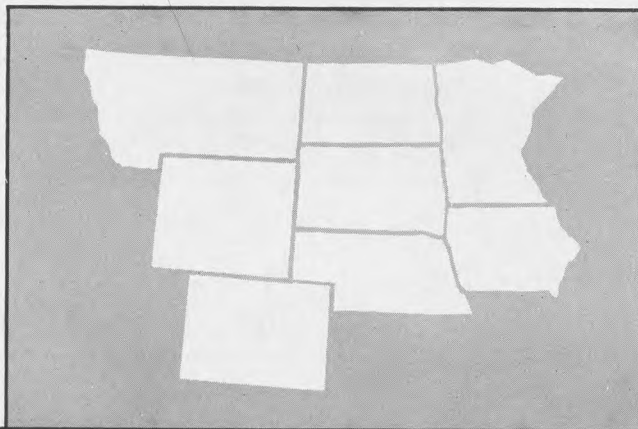


NORTHWESTERN Banker

Oldest Financial Journal West of the Mississippi



No. 1026

Des Moines, Iowa

April 3, 1967

Bank Advertising to Total \$287 Million

Banks are entering the last third of the 20th century with bigger than ever advertising budgets.

Commercial banks in the United States will spend \$287 million in advertising in 1967, according to survey data released by The American Bankers Association. The projected total is \$25 million more than the comparable figure for 1966.

This year's total is a new high for the industry and the 17th consecutive year for increased spending on bank advertising.

Newspapers are still the top choice for bank advertising. This has been true each year since the survey was begun in 1946.

The second most popular method of advertising is "specialties," a catch-all category of small gifts, notions and novelties. Calendars ranked third, with direct mail in fourth place and radio in fifth place. Television, in eighth place, accounted for 3.6% of advertising budgets.

Auto loans, regular checking accounts, and savings are the services that will get the biggest advertising push in 1967, as they did in 1966.

Credit Card Treatise

The new April issue of The

Northwestern Banker, being mailed this week, features an engrossing article dealing with the pros and cons of bank credit cards.

The article, one among several in the April issue, is based upon a talk delivered at the recent A.B.A. Installment Lending Conference in Chicago by Charles Agemian, executive vice president, Chase Manhattan Bank, N.A., New York.

Supreme Court Rules On Bank Mergers

The Supreme Court last week dealt a serious blow to bankers who thought the 1966 Bank Merger Act had freed commercial banks from some of the restrictions of the antitrust laws.

In an 8-0 decision, the Supreme Court reversed lower court decisions which had dismissed Justice Department attacks on proposed bank mergers in Houston and Philadelphia. The case represented the first major test of the 1966 Bank Merger Act, intended by its sponsors to relax antitrust standards in the merger area.

Instead, the Court voted for the Justice Department which claimed all along that the new statute did little to change current antitrust tests for banks.

The decision was written by Associate Justice William O. Douglas. Associate Justice Tom C. Clark did not participate because the Justice Department was a party in the case. Justice Clark's son, Ramsey, is Attorney General.

COLORADO NEWS

BOULDER: Dudley L. Hutchinson, Jr., Boulder attorney, has been named a director to the National Bank of Boulder.

DENVER: American National Bank has named Michael J. Kudla assistant trust officer. He has been trust operations manager.

DENVER: Mrs. Charline Curry has been added to the staff of the Lakeside National Bank and will be in charge of business development.

DENVER: Central Bank and Trust Company has promoted Roy E. Willis to assistant vice president from assistant cashier. Promoted to assistant cashiers were Edwin E. Sherman and Donald L. Jarvi.

The bank also has elected two directors. They are Dean R. Kittel, administrative officer for the Colorado Farm Bureau, and R. J. Nelson, senior vice president of the bank.

(Continued to back page)



KEEP US IN MIND
WE'RE EASY TO FIND

283-2421



HOMER JENSEN



GORDON DODGE

Member Federal Deposit Insurance Corp.

Member Federal Reserve System

The myriad tools of modern banking
 . . . and men who know how to use them.
 Good reasons why over half the banks in Iowa are
 MNB correspondents

John E. Mangold
 Vice President

Merchants National
 CEDAR RAPIDS MEMBER F.D.I.C.
 THE FULL SERVICE BANK FOR THE BANKS OF IOWA



IOWA NEWS

BURLINGTON: Ernest A. Kenney, Jr., executive vice president, Burlington Bank and Trust Company, is currently recovering from an operation in Rochester (Minn.).

