

## FLY UNITED'S

 MAINLINE AIRWAY8.55 A. M.; 1:15 P. M. and 7:30 P. M. PORTLAND ... 30 min SEATTLE . . . . 10/4 hrs. 10:10 A. M.; 4:35 P. M. and 8:00 P. M. MEDPORD . . . $11 / 2 \mathrm{hrL}$ SAN MANCISCO $4 / 4 \mathrm{hri}$


## Are more people able to obtain

 Life Insurance today?

Yes...more than 95\%
of the applications are accepted

THE life insurance companies are 1 constantly re-appraising their tandards of acceptance in an effort to make life insurance available to more people. This they do through research and by continually studying their experience with millions of policyholders.
Today, certain physical conditions, nce regarded as barriers to life insur ance, are now acceptable. Likewise many workers engaged in occupations, previously thought too hazardous, can now be insured. In both cases, some are accepted at standard rates, some at extra rates based on the extra risk involved.

More than 9 out of 10 of the applica
tions accepted are approved for policies at standard rates.
Naturally, each company has its own rules for acceptance. Each must check carefully such things as the applicant's physical condition, family health history, occupation and living habits to protect the interests of its present policyholders.

The net result is that today the life insurance companies, actively competing with each other, are providing life insurance for more people than ever before.

Institute of Life Insurance

488 madison avenuz new york as, n. t.

Figure of Giant Orion Most |Americunism Outstanding of Star Groups Legion Theme

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