

## CHANGES IN EXECUTIVE STAFF OF NORTH AMERICAN LIFE

At a meeting of the board of directors of the North American Life Assurance Co., of this city, held on April 19, the resignation of Sir Wm. R.



EDWARD GURNEY  
President Gurney Foundry Co., Limited;  
1st Vice-President North American Life Assurance Co.

Meredith, K.C., as a director and vice-president of the company was received, and was accepted with much regret by the members of the board, of which he has been a highly esteemed member for so many years.

Mr. Edward Gurney, president of the Gurney Foundry Co., Limited, was then elected first vice-president of the company, and Mr. J. Kerr Osborne, vice-president of the Massey-Harris Co., Limited, was elected second vice-president. Lieut.-Col. D. McCrae was elected to succeed Mr. Osborne as chairman of the executive committee.

## THE PSYCHOLOGY OF LIFE INSURANCE

(Reprinted from the American Underwriter.)

It is no reflection on the intelligence or honesty of purpose of either Mr. Hughes or the members of the Armstrong Committee, to say that they have shown a lamentable ignorance of some of the fundamental principles of the subject they were commissioned to investigate. Unfortunately it happens that that subject is one of almost life-and-death importance to the families of many of the thirteen millions of policyholders insured in the legal reserve life insurance companies operating in New York State. And the worst of it is, that the animating spirit of life insurance protection is mainly psychological—and sentiment purely psychological is terribly sensitive to every whiff of rumor and suspicion.

Every experienced life insurance man knows that one of the basic principles of modern life insurance

is the assumption—nay, the positive knowledge—that practically no man ever takes out life insurance until some other man has led him to so do by psychologically appealing to his better impulses. Had Mr. Hughes and the committee so known, they might have realized that probably ninety-nine per cent. of the 1,101,113 policies written in 1904 by the legal reserve companies doing business in New York—not including industrial policies—were so written, and that anything which might tend to check a movement of such magnitude would be a mighty serious matter, and in that event, they might have conducted their investigation on very different lines. But they did not know and hence their investigation was really an inquisition, with never a thought of the desirability of off-setting the effect of the evils which had crept into the practices of a few of the larger companies by bringing out at least some suggestion of the incalculable amount of good which the business as a whole had done. Perhaps this view of their mission was but natural, for had not one of the whereases of the concurrent resolution which constituted the committee's commission directly deplored the limitation of "the inquisitorial powers of the Superintendent of Insurance," and thereby indirectly suggested that the committee was to be an inquisitorial body with all the necessary "inquisitorial powers" allegedly lacking in the case of the Superintendent of Insurance?

Not only was the intended investigation of life insurance in reality an inquisition apparently directed to the end of finding out how many of the New York State companies had done what they should not have done, but we have the best authority for saying that Mr. Hughes has admitted that he knew



J. KERR OSBORNE  
Vice-President Massey-Harris Co., Limited;  
2nd Vice-President North American Life Assurance Co.

nothing about life insurance six months ago, and have reason to believe that the members of the committee were equally at sea on the subject which they were to investigate. The basic principles of