SCOPE AND INFLUENCE OF LIFE INSURANCE

(*Prize Essay by J. B. Morrissette, Quebec, for C.L.U.A. Cup*).

To define the real and genuine influence of life insurance it would be necessary to open a daily diary and enter therein, from day to day, the numerous and beneficial blessings resulting therefrom, and even then its true value and unsurpassed worth would be only half understood, for, although life insurance is to-day a product of an advanced civilization, there is not, I believe, any other subject of such vital importance to the people and to the future of our country regarding which there is so much popular ignorance. Whether such ignorance is due to the fact that life insurance has never been put before the public in a plain and easily understood way, either by its representatives or by advertising, is hard to say, nevertheless, its true advantages are certainly frequently, if not altogether, overlooked. Any one who turns away a man who comes to talk of life insurance is not to be understood; it is ignorance; it is a lack of love for home; nay, we must say it is no more nor no less than an expression of bad will to protect those who need and have a right to our protection.

GROWING BETTER EACH YEAR.

Happily, the insurance business is growing better each year, and the world also is growing wiser and better each year that we live. Now, in the development of life insurance, we behold the beginning of a new tendency or force which destines ultimately to supply man's material needs on a rational and sure basis of mutual co-operation, thereby liberating his energies for the development of his higher nature, which higher and better nature always impels man to seek for his happiness not in self-indulgence, nor in the heaping up of material things, but in unselfish service to mankind. And, when taken in this light, life insurance becomes a great spiritual force, instead of being merely a potent economic factor; viewed again in the same light, it can easily be seen that life insurance promises to do more for the real advancement of our race than any experiment, whether political, social or religious, of which history has left a record. Even at the present day, when the constantly increasing cost of living yields little hope to the man of ordinary income to create an estate for his loved ones, life insurance comes in with its life-filling mission; people in every walk of life are striving to live decently and acquire a competence for old age; the great, big majority of men, young, middle-aged and old, have some one depending on them, who will suffer in body, mind and spirit; and sound life insurance is *one* of the greatest, if not the *greatest* aid to the end at which they are aiming.

A TRIUMPH OF CIVILISATION.

Life insurance in its proper application is one of the triumphs of modern civilization. It is so general and broad in its uses and advantages, that it rightfully takes its place in the fundamental progress of society. It is again owing to the salutary influences of life insurance, very often indeed, that a man is enabled to keep intact the home, the sweetest place on earth; through the beneficial aid of life insurance he has been enabled to perpetuate that one spot, which is supreme; that one spot where whatever a man does he is seen at his best; that one spot where a man's fame is always secure, where his efforts are understood and appreciated. Look around you, men of to-day—and you also, rising men of the present generation—and just stop to consider for one moment that if unfortunately the wheel of good luck which has always favored you, should suddenly reverse its course, whither would you look for assistance? Among the many friends, whom you count in time of prosperity, few, if any, would be in a position to tender you a helping hand! —the majority need help themselves. Life insurance again comes in with its powerful influence, a good, sound policy of life insurance is a factor in itself—its never failing supremacy is only surpassed by its well-tested and appreciated discretion. Look at it any way you want to, the human side of life insurance is the tremendous factor in it. Insurance is one of the greatest humanizing forces in the world, yet it has not yet used the forces of life. Life insurance is not a luxury!—it is a necessity, and should be treated as such. "Man," as remarked by a well-known insurance man, "has two sides—the human personal side, which his relatives and friends love, and the purely commercial and money-earning side." This latter side is all that life insurance now considers. He is an interest-earner. He is a money-making machine, and insurance is principally what makes the man's worth to-day. Unfortunately, a great many policyholders do not appreciate the true value of the policy they have. They do not properly understand that it is a means of extending their earning power to provide something to take the place of their money acquiring capacity, and that thereby life insurance becomes a kind of immortality; a man may die, but if he leaves a life policy he lives again as a producer for his dependents.

ITS PART IN WAR TIME.

We might quote many and many cases where the unlimited sway of life insurance furnishes a soothing balm for the heart aches and sorrows we cannot but expect here below: thousands of men through the channels of life insurance have been able to bestow upon their homes that much-looked-for happiness, peace, comfort and grateful appreciation after time has assuaged the woe of loss, by the swiftly paid life insurance policy.

It is opportune to add that in the present critical time of war—the cruel war which is ravaging many countries over the face of the earth—life insurance has played, and is still playing, its important part towards soothing and lessening the pangs of separation; valiant men—husbands and sons—who courageously leave home, duty, and all they hold dear behind them, to serve their country, have understood the benevolent and beneficial influence of life insurance; they have provided their dear ones with a policy of insurance, so that if the battlefield should be their tomb, their loved ones may not be left completely bereft. They have, we may say, made use of life insurance as the last link which binds them and the ones they cherish to their bitter duty.

BUSINESS INSURANCE.

Another of the great advantages of life insurance, and one which should not be overlooked, is that such an important factor as life insurance is placed at the disposal of all business men; there are plans and policies to suit all walks in life—we know, most