

URGES BANK ADS IN NEWSPAPERS

Banker Tells National Association They Are Essential Aids to Business Building

PREPARES PIONEER PLAN

Savoyage Draft Details of the Account
 and Banking Association
 Prepared Newspaper Advertising
 ing Outline to Carry a
 Year's Campaign

More newspaper advertising by banks as a business builder was urged at the annual convention of the American Bankers Association by W. E. Sutter, president of the organization's National Bankers' Association. He backed up his plan with a scheme to stimulate advertising by banks by calling the attention of the members to a proposed newspaper advertising campaign developed by his division committee to meet their requirements for a year's advertising schedule.

"It is my firm conviction that banks can use newspaper advertising with great success," Mr. Sutter said. "Newspapers go into the homes by their use as a medium. The power of a whole community may be reached in a single day. Because a bank cannot directly trace a large volume of new business to newspaper advertising does not prove that the medium is ineffective as a business builder."

"The fact that there are certain kinds of newspaper advertising which do not produce good results ought not to brand the medium as ineffective, any more than the fact that because a certain booklet or certain business-building letter fails to pull would warrant you in branding all booklets and all letters as non-productive mediums."

How to Advertise
 "Newspaper advertising must be attractive and easily read if it is to produce good results. If the subject presented is not to the point, is too deeply involved for the average mind to grasp readily, is too full of big and uncommon words, it is only natural that it will not be read. If bank advertising is to accomplish its purpose it must be very simple."

"Discuss only the subjects which will make it easy for the public to patronize your bank. Advertise your bank, its financial stability, its officers, directors and stockholders and you will build prestige and strengthen public confidence in your institution. Enumerate the various kinds of service your bank is prepared to render. It has been my experience that the public is on the lookout for information about banks, banking methods and the kinds of service rendered by banks. For quick results I am a firm believer in sticking to subjects which have a direct bearing on banks, banking methods and service, until the public has become better informed about banks and the wide variety of services rendered by them."

A New Plan
 "If you have not been successful with newspaper advertising try this plan. Confine your advertising within the scope of banking and especially enumerate the various services which your bank is prepared to offer. Boil down every advertisement to one hundred words or less, preferably less. Use headings which arouse interest at a glance. For example, a head 'INTEREST FROM DATE' will inspire action on the part of persons with idle funds to deposit because interest starts from the time savings accounts are opened. A heading 'PROTECTION FOR YOUR VALUABLES' will inspire action on the part of persons in need of protection."

HOW TO CATCH FAKE STOCK SALESMEN

Some state bankers' associations are distributing an investor's questionnaire with the idea of protecting purchasers of securities from fake stock salesmen.

"Whenever you are solicited to purchase stock or other securities, use this questionnaire before investing any of your funds," says one of these. "The questionnaire was compiled to protect the small investor and to emphasize the necessity of investigating thoroughly every investment proposition before placing any money therein. When you have been furnished with the information called for in this questionnaire, take it to any one of the banking institutions in your community and get its opinion of the stock offered. If the stock salesman refuses to fill out this questionnaire, have nothing more to do with his proposition, as it is evident that he is fostering a fraudulent promotion."

The questionnaire pins the salesman down to answering the following questions:

- Name of company
- Name of salesman
- Kind of stock offered
- Total issue of stock
- Stock given for property
- Stock given for good-will
- Stock given for patents
- Are you taking any Liberty Bonds?
- If so, at what price?
- Amount of cash needed
- Par value of stock
- Market price of stock
- Has the stock a ready market?
- If so, where is it listed?
- Is the stock accepted by banks as collateral for loans?
- If so, what banks have accepted it to your knowledge?
- What are the present net earnings?
- Bank references
- Names of officers
- Former occupation

Local Items

The Catholic Ladies will be entertained by Mrs. B. G. Trecothick Thursday afternoon, December 15th, at the home of Mrs. J. E. Beart.

Mr. and Mrs. Gardner and two sons of Great Falls, were visitors at the E. J. Crary home Sunday.

New crystal neckties at 75c. Hirschberg's.

M. D. Gahagan, daughter of Great Falls, was a visitor here Tuesday.

His son was in the city from his home at Cascade Friday.

Mike Guckenmaier was in town from Plover Saturday.

Mr. and Mrs. Jorje Taylor were among the out of town visitors to Choteau Saturday.

Mrs. Christie Nelson of Power arrived Monday and is the guest of Mrs. Lewis Thompson.

All children's wash dresses to close at 59c each. Many worth up to \$2.00. Hirschberg's.

