

The TRAGEDY

OF THE

Unanswered Letter

THE WIDOW'S LAMENT

"Though he must have seemed careless, my husband appreciated your interest in advising him to make an investment and a family protection by Life Insurance. He did not mean to be indifferent, much less discourteous, in his treatment of your letter, only he was so much taken up with that business experiment that he just put off writing.

"After his sudden death last month, we found among his papers a pencilled note of a reply he evidently intended sending at the time, saying he wished to arrange for a policy for \$5,000.

"Good as his health then was, he recognized that auto and other accidents are happening every day, and he also meant to take advantage of that disability protection.

"Five thousand dollars, or even half of that sum, in cash, would have been such a help to me; but now I see nothing for it but to go home to mother with the children, and myself help to support and educate them by taking a position.

"It is all the more sad when I think of how near Dick came to making the reasonable provision and protection for his home you so earnestly advised. I do not like to blame him, but it is such a pity—for the children's sake, if not for mine—that he put off what was really a first duty."

READER, ARE YOU STILL "PUTTING OFF"?

If you wish information to be given you on this subject, privately and at your convenience,

Write Today

B. C. M. Department

Confederation Life Association

Bank of Ottawa Building, Hastings Street West

OR

C. L. A., Representative, 1317 Haro Street, Vancouver, B. C.

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