

For the June Bridegroom.

Elbert Hubbard, who met with so untimely a death aboard the ill-fated "Lusitania", could generally be depended upon to strike the keynote.

Under the caption, "The Best Health Certificate for the Bridegroom", he once said in the "New York American":

"Several states in the Union have adopted laws providing for a physical examination and refusing a marriage license to all who fail to pass. But securing a certificate of health and presenting it to the interested parties is a rather uncanny affair. Altogether it involves a degree of publicity that it is rather embarrassing for quite a number of people concerned.

"My suggestion is that every man before the marriage ceremony is performed comply with one little requirement.

"That is, let him present to the prospective bride an assurance policy on his life. The size of the policy he can fix himself—the amount will mirror his financial status, not his love. A life assurance policy implies the health of the individual, and all medical examiners will understand and appreciate the importance as well as the import of 'A Bridegroom Policy'. An assurance policy puts the whole thing on a gracious, graceful and generous ground. It is a valuable gift, and when it comes as a love-token it will be especially prized.

"If a woman gives her life into the keeping of a man, why should not the man in return give her at least a policy on his life? Not only is a life assurance policy a guarantee of good health, but it is also a guarantee of something quite as important, and that is business acumen.

"To be able to secure a life assurance policy is a privilege. Not every man can get one.

"The fact that a man is assured makes him a better citizen, and, I believe, a better husband and father. So there you are".

Agents Please Note.

"Yes," said the retired assurance agent, "I once induced a man to take out a twenty-five thousand dollar life assurance policy, and the very day after he got the policy he dropped dead."

"I expect you wished your persuasive powers had not been so successful."

"Well, hardly. You see, I married the widow."—*Pacific Mutual News*.

"Billy" Sunday on Life Assurance.

The Rev. "Billy" Sunday, as his admirers delight to call him, is easily the most unique of present-day American pulpit orators. Not many years ago a professional ball-player of the first rank, Mr. Sunday is to-day one of the world's most noted evangelists. To the minds of some his methods border on the grotesque, but none can doubt either his sincerity or his power to grip vast audiences. The secret of his magnetism is mainly his ability to plunge straight to the heart of things. In a recent address he had this to say for the protective value of life assurance:

"I don't look like a man that would die very quickly, do I? I have just as good a physique as you ever gazed at. I wouldn't trade with any man I know. But I may die, and on that 'may', on that mere possibility, I carry thousands of dollars of life assurance. I don't believe that any man does right to himself, his wife or his children if he doesn't provide for them with life assurance, so when he is gone they will not be thrown on the charity of the world. And next to my faith in God, if I should die to-night, that which would give me the most comfort would be the knowledge that I have in a safe deposit vault in Chicago life assurance papers, paid for up to date, that my wife could cash in. She and the babies could then afford to listen to the wolves howl for a good many years".

Death After One Premium.

OTTAWA, ONT., May 7th, 1915.

MESSRS. JOHN R. & W. L. REID,
Sun Life Assurance Co. of Canada.

On September 7th, 1914, my brother, Stuart, was persuaded by Mr. R. A. F. Blair, your Company's representative at Metcalfe, to assure his life for \$1,000. He chose the 20-Payment Life plan and, in making this selection, he no doubt looked forward to the date of maturity when the Company would pay him the guaranteed value and accumulated profits.

However, as a solemn illustration of life's uncertainty I, as the administrator of his estate, am to-day receiving at the hands of your cashier, the Company's cheque for \$1,000, Stuart having only survived its issue long enough to pay the first premium.

My brother assured as a means of saving and investing his money, but his early death shows that the policy which he bought was a combination of investment and protection.

(Sgd.) ALEXANDER CAMERON.