 1970.

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*Northwestern Banker, May, 1971*

## Hawaiian Fest for Group 4

If hula girls, swaying grass skirts, the beat of tom-toms, the lure of the islands appeal to you, then make Thursday, May 27 a date on your calendar to attend the Group 4 meeting in Dubuque. Splendid entertainment is in store for guests who attend this festive group meeting to be held at the Julien Motor Inn, as the Tahuna Polynesian Revue,



R. E. TOOL

with a knife fire dance, strange rituals and the best kind of hula action, will be featured. The theme for the exciting group meeting is appropriately enough "Polynesian Paradise".

A.M.

9:30 Registration — Julien Motor Inn.

10:30 County Officers Meeting — The Forum.

P.M.

1:30 Richard E. Tool, chairman Group 4, president and chairman Farmers & Merchants Savings Bank, Manchester.

Invocation — Rev. Pete S. Lawdis, Pastor, St. Elias the Prophet Greek Orthodox Church, Dubuque.

Welcome Address — Gaylord M. Couchman, Mayor, City of Dubuque.

Remarks — J. H. Redman, president Iowa Bankers Association, president The State Bank, Fort Dodge.

Collin W. Fritz, State Superintendent of Banking, Des Moines.

2:20 Program — "Retailing Today" panel discussion by Metro Retailing Committee, Dubuque Area Chamber of Commerce: Mels Turnquist, retail manager, Turnquist Carpet House; Roland Kennedy, manager, Sears Roebuck & Co., Dubuque; Harvey Zuckerman, owner-operator, Zuckie's Clothing Stores, Dubuque; George Welling, manager,

J. C. Penney, Inc., Dubuque; Al Winkelman, manager, Stampfer's, Johnson-Hill, Dubuque; James E. Walsh, president, Bird-Chevrolet Co., Dubuque.

Remarks — Wendell B. Gibson, general counsel, Iowa Bankers Association, Des Moines.

Arthur E. Lindquist, Jr., executive vice president, Iowa Bankers Association, Des Moines.

5:30 Cocktails.

6:30 Dinner.

Invocation — Rt. Rev. Msgr. Francis P. Friedl, executive vice president, Loras College, Dubuque.

Entertainment — Tahuna and His Polynesian Dancers.

For the Ladies: 12:00 Noon — Luncheon & style show.

### Correction

It was incorrectly stated in the April issue that Bruce Bye has been elected president of the Holstein State Bank at Holstein. Mr. Bye was elected vice president. N. D. Obrecht continues as president of the bank and made the announcement of Mr. Bye's election as vice president.

