

attention through the sheer weight of its clients' combined holding. Its unrivalled experience enables it to cope with difficulties as they arise, and it is thus frequently able to avert misfortunes that might otherwise easily prove disastrous. Private investors cannot protect their own interests single-handed; but a well-managed combine of investors can always compel consideration.

Investors are strongly urged to contrast the method, they have hitherto followed in dealing with their investments, with the definite and effective rules that govern investment on the principle of *Geographical Distribution of Capital*. By doing so they will learn to examine investments with care, will acquire a taste for mastering the seemingly complex, but really very simple problem of investing to advantage, so that finally they will be able to lay out their capital with signal success.

Merely having read "All About Investment" has saved many investors from financial disasters. The book will teach anyone how to construct a perfect list of investments, and how, with some slight professional advice, to choose the best stocks for purchase.

When financial authorities are consulted it should always be ascertained whether they favour the old methods, or advise on the principle of *Geographical Distribution of Capital*. Enough has been said on that score to make it quite clear that advisers, who follow the obsolete methods, are likely to prove more dangerous to the investor than any mistakes which he might make