

behind him a life assurance policy, so that those dependent upon him are provided for; so that any debts he himself may have are paid, and, if he has not much of an estate, so that he himself may be buried in decency and honour."

Hardly a week passes without something coming under our eyes to show the value which men of outstanding prominence place upon life assurance.

Life Assurance Still Necessary.

"Annual income, £20; annual expenditure, £19 19s. 6d.; result, happiness. Annual income, £20; annual expenditure, £20 0s. 6d.; result, misery," said Mr. Micawber.

In these days when the national balance sheet is being so critically examined, the importance of life assurance—the greatest social factor of modern times—is bound to be emphasized.

If 100 average men, 30 years of age, were locked in a room, and were going to draw lots for one to be killed before the end of the year, and they had an opportunity of taking out assurance policies before that drawing, would they do it or would they say, "Let my wife and children take the chance?" The actual facts are that such a drawing as this takes place every year! for practically one man out of every 100 at 30 years of age dies within the year. Farther there is another drawing next year taking one of the 99 left, and the next year again takes one of the 98 remaining, and pretty soon the point is reached where two are drawn each year.

We know that something like 700,000 persons will die during the current year in this country, and in due course the Chancellor of the Exchequer will collect estate duty on the capital value of the possessions of these people, and that capital value will be about 350 millions sterling. It will be found, however, that out of these 700,000 persons only 84,000 leave anything behind them worthy of attention of the tax collectors, and that 616,000 were practically penniless when they died. Few people realize that in the majority of cases their bodily strength and brain power are the only property which the people of this country possess. If health fails only a few hours, weeks, or at best a few months separate them from actual want. Under these conditions surely every man so situated ought to protect himself against the contingency of losing the whole of his capital at one fell swoop. Health assurance and life assurance are not luxu-

ries, but necessities when a wage-earner is dependent upon his own exertions for his daily bread. Practically every life has a money value, and the system of assurance alone can perpetuate and preserve that value.

The man who does not carry life assurance is really encroaching upon his capital, and not living within his income. Anyhow, the fact that no less than 616,000 persons out of 700,000 have no assets worthy of the attention of the Chancellor of the Exchequer shows what a large proportion of people escape the clutches of the assurance agent at the present time.

It is a very rare exception to find a man fully insured. We believe the assurable lives in this city are only covered to the extent of £73 each. Yet 80 per cent. of the men approached for life assurance, and in actual need of the protection, will offer any excuse to escape the persuasive arguments of the interviewer. It is being proved on every hand that everybody really wants life assurance, and just as badly as they want a doctor when they are ill. They are trying to doctor themselves!

They know they need life assurance, but they try to avoid getting it, striving to make enough money in their business to provide a home and keep a surplus in addition. Seventy-five per cent. of the people try to do this, and they fail, or they die in the meantime.

By life assurance alone can a man perpetuate the capital value of his life during the early part of his business career.

The importance of life assurance to the State is recognised by the government to the extent of exempting from income tax what a man pays for this purpose, provided the premiums do not exceed one-sixth of his income, whilst taxing the man who does not carry life assurance on his entire income.—*The Policy-holder.*

A policy on your life will lighten your burdens; will help clear the mortgage from your home; will help your children to secure a better education; will provide a competence for your declining years; will keep worry about your family's future from your mind; will help you save money steadily, systematically and profitably.

Bought a home, have you? Mortgaged, is it? Just a little addition to your interest will assure your life, *guaranteeing* the means to meet the mortgage, *if you die or if you live.*

Life insurance produces the best effect only when taken in sufficient quantities.