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By subscribing to their stock at par, hundreds of men expected to make money through
the rise in value and were bitterly disappointed. Thousands of innocent people invested
their all in the stock, or placed the savings of a life-time in the savings bank branches, on
account of the expectation of better returns than could be given by the sound and well-
established Banks. Now that the five young Banks have failed these people, and a good
many others, can see clearly that they did wrong, and acted foolishly, in putting their money
at risk in those now, untried, experimental affairs. Their eyes have been opened since the
failures.

But it was just as foolish for them to put their money there (upon the expectation of
greater value for it than the older and richer Banks could give) before their eyes were so
rudely opened, as after. They did not then see; now they do see.

Upwards of twenty-two long years the writer of this advertisement has represented one
of the oldest and most carefully conducted, and most profitable Life Insurance Companies
of this continent—

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and most solid institutions. What were deemed tempting inducements have been held out
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LIFE. All its Life Policies and Endowment Bonds are Non-forfeiting after three, and most
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