

In Church and State alike, and socially, "avoid argument" is good advice concerning several subjects. But sensible folk give thought and attention to serious subjects that need no argument. To most people LIFE INSURANCE is such a subject.

Protection by Life Insurance is **Patriotism Beginning at Home**

No argument should be needed for LIFE INSURANCE as involving both protection and investment. Premiums paid are better than money banked.

ALL-LIFE POLICIES may protect family and business interests.

AN ENDOWMENT POLICY carries a guaranteed payment of \$1,000 in case of death at any time after payment of the first premium, or repayment at maturity of \$1,000 or more to the person insured.

Thus from a personal point of view LIFE INSURANCE is a GOOD INVESTMENT, but it is also a SENSIBLE AND UNSELFISH PROVISION for one's nearest and dearest.

IT IS EVERY MAN'S DUTY

- 1—To protect his home from want; and
- 2—To cover all business obligations.

Are you carrying all you ought for such protection? If not, and you wish information at your convenience, phone or write B. C. M. Dept.,

Confederation Life Association

Bank of Ottawa Building

Hastings Street West

VANCOUVER, B. C.