

A Friendly Injunction Worth Heeding

Month by month, if not day by day, men and women are, in a national, provincial, civic or neighborly way, reminded

ABOUT THE UNCERTAINTY OF LIFE

FRIEND TO FRIEND:

"I myself was exercised about not carrying any reasonable protection for my home circle in the event of sudden death or disability, and you know you have even more reason to make provision for others.

"Every married man OUGHT to set aside something every month in this way, just as surely as he pays the rent or household accounts.

"Surely it is worth while to plan NOW to INVEST a certain sum per month in life insurance, which will (1) protect your home in case of death or serious illness, and (2) also become a reserve fund for the future if you live.

"FOR YOUR OWN SAKE

AND FOR THE SAKE OF YOUR OWN,

CONSIDER IT WELL

now, before you are really old, and give me the genuine satisfaction of influencing you not to delay in taking a protective and investment step which you will never regret."

Reader, has a friend ever written in such a way to *you*? Or would such a message be timely *now*? If it be, and you wish information to be given you on the subject of life insurance *at your convenience*, phone Seymour 6048, making an appointment, or send a line of enquiry to

B. C. M. Department

Confederation Life Association

Bank of Ottawa Building, Hastings Street West

OR

C. L. A., Representative, 1317 Haro Street, Vancouver, B. C.