

LIFE...



A FEW POINTERS FOR THE UNINSURED

I. Putting off insurance is like waiting for a rising river to run by; the longer you wait the smaller becomes the opportunity to cross.

II. If you could see the end from the beginning, or even from the middle, you would treat the insurance agent as one of your best friends.

III. A little self-denial now may make all the difference to your family

between anxious poverty and serene comfort.

IV. Could you live on a quarter of your present expenditure? Isn't that what your family would have to do if you died to-day? Brighten the prospect.

V. Will your widow dress as well as your wife does?

VI. It is a waste of time to try to find cheap life insurance. That article is out of the market. To be well insured one must pay the proper cost, exactly as in other things.

VII. Life insurance is the capitalization of affection.

VIII. An Endowment Policy is the roof of the house that shelters the family. The owner may creep under it himself, if he likes to pay for it.

IX. The man who cuts his own nose off to spite his face is a wise man compared with him who neglects life insurance on account of some prejudice or superstition.

X. The future husband who cannot afford to pay the premiums upon a fair-sized life policy, made payable to his future wife, cannot afford to marry.

The best of all that's good in Life Insurance is sold by the NORTH AMERICAN LIFE ASSURANCE CO.

J. K. ROSS,

Provincial Manager
At Charlottetown

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