

The Patriotism of Life Insurance

Wide as the recognition of the value and need of Life Insurance has become, it still requires, and will always require, a great educational propaganda to be carried on. It requires all the initiative and combined force of the great organizations of all our companies to make its advantages apply to the great and growing need of the people. We have a field of limitless scope to develop, in which the possibilities are constantly increasing.

Our business will grow more rapidly in the future than it has done in the past, because of the wider recognition on the part of the public of its paramount importance under present-day conditions. We can accelerate or retard its growth according to the methods we employ. No slipshod, drifting policy of mere expediency from the past has any chance of success in the brighter, keener period of the present. We need to employ practices which apply to all classes of insurers with absolute fairness. Surely this should not be difficult in a business which rests on such a sound scientific basis.

Patriotic Service Rendered by Life Insurance

Look at it from any angle in its relation to the State and you will discover that Life Insurance is always rendering a patriotic service. As a concrete example of this, there is already invested over Four Hundred Million Dollars of life insurance funds in this country of eight millions population. The securities embrace government, municipal and high-class debentures of many varieties, mortgages on farm lands and other classes of property, all furnishing the means to develop and carry on the business of the country. And when an emergency arose, as it did on account of the war, and the Minister of Finance required to issue a Domestic Canadian Loan, the companies were able to subscribe a very substantial amount. I have reason to know that they are now preparing to make a larger subscription to the next Loan when it issues.