

HOW WOULD YOU LIKE TO Live on One Quarter

of what you now spend? Isn't that what your wife and family would have to do if you died carrying only

YOUR PRESENT INSURANCE?

Perhaps you have already, in your own serious thinking, felt the point of this question, and don't need any prompting to duty doing. You are already converted to the idea. With you it is only a question of company and plan, with whom and by which you can do the best service for your family and yourself.

I can furnish you with almost any plan that is good and up-to-date, including Regular Endowments, Limited Payment Life and Whole Life Plans, but I beg to call attention specially to two plans of somewhat recent origin, and with much to commend them.

1. THE CONTINUOUS INSTALMENT PLAN

by which a man provides for his wife a yearly income for life. It is good however for 20 years whether she lives or not, so there is a certainty that minor children will be provided for till maturity. It is applicable to either Whole Life, Limited Payment Life or Endowment Policies. Applied to the last named, it provides an income for **both the insured and the Beneficiary**, continuable till the **death of the survivor** and for 20 years absolutely.

2. THE CHILD'S ENDOWMENT PLAN

You insure your child on a 15 or 20 years' Endowment, to provide working capital, or a fund for higher education, when the proper age comes, and the Company agrees that **in event of your death** all remaining premiums are **counted as paid**, so your child is not left with the alternative before him or her usual in such cases, of shouldering a burden, or forfeiting a benefit.

Write me for particulars. In regard to No. 1, give me the date of birth of the insurer and of the beneficiary; if No. 2, those of the parent and the child.

WM. HAMILTON
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