

ONE MINUTE TALKS on BANKING

By James M. McIntosh,
President of The National
City Bank.

This is the first of a series of
"One Minute Talks on Bank-
ing," which will run each
Saturday in The Times during
the month of July.

"Enclosed Find Check"

Modern civilization knows no phrase
of mightier import than these three
short words. Around them is wrapped



the romance of
centuries of
banking devel-
opment, the rise
and fall of
mighty nations
and the entire
mechanism of
modern banking
credit.

The word bank
is traceable to
public loans
made by the
Italian cities in
medieval times.
The usual Ital-
ian term of a
public loan was
"monte" signifying a joint stock fund.
The Germans were influential in Italy
during the middle ages, especially
about the time when a forced loan of
one per cent was levied by the city of
Venice in 1171 on all the property of
all citizens. Their name for a joint
stock fund was bank, meaning a
heap or mound, which the Italians
converted into banco and used as a
term for an accumulation of either
stock or money.

Hence our word bank has come to
us almost intact from the early Teu-
tonic word bank but with a different
interpretation for today it means the
place where the money is kept and
not the money itself.

Banking and Commerce

Throughout the centuries of de-
velopment, banking has furnished the
motive power for commerce. And it
is interesting to note that those coun-
tries where banking had its greatest
development were without exception
leaders in commerce and military
power. Greece, Rome, France, Ger-
many, England and the United States
—it sounds like a catalogue of the lead-
ing military nations of history. Then it
is only a natural conclusion that
banking development has been great-
est during periods of war activities.

Napoleon formed the Bank of
France in 1800 to make more solid the
financial backing for his military am-
bitions. The Bank of England was
formed in 1694, for the purpose of as-
sisting the fiscal operations of the
government in its war with France.
The Bank of North America, the first
bank of importance on this continent,
was founded by Robert Morris at
Philadelphia in 1781 in the hope that
it would give financial support to
the young republic. His task at that
time was to untangle the financial
web left by the revolution.

Our present system of national
banks came into existence in 1863 as
a direct result of the unsatisfactory
financial conditions which prevailed
during the Civil War. Then again
our latest development in modern
banking, The Federal Reserve Sys-
tem, came during the earlier stages
of the World War.

The Modern Banker

The American banker of to-
day has written for him on the
pages of history the mis-
takes and strong points of all past
banking systems. He knows what
to avoid—what to use out of that his-
tory as he reads. That is why the
dollar is the monetary standard of the
world today and the United States is
in the lead among the financial
powers of the world.

But to the person who stands be-
fore the teller's window of a modern
bank and looks in at the complicated
yet smooth working machine the
bank has an appearance of mystery.
He admires but he does not under-
stand it. Many business men fail to
utilize the banking resources of this
city to best advantage because they
do not appreciate the true relation
which banking bears to business. As
a matter of fact the fundamental
work of a bank is extremely simple.
It is merely taking the funds which
have been paid in by stockholders
and deposited by provident people and
turning them over to the enterprising
men of the city for productive use in
the building of industry.

My understanding of the purpose
of this series of talks on banking is
that the writers are to treat of the
banks from without, to show how
they touch the interests of the city
and to get the point of contact from
the customers' viewpoint. I have de-
viated from this purpose because I
believe that in order to appreciate
the modern bank—you have to stop
and consider the extended growth of
banking and the powerful nations
that have arisen because their banks
were strong.

COMPROMISE FAILS

Intimate Details of Camp Love Affair
Promised in Court Session.

By United Press
CHICAGO, July 22.—Warfare over
the \$350,000 trust fund given by Mrs.
Katherine Gordon Thorne to her
former husband, William C. Camp, will
reopen Monday.

Intimate details of the love affair
which led to the marriage of the
widow of the late vice president of
Montgomery Ward & Co. and the well-
known "man about town" were sched-
uled.

It is understood that Camp offered
to accept \$175,000 to close the in-
cident. Mrs. Thorne is said to have
virtually offered \$120,000. Neither
side would compromise.

Form Legion Post

Articles of association for Clinton
Post No. 140, American Legion, have
been filed with the secretary of State
by Mark E. Nebeker, Jap F. Swayne,
I. M. Casbeer, R. M. Holgren and
Harry L. Brown.

What Does Banking Mean To You ?

PROGRESS in banking means first of all expansion. To meet adequately the demands of business and the public, to enlarge its sphere of usefulness to the fullest extent is the duty of every bank whether state or government controlled.

BUSINESS is on the up-grade and seems to face a steady climb to vastly improved conditions. Progress toward those conditions will be rapid or slow in proportion as the people and the banks earn the confidence of each other by a mutual understanding of each other's progress and problems. The banks in the list below believe that the preservation of confidence through the encouragement of sound understanding and business practices warrant at this time a series of public messages to let the readers know wherein the banks can benefit you.

THERE are thousands of people right here in Indianapolis who are not bank depositors for no other reason than that they know so little of the truth about our banks. It is to correct these twisted and warped impressions which sometimes prevail that this series of bank talks and advertisements was planned and these powerful banks are co-operating in making this series useful to you, as a reader and a citizen.

THE extensive facilities of these strong, reliable, conveniently located banks are at your service. You need the advice of bankers now, as never before.

THE officers of these banks are not figure heads. They are for your use; their "yes" or "no" means much to you and they want to become better acquainted with you and your problems.

City Trust Co.

Continental National Bank

Commercial National Bank

Fletcher American National Bank

Marion County State Bank

National City Bank

The Peoples State Bank

Security Trust Co.

J. F. Wild State Bank

Washington Bank & Trust Co.

This advertisement is the first of a series paid for by the several banks above to cultivate a better understanding of banking and bankers. By so doing, they are building the financial and industrial strength of the future Indianapolis, by giving you knowledge of just the banking service you need.