CAMBRIDGE: Over 600 area residents toured the new building at open house at the Cambridge State Bank recently.

DES MOINES: The Central National Bank and Trust Company will entertain its correspondents and provide tours through its new building starting at 3 P.M., Saturday, April 8.

EARLHAM: Fletcher F. Jennings has been elected vice president

and trust officer at the Earlham Savings Bank. He will continue his work on farm loans. George Buck will become assistant cashier.

LONE TREE: Farmers and Merchants Savings Bank has elected Donald M. Kout as cashier.

FARLEY: Funeral services were held last Thursday, March 30 for J. L. Mahony, president, Farley State Bank.

PROTIVIN: Joseph D. Bouska has been named president of Bohemian Savings Bank, replacing John A. Bouska, who died March 1. Edward F. Bouska has been named as a new director.

RANDOLPH: Open house was held Saturday, April 1 at the Randolph State Bank to observe the bank's 50th year.

STACYVILLE: W. J. Schrandt, cashier, Stacyville Savings Bank, has been named executive vice president and cashier. He has been with the bank since 1945.

NEBRASKA NEWS

ALBION: Bill Davis, ag representative at the First National Bank, has been elevated to vice president and named to the board of directors.

ASHLAND: The city of Ashland recently erected a granite marker in Wiggenshorn Park to commemorate

E. A. Wiggenshorn, Sr., founder of the Farmers & Merchants Bank in 1883.

BELLWOOD: Jesse Durnell Bell, II, president of the Bank of Bellwood until 1917, died last month at the age of 88.

FREMONT: Effective April 1, First National Bank of Fremont changed its name to First National Bank & Trust Co. of Fremont. Move to the bank's new building will be April 15. Public open house will be April 22, and open house for bankers will be April 24.

LINCOLN: All Makes Office Equipment Company, Omaha, which recently opened a new retail store at 1100 "O" Street, has announced that Samuel Sell will be general manager of the Lincoln Division and will manage the new store.

LINCOLN: First Nebraska Securities has announced the opening of a complete commodity department. Thomas Vaughn will be manager.

OMAHA: The Ames Plaza Bank has received FDIC approval to establish a detached drive-in facility at 6430 Ames Avenue.

RANDOLPH: Neil Lackas has been named assistant cashier at the First State Bank.

MINNESOTA NEWS

ADA: First State Bank has received FDIC approval to move from its present location to 410 Second Street West.

CANNON FALLS: Jack Anderson, vice president of the Security State Bank, last month celebrated completion of 50 years in banking.

DASSEL: Promotions at the Dassel State Bank include L. E. Thalberg, elevated to executive vice president, and James D. Nelson to

Bank at the
 Financial Center
 of the
 Chicago Stock Yards

Bernie Miller
 Iowa Representative

DROVERS
NATIONAL BANK
 of Chicago

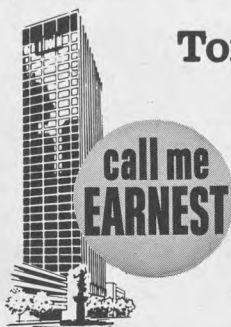
Phone (312) 927-7000

Tom Cannon is emphatically Earnest

Call him "Earnest," if you like. Tom won't mind. He's proud to belong to the earnest crew of correspondent bankers at Commerce Trust. And he's proud that one bank in every nine throughout the nation depends on Commerce Trust. If you take banking as seriously as Tom Cannon does, get in touch with him soon.

Commerce Trust Company

Kansas City's Oldest and Largest Bank
 Member Federal Deposit Insurance Corporation



Announcement

We are pleased to announce that Robert C. Wilson of Boulder, Colorado, has been named President and General Manager of Bankers Service Corporation.

Mr. Wilson is also President of the Western Plains Insurance Group of Boulder and has a wide acquaintance among bankers in Colorado, Kansas, Wyoming, Montana and Nebraska.



If you plan to sell the controlling stock in a bank, or minority stock carrying an executive position, because of advanced age, poor health or for other reasons, let us counsel with you. Or, if you are interested in purchasing a bank we will be happy to serve you. Mr. Wilson will be attending all of the state bank conventions in May and June as well as the Iowa Group Meetings, and he will be looking forward to meeting you.

