

but partially established companies. It also has the unhappy distinction, as a result of the unwise law of 1899, of having a higher standard of solvency than any other country in the world. Unless, therefore, changes in the law be speedily made along the lines indicated, it is but too probable that we will not be able to maintain our boast very long.

DEFERRED PROFIT ASSURANCES.

The prohibition of deferred profit policies has been a feature in much of the recent United States legislation. The deferred profit plan has had many critics. Nevertheless, I do not hesitate to announce myself as one of its pronounced advocates, and I will give reasons for the faith that is in me. This plan has unquestionably been a powerful instrument in popularizing life assurance throughout the world. There are tens of thousands—possibly hundreds of thousands—who would never have been assured but for its attractions. The combination of investment and protection at a low premium which the deferred profit plan has rendered possible, has induced multitudes of young unmarried men and others to take out policies who would never have been reached by the argument of protection alone. There are those who argue that assurance should be sold on its merits as protection, and that the introduction of the investment element in any form is objectionable. I do not share that view. It is just as necessary and proper for a person to provide for his own old age, as for the wants of his family in the case of death. Moreover, every feature which makes the life contract more attractive and thus induces more persons to assure, is desirable. Those who advocate that life policies should be reduced to plain contracts of indemnity, remind me of an experience I had a few years ago. My daughter and I happened to be in one of our back country villages, and a man in the neighborhood told us of a beautiful little lake in the mountains said to teem with trout. He agreed to provide transportation, rods and bait, assuring us that we could leave all arrangements to him. We drove about twelve miles that afternoon, slept in a habitation's house under conditions which I will not describe, arose at three o'clock in the morning, and walked four miles (which seemed eight) through the forest to the lake in question. There we found a raft, rods and lines waiting us. I asked for bait, and he produced pork. I looked aghast, but there was no help for it. We pushed out on the raft and fished with pork. We caught a few trout, but had the disgust of seeing others rising around us on every hand. Our guide told us that pork was good enough for them, but the fish evidently thought otherwise. So our friends say that an unattractive policy is good enough for the public, but I am afraid a considerable section of the public will think otherwise. When I fish for fish I want the best bait I can get, and when I fish for policies I also want the best bait I can get. If some of you gentlemen do not entirely agree with these views, I ask your forbearance. In my personal opinion the deferred profit policy is the best in the world, not merely for the company, but for the policyholders. That the public also think so is shown by the fact that though for many years we have made no distinction in the rate of commission, two-thirds of all the business done by our company has been on the deferred profit plan. Attractiveness and popularity are no small arguments in favor of any plan of assurance.