

Banking Is True Rotary Service

C. S. Wengert, cashier of the First National Bank of Nevada, as part of the program at yesterday's meeting of Las Vegas Rotary Club, gave an interesting discussion of the subject "How Rotary is Applicable to Banking."

The talk brought out many thoughts which are new to the general public and we print it in full and recommend it as well worth reading.

"The Rotary slogan, 'Service above self—He profits most who serves best.' to me is particularly applicable to banking, for banking today

is unique in the fact that it has nothing to sell but service; yet it is the hub of commerce and through it the very life blood of the community flows. It is the barometer of business activity and its records forecast ever changing conditions in the commercial world. It is a mirror of th life about it. Its multitude of transactions are the financial images of the economic activities of the people. In its pass books are often recorded successes or failures of business—disappointment or fulfilment of the ambitions of one who saved to buy a home, take a trip, or for some other definite purpose.

"In rendering that service so important to the success of banking, the granting of a loan may mean the building of a home, beginning of a business, the employment of labor.

Whereas a foreclosure may mean the loss of a home or other property and the non-payment of a merchants note may mean the death of a business. The credit files behind all these transactions goes to make up human history. Therefore, what the people themselves do is reflected in the conditions of banking, and obviously it cannot reflect events or conditions other than those that actually originate from surrounding circumstances.

"The truth of the matter is, that the future of banking is inseparably interwoven with the fate of the people it serves and what they do or what happens to them will be reflected in the banks.

"The one aspect of banking that deserves special mention, as a means of service, is credit. Credit may be informally described as future hopes, plans and good intentions—converted into present day purchasing power.

"The farmer, the merchant, the home buyer, the purchaser of household goods, the investor and those of many other classes borrow at times. They do so to purchase more acreage, finance their crops, hire labor, buy merchandise, homes, furniture and for various other things. They plan to pay back these borrowings with earnings of their crops sale of goods, income from wages and salaries, or profits from sales of securities or real estate, etc.

"They hope, each in his own sphere, to make or earn more than enough to carry out his part of the

contract at maturity of the obligation. The records show that a vast majority of these obligations are discharged as they mature.

"It is these obligations of the borrower that form the very foundation of the banks and it is therefore the function of the banker to use his experience and judgment to determine whether the hopes and good intentions of the various borrowers who come to him are well founded and justify his lending them the depositors' money to aid in carrying out their plans.

"A bank is truly a semi-public institution in a reciprocal sense; it has its obligations to the public, but so has the public its equal obligations to the bank. The great fact is the bank is only as sound as its community and this applies to the banking structure as a whole in relation to the economic condition of the nation.

"The banker is a semi-public servant. He is charged with heavy responsibilities and obligations that occur in our economic life, but he meets these obligations always with the idea of service, not only to the individual but to his community, and asking only the cooperation of those he serves."

HARDY TWINS BETTER

We are glad to report that the twin daughters, Carolyn and Madelyn, of Dr. and Mrs. Stanley Hardy are convalescing from their recent attack of pneumonia.