W. E. Sutter, stockman from the Browning country, was a visitor here Sunday and Monday.

Ladies' strap pumps and oxfords at \$3.50. Solid leather stock at Hirschberg's.

The board of county commissioners of Teton county are holding their regular monthly meeting this week.

Wool serges, values up to \$2.50 for 95c per yard. For one week only. Hirschberg's.

P. E. Kuchenmeister, an official of the smelter at Great Falls, was a brief visitor here Tuesday.

Darwin Crane was host at a dancing party at the public school on Saturday evening. Elizabeth Bonnett, his cousin, of Great Falls, was guest of honor.

Mrs. Ruby Hagen, of Butte, is here visiting with her father and brother. Mrs. Hagen was Miss Ruby Hodgskiss before her marriage.

Barnett, Golding was in Choteau on business at the court house Friday afternoon, December 15th, at the home of Mrs. J. E. Beart.

W. Skinner and Mah Gray were visitors here Sunday, from the northern oil fields, while on their way to Great Falls.

Your choice of all Spanish shoes. Thirty-six inches, all colors, at \$3.25 per yard. Hirschberg's.

Mrs. Lewis Thompson attended the noted film masterpiece, "The Covered Wagon," at Great Falls on Thanksgiving day.

Mrs. B. G. Trecothick will entertain the Auxiliary of St. Luke's at the Beart home on Thursday afternoon, December 15th. Every member is urgently requested to attend.

O. L. Midkiff and C. W. Davis, employed by the Great Falls Power Co. on the line between Conrad and Choteau, were here the early part of the week.

Mrs. J. C. Taylor was hostess to eight guests Monday evening honoring Mrs. Richard Sturgeon, who left Wednesday for her new home in California. Mrs. Cohoe won high score and Mrs. Phil I. Cole the consolation. Mrs. Sturgeon received the guest prize.

O. Hansen, local merchant, who some time ago was a defendant in local justice court, and applied for and was granted a change of venue to the court of Justice of the Peace J. A. Sweat at Dutton, on Saturday had a trial there and the jury found him not guilty.

Saturday, December 8th, Ladies' Industrial sale of beautiful luncheon, buffet and dresser sets, towels, pillow cases, quilts, rugs and a bewitching display of things for the wee baby, and for girls up to six years. Dolls, yes, something different. Be sure to have one for your Xmas giving, novelties and candies. A big feed. Come everybody, December 8. Your Xmas selections made easy if you attend the Ladies' Industrial Bazaar, December 8th.

Ladies' and Gent's Tailoring

Suits made to measure here at home. We are prepared to take your measure; to offer you a selection from as fine a line of woolens as can be found anywhere, and to make up your suit right here at home, where you can be fitted as often as may be necessary.

French Dry Cleaning and Pressing a Specialty

Swains Tailor Shop
 Tailors for men and women.

Are Your Children

in Sunday School?

They are welcome at the Community Methodist Episcopal Church.

COTTONWOOD CAMP
 NO. 223
 Meets first and third Monday evenings of each month at the H. of P. hall.

G. D. Robinson, from
 Mrs. T. Robinson, from
 TETON COUNTY AD
 ST. CLAY CO.
 Prompt attention given to
 business of citizens here.

Chas. King of Pahrump was the defendant before Justice of the Peace J. H. DeHans in justice court Tuesday on a charge of third degree assault, preferred by his wife. Mr. Bigly appeared in court here, pled guilty to the charge and was given a sentence in the county jail of 10 days, fined \$10.00 and costs of \$10.00 and warned if fine was not paid he would be forced to serve it out at \$2.00 per day.

Dr. H. J. McGregor returned last evening from Los Angeles, Cal. where he spent ten days in the surgical clinic in the university of Southern California. The doctor said he saw many former Choteau people and that the most of them are longing to return to Montana.

Your choice of any men's or young men's all wool overcoats. Values up to \$45.00 at \$25.00. Hirschberg's.

Mr. and Mrs. Jesse Taylor were entertained at Thanksgiving dinner at the home of Mr. and Mrs. J. J. Hannan.

Mrs. Lestrude arrived Tuesday evening from her home at Logan, Montana for a brief visit at the homes of her daughter and son.

What could be more appreciated by your friends and relatives than a good photograph of yourself and family. Emerick's Studio.

W. N. Streeter and Dr. E. J. Crary motored to Great Falls Sunday evening to attend the show, "The Covered Wagon."

The Ladies' Industrial will meet next Wednesday in the church parlors and will be entertained by Mesdames Looney, Adams, Peters and Ard Moore.

