

is steeled to the objections and excuses he hears. They appear to him as so many subterfuges for putting off to a more convenient season that which ought to be done to-day.

Most reasonable men believe in life assurance in a general way, and one of the reasons they delay the matter is that they consider it an expense—a something to put spare cash into after other things, which they may designate as necessities, have been supplied.

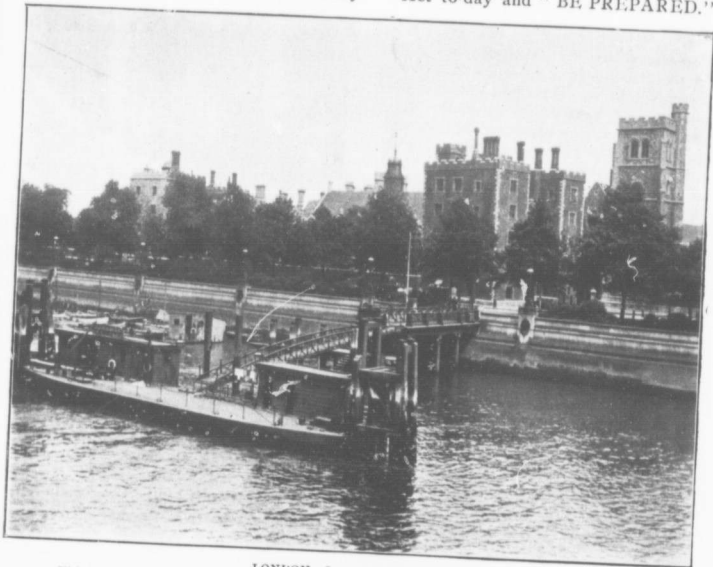
This is a great error. Life assurance is one of the most pressing necessities, for it represents that which supplies the prime necessities of the home should death intervene. It is also a necessity to the man who has enough of this world's goods to continue home comforts even although he may be removed. Generally men of means have their money

invested in securities that would be sold only at a sacrifice if sold in haste, whereas life assurance supplies ready cash to meet the immediate and emergent payments called for. This is why men who are reckoned as millionaires are among those most heavily assured.

"Be Prepared," is a message to all men, from the day laborer with his stated daily wage to the man of wealth who does not need to worry much about his future financial affairs.

Are you prepared by life assurance for whatever may happen? Don't you think you had better give the matter some serious thought? It will give you ease of mind to know that your home is protected, and you will be in a better position to deal with the many other problems by being clear of this one.

Act to-day and "BE PREPARED."



LONDON.—LAMBETH PALACE.

This has been for nearly seven centuries the London residence of the Archbishops of Canterbury.