

Life Assurance a Work of Optimism.

Mr. O. H. Mabee, of Ottawa, Canada, says, in *Life Association News* :

"Life assurance is a work of optimism, and the life assurance agent is necessarily a pronounced optimist. He spreads the doctrine of optimism wherever he goes, and did you ever stop to consider how much good the life assurance agent does? I do not mean in the way of being instrumental in providing legacies for unfortunate families deprived of the bread-winner, but I mean that he does good aside from the assurance he sells. He does good in trying to sell the life assurance he never does sell. He usually brings with him sunshine and an atmosphere of optimism, and often an idea and good advice, and in canvassing his prospect the life assurance agent is appealing to his higher ideals and better instincts, and good is done in the lesson he teaches as well as in the assurance he sells. I will venture to say that there is no man in any line of business that does more good and gets less credit for it than a successful life assurance agent. His mission primarily and necessarily is that of a benefactor. I do not mean that he is actuated to any extent by altruistic motives in plying his trade, nor would I attribute to him any extraordinary degree of philanthropy; on the contrary, he is invariably shrewd and keen where his personal interests are concerned, and can be relied upon, usually, to get full reward for his services, without, of course, he happens to be one of the irresponsible sort that forgets to include his commission when he is quoting a rate to his prospect."

The Public Appreciates Life Assurance.

While the year 1908 was, commercially speaking, one of a limited depression, the effects of which was seen in a large

falling off in the imports of merchandise, one is surprised to note that so far as our life assurance companies are concerned the showing as a general result indicates that the public is more awakened than ever to the advantages which flow from life assurance and its maintenance. In this we have a striking evidence of the confidence shown in the integrity, soundness and excellent management of these companies. Prominent among these is the Sun Life of Canada, whose appropriate and expressive motto is "Prosperous and Progressive," one which has been earned by experienced, careful and judicious management. An examination of its financial statement cannot fail to convince the reader of the appropriateness of the motto. The figures given for 1908 show great progress on the highway of success.—The Shareholder, Montreal.

The Power of Suggestion.

His Ma—Willie, where have you been? Your hair is suspiciously wet.

Willie—I fell in the river.

His Ma—But your clothes are not wet.

Willie—Well, you see, ma, while I was standin' on the bridge I thought maybe I'd fall in, so I took off my clothes, an' I did.—Illustrated Bits.

If He Has No Life Assurance.

"I tell you what," said the sad-looking man, "it's pretty hard for a man with a large family to live on a small income."

"Yes," eagerly agreed the stranger, "but it's a great deal harder for a family if he dies on one."—Philadelphia Press.

It is not enough to have earned our livelihood, . . . the earning itself should have been serviceable to mankind.—R. L. Stevenson.



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