

savings to be readily converted into cash, if desired, and which rewards by increased profits, those who persist in saving through a term of years; **to enable those wishing to acquire a home or place of business to do so on an easy monthly-payment plan, costing but little, if any, more than the rental of the same property.**

SAFETY

**The Primal
Essential
in the investment
of money
should be
SECURITY!**

It is now universally conceded that First Mortgages on Real Estate constitute the most stable form of investment. Even Government Bonds have a fluctuating market value—the spectacle having been witnessed of the U. S. Treasury Department refusing to accept U. S. Bonds (2's) at their par value as a basis for circulation of National Banks; while a compilation of the transactions of the New York Stock Exchange for the year 1893 discloses a dismal record of the appalling depreciation in the market value of the Bonds and Stocks of the great Corporations of that Country. In this connection it is interesting to note that, not only do the Savings and Loan Associations show a growth unusually remarkable, but, during the “panic” months of 1893, while the Savings Banks, National Banks and Trust Companies used every endeavor to retain control of the deposits, these “PEOPLE'S BANKS” paid out over \$5,000,000 a month in withdrawals and in Stock Loans, besides loaning on first mortgage security over \$5,000,000 a month more, prin-