

TRITE MAXIMS.

To-morrow is never here. This is the day for you to listen to the appeal of the assurance agent.

There is no place like home—if you protect it. There can be no worse place than an unprotected one.

"Charity begins at home." Do not wait until your deathbed shows you that others must begin it at yours.

Do not be the architect of your family's misfortune by neglecting to work out the problem of life assurance upon your trustee board.

The undertaker is not a popular party. Patronize the life underwriter and the man with the hearse will not appear so forbidding.

There are those who think they are long headed, when they are only narrow hearted. And of such is the kingdom of the un-assured.

You will "get assured some time," you say. But someone else will have something to say about that, and you may not get assured at all.

Brigham Young was the only man we wot of who owned an "Endowment House," but every healthy man can own an Endowment policy.

"The Man Without a Country" had a hard enough time, but the family of a man without a life assurance policy will have a worse one after he is gone.

Young man! To live correctly in "the now," take out a good Endowment policy, and when it's "the then," you can and will compliment your own good sense.

A dead family man who was not assured is a silent and, should be, a painful rebuke to the live one who is following his example of neglect, and may soon be as silent a rebuke himself to others.

"Friendship is the crutch of sorrow," remarks a preacher. But, nowadays, with assurance to the right of him and assurance to the left of him, the breadwinner

who passes over the Great Divide with no assurance policies among his assets, leaves his family only the weak crutches of sorrow which friendship affords. The widow's best friend is a good life policy.

HINTS TO AGENTS.

Successful agents may talk a good deal, but they always say something.

All properly assured men are optimists. The pessimist is a man who will not.

Dreamers make poets, good and bad, but they never make good assurance agents.

If you do not attend to your business you may, before long, have none to attend to. Neglect rejects.

You may fail now and then to make a good day's record. Bear it in mind, and bear it the next day.

The underwriter who overestimates himself underestimates the power and judgment of those who are over him.

Every zealous agent is a hunter and fisher—of men. His net gain depends upon his skill, for there is plenty of game.

A wise agent is always a successful one and, in some respects, resembles a good rifle, having both long range and correct aim.

Take care to get good business, and take good care of the business you get. Good business will help you to care for it, as it is, of itself, a caretaker. Bad business only, like bad business always, is careless of its own interests.

The good minister earnestly preaches salvation. The good life assurance agent as earnestly preaches protection, which includes the salvation of widows and orphans from the pangs of poverty and want. Both are missionaries.

"Why, grandpa, you used to say that you killed six Indians with one shot; then you cut it down to five; now you say it was four." "Well, well, my child. I suppose that's because my memory's failin' a little every year."