

of the company with whom he carries his insurance information regarding his sons or sons-in-law, intimate friends or employees, including such necessary forms of introduction (cards, letters or personal) as circumstances may dictate. This form of service alone, where systematically conducted, has been found universally productive of a very large increase.

These facts and requirements devolving on the agent of the future including the multiplicity of contract forms now required in order to properly serve the insuring public,—there being something like three hundred forms issued by the various companies,—combined with the general lack of knowledge regarding life insurance by the insuring public, render it necessary that the applicant or policyholder depend absolutely on the agent for guidance and advice, consequently these conditions necessitate a more careful and discriminating selection by companies and general agents of men for the life insurance profession, and a higher and more systematic training and education of the agent in order that the varied interests of the prospective applicant and policyholder may be properly conserved.

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. Further 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 luxuries, 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 Policyholder.*

WHEN FIRES RAGE.

There seems to exist a certain amount of confusion as to what procedure to adopt when fire has in part destroyed or totally destroyed insured property, or is in danger of destroying it. So far as the first two mentioned are concerned certain rules have been laid down, under Statutes enacted by the different provincial legislatures, which cover the matter fairly completely, and are to be found in full, as Statutory conditions, printed on the reverse of each policy of insurance.

The case is also similarly provided for, when, through a fire in a nearby building, there is danger of insured property some distance away being destroyed. The question, so far as the assured's duty is concerned, is whether the insured property, if movable, should be removed at the risk of damage, breakage, etc., etc., in order to prevent possible destruction by fire, or left in the original location in the hope that the fire will be extinguished before spreading thereto.

On this point the statute for several provinces reads: "In case of the removal of property to escape conflagration, the company will contribute to the loss and expenses attending such act of salvage proportionately to the respective interests of the company and the assured." It will be seen, therefore, that the contract of insurance contains nothing to bind an assured to one act or another. The question as to whether endangered insured property should be removed or not is left solely to the judgment or discretion of an assured and to the particular circumstances which arise. If there appears to be very little chance of the property, if left in its original location, escaping destruction, it ought to be removed and the sooner the better. If, however, it seems probable that the fire can be extinguished before spreading to any extent, it would appear well to lend every effort in this direction and leave the movable insured property in its original location.—J. R. STEWART.