LIFE UNDERWRITERS' ASSOCIATION MEETING

Big Convention Planned at Ottawa—Important Subjects to be Discussed

Life insurance men, managers, agents, actuaries and others, are wending their way from all parts of Canada for the annual convention of the Life Underwriters' Association of Canada at Ottawa on August 19th, 20th, and 21st. All the companies doing business in the Dominion will probably be represented, not only by their agents, but also by head office officials specially appointed. They will face the problems of their business and grapple with its evils, some of which admittedly remain.

The programme, which is printed below, does not, *The Monetary Times* is told, fully disclose the real features of the work, nor the inward attractiveness of the convention arrangements. For instance, President Tory has promised something unusual in his address, calculated to stir his audience and impress them with the importance of taking a decided stand on several matters of great consequence to the Association. The address of Mr. Neil D. Sills, president of the National Association, also promises to be unusually interesting. Mr. Sills has won great reputation in the United States as a forceful and entertaining speaker, and his wide experience in the life insurance business is well known. Mr. D. E. Kilgour, actuary of the North American Life, and honorary secretary of the Life Officers' Association, is preparing a special address for the underwriters. The humorous address by past president Wm. McBride, M.A., will be worth listening to, as he has already disclosed some of its features in correspondence.

How to Close Business.

The luncheon to be given to presidents and secretaries of all local associations is a special feature which has never been tried before, and it will be an enthusiastic affair, given over to association discussion and the furtherance of the movement. The "new business" feature at every meeting gives opportunity for free speech, and should bring out much valuable discussion. The associations which won in the membership competition will be requested to come to the platform in a body and receive the prizes. A question box will be opened, into which questions may be placed, to be dealt with by the convention. On the first day, that vital topic for the field man, "How to Close Business," will be dealt with by the many personal producers at the convention. There will be an address in French by a prominent French-Canadian. Immediately upon registering each man will be presented with an underwriters' insurance policy, together with some other surprises which are being prepared by the entertainment committee at Ottawa.

Monday evening, 8 p.m.—Meeting of executive committee, at Chateau Laurier.

Tuesday morning, 9 a.m.—Assembling of members and signing of register. Prayer—Rev. Walter Loucks, Ottawa. Addresses of welcome—The Mayor of Ottawa, Mr. J. A. Ellis, Mr. W. Lyle Reid, president Ottawa Association. Replies—Mr. Angus Elliott, western vice-president; Mr. J. T. Wilson, eastern vice-president. Address—Mr. D. E. Kilgour, honorary secretary Life Officers' Association, actuary North American Life Insurance Company. Roll call. Address—Mr. T. B. Parkinson, chairman transportation committee. Report of executive committee—Mr. Geo. E. Williams, chairman. President's address—Mr. J. A. Tory. A discussion—"How to Close Business." (To be taken part in by many soliciting agents). "New Business"—(Opportunity will be given at every session for the introduction of any subject of interest to the field force). 12.30 p.m.—Luncheon at Chateau Laurier, to which all presidents and secretaries of local associations are cordially invited.

Discussion of Three Topics.

Tuesday afternoon, 2.30 p.m.—Appointment of nominating committee. (Each local association may appoint its representative on this committee). Address—Mr. James V. Barry, assistant secretary, Metropolitan Life Insurance Company. Discussion of three topics: How I Secure My Prospects, Best Method of Preventing Lapses, How to Stimulate Steady Production. Presentation of association cup, prize essay contest: Subject: "Life Insurance as a Factor in Social Economics." Presentation address by Mr. A. N. Mitchell, general manager, Federal Life Insurance Company. Address—Mr. J. F. Weston, general manager, Imperial Life Assurance Company, honorary president Life Underwriters' Association of Canada. "The Association in its Relation to Head Office and Field Work." Secretary's report. Discussion of president's address. Award re membership competition—Winners: group 1, Winnipeg; group 2, Quebec; group 3, Peterborough; group 4, Kingston. Presentation address by Mr. Geo. B. Woods, president, Continental Life Insurance Company. Humorous address—"How Far to Press a Man," Mr. Wm. McBride, past president L.U.A.C. Discussion of three topics: Should Doctors Assist Agents in Closing Business? Practical Method of Using Part Time Men, Agents Who Are a Menace to the Business. The question box—Suggestions of topics for discussion next day. New business.

