

life insurance should develop competition therefor the price would be raised on high-grade securities of this character to such a point as to make the returns inadequate.

#### LIFE COMPANY AND SAVINGS BANK.

In my opinion the question of the possible ultimate effect of cash guarantees on investments is one of the most important before us to-day and especially as such guarantees are gradually converting each company, to the extent of its reserves, into a sort of a combination of a life insurance company and a savings bank.

It is difficult to make an estimate of the proportion of present reserves which are subject to cash demands, but it is a considerable percentage of the whole. As the old policies which do not provide for cash are becoming less in number each year, we may look forward to the time, perhaps only fifteen or twenty years hence, when nearly the entire reserves will be subject to demand payments unless the tenor of things is changed in the meantime.

We already know that the introduction of cash guarantees in our policies has produced some interesting problems, but whether, like the prudent English manager who bases the cash values of his company on the interest rate of the Bank of England, we are endeavoring to forecast the future with the help of the economic phenomena of recent years is another question.

To my way of thinking, the defects of the present situation are fundamental. Our cash values and loan values need to be brought down to the level that will not be an inducement to the easy forfeiture of the insurance, but which will tend rather to permanence in the carrying of the policy. I am aware that there is a body of opinion which believes that three or six months' notice of intention to borrow or to demand the cash value is a sufficient corrective. Believing as I do that the defects are fundamental, I cannot help feeling that a three or six months' notice is but a superficial remedy. Faults which are basic and have within them the possibilities of becoming a menace cannot be cured by postponement.

It is possible that a comparison of conditions might lead to the conclusion that life insurance, as conducted twenty-five or thirty years ago was not such a bad thing for the public after all. We may have been somewhat straightlaced in our views and less inclined to take risks at that time, as we were certainly more thoughtful with respect to the ultimate effect of concessions granted.

#### DISTRIBUTION OF THE CANADIAN WHEAT CROP.

According to statistics compiled by the Census and Statistics office at Ottawa, the total yield of the Canadian wheat crops in the five years 1911-15 was 980,129,000 bushels to which must be added imports of wheat and flour amounting to 4,133,000 bushels. This aggregate has been distributed as follows:—exports of wheat and flour, 483,824,000 bushels; food at 6¼ bushels per head, 233,390,000 bushels; seed at 1¼ bushels per acre, 99,120,500 bushels; grain not of merchantable quantity, 82,807,600 bushels; loss in cleaning, 3 per cent. of yield, 29,405,400 bushels; surplus, 55,714,500 bushels.

#### WRITING LIFE INSURANCE FOR WOMEN.

An American field manager, who has built up in the State of Minnesota a successful insurance department for underwriting female lives emphasises the following principles of soliciting business of this kind:—

First, a favorable impression, or, preferably, a personal introduction through some one who is well and favorably known to the prospect. A personal introduction has far more weight in the case of women in the consideration of a business proposition than with men.

Second, to endeavor to establish at once a friendly and active interest in the subject of life insurance, and particularly in the company you represent.

Third, to create a desire for a policy at the first interview and to close the matter, if possible, at once by an immediate settlement. Women are apt to act on impulse, and to regret any step thus taken upon reconsideration. I close half of my cases on the first interview. Make every effort to take advantage of the tendency to act promptly as soon as the correct impression is formed, and to overcome the danger of the period of reaction by obtaining definite and final settlement with payment of cash if possible. Women do not consider a contract as binding as do men unless they have actually invested money in the transaction. After that, however, they are good policyholders and ordinarily continue their insurance in force. Women will take more time for the consideration of your proposition than will men, and, in fact, they appreciate the time and personal interest devoted to them.

#### SAVING ATTRACTION.

A different insistence must be placed on an insurance contract in dealing with the above-mentioned class than in the case of married men. A woman is principally interested in the policy as a definite method of saving and a provision for her own later years, the protection feature being of secondary importance. They are therefore more interested in the endowment or the endowment annuity forms of contract, and these are the policies that should be talked to them almost exclusively. Keep prominently in mind that the investment and a compulsory savings account are the most inviting features, and the protection secondary, although it can be used effectively as a strong supplementary appeal to their affection and interest for any one to whose support they contribute.

A list of women in the community who have already bought life insurance forms one of your strongest canvassing documents, it establishes their confidence and gives them a concrete precedent for their action.

#### TEETOTALERS AS ACCIDENT RISKS.

While several of the life companies have differentiated between total abstainers and those who drink intoxicating liquors, even to a moderate degree, the casualty companies have not heretofore made a man's total abstinence from alcoholic beverages a reason for a lower rate. Now, however, a special reduction in the cost of this form of indemnity is to be granted to the applicant for an accident and health policy who has been a total abstainer for a period of at least six months. The estimated difference in cost of carrying the insurance of total abstainers as compared with moderate drinkers is placed at 20 per cent. by the American company making the innovation.