



When the Pendulum Swings the Other Way -Then What?

LIFE'S pendulum, like the tick of a clock, can swing quickly--changing happiness to tragedy. With thousands of travel accidents happening yearly, resulting in serious injury or death, no one is exempt. When you realize that if you are cut off by accident, your income stops and your family suffers, it pays to be protected.

READ THESE FEATURES

1. A \$10,000 Travel Accident Policy for Only \$1.00.
2. A complete year's protection, day and night, against all kinds of travel accidents.
3. A policy that increases 10 per cent. in value each year for the first five years, upon regular renewal yearly.
4. A policy that requires of you no medical examination.
5. Claims are paid promptly by an old-line company, the North American Insurance Company, of Chicago, Illinois.
6. The policy is offered only to people who are regular home readers or who become regular subscribers for this newspaper.
7. Any member of such regular reader's family, whose ages are between 15 and 70, may secure a policy at \$1.00 per policy issued.
8. The policy is issued as a service by this newspaper and is sold without profit.
9. The low price of \$1.00 for \$10,000 protection is made possible by the purchasing power of this newspaper.
10. It puts travel accident insurance within easy reach of every family, so there is no excuse for anyone going unprotected.
11. It gives thoughtful and thoughtless husbands a chance to prove their love for their wives.
12. It gives wives the protection that their husbands, as a duty, OWE to them!

Twelve Good Reasons Why You Should Read or Continue to Read This Newspaper

PUT A PADLOCK ON YOUR PAY ENVELOPE

With a \$10,000 Travel Accident Policy for only \$1.00 a year, you can put a padlock on your pay envelope. For serious injuries which prevent you from performing your business duties, a weekly payment is provided for a period not exceeding fifteen consecutive weeks. For accidental death, as set forth in policy, you are paid from \$1,000 to \$10,000, depending on manner of death.

WHATEVER YOU DO, —DO NOW!

When only two per cent. of the people who meet with accidental injury or death are protected, you can readily realize that something is wrong. It is not that husbands don't want to protect their loved ones. It is plain neglect! Putting it off—until something that "CAN'T" happen DOES happen! Why put it off? Certainly it isn't the cost — only \$1.00. So Now, while you can secure a

\$10,000

HERE IS WHAT YOU GET FOR \$1.00

PAYS \$10,000.00

For loss of life by the wrecking or disablement of a railroad passenger car or street, elevated or underground railway car, passenger steamship or steamboat, as specified in Part I of policy.

PAYS \$2,500.00

For loss of life by wrecking of public omnibus, taxicab, auto, stage. (as outlined in policy), or by the wrecking or disablement of a passenger elevator; or the loss of hands, feet or sight, as specified in Part II of policy.

PAYS \$1,000.00

For loss of life by wrecking of private automobile or private horse-drawn vehicle (as provided in policy); by being struck or knocked down while walking or standing on a public highway by a moving vehicle (as set forth in policy), or being struck by lightning, etc., as specified in Part IV of policy.

PAYS \$20.00 WEEKLY

For injuries sustained in any manner specified in Part I or II, which shall not prove fatal or cause specific loss as aforesaid, but shall prevent the insured from performing business duties (as specified in policy), but not exceeding 15 weeks.

PAYS \$10.00 WEEKLY

For injuries sustained in any manner specified in Part IV, which shall not prove fatal or cause specific loss, but shall prevent the insured from performing his business duties (as outlined in policy), but not exceeding 15 weeks.

EMERGENCY BENEFITS

The company will register the person insured, and in case of serious accident (as outlined in policy) will notify relatives and allow up to \$100 for putting the insured in touch with or care of relatives or friends.

Insurance Application and Subscription Blank

Date 1931

THE HERMISTON HERALD,
HERMISTON, OREGON.

Editor:

You are hereby authorized to enter subscription to The Hermiston Herald for one year from date. It is understood that The Hermiston Herald will be mailed to my address each week at the regular established rate of \$2.00 per year.

In consideration of this subscription and a payment of \$1.00 registration fee, I am to receive a \$10,000 Travel Accident Insurance Policy issued by the North American Insurance Company of Chicago, Illinois.

I am not at present a subscriber to The Hermiston Herald

I am now a subscriber to The Hermiston Herald

Name Age

Address

City State

Occupation Phone

TRAVEL ACCIDENT

INSURANCE POLICY

for Only

\$1

A Service to Readers

The special price of \$1.00 for \$10,000 travel accident insurance is made to our readers as an act of service. We buy policies and sell them to you without profit. For Only \$1.00 per person, you can protect your entire family. Why not take advantage of this service? It is open to those who are, or become, regular subscribers to this newspaper.

Hermiston Herald