



THE
FEDERAL
LIFE
ASSURANCE
COMP'Y.



Capital and Assets \$1,000,000.00



I PROVIDED FOR OLD AGE

During the productive period of my life. Now I am old, my children are able to protect themselves. My policy has matured. My companion and myself now have the cash for our support the remainder of our days. It has been a **Savings Bank** for us, **Not an Expense**, besides twenty years' protection for nothing. **I did not have to Die to Win.** Husband, Father, Mother, Young Man, Young Woman, take a policy of Life Insurance as protection for your estate, those you love, and yourself in old age. **Don't put it off until it is too late. Delays are Dangerous.**



I FAILED TO PROVIDE FOR OLD AGE

During my productive period of life. I thought I could invest my money better than in a Life Insurance policy. But **Reverses** and **Sickness** came, and with it **Old Age**. Now I am compelled to saw wood. I carried Insurance in an **Assessment Association**, and like all **Assessment** organizations, the older it became the more the assessments increased, until all that could get into a new organization that was cheaper had left it. And all of those that were unable, on account of old age or failure to pass a medical examination, were left to die unprotected. **Take Warning**, do not neglect, as I have, to provide for old age.



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HE SAID HE LOVED ME

And during the productive period of his life he took a life Insurance Policy. **Reverses** and **Sickness** came, finally **Death**. The policy was promptly paid, furnishing **Ready Cash** when most needed, enabling me to pay off the **Mortgages**, **Doctor Bill**, and **Funeral Expenses**, and to feed, clothe, and educate my children, while the head that planned, the hand that guided, and the heart that loved his family are cold in death. I shall never forget him, nor the benefits derived from Life Insurance, and shall ever teach my children to **Reverence** and **Emulate** their father, who so thoughtfully provided Life Insurance Protection.



HE SAID HE LOVED ME

But he failed to provide Life Insurance Protection for his family. **Reverses, Sickness, and Death** came. I cared for him tenderly day and night, until exhausted and broken down in health. Oh, what shall I do? The **Mortgage is Foreclosed**. Our home is gone. The children are helpless. No means by which I may feed, clothe, or educate them. My head aches. My heart aches. My life is one of **Drudgery and Misery**. Husband, father, how sad a picture. How much suffering can be avoided by carrying a Life Insurance policy. Do not delay, but take insurance that will **Protect your Estate and your Family, and Yourself** in old age. **Delays are Dangerous.**

THE FEDERAL LIFE ASSURANCE COMPANY,

Head Office, HAMILTON, ONT.

JAS. H. BEATTY, President.

DAVID DEXTER, Managing Director.

AMOUNT ASSURED \$11,000,000.00
SURPLUS SECURITY \$704,141.26
OVER \$1,000,000.00 PAID TO POLICY HOLDERS.

THE BEST COMPANY IS THE ONE
THAT DOES THE MOST GOOD.

ILLUSTRATED Life Insurance Folder showing that
to be happy you must be contented. To be contented,
you must feel that your family, your home, and your
own old age are provided for.

SECURITY, PROTECTION AND PROFIT.

..... Facts Worth Considering. *.....*

Most men work hard and take but little present com-
fort in order to secure future wealth. Ninetyfive per
cent are unsuccessful. A good Life Insurance Pol-
icy is the best provision for the future, for what-
ever happens, your family, your property, and **your**
own later years are protected.

..... AGENT,
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