

THE BROWNING TRADITION

Beginnings are an elusive thing. The beginning of any business venture comes well before opening day and the best telling of a business' history begins with an introduction to its founders. This is because a business is formed and developed by people and when you understand the personality, interests and beliefs of those founders, you can see those attributes reflected in their businesses.

Bank of Utah bears the mark of its founding president, Frank Milton Browning. "My grandfather was larger than life," states Jonathan Browning, Vice President and Appraisal Manager of Bank of Utah. "He was able to approach anyone, whatever their station in life, and ask for what he needed." Frank Milton Browning was a pioneer. During a time when a strictly regulated, austere, enclosed environment defined banking practices, he proposed a personal, accessible, available-to-all style of business.

Frank Milton Browning was a charismatic, astute businessman and an outspoken community activist. As owner of Browning Chevrolet in Ogden, former chairman of the board of directors of the Salt Lake City branch of the Federal Reserve Bank of San Francisco and a Utah State Senator, Mr. Browning was well-known within his own community and beyond.

The Bamburger family of Walker Bank and Trust Co., saw an investment opportunity for banking in Ogden. Ogden, at the time, was a locality rich in resources, stable in payrolls and alert to opportunity for industrial advancement. Ogden, however, lacked a community banking presence. The Depres-

sion Era had closed many banks, especially smaller community-dependent banks. Ogden was, not unusually, left with only larger institutions whose corporate offices and roots were based outside the area.

Frank Milton Browning wasn't looking to start a bank at the time he was approached as a potential investor. However, the banking venture offered a unique opportunity. Frank Milton Browning became one of the Bank's main investors and took over as president. Working with the founding board of directors, he devised an innovative approach to banking. It entailed easily accessible banking services where every customer was valued equally. Service was to be delivered by friendly, courteous, proficient personnel in a comfortable, homey, thoroughly modern environment. It was a dramatic departure from the austere, exclusivist banking environment that prevailed at the time.

The Bank's newly constructed facilities were an outward expression of its novel, friendly approach. The building included a spacious lounge in the bank lobby, replete with built-in birdcages and fireplace, teller windows without severe enclosures and officials'

desks right out in the open. The original Bank of Utah building was designed to deliver both the

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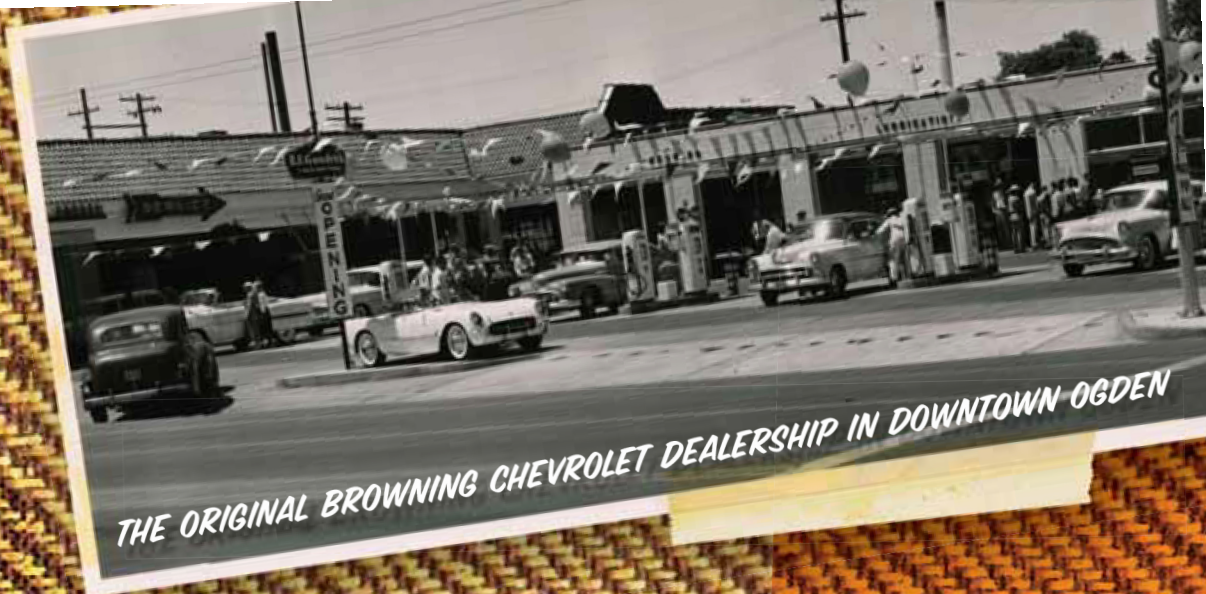


**Bank of Utah
Opens Doors
This Monday**

Ogden newest bank—the Bank



BANK OF UTAH
641 WASHINGTON BOULEVARD
OGDEN, UTAH
Branch Bank at Roy, Utah



THE ORIGINAL BROWNING CHEVROLET DEALERSHIP IN DOWNTOWN OGDEN

BANK OF UTAH FOUNDING DIRECTORS

**Frank Milton Browning,
*President***

Clarence Bamberger

Frank K. Bartlett M.D.

