## The Winning of the South

During the past three months conservative business men in the South have applied to the
Jefferson Standard Life Insurance Company
for over One Million Dollars of Life Insurance
THIS IS A RECORD, NOT A PROSPECTUS AND THERE ARE REASONS

In the first place, the premiums collected remain in the SOUTH, and the company is sing its funds for the advancement of Southern progress, which means increased value to
In tre second place, the JEFFERSON STANDARD furnishes as safe insurance as any company on tarth can furnish, and it has as great paying power today as any company in the orld, on account of its ratio of assets to liability.
In the third place, the policies issued are safe and sane, and the fulfillment of the contract In the third place, the policies issued are safe and sane, and the fuliilment of the contract

In the fourth place, the policies issued are as liberal, and the premiums charged are ow as perfect safety will permit.

These are logical, cold blooded business reasons why Southern men should buy insuranc from the JEFFERSON STANDARD, and no honest insurance agent, no matter for what It will not cost you anything to investigate the MERIIS of the JEFFERSON STANDARD. It may prove to your interest to do so.

Write the HOME OFFICE, or better still, see our nearest representative, who will take

Splendid Territory for Men of Character to Represent the JEFFERSON--Strongest in the South

## Jefferson Standard Life Insurance Company

Home Office RALEIGH, N. C.

JOS. G. BROWN, President

