



How to advertise a bank; building up savings accounts--commercial, investment, trust and safe deposit advertising--copy, mediums and lists--a year's ... getting plans and methods proved by 122 banks

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This historic book may have numerous typos and missing text. Purchasers can download a free scanned copy of the original book (without typos) from the publisher. Not indexed. Not illustrated. 1914 Excerpt: ... of the house, then take up the bond's safety of principal, property security, ease of marketing the bond, appearance of the bond and coupons (with illustrations to give the new investor familiarity), meaning of registration, points on maturity, insurance, price, income, qualities of government bonds, municipal bonds, various corporation bonds, and a final summary of the requirements of safety. Developing investors from those who have more ambition than means, is a high type of investment selling. Many cumulative investment plans have successfully been worked out. One of these plans is explained in an envelope size circular which is mailed to prospects selected from among those of known credit standing in other departments. The plan in detail is to require an initial payment of twenty-five per cent on a \$1,000, six per cent bond, taking notes for the balance payable monthly or quarterly. In this way the interest received on the bond as figured out is shown from the first to exceed the interest paid on the notes. Moreover, the latter are soon cancelled and the income is then clear gain. Serve the Investor IT IS the duty of the banker to re-strain the investor in his desire for an exorbitant rate of interest and to advise the purchase of securities suited to the needs of his client.-- Lewis B. Franklin Vice-Prtdcnl, Guaranty Trutt Company CHAPTER VIII More Trustee Business WHEN you advertise trust services, you offer to sell your neighbor an opportunity to shift from his shoulders to your own the burden of his property while he lives; you offer for sale the assurance that misfortune to him and his heirs shall be reduced to a minimum; you offer him the power to care for his family and friends when he is dead. Further, what you offer your neighbor, you offer hi...

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