You can discuss your plans with us without obligation on your part and with the assurance on our part that all correspondence and negotiations will be strictly confidential.



Harriette Allison has been named Vice President and will continue to be in charge of our Personnel Placement Department as well as office manager.

BANKERS SERVICE CORPORATION

Purchase and Sale of Banks

Personnel

Appraisals

1301 Register & Tribune Building Des Moines, Iowa Area Code 515 244-3113

Serving Banks and Bankers Since 1948

Supplement to Northwestern Banker of April 3, 1967

MEMORANDUM

TO : [Faint text]

FROM : [Faint text]

SUBJECT : [Faint text]

[Faint body text]

[Faint body text]

[Faint body text]



is the new sign for the
top service you always get from
your Capital City Correspondent

National Bank of Commerce

MEMBER, F.D.I.C.

in Lincoln, Nebraska 68501

cashier.

MINNEAPOLIS: Calvin A. Merri-
man and George N. Olson have
been elected vice presidents by
J. M. Dain & Co. Mr. Merriman
has been sales manager since
1965 and Mr. Olson is manager of
the St. Paul office.

NORTHFIELD: Frank I. Wright,
vice president and treasurer, Carle-
ton College, is a new director of
Northwestern State Bank.

ROGERS: W. J. Schneider has been
named assistant cashier by the
State Bank of Rogers. He has been
with the First State Bank of Rice
and the Plaza Park State Bank in
St. Cloud.

THIEF RIVER FALLS: O. E. Pet-
erson has announced his retire-
ment as chairman of the Union
State Bank. He began his career
in 1914 at Warwick, North Dakota
and was honored as a 50 Year
Banker by the Minnesota Bankers
Association three years ago. He
retired as president of the bank
in 1959.

TWIN CITIES: Major banks have
lowered the prime rate to 5½% fol-
lowing the announcement by the
leading banks in other sections of
the nation.

WILLMAR: Duane H. Lindgren has
been advanced from assistant cash-
ier to cashier of the Citizens Na-
tional Bank.

SOUTH DAKOTA NEWS

ALEXANDRIA: The Security State
Bank has filed an application with
the State Department of Banking
for permission to operate a branch
at Spencer.

HURON: Keith G. Moe is a new ag

representative at the Northwestern
National Bank. He previously was
with the Production Credit Associ-
ation at Huron.

LEMMON: The Bank of Lemmon
will increase its capital from
\$125,000 to \$150,000.

MITCHELL: Bernard H. Horstman
has been advanced from cashier
and auditor of the Mitchell National
Bank to the position of vice pres-
ident and cashier.

NEW EFFINGTON: The Bank of
New Effington has made appli-
cation to the State Department of
Banking to establish a branch at
Sisseton.

The bank has also been auth-
orized to increase capital from
\$50,000 to \$100,000.

NORTH DAKOTA NEWS

BISMARCK: Bill Daner, secretary
of the North Dakota Bankers As-
sociation, has announced plans
for the annual trip to Washington,
made in conjunction with bankers

OVER 10,000

financial institutions
across the country
buy our equipment and
services every year.



CEDAR RAPIDS, IOWA 52406

from South Dakota and Montana.
The group will leave Minneapolis,
Sunday evening, April 16, and will
return from Washington on Wednes-
day evening, April 19.

WAHPETON: Earl Robinson, vice
president of the Citizens First
National Bank, retired last week
after 42 years of service with the
bank. Succeeding him as vice
president is Robert W. Alinder
who was moved up from assistant
cashier. Don Holen has been
elevated from assistant cashier to
assistant vice president.

WYOMING NEWS

CHEYENNE: Robert J. Sorensen,
executive vice president of the



Bob Bueneke

*We're here to help
you get what you want*

IOWA-DES MOINES NATIONAL BANK

Member Federal Deposit Insurance Corporation

Municipal *Van Horne* Agencies
Bonds *Investments, Inc.* Stocks
FARM CREDIT BLDG. OMAHA PHONE 345-2241

Always the First to Serve You!