NO MORE RATS

or mice, after you use RATS-NAP package and prove it. Rats killed. It's a sure rodent killer. Try it with RAT-SNAP leave no smell. Cats or dogs won't touch it. Guaranteed.
 35c size (1 cake) enough for Pantry, Kitchen or Cellar.
 65c size (2 cakes) for Chicken House, Coops or small buildings.
 \$1.25 size (5 cakes) enough for all farm and out buildings, storage buildings, or factory buildings.
 Sold and guaranteed by
 CHOTEAU DRUG CO.
 CHOTEAU HDWE. CO.

Dolls

See our "Mamma" Dolls and make your selections

Choteau Drug Co.

Tell Your Friends to Subscribe To It

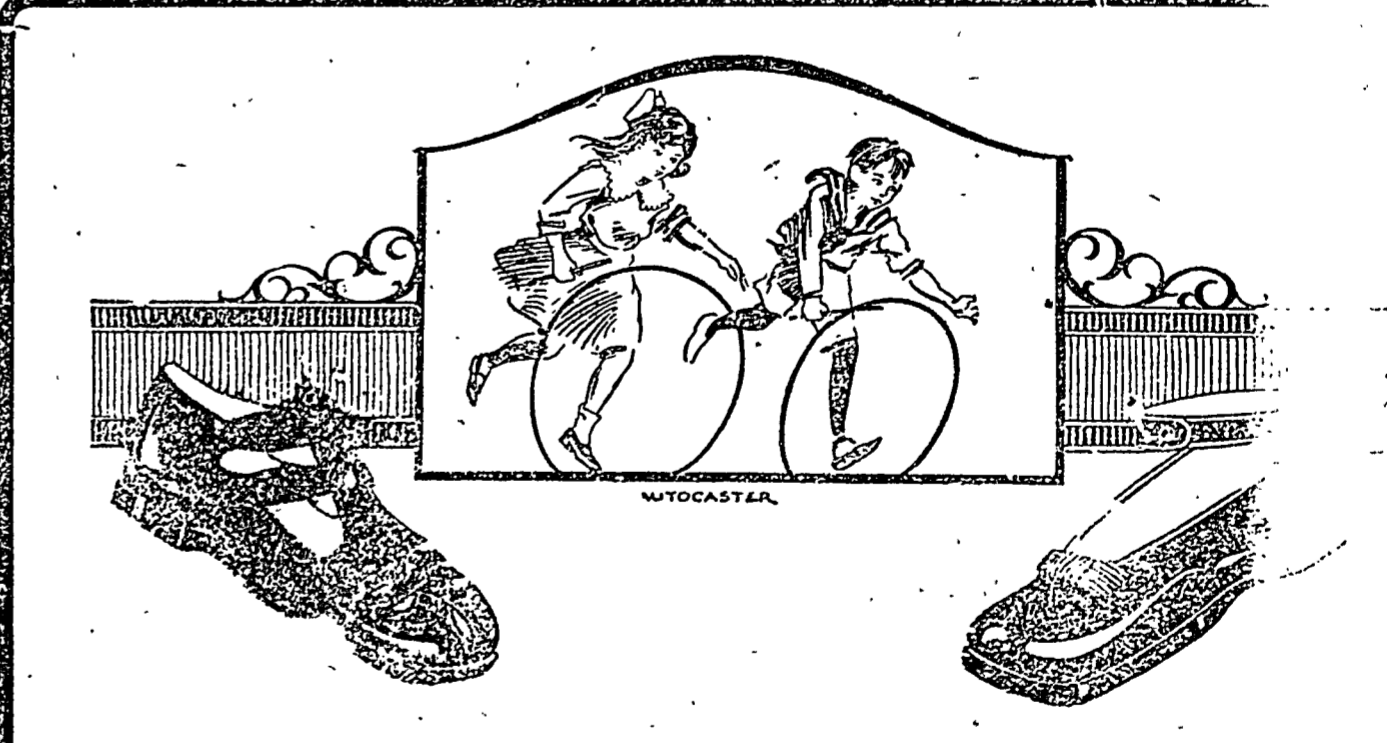
TRY OUR BAKING

If you toil over a hot ironing our modern In it you will find a first class place, and prices are reasonable.

3 Loaves For 30 cents

Our bread is sold in Choteau by all the grocery stores and the Tavern. Try some and be convinced.

Brouil Baker



DON'T

Send your children to school with worn out shoes. IT'S BAD FOR THEIR HEALTH AND CHARACTER. LET US REBUILD THEIR SHOES BY OUR FACTORY METHOD.

Mozer Shoe Repair Shop