

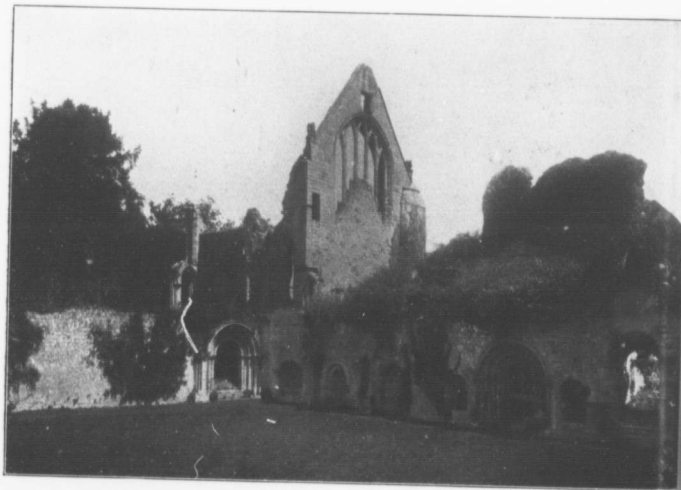
Rich Men and Life Assurance.

That life assurance strengthens credit is demonstrable, says The Monetary Times. Credit is often the principal asset of a wealthy man. Mr. Armour, of Chicago, once said that he made money by borrowing other people's money and using it better than they could. A prominent politician has declared that good-will and credit are often the most valuable assets of a concern, more so than the visible property. No wise man of means allows visible, combustible property to be uninsured against possible loss by fire. How much more important that such brains as have built up a large enterprise should be assured for the protection at least of their families! Adequate life assurance strengthens credit while plans are developing. There are times, when financial conditions are acute, when the death of that member of a firm, chiefly giving it credit, has put an otherwise prosperous business into the hands

of a receiver. Some years ago the paralysis of one of the wealthiest men of New York put his prosperous corporation into the hands of a receiver in forty-eight hours. The fact that the mercantile agencies quote the amount of life assurance carried illustrates the credit value of life assurance to wealthy men.

Credit, with the individual, ceases at death. Estates can rarely borrow, and only with much legal work. Credit is not always or usually a mere matter of interest and collateral. Loans are given for fear or favor. Both cease when a man is dead. Numerous cases are known to every banker and man of affairs, not only where the inopportune death during acute financial conditions and while credit was strained, has ruined an otherwise prosperous estate, but of many other cases where, had death occurred before the maturity of plans, the estate would have been ruined.

It was known in Pittsburg a few years



DRYBURGH ABBEY, FROM CLOISTER COURT

ago t
of ov
least
to se
There
read
paid
man's
great
inter
to sav
rate o
to you
There
anyth
financ

A M
illustr
by the
sauerk
A fr
about
time, v