COMPARATIVE ADVANTAGES OF THE ORDINARY LIFE POLICY.

For the average prospect the ordinary life policy is more desirable than the limited payment life or endowment policy. There are several reasons why. In the first place, remarks the Mutual Life of New York, in discussing this subject, there are very few people indeed who carry enough life insurance to protect their families adequately. This should be the first consideration in selecting the form of policy, but the right amount of insurance will cost too much for most prospects if limited payment life or endowment is chosen. Herein is the first distinct advantage of the ordinary life.

EFFECT OF PAID-UP ADDITIONS.

Many a man dislikes an ordinary life policy because under the impression that he will have to pay premiums "all his life." This is not necessarily the case. If he allows his dividends to remain with the policy in the form of paid-up additions the policy will become paid up before he is old, or before many years. These paid-up additions increase the cash value of his insurance, and after some years the cash value will be equal to the face amount of the policy. In this way even an ordinary life policy affords considerable protection for a man's advanced years.

READILY CONVERTED TO OTHER FORMS.

When a man who is carrying his insurance on the ordinary life plan feels that he has sufficient protection and, being able to pay more for that protection, wants to change it to limited payment life or endowment he can do so regardless of the state of his health. This is not only an advantage to the insured and his beneficiary, but also to the agent, as it enables the latter to do more business with the insured.

On the other hand, if he began with limited payment life or endowment insurance and is able after a while to pay for more insurance he has not only had insufficient protection in the past, but also he will have insufficient protection in the future unless the state of his health permits him to get more insurance.

If he cannot get the additional insurance it is not only unfortunate for him and his beneficiary, but also for the agent, since the latter has lost his chance to do more business with the insured. Even if the insured can get this additional insurance, he may place it with some other company and again the agent's chance is gone.

LESS LIKELY TO BE TWISTED.

Another advantage of the ordinary life policy, both to the insured and the agent, is the smaller opportunity for the twister to get in his work. It is easier for the twister to induce a man to drop his limited payment life, or his endowment policy, and take an ordinary life contract than to induce him to drop the ordinary life policy and take a limited payment life or endowment at a higher premium.

Again, many prospects and insured people do not understand the difference between a limited payment life policy and an endowment. Even after the agent thinks he has made clear to the prospect which form of contract he is getting, the prospect will often forget the explanation in after years. Persons whose ideas concerning these two forms of contract are confused, afford a fertile field of operation for the twister.

MORE READILY UNDERSTOOD.

The ordinary life contract is more readily understood by the average man by reason of its simplicity. For this reason, as well as because of its low cost, it is usually demanded by prospects. Most of the inquiries received at the Home Office from strangers call for a "straight life," as they term it. The man who gets an ordinary life policy knows just what he has and consequently is better satisfied with his insurance. This in turn makes the business more stable. When policies are lapsed or surrendered it is unfortunate, not only for the insured and his beneficiary, but also for the agent.

THE VICTORY LOAN.

The following insurance subscriptions to the Victory Loan, additional to those published in our last week's issue, have been announced:—Boiler Inspection & Insurance, $55,000; Canadian Fire, $50,000; Commercial Union, $150,000; North-West Fire, $25,000; Ocean, $50,000; Yorkshire, $100,000.

The Finance Department at Ottawa has announced that allotments of subscriptions up to and inclusive of $1,000,000 will be made in full. A decision in regard to larger subscriptions will be made later.

CONTROL OF LIFE COMPANIES.

As a result of the recent Pittsburgh Life and Trust Company scandal, the Insurance Commissioners' convention recommends the enactment of legislation to require lists of stockholders of life companies to be kept in the offices of the insurance departments and that no transfers of control be effective until notice to and investigation by insurance departments, including the requirement that vacancies in directorates be filled only at elections of which previous notice has been given to insurance departments.

ONE IDEA FOR STOPPING TALK.

The Insurance Monitor proposes that insurance agents boycott German tradesmen in the United States who talk too loudly in praise of the Fatherland, or in vituperative depreciation of their adopted country. If the retailer cannot protect his goods with insurance it seriously hurts his credit and strikes a vital part, remarks the Monitor. Such action may not affect a change of heart, but it will at least shut up a line of traitorous talk, and so much accomplished is good work.

ASSOCIATION OF LIFE INSURANCE PRESIDENTS.

Canadians present at last week's annual meeting of the Association of Life Insurance Presidents held in New York included the following:—Messrs. H. C. Cox, president and general manager; E. M. Saunders, treasurer; C. R. Acres, secretary, and T. G. McConkey, general superintendent Canada Life; L. Goldman, president North American Life; T. H. Purdom, president Northern Life; George B. Woods, president and managing director Continental Life; A. Homer Vipond, New York Life, Montreal.