



THE ARRIVAL OF EMIGRANTS AT THE C. P. R. STATION, WINNIPEG.

(Photo by Steele & Co., Winnipeg.)

#### The Practicability of Life Assurance.

In purchasing life assurance, you are buying something of the greatest value on the easiest of terms, says the Detroit Free Press. No such bargain is known in anything else in all the business world. In taking regular life assurance, you buy property on the partial payment plan. After you have made a single payment, if you chance to die, all the remaining instalments are at once cancelled, and your designated heirs receive the property, which in this case is ready cash, without another dollar to be paid by them. Is there any other such trade in existence?

If you live, as it is earnestly hoped you may, you can in time receive the agreed amount of your policy yourself if you so arrange in advance; or, it can stand, with good dividend earnings, for your family's use after your death. But in any event you will have to live to a very good old age to pay in altogether as much as will be returned to yourself or your beneficiaries. Remember again,

that you do not have to pay for your policy outright, but only in easy instalments, every three, six or twelve months, adapted to your own circumstances.

Then there is the little matter of security as to the fulfillment of the contract at maturity. Well, you can have the word and bond for that of companies possessing millions of assets. Wouldn't most national banks consider themselves well fixed at owning as much? This money is yours and that of your fellow members, and is security for the meeting of every claim as fast as it matures.

If there is anything else under heaven that a man and his family need as much, and can buy on as fair terms with such remarkable security behind it, won't somebody please stand up and tell what it is?

Force is at best a fearful thing even in a righteous cause.—Schiller.

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"Prosperous and Progressive."