

“STRAINING OUT GNATS and SWALLOWING CAMELS”

If a burglar should break into your house tonight and steal the family jewels, a peck of potatoes and a few other valuables, you would lose no time in notifying the police.

Notwithstanding the well founded ambition to put a stop to hold-ups and robberies the people of South Bend and Mishawaka are daily and weekly being separated from thousands of dollars by “blue sky” and “con” propositions which never intend and never will return a single cent to our local investors.

Mankind likes to take a chance. There is something romantic about chance—something that puts color and thrill into the ordinary humdrum of things. And so the sucker family is a large one.

They think they have a chance. They take it. They lose. They lose because the oil wells are located somewhere out in the middle of the Atlantic and because vast manufacturing concerns never were.

It is a curious fact that inexperienced investors in general pass by the securities of corporations with whose business they are more or less familiar and choose investments in fields where they have no expert knowledge and probably no information whatever. The reason is not that they think the securities they understand are unsound, but that somehow the unknown looks more attractive than the known.

Evidently an ancient trait of human nature leads inexperienced investors into a fundamental error. It is certain that the more an investor knows about his investments the less risk he runs of loss. With complete information he is not likely to select unsound securities. Other things being equal, an investment at home is far better than one far away and one in a familiar field is vastly safer than one in unknown territory.

You will look long and far before you can find an investment comparable to the 7% Cumulative Preferred Stock of the Indiana & Michigan Electric Co. Your money stays right here at home and will be invested in extensions to modern properties performing useful and necessary service, thus helping to build up local communities and industry.

A large number of our customers are already profit-sharing partners in our organization. Why not you? Dividend checks are mailed to your address regularly every three months.

The partial payment plan, of investing in our Preferred Stock is being utilized by many to save and invest at the same time. Ten dollars a month makes you a preferred partner. Think of it. Thirty-four cents a day makes you a shareholder in the Indiana & Michigan Electric Co.

Most people try to save money the wrong way. They buy what they want, with the idea of saving what is left. Usually there is nothing left. The right way is to make a definite plan, calling for the saving of a certain amount regularly. Our plan of profit sharing partnership is sure, simple and has no red tape.

**Act Now In Your Own Interest.
Start Today On The Road To
Financial Independence!**

Mail This Coupon Today

Indiana & Michigan Electric Company.

Gentlemen:—

Please give me complete details of your 7 per cent Cumulative Preferred Stock offer. It is my understanding that this inquiry does not bind me in any way.

Name

Address

Indiana & Michigan Electric Co.