

Importance of Life Assurance.

Newspapers are Awakening to Its Value as Social and Economic Factor—Interesting Extracts from Philadelphia Paper.

The public press of the United States is awakening to a sense of its duty as the counsellor of the people, and we find a social uplift movement expressing itself more and more emphatically through the daily papers. One feature of the "uplift" work of the journals is their growing recognition of and insistence upon the economic and social value of life assurance. The Philadelphia *Evening Telegraph* is a pioneer in this respect, and we take pleasure in reproducing two of that paper's recent articles:

Little Assurance Better Than None.

The following concrete instance illustrates the folly and unsound reasoning of a man who, with others depending on him for support, says: "I cannot afford to carry enough assurance to be worth while to my dependents; therefore, I will take none until I can put on such amount as I feel would be sufficient for their needs."

Eighteen months ago a young man in his twenties, who, as he reasoned, would live many years, was canvassed for life assurance. He was a dentist, just married and just establishing his practice. He claimed that to carry the proper amount of assurance, on the plan he desired, would take more money than he could put away at that time, but that he felt the need of assurance and fully intended to take a policy of considerable size in the course of three or four years, when his practice had grown.

It was then suggested that instead of taking assurance on the plan desired, he take the amount, but on a cheaper form, in order to protect his wife while he was waiting for his income to grow. It was explained that this could be done very cheaply, and later, when he was able, he could change to the form of policy he desired.

He would not consider this, saying he "would take the risk of death". He was of a long-lived family, and the chances of his death in the next ten years were slight. He preferred to take no assurance until he could take the kind he wanted.

He was then urged to take the plan he wanted for a smaller amount, and add to the amount as he was able; but this he refused to do.

About a year after a child was born, and the father was the happiest of men. The agent again urged assurance, pointing out that in case death should overtake him before he had made enough money

for their support, the mother would have the child to provide for in addition to herself.

The doctor listened carefully, and even appeared to consider doing as advised, but finally said, "No, I feel my physical condition warrants putting that money into equipment to help me in my profession instead of holding off on the appliances and putting that sum in life assurance premiums." He was at that time in splendid health and his practice was growing nicely.

"Call around in a couple of years and I'll give you an application worth having," was the parting courtesy extended.

Six months after this doctor contracted typhoid pneumonia, and in three days was dead.

He left—a widow, an infant six months old, no estate and no life assurance. Did HE take the chance or did he throw the chance on the helpless wife and baby whom he said he loved best of all things on earth?

Lapsing a Policy.

What we have said in this column about the man who mortgages his assurance applies also, and in an aggravated degree, to the man who needlessly drops his assurance.

There are some commodities that can be bought in the open market almost any time and at substantially the same price, but life assurance is not one of them. Age determines the price, and, of course, men do not grow younger.

Men who drop their assurance usually expect to take it on again at their convenience. Sometimes they can; sometimes they can't. But they can never replace it at the same rates, so as a purely business proposition they make a mistake. The man who, on second application, finds that his heart or kidneys have become affected, forever barring him from life assurance, comes to a realization of the fact that he has made something more than a business mistake.

When a man takes out a policy of life assurance, whether it be for a thousand dollars or a hundred thousand, he has added that much to his estate, established to that extent at least his worth to his family and to the community. It represents just so much headway. To drop that policy is to go backwards, to lose ground. Progress, the ambition to weigh well in the scales with other men, is an innate desire with us all, and if our lives are well regulated we will not permit ourselves to lose ground if we can help it.

Once you start a policy, never lapse it.

The Sun Life of Canada is
"Prosperous and Progressive."