Ernest Bamburger

Leland B. Flint

R.M. Hoggan

Samuel C. Powell

Earl A. Randall

D.F. Richards

D.A. Robison

Roy W. Simmons



best in modern convenience and a comfortable, inviting gathering spot. Bank of Utah was one of the first banks to offer motor teller windows that were a built in part of the bank itself and a main floor level safe deposit department.

"Whether you were a kid or adult, it was a pleasant, inviting place to be," recalls Jon Browning. "I remember watching the canaries and looking at the diverse collections. My Grandfather liked to share his collections with the Bank's customers."

Early advertisements touting the opening of the new bank reveal much of the Bank's early and ongoing objective: an ideal banking environment with a fine-tuned balance between technological advances and personal, accessible customer service. Frank Milton was always acutely aware of how crucial each customer is to the Bank's success. He spent many afternoons in the Bank's beginnings personally going door to door to area farmers, inviting them to open an account at the Bank.

Bank of Utah obtained membership in the Federal Reserve November 7, 1952, as the 22nd state-chartered bank in Utah. (At the time Utah had 46 state-chartered banks, 24 of those were not Federal Reserve members.) Bank of Utah opened its doors for business December 1, 1952 at its new facility located at 2641 Washington Boulevard in Ogden. Less than a year later, on September 13, 1953, a second branch was opened in Roy.

The creature comforts that had been so well appreciated in the Ogden Branch were duplicated on a somewhat smaller scale at the Roy branch. The facility offered a half-acre parking lot, a lounge in the lobby with built-in fireplace, and the same dedication to accessible, friendly service.

Bank of Utah's new and liberalized approach to banking was remarkably successful. Deposits on opening day amounted to well over one million dollars. In one year the Bank boasted 6 million in total assets and 4,000 account holders. For most financial institutions in the early 1950's, \$2 million was a remarkably optimistic goal for a year of business. By the end of Bank of Utah's second fiscal year, the Bank had obtained ranking as the 11th largest bank in Utah.

The Bank's philosophy that "Little Business is Big Business with Us" reflected a deeply rooted belief in customer service that remains a driving force for Bank of Utah. We remain true to the commitment expressed in a 1953 advertisement campaign. 'We are flexible enough to meet the demands of any type of business firm and substantial enough to handle the accounts of both large and small companies.'

Five years into its history, Bank of Utah had continued to experience phenomenal growth and success. The Bamburger family felt their investment had paid off. They proposed that Bank of Utah be sold to Walker Bank and Trust. Frank Milton Browning did not agree. He obtained the necessary financing to buy out the Bamburgers and preserved the Bank's community-based roots. Bank of Utah was

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established as a community bank and remains a community bank today.

The advertisement campaign for Bank of Utah's beginnings in 1952 received the gold award for best promotions of the year from the Salt Lake Advertising Club. The

remarkable thing about those award-winning promotions is

that the campaign was merely a reflection of a deeply rooted commitment to what Frank Milton Browning believed to be sound business practices:

an easily accessible presence with an eye to innovation, focused understanding of the customer, and commitment to community.

"As a member of a community we owe it to the community to help out where we can," says Frank W. Browning, grandson to Frank Milton Browning and current Chairman of Bank of Utah.

Throughout its history, Bank of Utah has expressed this belief through numerous events and Bank sponsorships. Early events and sponsorships reflected community interests and endeavors that included flower shows, coin collection, gun collection, and hobby displays put on in the Bank lobby, and Bank sponsorship of 4H Club and Dairy Day events.

As the current Chairman of Bank of Utah, Frank W. Browning dedicates a good portion of his time to knowing the communities where the Bank has a presence and assessing ways that the Bank can contribute to those communities.

The Bank's contributions are as diverse as the communities it serves. In Logan, the Bank's Hoops for Hope program supports a local charity by matching every point scored by the men's basketball team, up to \$2,500. Ogden employees are active supporters of the Chamber of Commerce, Weber State University, and local rotary clubs. For the holidays, the Bank participates in the Ogden Christmas Village by decorating a unique miniature replica of its headquarters for holiday revelers.

Salt Lake area branches continue to contribute both time and money to various area charities. The Bank also generously donated to Angel Flight to bring Christmas presents to children in need in St. George. Finally, through a bank-wide program called Warm Bodies, Warm Souls, all branches and customers work together to collect warm clothing for those in need. "We focus on doing things that will make a difference," says Frank W. Browning.

At the heart of Frank W. Browning's efforts is a basic appreciation for human endeavor and success. "It is fun to see businesses that are customers grow and progress," he reflects. "It is great to see their success and watch people make their businesses and lives become successful. It is also nice to think we might have played a small role in their success."

Frank W. Browning believes the Bank's commitment to community has played some part in the Bank's success. "We try still to be a community bank," he states, "I believe the Bank has done very well, because we have concentrated on the community aspect."

Bank of Utah remembers Frank Milton Browning's charge that banks exist to serve people. For Bank of Utah, a sense of community translates into involvement; a customer's success means success for the Bank; and new technologies enable pleasant, accessible banking services. He would be proud.

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Frank Milton Browning wrote, "People like our warm friendly approach to banking." He attributed the bank's early successes to, "the accomplishments of a splendid staff of officers and employees." He declared that a Bank's success was determined by how well it served its customers. We agree.