



"THE WHITE HOUSE" EXECUTIVE MANSION, WASHINGTON, D. C.
East Front (New Wing), Public Entrance.

Not an Expense.

The Colonial News touches upon a too popular criticism by many who regard as an expense the paying of life assurance premiums.

If a man hides away a few dollars in a secret drawer, or puts them in an iron safe, does he consider it an "expense"? If he deposits them in his savings-bank, does he call it an "expense"? Why is it, then, that so many men look upon a life assurance premium as an expense, and cannot be induced to believe it is not?

When a man spends money for anything, the money passes out of his possession. In its place he has the article which he has bought. This is not the case with a life assurance premium, he deposits the money and it is kept for him awhile, and later on it is given back

again, and usually with more added to it. It never passes out of his possession, nor is he given anything in exchange for it. It is his money just as if it were in his secret drawer. To be sure, the company places a restriction, for a time, on his using it, but in return, considering the value of the assurance, pays him well.

Let us give up the idea that assurance is an expense and view it in its true light.



Tempting Fate.

Assurance agent (to agriculturist):
"Mr. Farmer, don't you want to take out a policy on your life for \$5,000?"
Agriculturist: "Naw, sir; old Jim Bullard took one of them things las' summer, an' I'll be hanged if he didn't die next day."