

Amusing Answers.

If one is to believe all the statements made by applicants for life assurance policies, some families have been distinguished by very curious, not to say inexplicable, happenings.

Here are a few amusing blunders :

Mother died in infancy.

Father went to bed feeling well, and the next morning woke up dead.

Grandfather died suddenly at the age of 103. Up to this time he bid fair to reach a ripe old age.

Applicant does not know anything about maternal posterity, except that they died at an advanced age.

Applicant does not know cause of mother's death, but states that she fully recovered from her last illness.

Applicant has never been fatally sick.

Father died suddenly ; nothing serious.

Applicant's brother, who was an infant, died when he was a mere child.

Grandfather died from a gunshot wound, caused by an arrow shot by an Indian.

Applicant's fraternal parents died when he was a child.

Mother's last illness was caused from chronic rheumatism, but she was cured before death.



What is Life Assurance ?

It is a business for making uncertainties certain.

It capitalizes individual ability and guarantees continuity of plan by protecting investments and earning capacity.

It stands alone as a specialist in making provision for the distant future.

It teaches the virtue of thrift and economy, the duty of saving up for a "rainy day."

It strengthens credit and protects enterprise.

It is a dependable asset of ever-increasing value.

It is the sure, solid foundation for the young man's air castle.



The married man needs life assurance because he is exposed to death. The single man needs it because he is exposed to marriage.—T. I. P.

A Compromise.

"Twixt Optimist and Pessimist the difference is clear ;

The first one thinks that life's a smile, the other a tear.

One thinks that life is wholly day, the other wholly night,

And it is plain to men of sense that neither one is right.

For me, as I regard my days and contemplate my crop

Of cares and blessings, I'm inclined to be a Pessimop !

—By John Kendrick Bangs.



"Are there any bacteria in this ice cream soda?" asked the summer girl.

"You didn't mention them in the first place," replied the new attendant firmly.

"If you are going to change your order you'll have to get another check."—Washington Star.



The "Pleasure" of Life Assurance.

Much has been said and written about the duty of taking life assurance (says the Satchel), but little about the pleasure. Now the great majority of the assured will testify to the fact that after they had secured a policy they felt a comfort of mind in the knowledge that their own were protected, come what might, which they had never known before. The hesitancy one feels before taking a cold plunge and the delightful glow that succeeds it illustrate well the change of the average man before and after assuring his life.



SCOTSTOWN, Que., Oct. 1, 1910.

MR. THOS. J. PARKES, District Manager,
Sherbrooke, Que.

Dear Sir,—Accept my best thanks for your cheque in settlement of the above 20-Payment Life policy.

I see that this settlement gives me about 20 per cent. more than I paid in, or, after allowing for carrying my risk, the balance of my premiums are paid back to me with 5 per cent. interest compounded yearly ; while another option gives me the privilege of withdrawing nearly one-fourth of the money I paid in and my insurance for \$1,000 would have been continued without further payment of premiums. I think this a very satisfactory settlement and with best thanks remain
ROBERT SCOTT.