Your Hosts — The Dubuque County Bankers  
have created for you a

# Polynesian Paradise



GROUP IV Meeting  
Thursday — May 27  
at the  
Julien Motor Inn  
DUBUQUE

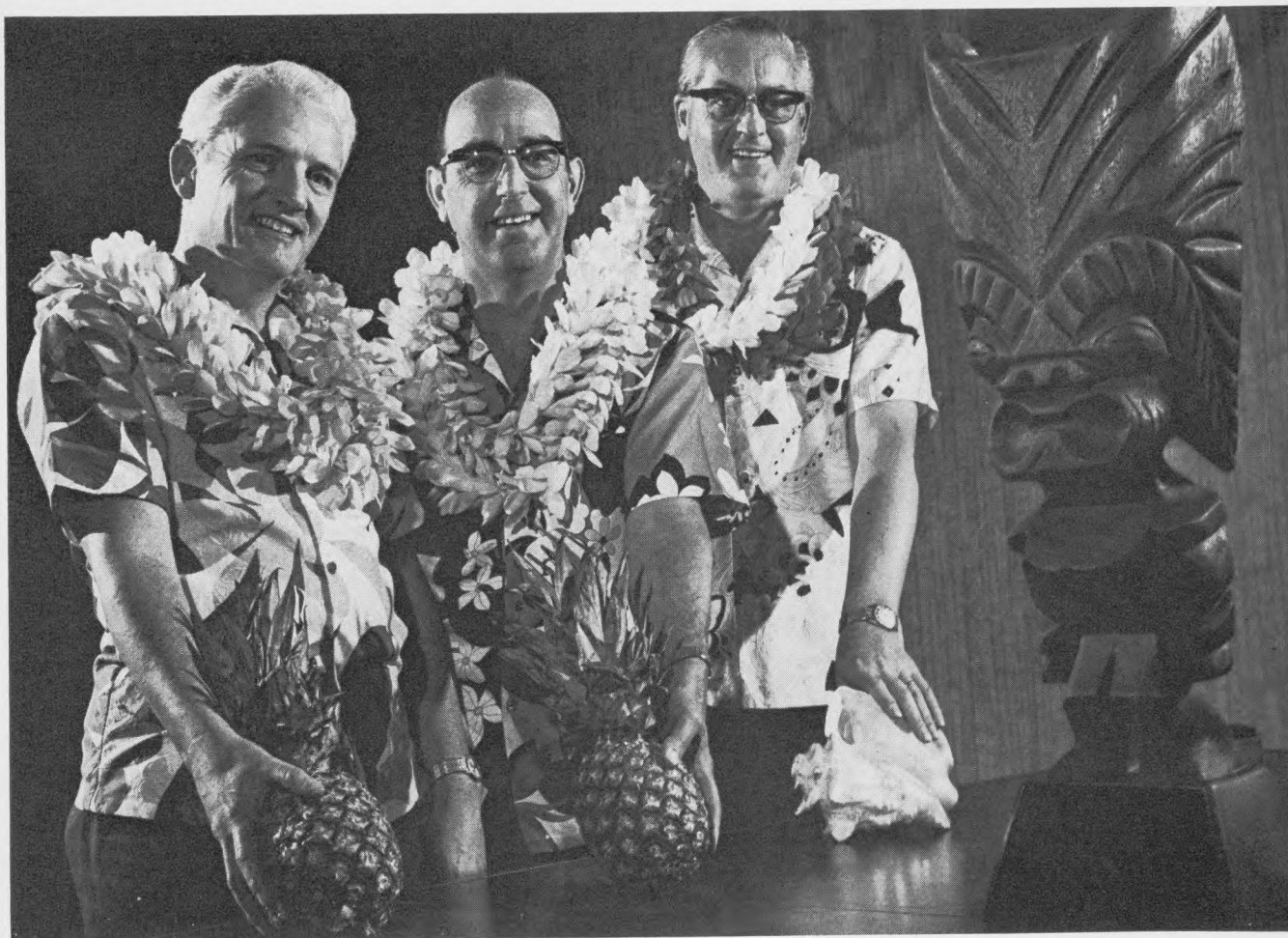
*You have a date  
to remember,  
Aloha!*

### HOST BANKS

American Trust & Savings Bank, Dubuque  
Dubuque Bank & Trust Co., Dubuque  
First National Bank, Dubuque  
Key City Bank & Trust, Dubuque  
Jackson State Bank, Bernard Office

Cascade State Bank, Cascade  
Dyersville National Bank, Dyersville  
Farley State Bank, Farley  
New Vienna Savings Bank, New Vienna  
The State Bank of Worthington, Worthington

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**American Trust and Savings Bank**

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Northwestern Banker, May, 1971



## Crystal Ware Is Asset to Gaining And Keeping Savings Accounts

The Dubuque Bank and Trust Company has once again added to its fine continuity program of premiums over the past several years; this time by offering fine line crystal for its banking customers.

Initially, the bank started out by featuring stainless ware two and one half years ago. After customers were allowed enough time to get a full set, the bank then extended the program to chinaware with extensive place settings to fit its depositors' needs. Because of the tremendous success and the high retention rate of accounts (over 75%), Dubuque Bank and Trust Company decided to complement its premium program with crystal ware.

Concerning investigation into the crystal programs, Allan T. Thoms, vice president and trust officer of the bank said:

"Much to our surprise, this type of quality crystal is still somewhat of a rarity in the bank market and most of the suppliers that we contacted had gone almost exclusively to monogrammed glassware. This was very objectionable from our standpoint due to the greatly increased need for storage. Instead of finding room to store an adequate amount of this type of merchandise, it also becomes necessary to store an adequate amount for each letter of the alphabet, with the additional problem of knowing which particular letter or letters would be in the greatest demand at any given time. We also found that the quality of the mono-

gramming in most cases was not that good and its use in automatic dishwashers was prohibited.

