

INCOME BASIS THE TEST OF SUFFICIENT PROTECTION.

Agents in trying to sell monthly income policies are often met with the objection that "an income of ten dollars a month is not enough for a family." Doubtless it is not, and that is a strong reason for making it twenty dollars or thirty dollars a month if the man can afford it. But a monthly income of ten dollars for twenty years is the equivalent of \$1,754 paid in a lump sum. Yet a man might think the latter a good provision, whereas the former was not. The lump sum looks more impressive and feels more comfortable to handle, whereas the ten dollars a month income looks paltry. But the true test of the adequacy of the provision a man is making for his family is "how will it look on an income basis?" The income basis shows up the poverty of the provision and leaves no opportunity for self-deception on the part of the prospect. A policy payable in a lump sum does leave such an opportunity. The lump sum may be large in itself, but it may be absurdly small when spread over the wide period which it has to cover, and, in addition, it has a tendency to melt away prematurely. There is danger that there will be a few fat years (or months) and then a good many lean years for the family under this plan. How much better it is to select a plan where the whole scheme of provision is regulated by clock-work; where the last day is provided for as well as the first; where every month of the 240 has its due allowance apportioned to it! Thus, and thus alone, can a man make his provident intentions rigidly effective.—*Prudential Weekly Record.*

A new "golf policy" of an American company is reported to cover the loss of golf balls. What standard of play is required to obtain a policy does not yet appear.

WHERE PRACTICE DOESN'T FOLLOW PREACHING.

"Example sheds a genial ray" which others do not always follow. The administered estates of life insurance agents frequently show that they were not the careful investors that their companies have been. Although every life insurance man knows that the stability of his company depends upon the continuing reliability of its investments and that such investments consist chiefly of carefully selected first mortgages and standard stocks and bonds, the life insurance men themselves too often take their chances in rental real estate investments and the stocks of commercial concerns and enterprises. On their own confession as to their experience it is evident that they are more than ever convinced through the disappointments they so often suffer that the wisdom of the regulatory laws which restrict the investment of life insurance companies to purely gilt-edged securities is unimpeachable. The strange thing is that so many who are thus close to an unquestionable fountain of wisdom should fail to be sufficiently convinced thereby to reinforce themselves against losing ventures. But the lure of large returns in proportion to the investment is just as seductive to them apparently as it is to those who are not saturated with the doctrine of "safety first" as applied to investments.—*Rough Notes.*

WANTED.

ACCOUNTANT by a fire insurance office. Apply stating age, experience and salary expected to Box 1502, Montreal.

WANTED

Position as junior in fire office in Toronto. Age 17 years. Just graduated from school. Reply Youth, c/o The Chronicle, Montreal.

**It's a Hard Rub**

For a woman to unexpectedly find it necessary to become a breadwinner. You wouldn't like your wife to come to that, would you?

But what about your widow? Why not provide for her a regular monthly income to begin at your death and continue as long as she lives? You can do it by means of an Imperial Life policy.

THE IMPERIAL LIFE
Assurance Company of Canada
HEAD OFFICE . TORONTO