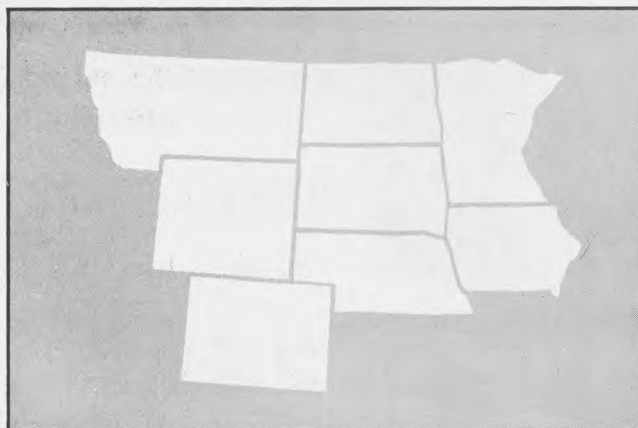


NORTHWESTERN Banker

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June 26, 1967

Challenge College Students' Attitudes

A leading banker has challenged the attitude among college students that business is anti-social and offers them no career opportunities to participate in solving major human problems.

Tilden Cummings, president of Continental Illinois National Bank and Trust Company, Chicago, said a significant number of the major problems facing business during the next half century are fundamentally social in character.

Mr. Cummings suggested that "if the socially conscious young person seeks a career offering the greatest rewards in terms of service to humanity, business could be precisely the arena in which he belongs.

"Thoughtful businessmen recognize that the very preservation of our free-market economy depends on how effectively they meet these challenges," he said. "To the extent that business fails its responsibility, solutions (good or bad) will be arrived at within the public sector by big government--and the private sector will wither as a consequence of its failure."

Mr. Cummings cited urban renewal, food for an exploding population, opportunity for the underprivileged, and air and water pollution control as examples of the challenges facing business.

"If a young man is interested in fighting pollution," he said, "one way is to devote his lifetime to standing on a soapbox preaching

against pollution as a social evil. A more practical way is to seek employment with one of the many corporations that will spend millions of dollars in the next 10 years reducing air and water pollution."

Mr. Cummings said businessmen, both individually as concerned citizens and in their roles as corporate executives, are devoting "a good deal of energy" to providing economic opportunity for minority groups and school dropouts.

"Their chief complaint, judging from the expressions of a good many business leaders I have talked with," he commented, "is that the effort isn't moving fast enough to satisfy them.

"This raises an interesting question: Do you suppose at least some of those college students who consider non-business careers more "challenging" or offering a better chance "to help their fellow men" might wish to change their minds? Do you suppose they might like to participate in business' fight to provide equal opportunity for the underprivileged?"

Noting that the war on poverty is not solely the responsibility of government, he pointed out that business produces about 80% of the nation's goods and services, and that "the low incidence of poverty in the United States is attributable almost entirely to what people have accomplished working through their business organizations."

"What we are saying," Mr. Cum-

mings concluded, "is that a business does not exist solely for the purpose of earning a return for its shareholders. That purpose is vitally important, but a business must also be a good citizen."

BULLETINS...

HAWLEY, MINN.: John Meyer, Jr., has been promoted from assistant cashier to cashier of First National Bank.

MINNEAPOLIS: Donald W. Nyrop, president of Northwest Airlines was elected a director of First Bank Stock Corporation.

NEW YORK: Morgan Guaranty Trust Company elected Samuel R. Callaway and Harrison V. Smith as senior vice presidents.

WEST LIBERTY, IOWA: Preston W. Brown, well-known area farmer and director of West Liberty State Bank, died June 17 of a heart attack while fishing in Canada. He was 68.

Half Silver Exchange

President Johnson is expected to sign into law soon legislation (S. 1352) permitting the Treasury, one year after the statute takes effect, to halt the exchange of silver for paper silver certificates. The bill, which also would authorize the Treasury to release up to \$200 million in silver backing silver certificates not likely to be redeemed, was cleared for the White House when the House agreed to the Senate-passed measure.

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IOWA NEWS

BENNETT: FDIC has approved a change of location for Bennett State Bank on the Main Street of Bennett.