First National Bank of Omaha

16 TH & FARNAM - OMAHA, NEBRASKA

Member Federal Deposit Insurance Corporation

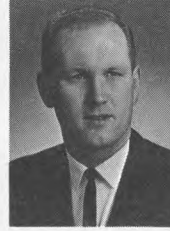


1st LINCOLN ...Experts in Mortgage Loans

FIRST NATIONAL BANK & TRUST COMPANY OF LINCOLN
12th & N Street • LINCOLN, NEBRASKA • Member: F.D.I.C.



JOHN DIEFENDORF and GENE HAGEN
Represent



**The Bank for Personal
Service in Sioux City**



SECURITY NATIONAL BANK

Sixth and Pierce Sioux City, Iowa Member FDIC

American National Bank, has been elected a director. Named advisory directors were Don Correll, president of Old Faithful Life Insurance Co.; Elmer F. Garrett, owner of Garrett Realty; and Paul Godfrey and James Tilker, both Cheyenne attorneys.

KEMMERER: Merl E. Case has retired as a vice president of the First National Bank of Kemmerer as of April 1.

LARAMIE: Max Fisher, president of the First National Bank, recently presented \$400 scholarships through the University of Wyoming on behalf of the Wyoming Bankers Association. Mr. Fisher is chairman of the Association's scholarship committee.

PINEDALE: Robert Clift of Brush, Colorado, has been appointed cashier of the First National Bank. The bank also recently completed a new walk-up window.

MONTANA NEWS

ANACONDA: The Comptroller of the Currency has approved the

consolidation of the Daly National Bank of Anaconda and the First National Bank of Butte.

BILLINGS: The Installment Credit Conference, sponsored by the Montana Bankers Association, will be held April 13-15 at the Northern Hotel in Billings. Registration requests should be forwarded to Bob Zepp at the Security Trust and Savings Bank in Billings.

COLORADO NEWS

(Continued from front page)

DENVER: Three officers have been promoted by Denver U. S. National Bank. They are: Carroll D. Speckman, advanced from assistant vice president to vice president, and William L. Adams and Alvin W. Haggerty, both elevated from assistant cashiers to assistant vice presidents.

ENGLEWOOD: The First National Bank has appointed Jack Sorrels as BankAmericard specialist. He was senior credit analyst for Denver U. S. National.

GOLDEN: John M. Zimmermann has been named BankAmericard specialist for First National Bank.

GREELEY: Mrs. Barbara K. Smith has been named marketing director of the Weld County Bank. She was formerly advertising manager for the Journal Publishing Co. in Greeley.

WANT ADS

Rates 25 cents per word per insertion. Minimum: 12 words.
NORTHWESTERN BANKER
306 15th St., Des Moines, Iowa

POSITION WANTED

Finance company executive with 22 years experience desires position with a bank in Iowa or Illinois. Complete resume available. Write Box ABX, in care of the NORTHWESTERN BANKER, 306 - 15th St., Des Moines, Iowa 50309.

CASH FLOW SHEETS

Monthly cash flow income and expense forms -- so helpful in planning budget loans for farmers and ranchers. Samples available. Write Farm Business Council, Inc., P.O. Box F, Urbana, Illinois 61801.

POSITION WANTED

Employer of energetic, experienced and capable all-around banker offers the services of this man to bankers in the mid-western area. He will guide your bank in many facets of banking. Our staff will support him in every way possible. Of course, we all know about this ad, because we're after as much correspondent bank business as we can manage. Excellent references. Write, wire, or phone Cy Kirk in Des Moines at 277-2602. Or call La Salle National Bank, 135 S. La Salle Street, Chicago, Illinois 60690. (Area Code 312) STate 2-5200.

BIG things are happening at **CENTRAL NATIONAL**...
BIG things that mean even better service to Iowa banks.



CENTRAL NATIONAL BANK AND TRUST COMPANY

Member Federal Deposit Insurance Corporation

YOUR STATE BANKERS ASSOCIATION
OFFICIAL SAFE, VAULT AND
TIMELOCK EXPERTS

F. E. DAVENPORT & CO.
OMAHA

No. 1026 Northwestern Banker is published five times monthly by the Northwestern Banker Company, 306 Fifteenth Street, Des Moines, Iowa 50309. Subscriptions 50¢ per copy, \$6 per year. Second class postage paid at Des Moines, Iowa. Address all mail subscriptions, changes of address (Forms 3579), manuscripts, mail items to above address.