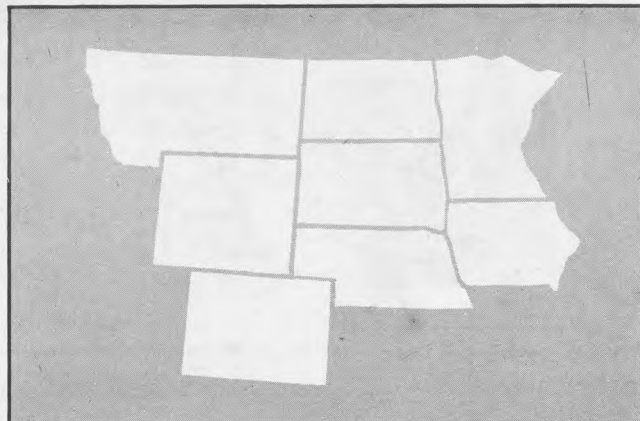


# NORTHWESTERN Banker

Oldest Financial Journal West of the Mississippi



No. 1119

Des Moines, Iowa

September 16, 1968

## Plan New Foundation Ad Campaign

The Foundation for Full Service Banks will sponsor four network television specials in its 1968-69 campaign, and will extend its full-page national magazine advertising in *Look* and *Reader's Digest* magazines, Richard B. Beal, executive vice president of the Foundation, announced.

The Foundation conducts a \$2.5 million national advertising program on behalf of Full Service Banking and the more than 6,000 member banks representing 72% of deposits in the United States.

"We are increasing our sponsorship in network television and expanding the full-page magazine schedule in *Look* and *Reader's Digest* starting this fall," Mr. Beal said. "With more member banks using our new symbol in their own advertising in the coming months, the combined effect of an enlarged campaign and local bank tie-in should add substantially to the sales impact of our efforts to sell 'full service banks' to many more people in every part of the country."

Leading off the new tele-

vision season will be full sponsorship of the hour-long "Tennessee Ernie Ford Show" special, Saturday, November 16 at 9 p.m. (EST) on the NBC-TV Network. It will feature Andy Griffith and Lucille Ball among the guest stars. The Foundation will introduce its new local bank identification symbol to the public on this show.

On Sunday, December 22, from 7 to 7:30 p.m. (EST) the Foundation will present the third annual broadcast of the holiday classic, "Dr. Seuss' How The Grinch Stole Christmas" on the CBS television network. On Sunday, February 9, from 10 to 11 p.m. (EST) the Foundation will repeat the award-winning "Fred Astaire Show" on NBC.

The final television sponsorship of the season will be the "Julie Andrews" special Sunday, April 13 from 9 to 10 p.m. (EST) on NBC.

The Foundation's national magazine ads will appear in 25 issues of *Look* from July through June, and in five issues of *Reader's Digest* starting in November. They will follow the current theme that

busy people rely on the convenience of Full Service banks. This theme will also be carried out in television commercials on the four specials during the season.

## ILLINOIS NEWS

**BEARDSTOWN:** Two new teller windows are being installed for the First State Bank on the Second Street side of the bank building. The present drive-in window on the north side of the building will be removed and a new one installed on the west wall of the bank.

**BELLWOOD:** Robert Franch, president, Bank of Bellwood, has resigned. He will continue as a consultant. Alfred C. Nowaczyk, executive vice president and director, has been named chief operating officer. Robert P. Franch has been appointed acting cashier.

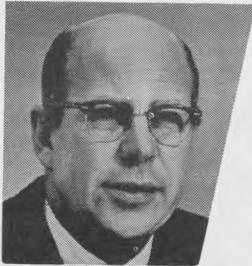
**DECATUR:** The First National Bank of Decatur will hold the grand opening of the bank's drive-in facility September 21. John Luttrell, president, said (Continued on back page)

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Bob O'Meara  
Vice President



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### NATIONAL NEWS

LACROSSE, WISC.: James O. Hein-  
ecke, formerly assistant vice presi-  
dent at the National Bank of South  
Dakota, Huron, has been named  
vice president of the Batavian  
National Bank here.

NEW YORK: Vice President Hubert  
H. Humphrey and Governor Spiro  
T. Agnew have accepted invitations  
to address the 94th annual con-  
vention of the ABA in Chicago.  
Governor Agnew will speak during  
the convention's first general  
session Tuesday morning, October  
1. Vice President Humphrey will  
speak Wednesday morning, October

2, during the second general ses-  
sion.