R.A.A. Member HORSEMEN'S Association

Rodeo

April 29, 30, May 1

ELKS' FOURTH ANNUAL

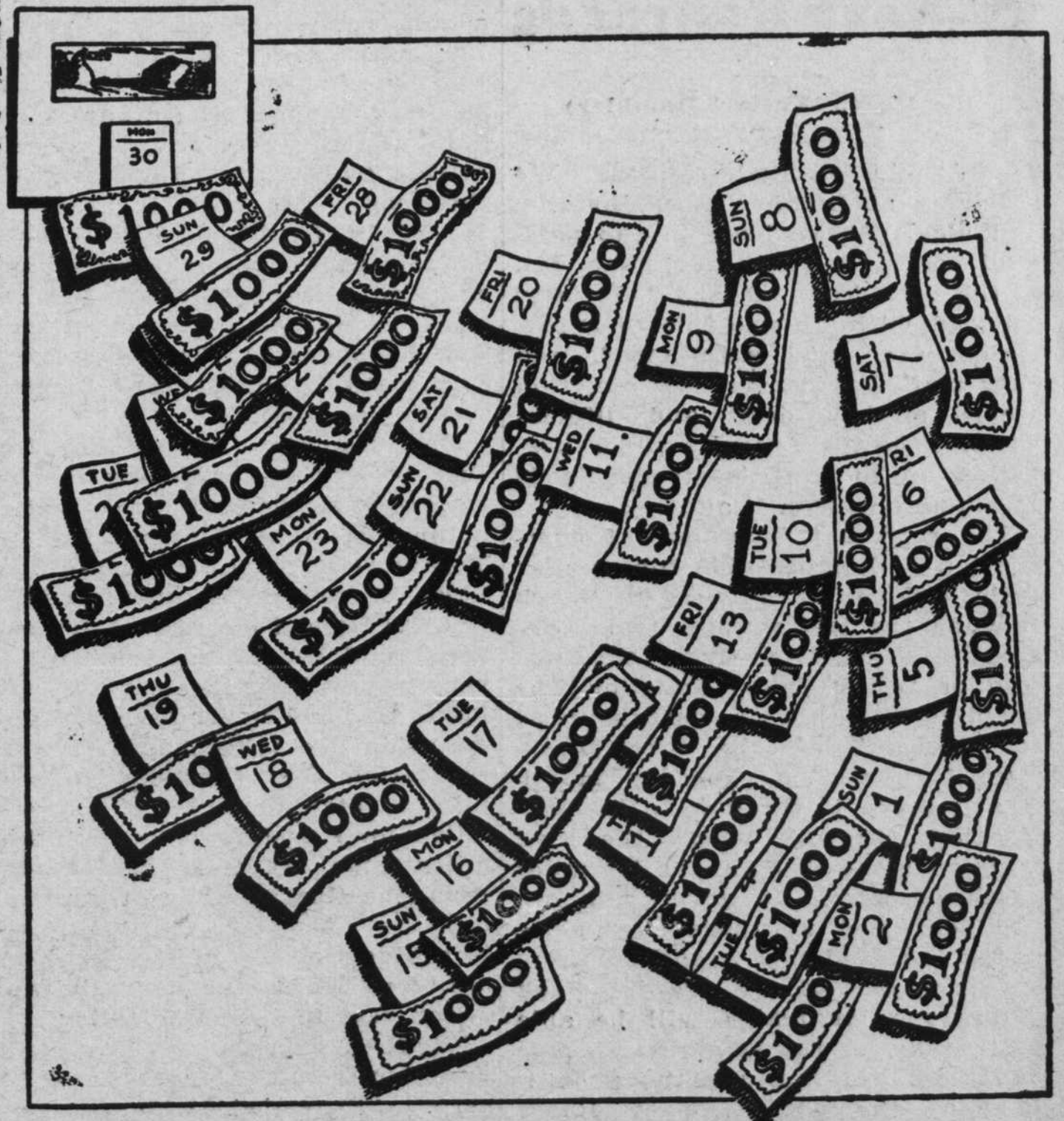
Hellorado

APRIL 28, 29, 30, MAY 1

Every Citizen Is Urged to "GO WESTERN" and Boost for **HELLDORADO**



30 Days Worth \$1,000 Each!



IF EVERY day on your calendar had a \$1,000 bill attached to it, watching the days go by would be a more than pleasant pastime. It is an actual fact, however, that 30 days in March, April and May this year are literally worth \$1,000 each.

A new nation-wide contest, sponsored by the makers of Camay soap, will award \$1,000 in cash and addi-

tional prizes of 40 Emerson radios every day except Saturdays and Sundays for 30 days, beginning March 28. The awards will be given for the best 25 words completing the sentence that begins, "I believe Camay is best for my complexion because" that are mailed in with three Camay soap wrappers. May 6 is the day of the final contest.



EXTRA



Remember, please—when you take a Smith Brothers Cough Drop (Two kinds—Black or Menthol—5¢), you get an extra benefit:—

Smith Bros. Cough Drops are the only drops containing VITAMIN A This is the vitamin that raises the resistance of the mucous membranes of the nose and throat to cold and cough infections.