

Federation of Insurance Institutes.

The entries for the forthcoming examinations of the Federation of Insurance Institutes, of Great Britain and Ireland, to be held in April, are larger than in any

previous year since the examinations were begun. Applications have come from eighteen different centres, including twenty-eight from Cape Town and one from Montreal. It is expected that next year, when the arrangements for holding the examinations in the Colonies are further advanced, a larger number will be examined at the Cape, New Zealand, Montreal and Toronto. The following is a list of the home and colonial entries, arranged in districts:

Birmingham..	14
Bristol..	12
Dublin	20
Dundee..	3
Edinburgh..	19
Glasgow	10
Leeds..	29
Leicester..	2
Liverpool..	2
London..	14
Manchester	48
Newcastle-on-Tyne..	28
Norwich..	2
Nottingham	3
Perth	2
Sheffield..	6
Home entries	214
Cape Town..	28
Montreal..	1
Total..	243

IS PUBLIC CONFIDENCE IN LIFE INSURANCE PROPORTIONATE TO ITS TRANSACTIONS?

The above question is asked and answered in the negative by our esteemed contemporary, "The Insurance Age." A counter reply might be made to the effect, that, every transaction with a life insurance company that results in a policy being written is a manifestation of confidence in life insurance, therefore public confidence is necessarily proportionate to the total amount of such transactions.

The defect in public confidence is declared to be shown by the life insurance idea having "to be dinned into the ears of the people, but, as a rule, the individual who finally buys it must be pursued in a grand scramble by half-a-dozen or more silver-tongued advocates, as if he, instead of the substantial commodity for which he is asked to exchange a little of his money, were the actual prize." From this condition it is argued that, "If the confidence in life insurance companies and the benefits which they are able to confer, were proportionate to the enormous totals of their dealings, the company and the agent would be the natural objects of solicitation, instead of the 'prospect' who is now run to cover, like the game in a fox hunt." The ex-

planatory argument why these conditions exist is thus stated:—

"Using a general proposition for a brief and sweeping solution of the problem, the whole trouble lies with the methods employed in getting business. The public cannot understand why it is so anxiously pushed to invest in what is represented to be so obviously a good thing. No one goes to a man's house to sell him an overcoat or a pair of shoes. He knows the need and advantage of having these articles of good quality, and he buys them as a matter of course. Moreover, he gets a better article and for less money than if, added to its present cost, were the wages of men who must pursue him by steam and electricity to induce him not to go cold or hungry or naked. These commodities are more important and pressing necessities than life insurance, but none the less real."

We are not satisfied that there is such a parity between the need for life insurance and that for overcoats and shoes, as is implied in the above. A man cannot do without a pair of shoes at any season without suffering a painful consciousness of this lack every moment he is out of doors, and in winter the man with no overcoat, or no shoes is a pitiable object; he is heading for the grave at a rapid pace. On the other hand, a person who has no life insurance is not conscious of any deficiency, the lack of it entails no discomfort, nor does it expose him to the commiseration of the benevolent. Although not individually solicited to buy these articles, he cannot take up a newspaper, nor can he walk along a leading street without being solicited to buy "an overcoat or a pair of shoes." This solicitation by advertisements, by circulars, by temptations presented in store windows goes on perpetually, it involves heavy expenses which must fall proportionately upon himself, as these expenses add to the price of goods, just as the cost of acquiring insurance business adds to the cost of it to the insured. A certain amount of clothing for protection and decency's sake is an absolute necessity for every person, but life insurance is not a necessity for those who are able to provide otherwise for their family or dependents. The over-sanguine hope of entering that fortunate class deters some from securing life insurance. Another deterrent is the natural disinclination of most men to contemplate the inevitable end of life. Hence, not only is life insurance neglected, but the making of a will, or any testamentary arrangement to take effect after death, is very generally postponed until late in life. In all such cases it is not lack of "confidence" in life insurance that causes it to be neglected, but is an aversion to consider the conditions which render it so desirable.

We are at one with our contemporary in regarding certain phases of competition as presenting a very serious drawback to the progress of life insurance. A person who is told of a certain company being dangerous, risky, uncertain of life, is apt to generalize the statement, especially if he hears, as