

# The Insurance Chronicle

October 26th, 1907.

## MEN AND THEIR METHODS.

Call it eloquence, call it impassioned utterance, if you like, or call it by the simpler term, power of talk, some men possess a sort of charm in the use of their tongues, which renders them desirable persons to set forth the claims of life assurance. Such men, assuming them well-informed, are useful as life agents, but not indispensable as such. That is to say, they are excellent mediums to talk interestingly of life assurance to men who are like themselves—eager, susceptible, and perhaps clever. But to a hum-drum man, who has no ideals, who is not moved by an eloquent tongue, they are of little more use than a phonograph. Such a man needs material arguments to move him. He must be convinced not by ethical considerations or beautiful mental pictures, but by proofs, or at least proposals that will appeal to his pocket.

A man who appears to have tried the power of flowery and pleasing talk in the field of life assurance has given recently his version of its results. He finds them distinctly limited. He tells of some other methods he has found more effective. Certain of his experiences show how curious is human nature, and what trivial things may effect much.

"I have a casual acquaintance," he says, "with a very successful merchant, who has become a director in a kind of public service corporation. I called upon the merchant one day and asked him for some particulars concerning the enterprise, and hinted that I might subscribe for some stock. Now, this merchant stands high in his own community, and is one of the largest influences in it, and yet he immediately solicited me to subscribe for my stock through him. He is an unpaid director in the corporation, will not directly profit by it in any way, and yet it interested him personally to be able to present my small subscription. This request illustrated to me very forcibly how easy it is to touch the personal element in men, and how frequently it can be made to serve a business purpose."

Therefore, he intends to cultivate benevolent and local objects and attract some more people! Another of his devices is, perhaps, worth mentioning.

"I have a friend who smokes, and I do not. In my various daily rounds I have many cigars offered to me, and, instead of taking time to explain that I do not smoke, I put the cigars into my pocket and afterward give them to my friend. This touches him more closely than might be supposed. It suggests to him that I keep him in mind, that I have a personal affection for him, and it obligates him to forward my purposes when he can do so without too much tax upon himself. By these slight personal attentions I have not only obtained his own application, but have received many valuable hints and suggestions from him."

Yet another specimen of this agent's curious methods may close the series:—

"I have a conscientious, able, and gentleman-like friend who is a great egotist. He loves to talk about himself and his exploits, and it is not possible to have any social relations with him unless he is permitted to do the talking. He has an insatiable appetite for praise, and when I call upon him I listen to his narrative, and pay him the expected tribute. When he did something exceptional upon one occasion, and I was unable to visit him in person, I wrote him a complimentary letter and congratulated him upon his success. As a result, this man is always delighted to see me, and when I need an application I know where to find one."

Mr. H. d'A. Birmingham, recently assistant cashier at the head office of the Manufacturers' Life in Toronto, has been appointed cashier for the branch office at Vancouver.

## LIFE AND ACCIDENT INSURANCE.

Mr. C. C. Ferguson, A.I.A., has reached Winnipeg, where, as our readers know, he takes a position on the actuarial staff of the Great West Life. Before leaving Toronto he was presented with a gold watch by members of the Canada Life staff, in which office he had been for some seven years.

Mr. John A. Tory, Michigan, manager of the Sun Life, has received the position of supervisor of agencies for the western field of the company. His field will include Michigan, which will be divided into six districts, and the agencies of Toronto, London, Hamilton, and the "Soo." His headquarters will be at Toronto, whither he will remove next January.

The premium income of the Canada Life from British Columbia is over \$100,000 a year, and the company purposes lending more largely on mortgage and debenture in that province. Desiring larger premises for itself the Leland Hotel site has been purchased for \$73,500, and the company will erect next summer a five-storey building in Vancouver, partly for renting as offices. It is expected to cost \$240,000.

In one of his characteristic sermons T. De Witt Talmage spoke of life insurance as follows: "Some of you are making a great swash in life, and after a while will die, leaving your families beggars, and will expect us ministers of the gospel to come and lie about your excellences; but we will not do it. If you send for me, I will tell you what my text will be: 'He that provideth not for his own, and especially those of his own household, is worse than an infidel.' In this day, God has mercifully allowed those of us who have a limited income to make provision for our families through the great life insurance companies all over the land. By some self-denial on our part we can make this provision for those we shall leave behind us. Is there anything so helpless as a woman whose husband has just died, when, with her children at her back, she goes out to fight for bread?"

Orlando F. Thomas and Edward R. Thomas of that city, says the New York Journal of Commerce, obtained control in January last of the Provident Savings Life Assurance Society, and they sold this control recently to a syndicate of Philadelphia men. These capitalists are represented by John J. Coyle, president of the Philadelphia Mutual Life Insurance Company. An official circular from Secretary John W. Vrooman, says there will be no merger of any kind between any other company and the Provident Savings. Mr. Coyle states that, while the society is in excellent shape yet the company will be materially improved under new methods. It is their purpose not only to see that the Provident Savings maintains its position as one of the leading companies of the country, but by applying insurance methods and insurance knowledge hope to make it one of the very largest. An examination of the company's position by Mr. Wolfe, an actuary of the Colorado Insurance Department, is being made this week.

One result of the investigation into American Life companies has been that the moneys deposited by the most prominent of them in the banks at 2 or 3 per cent. interest, show a remarkable decrease. This seems to afford good reason for believing that the insurance company assets are not being diverted to the advantage of any portion of the board of directors, at least not by any such methods as was once done. The deposits of the three giant companies in banks are far less than they were. In 1903, according to the report of the Massachusetts Insurance Department, the Equitable had \$25,625,678 in trust companies and banks, while on December 30 last it appears to have had only \$12,666,998. The other two companies, the Mutual and the New York, show even more striking reductions in this item, as the following table will give evidence:—

	1903.	1906.
Mutual Life .....	\$22,460,549	\$6,625,603
New York Life .....	22,126,133	9,626,030
Equitable Life .....	25,625,678	12,666,398

## ACCIDENT INSURANCE.

**An Excellent Opportunity for the Accident Man to Become Master of His Business.**

The Insurance Institute of Toronto has again proved itself to be thoroughly abreast of the times. Proof of this is found in the new syllabus of examinations to cover the accident branch of the business. The course of study mapped out is both complete and practical, and by it the Accident