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The Letter Below Explains Itself

Mr. T. O. Lawton, Manager Southeastern Life Insurance Company, Greenville, S. C. Dear Mr. Lawton:

It is with considerable regret that I find myself unable to be with you and your agents at their meeting on the 22-23rd. It would have given me a great deal of pleasure to be able to look into your faces and tell you of the feelings of my heart and thoughts of my mind in regard to the Southearn Life Insurance Company at this time.

Please say to your agents for me that their company has a remarkable record. Founded without the expenditure of a single dollar for promoter's profit; without one penny of surplus for working capital, nevertheless, in eight years it has established itself firmly, financially and strongly, not only in the hearts of its stockholders and policyholders, but in the hearts of all patriotic South Carolinians.

In the days of stress, when the temptation to hide its apparent weakness was greatest, it dared to speak the whole truth; in the days of its prosperity, it will do no less. It has a clean past, a well established present and God grant that it may have a brilliant future.

Occupying as I do a position of impartiality taward all companies licensed in this State and, without any personal interest in any, I feel that I am only good for all concerned when I say that the man who serves the Southeastern Life Insurance Company well, serves not only South Carolina but the nation at large; for I am convinced that the peace and prosperity of our great nation depends largely on the building up of one or Carolina but the nation at large; for 1 am convinced that the peace and prosperity of our great nation depends largely on the building up of one or more large life insurance companies in each state. There has been no greater drain upon the resources of South Carolina since the war than the outflow of capital to insurance companies of other sections. While it is perfectly proper for South Carolinians to give their service to corpositions of other states, nevertheless, it is perfectly true that a South Carolinian is a traitos to his state and to his section if, in serving the corporation of another state he seeks to pull down one within his own state. And I have this to say, to my great regret and to the shame of many South Carolinians serving other companies, the Southeastern Life has won its present position of permanent establishment despite the sneers and slights our part to rise above such things and sagaking to those who are serving the Southeastern. I would say that they are licensed to serve the Southe our part to rise above such things and, sqeaking to those who are serving the Southeastern, I would say that they are licensed to serve the Southeaster and not speak despairingly of any other company licensed in this State.

Go forward with light hearts and confident minds, and may the future be brighter and still brighter. Very truly,

(Signed) F. H. McMASTER,

THE BEST BUSINESS MEN OF CHESTERFIELD COUNTY HAVE BOUGHT OVER A MILLON DOLLARS INSURANCE IN THE SOUTHEASTERN LIFE DURING THE LAST EIGHT YEARS---ARE YOU ONE OF THEM? IT WILL PAY TO ASK ABOUT A "SOUTHEASTERN INCOME POLICY."

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