



HIGH STREET, OXFORD,  
in the middle is St. Mary's, the University Church;  
in it Wycliffe preached and Cranmer  
was condemned.

### The "Pleasure" of Life Assurance.

Much has been said and written about the duty of taking life assurance, but little about the pleasure. Now the great majority of the assured will testify to the fact that, after they had secured a policy they felt a comfort of mind in the knowledge that their own were protected, come what might, which they had never known before. The hesitancy one feels before taking a cold plunge and the delightful glow that succeeds it, illustrate well the change of the average man from a prospect to a member of this company. —John Hancock "Satchell."

### Make Him Want It.

Say to yourself whenever you approach a prospect :

This man needs my company's protection ; it will be to his advantage to have it.

He doesn't know this now ; he won't believe it when I first tell it to him.

I don't expect him to ; if he had any desire for my assurance, he would have bought it before, and there would be no use of my calling on him.

It is precisely because he doesn't want

it that I am here, and for no other reason in the world.

It is my business to make him want it. Like many another man, he doesn't know his own best interests.

Millions of men go contrary to their best interests every day—willfully blind to the things that would help them and make them better off.

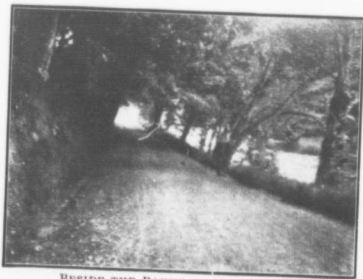
I can benefit this man now and I am going to make him realize it.

There will be a fight, but I will win out ; and when it is all over, we shall both be better off.—Standard Bulletin.



### Saving, Not an Expense.

A man looks upon the premium of a life assurance policy as a mountain of expense and frequently fails to take into consideration the benefits of such a contract. When soliciting and the prospect asks you "How much does it cost?" say to him, "Ten cents per day," as the case may be, or, better still, take the coin from your pocket and say, "This much per day." Tell him it is not a cost but a saving of the above amount. Almost any one, no matter how poor, can save ten cents per day, and would be ashamed to admit that he could not. This way of explaining "the cost" has a tendency to make the mountain look like a mole hill, and frequently gets the name on the dotted line.—The "Enthusiast."



BESIDE THE BANKS OF BONNIE DOON.