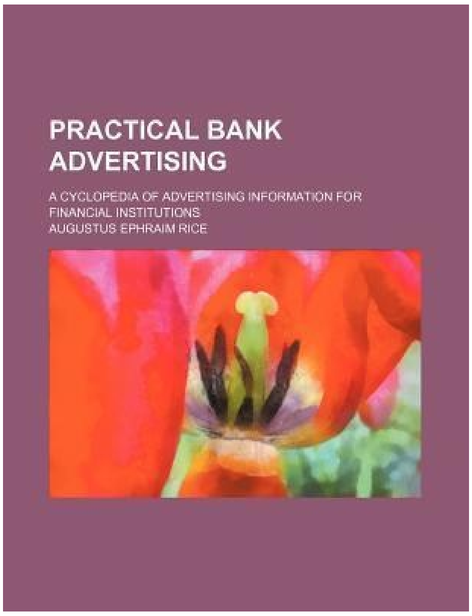

Practical Bank Advertising A Cyclopedia of Advertising Information for Financial Institutions

Augustus Ephraim Rice

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. 1900 Excerpt: ...best for the people. Without being too hide-bound in our dealings, we endeavor to follow the conservative path. THE CITIZENS BANK, VICKSBURG, MISS. Its Policy The policy of this bank is to conduct its business along the most conservative lines to restrict its operations to legitimate enterprises to eliminate all speculative ventures. The City National Bank, Louisville, Ky. Approved Methods IN ALL the 1 essential details of its business, this bank seeks out and follows the safest and most approved methods. THE HOLYOKE BANKING COMPANY, Holyoke, Mass. JMWWWWUWWW i CONSERVATIVE METHODS I 1 JVWWWMWWWWVW The directors of this bank are strong believers in the policy of conservatism. T/hey are always willing that the bank should forego a possible profit, rather than accept business involving undue risk. THE SPRINGFIELD NATIONAL BANK, Springfield, III. STREWN WITH WRECKS The financial coast is strewn with wrecks--fortunes lost through bad investments, or incompetent or dishonest management. But those who place their business with this bank escape all these dangers. THE NATIONAL STATE BANK, DES MOINES, IOWA. Himtilvl I ll: IWIlnl I I I I I I I II II Hut II I I 1 I I I I I I I I I I I I I I I I I I I I I I I I I I I I in ill I I I I I I I I I I I i III II I I I_ THE COVINOTON BANK is a state institution it is both commercial and savings it I was established ten years ago. It endeavors at all times to keep well within the line of safety business of a hazardous q or speculative nature isnt wanted other business, giving j reasonable promise of success, is cordially invited.-_ i i i i i i i i i i i i i i i i i i i i i i i i i i i i i i i i i i i i i i i ii iii i i i i in i i 11 in 11 I l: n.mninniiniiii, ii.irti, iii, iniii in i i i j. i r Not Allowed ...

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