

ADAPTABILITY OF LIFE INSURANCE.

One of the strong features of life insurance as a business is that it adapts itself to varying conditions, and has therefore different sets or kinds of arguments to meet these conditions, states the Indianapolis manager of the Equitable Life, in an interesting and timely article on the adaptability of life insurance. In this respect life insurance is unlike business of a commercial nature where supply and demand are fundamental to its operations, and from which fact comes the periodical slump with consequent disasters to sales forces, all of which is natural and excusable. In life insurance salesmanship, however, the slump is largely mental and avoidable, according to the writer, since it springs from an attempt to apply current commercial principles to life insurance activities and establishes the false notion in the agent's mind that life insurance is wanted when commercial business is prosperous and is not wanted when commercial business is bad. Experienced agents know that there are many advantages to them in conditions adverse to a large commercial prosperity. For instance; adversity in commercial business brings the family together in a close sympathy and economy which is unknown to many of them in prosperity—many of the finer qualities of man are handmaidens of poverty and distress, and they often disappear in prosperity. Again, when a man's business is in a slump he places a lower value on it and thus he thinks of it as a smaller estate for his family. These two conditions make his mind a fertile field for life insurance suggestions and though his ability to pay is less, his needs seem so great that he will manage to meet the premiums. Men will listen with keener attention and a more sympathetic response to a life insurance talk than in the days of prosperity—they are then more in harmony with the very spirit of life insurance as an institution. The next few years are likely to bring profound changes to the economic and social situation, thus requiring new methods and new arguments. Women will play a more important part in business, professional and social life; men past forty will need to stay in business longer on account of the absence of the men of military age; the national needs will require an extension of the tax system to absorb increasingly larger parts of incomes and estates—thus the emphasis must be changed to meet the needs under these new economic phases.

INSURANCE AND THE WAR IN THE UNITED STATES, SOME BIG SUBSCRIPTIONS TO THIRD LIBERTY LOAN.

Life insurance agents in New York are devoting six mornings of this week to the sale of Liberty Bonds. After devoting six afternoons for the same object last week. W. F. Atkinson who presided over a meeting of the Life Underwriters Association of New York last week impressed upon the agents the fact that the territory they had assumed is not only the financial centre of New York, but is also the financial centre of the United States and of the whole world. He said that they were bound in honour to see that every man, woman and child in the district is interviewed.


The following large subscriptions from Insurance Companies is announced: Equitable Life, New York, \$15,000,000 New York Life, \$15,000,000; Metropolitan Life, N. Y., \$10,500,000; Mutual Life, N. Y., \$10,500,000 Prudential Life, Newark, \$10,000,000; John Hancock, \$4,000,000; Mutual Benefit, \$3,000,000 Atlantic Mutual, \$2,000,000; Connecticut Mutual, \$1,500,000; Penn Mutual, \$1,500,000; Aetna Life of Hartford, \$1,000,000; Great American Fire, N. Y., \$1,000,000; Hartford Fire, \$1,000,000; Home Fire, N. Y., \$1,000,000; National Surety, \$1,000,000; Insurance Co. of North America, \$1,000,000.

DIED AFTER SIXTY YEARS SERVICE WITH THE ROYAL.

The death is announced of Mr. John Hugh Law, formerly of Law Brothers, western managers of the Royal Insurance Company, Chicago. Mr. Law retired from active business in 1911, having completed over sixty years of service with the Royal. He had since lived the life of a country gentleman on his Florida plantation, where he indulged his fondness for hunting and fishing and other forms of outdoor life. He was one of the three surviving charter members of the Western Union, his brother, George W. Law, and Fred. S. James, being the others.

It is not putting it too strongly to say that the outcome of the greatest struggle in history for the rights of a common humanity very largely depends upon the rapidity and the effectiveness with which American business rises to the task before it.

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