



How to Advertise a Bank; Building Up Savings Accounts-- Commercial, Investment, Trust and Safe Deposit Advertising-- Copy, Mediums and Lists--A Year s House Organ Schedule-- Complete Campaigns That Paid Business Getting Plans and Methods Proved by

By Books Group



Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.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...

Reviews

This book is definitely worth acquiring. I have go through and so i am certain that i will likely to read through again again in the future. Its been printed in an exceptionally basic way in fact it is only after i finished reading this publication in which actually altered me, change the way in my opinion.

-- **Andres Bashirian**

Comprehensive guide for publication fanatics. This really is for all who statte there had not been a well worth reading through. I discovered this ebook from my dad and i encouraged this book to find out.

-- **Lacy Goldner**