Life Insurance Agent and His Work.

Wednesday morning, 9.30 a.m.—Discussion of report of executive committee. Discussion of topics suggested previous afternoon. Address—Mr. Neil D. Sills, president National Association of Underwriters. "The Life Insurance Agent and His Work." Award of prize for association which held the best six meetings since last convention. Presented by Mr. A. Homer Vipond, the donor, ex-president L.U.A.C. Award of second prize in same competition. Presented by President J. A. Tory. (Donor). Discussion—"How to Make Association Meetings Attractive and Successful." Award of prize to local association showing largest percentage of increase in membership. Presented by Mr. John R. Reid, past president L.U.A.C. (Donor). Address—"Health Conservation," Mr. W. J. Bell. Report of nominating committee. Election of officers. Selection of next place of meeting.

Some Notable Speakers.

Wednesday evening, 7.30 p.m.—The banquet—Speakers: Right Hon. Sir Wilfrid Laurier, P.C., G.C.M.G., Hon. Justice D. B. MacTavish, Mr. James V. Barry, Mr. T. B. Macaulay, the new President. Toastmaster—President J. A. Tory.

Thursday morning, 9.30 a.m.—Discussion of topics: Value of the Club Idea in Large Agencies. Led by Mr. J. C. Stanton. Pensions for Life Insurance Agents. Address. Discussions of Topics: Most Difficult Risk I Ever Secured, Creative Soliciting. Award of prize in essay competition: "What Method of Training Develops the Highest Efficiency Amongst Soliciting Agents." Presented by Mr. Geo. H. Allen, donor, general manager Travelers' Life Insurance Company of Canada. Summing up of topics discussed, by President John A. Tory.

The following soliciting agents will take part:—Messrs. O. B. Shortly, H. B. Andrews, Oscar Morin, J. B. Hall, Thomas Mills, J. E. Hughes, M. Monahan, J. G. Taylor, N. T. Truell, J. Scott Gilbert, A. S. Wickware, Geo. I. Alexander, R. S. Rowland, A. J. Meiklejohn, Vivian Reeve, W. A. Peace, D. J. Scott, U. Levesque, J. A. Johnston, S. Burrows, J. O. Hyndman, Thomas Hendry, J. F. Belleau, J. T. La Chance, and many others.

NEW INSURANCE COMPANIES QUIET

No insurance companies were licensed by the Dominion department of insurance during July.

POLICY SHOULD SUIT APPLICANT'S NEEDS

In supplying a client with life insurance the agent should avoid very carefully supplying either too little or too much insurance; of these two evils the graver one is that of supplying too little insurance, as the applicant who is investing in insurance frequently fails to consider that the amount of insurance which he leaves to his widow or dependents in the event of his death will take the place of his earning power, and when the earning power of the amount of the insurance, computed at a reasonable rate of interest, such as will admit of the principal being invested in securities that are safe and the taxes are deducted from the interest, and the net income afforded by the insurance is developed, the applicant readily can see upon what amount his beneficiary must depend in case of his death in lieu of his earnings, is the opinion of President Isaac Miller Hamilton, of the Federal Life Company, of Chicago. Measured by this standard, a great majority of those carrying life insurance are carrying a sum far less than their needs, and when this fact is forced home by the agent it frequently results in the insured supplying himself with at least some part of the additional insurance he and his beneficiaries need. The danger of over-insurance largely is the result of the vanity of applicants, who frequently permit a strong agent to write them a larger policy than they can afford to maintain permanently rather than admit their inability to continue the payment of the premiums; this is as much the fault of the agent as of the applicant, if my conception of an agent's duties be correct, because I believe it to be the duty of the agent to secure the confidence and friendship of his clients and make them realize that in anything which pertains to their life insurance they may be as free to impart their thoughts to him as they would be to unfold any of their secrets to their priest or to the lawyer they had retained.