BUFFALO: A. J. Matthys has been named president and E. S. Ernst has been named chairman of the Buffalo Savings Bank. Mr. Matthys was formerly vice president and cashier. He retains his title of cashier. Mr. Ernst was first vice president.

CEDAR FALLS: John Kyhl, 77, former president, Cedar Falls Trust & Savings Bank, died June 11. Following his retirement as president in 1963, he continued to serve as chairman of the board until his death.

CLINTON: First National Bank has elected William J. Jones as executive vice president. Mr. Jones has been employed by the First National Bank since 1950, coming to Clinton after serving with the Federal Deposit Insurance Corporation examining staff in Iowa and Illinois. He has served as vice president since 1951.



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COLUMBUS JUNCTION: Open house was held Saturday by the Columbus Junction State Bank in its newly expanded banking quarters. The bank also marked its 40th anniversary.

HARPERS FERRY: Grand opening of the Harpers Ferry office of the Kerndt Brothers Savings Bank, Lansing, was held recently.

KEOKUK: The Group 11 Annual Golf Day will be held June 28th at Keokuk Country Club. There will be a \$5.00 registration, plus greens fee for golfers. A new attraction this year will be Mississippi River boat trips, leaving hourly starting at 2:00 p.m. Dinner will be served at Keokuk Country Club.

PELLA: J. G. Leahy of Rock Rapids will become president of the Pella National Bank on July 1. He succeeds J. G. Boat, who will continue as chairman of the board. Mr. Leahy had previously served as president of the Lyon County State Bank in Rock Rapids.

ROCK RAPIDS: Larry Wenzl will succeed J. G. Leahy as president and director of the Lyon County State Bank here. Mr. Wenzl has been with the bank since April, coming from the Houghton State Bank in Red Oak. Paul D. Dunlap is president of the Houghton State Bank and a major stockholder at Red Oak, Rock Rapids and Pella.

NEBRASKA NEWS

OMAHA: The name of South Omaha

Stockyards National Bank will be changed July 1 to Stockyards National Bank. Approval for the change was granted recently by the Comptroller of the Currency. Remodeling of Stockyards National quarters is almost completed and open house will probably be held in late July for a three-day period.

Directors of Stockyards National have announced a retirement and a promotion. A. J. Hallas, chairman of the board, reached his 65th birthday June 9 and is retiring July 1. Don A. Prohaska has been promoted from assistant vice president to vice president. Mr. Prohaska handles commercial and livestock loans.

SCOTTSBLUFF: A grand opening was held June 24th at the new building of the Scottsbluff National Bank

MINNESOTA NEWS

ALBERT LEA: Centennial observances will be held at the First National Bank this week for three days, June 28-30.

HASTINGS: As of July 1 Bernard L. Engels will succeed to the presidency of Northwestern National Bank. He has been with the bank since 1961 and was named executive vice president last January. Mr. Engels succeeds retiring President Orin Samstad, who began his banking career in 1922. Mr. Samstad remains on the board of directors.

LAKEFIELD: Earl C. Sucker has been elected president of the First National Bank. Promoted to vice president is H. G. Theissen, and Harold G. Matteson becomes the new cashier.

LEWISTON: The Security State Bank has opened for business in its new building. A grand opening is being planned for the near future.

NORTHFIELD: The Minnesota School of Banking, sponsored by the Minnesota Bankers Association, gets underway today here at St. Olaf College. This is the second annual session. More than 150 bankers registered Sunday, June

“ “ “ “

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25 for the school which continues through June 30.

NORTH DAKOTA NEWS

MINOT: John H. Hoeven, Jr., has been advanced from vice president to president and director of the Union National Bank. He follows William D. Johnson, who recently resigned from the presidency.

NEW ROCKFORD: John N. Ferguson, formerly with the Drayton, North Dakota, State Bank, has been elected assistant cashier of the First State Bank of New Rockford.

WAHPETON: The Wahpeton National Bank has undertaken an extensive exterior remodeling project, to include an expanded lobby area.

SOUTH DAKOTA NEWS

WATERTOWN: Ronald T. Peterka has joined the First National Bank of Watertown in the installment loan, real estate and insurance departments.