The presidential nominees of  
both major political parties were  
invited prior to the conventions to  
address the ABA. The Republican  
invitation was extended to Gover-  
nor Agnew when it became known  
that an earlier commitment would  
prevent the appearance of Richard  
M. Nixon.

SAN FRANCISCO, CALIF.: Scudder  
Mersman, Jr., Louis J. Mulkern and  
William H. Bolin have been named  
senior vice presidents in merging  
area responsibilities in the inter-  
national division of the Bank of  
America.

WASHINGTON, D. C.: It was re-  
ported here last week that a plan  
is being proposed in the U. S.  
Treasury Department for setting up  
one single agency—presumably a  
super Federal bank—for handling  
all borrowing needs of Federal  
agencies, rather than those indi-  
vidual agencies entering the market  
for funds as they do today. It is

believed the total lendings for  
such a bank could be \$100 billion.

### IOWA

The Attorney General of Iowa  
last week issued an opinion which  
sustains for Iowa national banks  
the recent ruling by the U. S.  
Supreme Court that national banks  
are exempt from state sales and  
use tax. The Iowa opinion also  
holds that national banks are en-  
titled to refunds for a period ex-  
tending back five years from the  
due date of taxes erroneously  
paid. State banks are still obli-  
gated to payment of the taxes. At  
least one state bank in Iowa is  
filing a claim for refund to test the  
law.

DES MOINES: Michael R. Carver  
has been named an assistant  
cashier at the Iowa-Des Moines  
National Bank. He formerly headed  
the freight payment and payroll  
accounting departments in the  
bank's marketing division.

The bank plans to have a tem-  
porary drive-in office opened by  
October 1 at its detached facility  
location at 2505 East Euclid. It  
will be a Capp home placed at the  
back end of the lot. The permanent  
building is scheduled for comple-  
tion about June 1, 1969.

DUBUQUE: Thomas E. Schmidt  
has been named vice president  
and cashier of the new Key City  
Bank and Trust Company, effective  
October 1. He is presently the  
second vice president of the Hart-  
ford Plaza Bank in Chicago.

EVANSDALE: The First National  
Bank has received permission  
from the Comptroller of the Cur-  
rency to open a second banking  
facility in the Crossroads Shopping  
Center area of Waterloo.

GRINNELL: The annual Poweshiek  
County National Bank's women's  
meeting will be held in the Vet-  
erans Memorial Building here Sep-  
tember 25. "Two Worlds of Woman"  
is the theme of the fourth annual  
meeting.

IOWA CITY: Kenneth A. Crow and  
Ralph Radcliffe have been pro-  
moted from assistant vice presidents  
to vice presidents at the Hawkeye  
State Bank. B. L. Johnson has  
been named assistant vice presi-  
dent and Steven Bianco cashier.  
Both men had been assistant  
cashiers.

OELWEIN: Jens C. Nielsen of  
Humboldt has been named the new

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agri-business representative for the Oelwein State Bank.

## NEBRASKA

OMAHA: Marvin G. Rohn has been named assistant loan officer at the Omaha National Bank, and Louis E. Giblin has been named assistant investment officer.

## MINNESOTA

DULUTH: Orley Rath, one-time trust officer of the First National Bank at Aberdeen, has been elected a vice president and trust officer at the First American National Bank here. He joined the bank as a trust officer in 1967.

MADRELIA: Sam Slocum has been elected executive vice president of the Citizens National Bank. He was formerly bank cashier. Dale Williams has been promoted from assistant cashier to cashier. Clarence Goodburn and Wilma Jacobson have been promoted from tellers to assistant cashiers.

MINNEAPOLIS: The Minnesota Bankers Association has appointed a subcommittee to study the feasibility of credit cards on a state-wide basis, according to J. J. Chqromanski, association president and president of the Crystal State Bank. He added that this in no way implies that the association is intending to set up such a plan. The study was recommended to the association's governing body by the MBA Commercial and Consumer Lending Committee.

ROCHESTER: An application has been filed with the Minnesota Commerce Commission for a state bank to be located in the Apache Mall Shopping Center, southeast corner of U. S. 14 and new 52. The proposed name for the bank is Security State Bank. Incorporators are Charles Peterka and Charles A. Neumeister, both of Minneapolis, and Merlin J. Knauss of Rochester. Proposed capital for the bank is \$500,000. No date has been set for a hearing.

