

FAVORABLE TERMS.

It will be seen that the policyholders of the Home Company are securely protected by the guarantee of one of the largest and strongest of Canadian life companies. Moreover the prospects for future profits of participating policies will, doubtless, be substantially improved under the terms of reinsurance. It seems fortunate also that the present management of the Home Company have been able to secure such favorable terms for the stockholders of that company in view of circumstances now generally known to the public. Thus the policyholders and stockholders of the Home Company seem amply protected and fairly dealt with under the re-assurance agreement.

As to the policyholders of the Sun Company, they are protected by the requirement that the transferred business must stand on its own footing as to profits until any deficiency is wiped out. The temporary guarantee furnished by the capital stock and funds of the Sun Company until the present deficiency is eliminated is not relatively a serious undertaking and will, no doubt, be compensated for in years to come by the business and connections now secured.

From the knowledge as to the future prospects of the Home Company as a going concern, Mr. Sanderson states he is of the opinion that the proposed re-assurance is in the best interests of the business of life assurance in Canada, and recommends the approval of the re-assurance agreement by those concerned.

INTERESTING LIFE EXTENSION ENTERPRISE.

An organization has been launched in New York called the Life Extension Institute, which has as one of its objects the bringing together of the public and their medical advisers, so that disease may be detected in its incipient stages and proper preventive measures applied. In this part of its work it will endeavor to enlist the co-operation of life, accident and health insurance companies, so that their policyholders may have the advantages of frequent medical examinations. The Institute does not intend to give treatment to those it examines, but where any impairment is discovered the person examined will be advised to consult his own physician and undergo the necessary course of treatment. Another phase of the Institute's work is that of disseminating knowledge regarding the preservation of health and the prolongation of life by means of articles in the press and pamphlets for general distribution. A number of well-known students of hygiene have offered their services in this connection and will constitute a hygiene reference board, which will also determine the truth on hygienic questions referred to it. A few life insurance companies have worked individually along the lines now proposed by this body, and with remarkable success, but the advantages of a national organization must inevitably appeal to all companies interested in prolonging the lives of their policyholders. A department of conservation is only possible with a large life insurance company on account of the expense, but this Institute can perform the work for all companies at a comparatively trifling cost. E. E. Rittenhouse, who has been elected president of the new organization, has had much experience along the line of conservation in recent years, and will doubtless be able to enlist a large majority of the companies at once.

WHY DO MEN INSURE?

If each morning before an agent takes up the day's canvass he were to ask himself the question, Why do men insure? it would give him a better viewpoint. Since his business is to insure them, certainly no one is so interested as he in learning why they insure.

There is a world of practical wisdom in the following, which is quoted from the booklet "The Monthly Income Policy:"

"One very large personal writer, when asked to explain the secret of his success, replied: 'I try to keep before my prospect this simple declaration: If you die, Mary will get the money; if you live, you will get it.' While this may seem painfully brief, all will admit that it embodies the only elements in life insurance."

Some claim that life insurance is purely a business proposition, therefore, is without sentiment. This is not the case, and the agent who so concludes is misled. Life insurance in most instances is all sentiment. It is suggested and prompted by sentiment. Men insure for "Mary," in whom all their sentiment centers. She may be wife, mother, daughter or sister.

Everything, however, must have its business or commercial side in order that it may be practical. Love, marriage, home, all of which is the embodiment of sentiment, must nevertheless be commercialized to the extent that the material things also will be provided. Charity which is prompted by sentiment will not maintain itself; it must be organized and put on a business basis. While there may be no sentiment in business, there must, nevertheless, be very much of a business side to sentiment. In life insurance, sentiment is first and last, the business phase being only a necessary adjunct or incidental. If there were no dependent women and children, it is safe to say there would be little, if any, life insurance. It would not be in demand as an investment only, since there are many other safe and profitable investments. But no other plan has ever been devised by which we can protect Mary. We may talk surrender and loan values, reserves and dividends, but when we get the application and premium it is due to Mary. No man is ever going to take a policy because he can later on mortgage or sell it for less than he has paid. This would be foolish. Remember that men still take life insurance primarily for Mary, just as they did before cash and other surrender values were known. Modern policies, with all their improvements, only serve to make life insurance more popular, of greater value to the insured, and easier for the agent to sell, since they serve the double purpose of protecting Mary and also the insured himself. Draw a picture of Mary, tactfully hold it up before a prospect's eyes, and keep it there. Talk more about Mary and less about dividends or other incidentals. She is the picture; they constitute only the frame. Keep a prospect's thoughts on the picture itself. Every man knows that life insurance is a good thing; that he ought to have it, and that it is a mistake to put it off; but all the investment features and policy privileges in Christendom will not alone induce him to take it to-day. Investments can be had at any time, but this is not true of life insurance. It is only the fear that Mary may be left unprovided for that will induce a prospect to insure now. Mary is the "lock, stock and barrel" in life insurance.