MONTANA NEWS

The 64th annual convention of the Montana Bankers Association drew more than 520 persons to beautiful Jackson Lake Lodge in Jackson, Wyoming. Jack E. Tenge, president of Midland National Bank, Billings, was moved up from first vice president to president. He succeeds A. S. Brubaker, president of State Bank of Terry.

New first vice president is J. D. (Dewey) Street, president, Security Bank & Trust Company, Bozeman. Succeeding him as second vice president is A. M. Greenshields, executive vice president at First

National Bank of Browning.

Continuing as the secretary-treasurer is R. C. Wallace, Helena.

A complete report with pictures will be published in the July issue of the *Northwestern Banker*.

A.B.A. Convention Mailing

Official notice of the 93rd annual convention of The American Bankers Association in New York City, September 24-27, has been mailed to 18,488 A.B.A. members.

The mailing describes procedures for making hotel reservations and registering in advance. A form for requesting hotel accommodations is enclosed with the notice. Completed forms should be sent to the A.B.A. Convention Housing Bureau, Miss Sylvia Peltonen, housing supervisor, 90 East 42 Street, New York, N.Y. 10017.

The post office cancellation date on the envelope in which the

official housing application is mailed will determine the order in which assignments are made. Melvin C. Miller, A.B.A. convention director, said every effort would be made to place registrants in a hotel of their choice.

NASSB Convention Site

The 66th annual convention of the National Association of Supervisors of State Banks will be held at the Brown Hotel in Louisville, Kentucky, August 14-18. An attendance of approximately 600 supervisors, bankers, government officials and their wives is expected. Registration begins Monday, August 14, with general business sessions scheduled for Wednesday, Thursday and Friday. On Tuesday morning, state bank supervisors from each of the states in attendance will convene to elect officers for the coming year.

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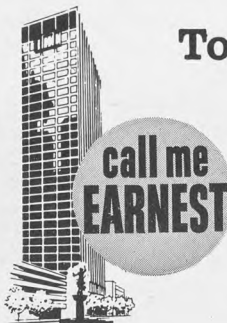
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Plan Bank PRMA

Nineteen clinic sessions will be included in the format of the 52nd annual convention program which Bank Public Relations and Marketing Association will hold in Denver October 8-12, providing delegates a liberal opportunity to talk about...and hear about...a wide variety of subjects.

There will be clinics on marketing management, public relations, advertising, and sales management. Certain clinics will be earmarked according to bank size to give the delegates most value.

Promote MBA Executive

The Council of Administration of the Minnesota Bankers Association has promoted Truman L. Jeffers to secretary of the Association. Kenneth A. Wales continues as executive secretary.

Mr. Jeffers joined the MBA staff in April, 1961, as public relations director. Later he was named assistant secretary and publicity director.

Prime Installment Rate

Merchants National Bank and Trust Company, Indianapolis, has established a "prime rate" for its installment lending operations.

Under the system, Merchants National is charging its best customers \$3.50 annually per \$100 on auto loans, or in effect, an annual interest rate of close to 7%. The charges are scaled upward at 50-cent intervals to \$5.50, or nearly 11%, for the riskiest loans. Similar scales have also been introduced on personal, home improvement, aircraft and professional loans.

The bank hopes to guarantee

a prime individual rate for strong credit risks on such loans at least \$1 under competing rates.

New FNMA Head

Raymond H. Lapin, a former California mortgage banker, has been appointed president of the Federal National Mortgage Association.

The top post in the agency has been vacant since the end of last year when Stanley Baughman, the former president, retired. During the interim, Harry Gilbert, executive vice president, has been acting as Fannie May head.

Mr. Lapin had been with the Bankers Mortgage Co. of California until September, 1966, when he accepted an appointment in the California state government from former Governor Edmund Brown.

Increase Debt Limit

A debt limit rise of \$22 billion, to \$358 billion, was approved by the House. The bill also provides a further increase in the debt-ceiling to \$365 billion, effective July 1, 1968. One section of the legislation will, in effect, slightly ease the 4 1/4% interest rate limit on Government bonds by allowing the Treasury to sell notes with maturities of up to seven years instead of the long-standing five-year limit. The measure now goes to the Senate where it faces little opposition.

Helicopter Service

Bank of America plans helicopter flights between its eight-story administrative services building in San Francisco and outlying

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