"So, for these reasons we decided to forego the monogram and attempt to present a finer quality of crystal. It was by pure chance that we discovered that the W. M. Dalton Company had just begun supplying its leaded crystal to banks. I happened to be in Rochester, Minnesota, on some personal business and noticed a billboard advertising a crystal offer from the Northwest Bank of Rochester. At that time, they were offering just one program of the French imported crystal and so from this we have developed our program as follows.

"We offer two varieties of leaded crystal, first the French Chantilly pattern, which is a five place setting, is

machine made in France and contains approximately 24% lead. Secondly, we have the American hand blown Devotion pattern crystal which is a four place setting and contains approximately 18% lead. Each pattern is offered to our customers for an initial deposit of \$25.00 to a new savings account or \$25.00 to an existing savings account. For this amount, the customer can receive two stems of the French Chantilly pattern or one stem of the American Devotion pattern. For each additional \$10.00 or more deposit to these accounts, a customer may purchase for \$3.00 plus tax two stems of the French Chantilly pattern or one stem of the American Devotion pattern."

Mr. Thoms feels that the results of the crystal program have been exceptional. In the initial month of the program Dubuque Bank and Trust has had to re-order twice on the French pattern and has opened 150 new accounts in less than a one-month period. Breakage from the factory to the bank has been insignificant in that all crystal is individually and professionally wrapped for handling.

With the Dubuque bank, the French pattern outsells the American pattern 8-to-1. Both patterns are available at W. M. Dalton & Associates in Newtown, Pennsylvania, through this area's representative, Monroe Abels, in Highland Park, Illinois.

Regarding any suggestions Mr. Thoms had on the crystal program and how extensive it should be he said: "I would highly recommend that anyone considering this program would use both patterns, as a choice is much preferred to just one offering, and I believe this has greatly enhanced the overall effectiveness of the crystal program."



### MARKETING AND DEVELOPMENT DIRECTOR.

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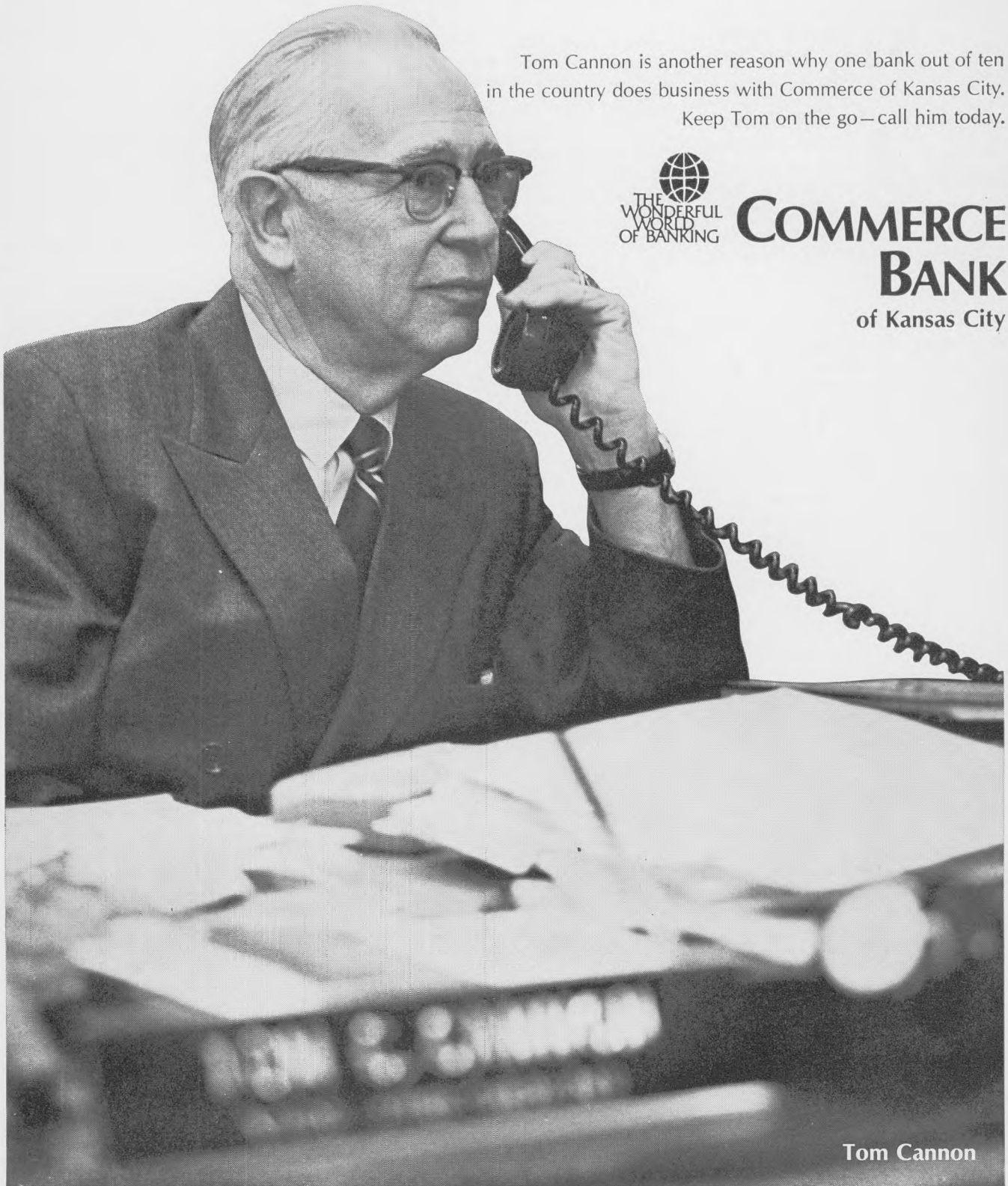