ST. PAUL: Don G. Dick has been named vice president at the First Federal Reserve Bank of St. Louis

Grand Avenue State Bank. William O. Skar has been promoted from assistant vice president to vice president and Raymond E. Meyer from cashier to vice president and cashier.

WELLS: Al Quade has been named assistant cashier of the Peoples State Bank. He has formerly been employed by the Cottonwood County Extension Service for the past two years.

WINONA: An application for a new state bank to be located at the intersection of U. S. 61 and 14 in the Westgate Shopping Center has been filed with the Minnesota Commerce Commission. The pro-name for the bank is Winona State Bank, with proposed capital of \$250,000. Incorporators are S. J. Kryzsko of Winona and M. J. Galvin, Sr., of St. Paul. No date has been set for hearing on the application.

## COLORADO

DENVER: First National Bank of Denver appeared last week to be within sight of its objective of forming a holding company (First National Bancorporation Inc.), which will own First National Bank of Denver and the First National Banks of North Glenn, Bear Valley and Southglenn. Management of First National of Denver made an offer several weeks ago to stockholders to turn in their shares in the bank in exchange for shares in the holding company. A battle

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OFFICIAL SAFE, VAULT AND  
TIMELOCK EXPERTS  
**F. E. DAVENPORT & CO.**  
OMAHA

erupted between management and the Thatcher banking interests in Pueblo Springs and Colorado when the latter group sought to block the holding company and made an offer to stockholders to buy their stock. The day before the trouble developed, the price of First National stock was \$87.25 bid. Last week it was reported in Denver to be \$145 bid and \$155 asked.

As of August 29, the bank's management had received 64.6% of the stock for exchange, according to Montgomery Dorsey, chairman, and Eugene H. Adams, president. The goal is 67%, which is needed to form the holding company. Mr. Adams recently told the *Northwestern Banker* that the figure is now higher than the previously reported 64.67%. The offer of the bank had expired August 30 and was extended to October 4. The Thatcher interests' offer ex-



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pired September 3, and no extension date was published.

Mahlon T. White, Pueblo, president of the five banks and spokesman for the White and Thatcher interests, said the family owns approximately one-fourth of First National Bank of Denver stock and is entitled to one-fourth of the seats on the bank board and the holding company board.

DENVER: The Central Bank and Trust Company is planning to increase its capital funds by an additional \$3 million, to a total of \$18.3 million. The new capital will take the form of junior subordinated debentures to be sold to Baldwin-Central, Inc., a wholly-owned subsidiary of the D. H. Baldwin Company of Cincinnati, Ohio. The bank will refrain from the payment of dividends, which will provide an additional increase in capital accounts from the accumulation of retained earnings. Following the new issue of debentures, capital accounts will be \$6 million in subordinated capital debentures and \$12,300,000 in capital, surplus and undivided profits for an aggregate total of \$18,300,000 in capital funds.

### WYOMING

Wyoming bankers will be briefed on recent developments in agriculture, business and finance during a series of economic forums sponsored by the Federal Reserve Bank of Kansas City in conjunction with

the Wyoming Bankers Association. The forums will be held in Casper, September 16; Thermopolis, September 17; Rock Springs, September 18; Cheyenne, September 19. Max Fisher, president of the First National Bank of Laramie, will speak for the WBA at all four of the forums. Three economists for the Kansas City Fed, Gene L. Swackhamer, Glenn H. Miller, Jr., and D. R. Cawthorne, will discuss economic conditions in the states and the nation.

### MONTANA

BILLINGS: District Judge Victor H. Fall has ordered Albert E. Leuthold, state superintendent of banks, to grant a charter to a group from Billings-Livingston to found a fourth bank in Billings. The original application was filed in December, 1967, and rejected by Mr. Leuthold. A court hearing ensued.

HELENA: John E. O'Neill has been elected vice president of the First National Bank and Trust Company of Helena, effective October 1. He was formerly vice president of the Metals Bank in Butte for 12 years and has been associated with that bank in all departments since 1930.

### Illinois News . . .

(Continued from page 1)

the facility will provide four drive-in units at Broadway and Prairie Avenue. The units will be in addition to the two drive-in windows

and one teller station at the main bank building.

RANTOUL: The First National Bank of Rantoul is providing time and temperature service through the facilities of the Eastern Illinois Telephone Company.

SPRINGFIELD: Lee G. Gammage, trust officer, Springfield Marine Bank, has been appointed state Heart Fund vice chairman.

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