

One of the most hopeless of tasks is a one-sided correspondence.

There cannot be any reasonable excuse for the dilatory manner in which policyholders treat a matter that should be of financial interest to them. The policyholder has greater financial interests at stake than the Company can possibly have, but he evidently does not appreciate it.

Want of preparation for the payment of the premium is no doubt the chief cause of non-payment. The policyholder with any knowledge of business requirements must surely have noted when the annual premium payment is due, and if things are arranged well in advance, the difficulties regarding payment would be lessened.

No blame can be attached to the companies in the matter. Some weeks previous to the due date of the premium a notice is sent to the policyholder, and if payment is not made, a second or "final" notice is sent out. This is the practice of this Company. The Company is not required to do this, but do it as a matter of courtesy to remind the policyholder of his part of the contract—the annual premium payment—entered into when the application for assurance was given to the Company.

A policyholder is a loser in many ways when he allows his policy to lapse. His assurance will cost him more if he ever takes another policy, and he may through sickness or some physical defect be unable to pass muster on medical examination another time.

When application was made for the policy in the first instance the need for it must have existed—either a dependent wife and family or business interests. In the very nature of things that need quite likely increased with the months, and has become greater. So the importance and value of the protec-

tion given by the policy is greater to-day than ever.

Too many policyholders do not take the trouble to comprehend the real value of the contract they enter into with a life company.

They do not understand it.

The agent who closed the transaction said so and so and that ends it with the policyholder. While this is very complimentary to the life agent, it is not good business practice.

Every policyholder should familiarize himself with every clause in his policy, for it is a far-reaching and most important contract.

No agent can do this for the policyholder, he should do it for himself.

We are reminded of the reply given to us by a holder of a policy in a Canadian company to the query, "What kind of a policy he held?" His reply was, "My policy requires me to pay the company so much each year for twenty years, and at the end of twenty years some devilish thing happens I don't know what it is!" This is, in too many cases, about all the knowledge policyholders have of their policy contracts. A strange thing, however, with this policyholder, even with such scant knowledge of what his policy did for him, he paid his premiums.

A life assurance policy is an important document, dealing with the future financial condition of a man's family and estate, and should be thoroughly understood. Fewer lapses of policies would, we are sure, be chronicled if policyholders would give the care to this contract that they give to others of much less importance.

The Sun Life of Canada is
"Prosperous and Progressive."