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## Explain Liquor Deposit Facts and New C.D. Program

Considerable conjecture has arisen recently concerning the direct deposit of State liquor store receipts in Des Moines and the consequent earlier collected credit to the State Treasury.



M. E. BARINGER

Speculation has been rife regarding the immediate creation of "zero" balances in Iowa banks now handling State liquor store accounts. This is in no way true, and it is time to set the record straight on liquor store deposits.

Two forces stimulated the innovation on daily direct liquor store deposits: a recommendation of the Governor's Economy Committee and a legislative appropriation to the State Auditor in the amount of \$100,000 for an audit and appropriate recommendations concerning present management of the liquor control commission. The Governor's Economy Committee made the following specific recommendation: "Arrange for automatic transfer of excess funds from bank balances of store accounts to the Treasurer of State." This recommendation, coupled with the charge by the legislature to the State Auditor, precipitated the recent change on liquor deposits.

Here's how the present direct-deposit system works:

A liquor store manager deposits today's receipts in his local bank at the end of the day's business. This is all in currency and coin; so no float is involved here. Then, tomorrow, the store manager makes out a detailed report on those receipts and makes out a "no signature required" check payable to the Treasurer of State in the amount of the previous night's deposit. The report, along with the check, is mailed to the liquor commission and should, with one-day mail service, arrive in Des Moines on the third day. The check is stripped from the report and deposited that day in a Des Moines bank. Assuming that the check goes to the clearing house that morning and is a normal two-day item, the minimum float to the bank in the liquor-store town is five days. More often, however, it will be seven days because

by M. E. BARINGER  
Treasurer, State of Iowa

of intervening weekends. This is quite different from the "zero" balance being discussed in various quarters these days.

What prompted the speed-up in liquor store deposits? Well, it was nothing more than the realization that banks in liquor-store towns had on deposit an average of 17 days' receipts. Add to this the normal 7 to 10 days float that was prevalent and it turned out that effective liquor store balances were nearly a month in becoming collected balances for the State Treasury. This was deemed too long.

This office does not favor the daily direct deposit for all liquor stores, because balances in many smaller communities are so low that they more properly could be deposited once per week. However, pending an evaluation of the program by the State Auditor and the State Comptroller, the State's chief accounting officer, we shall continue to cooperate to the fullest in the present daily deposit program.

### Bonus Plan Winner



MIDWAY BANK & TRUST, Cedar Falls, has won seventh place in the Travelers Check Bonus Plan Contest held by the First National City Bank of New York.

Pictured is Phil Berg, president of Midway Bank & Trust, receiving a plaque from James M. Barry, area representative of the First National City Bank. Other bank officers are Darrel Wilken and Dale Diamond.

Midway ranked seventh in its category of branch and unit banks with deposits under \$10,000,000, and Phil Berg said the bank also received an interest-free deposit of \$20,000.00 for this fine achievement in sales of Travelers Checks.

