



"I JUST DIDN'T SAVE—

THAT is why I am here. That is why the others are here. In my younger days I made plenty of money. But it was a case of 'easy come, easy go'. If I had only formed the habit of putting something away out of my earnings I would be comfortable and independent to-day."

A pathetic story this, told in bitterness by an inmate of a home for dependent poor—a man, old and penniless because of a bad beginning in life.

It is a story of wilful neglect and disregard for the future. In its main essentials it is the story of a vast number of men—men thoughtless and short-sighted—men who blindly refuse to consider to-morrow seriously.

All about us we see these men. The

evening of their lives is a time of drudgery, if not of humiliation. They pay a heavy price for the folly of a wasted youth.

A few dollars a year saved now—when you can spare the money—and invested in an Imperial Endowment policy will secure a guaranteed monthly pension to support you when you are old. Or, it will provide for your family should death call you early.

Just write your name and address on the coupon below and mail it to us. Then we will send you our booklet entitled "Penniless Old Men". It tells all about Imperial Endowment Policies.

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