

ADVANTAGES OF ORDINARY LIFE POLICY

It is More Readily Understood — Few People Carry Enough Life Insurance

For the average prospect the ordinary life policy is more desirable than the limited payment life or endowment policy, says a bulletin of the Mutual Life of New York, and outlines the following reasons why.

In the first place 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.

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.

The ordinary life contract is more readily understood by the average man by reason of its simplicity.

The head office of the Mechanical Salesman, Limited, is at 709 Bower Building, 543 Granville Street, Vancouver, B.C.

Lieut.-Colonel Dorrell has been appointed general manager of Canadian Financiers Trust Company, recently vacated by Mr. Patrick Donnelly, who had been president and general manager since the company's incorporation in 1907. Mr. Donnelly has opened offices in Vancouver and is devoting himself to his private business. Lieut.-Colonel G. H. Dorrell, in addition to having a wide experience of company management and financial affairs, is an English barrister and a member of the British Columbia Bar. This combination of financial and legal qualifications is of especial value in the conduct of the affairs of the trust company.

WAR LIFE INSURANCE RULES IN UNITED STATES

Uniform rules for writing war life insurance were adopted last week by the universal war service committee of the National Convention of Insurance Commissioners, which met in New York. The committee represents the insurance interests of the country, and its recommendations, signed by Burton Mansfield, commissioner of insurance of Connecticut, as chairman, will be sent to every life insurance company doing business in the United States. The six rules adopted were as follows:—

"No military clause shall cover the entire period of military or naval service, if the service commenced within five years of register's date.

"The clause shall call for 'such extra premiums as may be fixed by the companies.'

"The extra premiums charged during the first year shall be at the rate of not less than \$37.50 per annum per \$1,000.

"In the event of death during service or within six months of termination thereof, the liability of the company, unless all required premiums have been paid, should be limited to an amount not exceeding the total premiums paid on the policy exclusive of extra premiums which may be heavy on military or naval service.

"The clause shall require payment of the extra premium within 31 days after enlisting upon service, or if already in service, along with the fixed premiums on the policy.

"A refund will be made of any extra premiums not required."

C.P.R. STOCK FOR BRITISH GOVERNMENT

The Canadian Pacific Railway's revenue statements are satisfactory. Indeed the earnings are much better than the company had reason to anticipate in October last, but the substantial advance in wages, due in a large measure to the shortage of labor, and the abnormal increase in the price of fuel, and of all the other articles that we find necessary to purchase, will have an important bearing on the working expenses in future, was the statement of Lord Shaughnessy, the president, at the annual meeting on Wednesday. He added that since the close of the half-year, under an agreement with the Imperial government, 4 per cent. consolidated debenture stock to the amount of \$40,000,000, which the company was empowered to issue and you have authorized, was issued and loaned to the Imperial treasury for a maximum period of five years at a premium of $\frac{1}{2}$ per cent. per annum, over the interest payable on the stock. Provision is made in the agreement for the sale to the British treasury of this stock in annual instalments, should the company require money for any of its purposes in Great Britain and the treasury reserves the right to purchase all or any of the stock during the five years at the price of 89 per cent. of its face value.

The plan formulated at the request of the Lords of his Majesty's treasury for creating and selling collateral trust bonds of the company to the amount of about \$199,000,000 against debenture stock and other securities of the company and its leased lines to be deposited by the Imperial treasury, has, because of financial negotiations and arrangements resulting from the participation of the United States in the European war, been abandoned for the present at any rate.

In order, however, that the company may be in a position to co-operate should the occasion arise hereafter, it is proposed, at the instance of the chancellor of the exchequer, to ask the parliament of Canada to grant the statutory powers for which application has been made.

The willingness of the company to lend its name and credit to the Imperial treasury in connection with financial operations at this juncture, is keenly appreciated, and Lord Shaughnessy was asked by the chancellor of the exchequer to convey to you the thanks of the Imperial government for the important assistance that the company is ready to give.

The following company has changed its name: Langley, The Cleaner, Limited, with Ontario charter, to Langley's, Limited.

The office of the Automatic Sprinkler Company of Canada, Limited, has been changed from Montreal to Toronto; and the Hudson Bay Mortgage Corporation, to 711 Credit Foncier Building, 850 Hastings Street West, Vancouver, B.C.