Concurrently, the Treasurer of State's office has initiated a certificate of deposit program with Iowa banks across the state, banks that had previously indicated a specific desire to obtain state funds when the latter became available. The money, used to fund specific trust or special fund obligations, has been placed at the official state rate of five percent, for maturities ranging from 153 days out to 365 days and due dates ranging from August 18, 1971 to March 31, 1972. At this writing, \$14,350,000 has been so deposited. Also, at this writing, we are out of such money! Of the thirty banks approached, 20 accepted the C.D.'s and 10 declined. At this juncture, with "Fed" Fund rates now lower than the State rate, it is safe to assume that most of the money is being used to satisfy local loan demand rather than to invest in money-market instruments.

From the Treasurer of State's viewpoint, these deposits satisfy two critical needs: stimulation of the Iowa economy and an improvement in earnings for the state of about \$40 per million per day, compared to average current Treasury bill rates which have been consistently in the 3½ per cent area.

As soon as more money becomes available, additional C.D.'s will be placed by the State Treasurer's office—first with the remaining banks on our initial list, then with other banks which indicate a desire for funds.

### Six Officers Promoted at Merchants National Bank

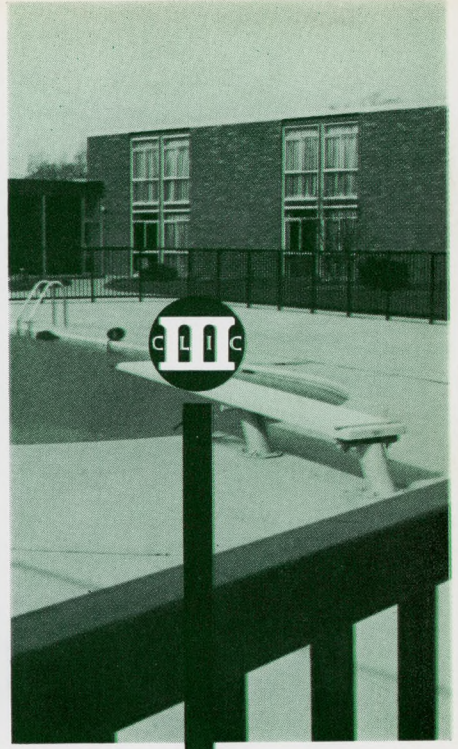
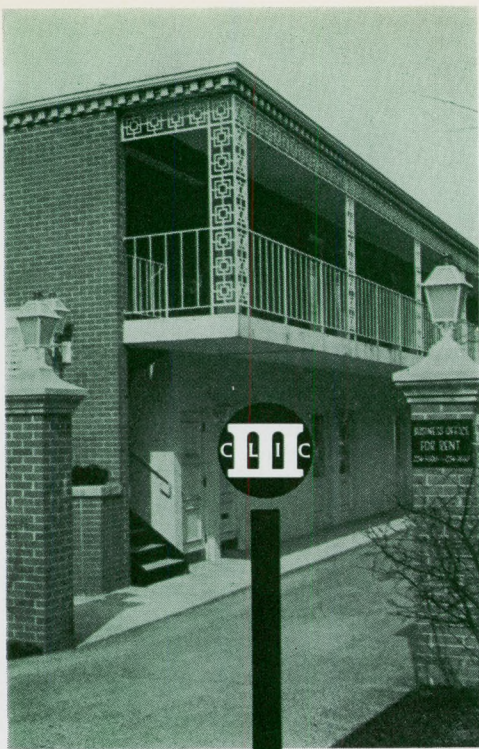
Directors of The Merchants National Bank in Cedar Rapids met April 15 and promoted six officers of the bank. They are:

Richard J. Ryan to senior vice president from vice president in the trust division.

Thomas S. Martin, Terry M. Martin and Edward M. Brunsting to assistant vice president from assistant cashier. Tom and Terry Martin are in the correspondent bank division. Mr. Brunsting is in data processing.

Keith R. Grimm to assistant cashier. James Everett Fine to assistant trust officer.

Directors appointed to the executive committee were Duane Arnold, Louis Fellman and Howard Hall, and James E. Coquillette, president; F. Forbes Olberg, executive vice president, and Robert H. O'Meara, senior vice president.



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