a business in every respect beyond reproach."

e Insurance Co.

EW YORK, STOCK COMPANY)

the People, FOR the People."

nnouncement for 1907

December 8th, 1906

rplus to about ten per cent. of our assets by annual dis-tributions of the excess of surplus earned to the policy-holders who contributed to it. Public opinion has changed nd now cares more for death benefits than endowments. e are in business to please the public. We have a good al of evidence that Ordinary Life and Limited Payment fe contracts are thought preferable to Endowments. We ve resolved therefore to discontinue our Increasing Life d Endowment policies, which were designed to meet the blic demand formerly existing, and which were, we be-lieve, the first tables ever really scientifically constructed e Industrial policies. Our new Industrial policies will erefore be Whole Life contracts. But we think that as these there are signs of a belief on the part of the public at payment of premiums ought to cease with old age. It hard for people to see what to any mathematician is lf-evident, that in life insurance the companies are en-bled to pay the policies in full on lives of those who die on after insurance only by the receipt of premiums from ose who live out and beyond their expectations; and that e apparent hardship upon those who live long is only the ntribution to the unfortunate which is the essential basis f life insurance. However, it is possible of course to ake tables for limited payments, and the problem is erefore to fix an age that shall not be so young as to se the premiums or (what is the same in Industrial in-rance where the unit is the premium and not the amount insurance) to reduce the benefits unduly; and on the er hand to fix the age not so old that the benefits of the its of payment of premium shall be lost. We have fixed e 75 as the limit of payment of premiums because at that e we are enabled to only slightly reduce the benefits ring life and because we have not received many com-aints of the necessity of paying premiums up to that age d to the occasional complaint that "people never live such old age," we may answer that in 1906 we shall have ntarily, as matter of grace, paid about 2,700 claims as **ndowments** on policies issued as **Whole Life** on per-s reaching age 80 after paying premiums for 15 years r over.

Constructing a table of benefits upon these four princi-s—Whole Life instead of Endowments; our recent mor-lity experience instead of our old; a loading proportioned our reduced expenses; and the payment of premiums sing after age 75—we shall put forth for 1907 new tables the Industrial department which are better than any mpany has heretofore issued and better than we have er before this felt it safe to issue.

The most striking change is in the Infantile table, be-se there we substitute Life tables with payment of pre-ms limited to age 75 for our comparatively short In-asing Endowment tables now in use; and are therefore bled to pay in benefits what we have been compelled to d as reserve liability upon the endowment features.

Our new Infantile tables will pay nearly as much death benefits for a weekly premium of five cents we have heretofore paid for a weekly premium of ten cents. It is of course understood that the law fixes a maximum of benefits payable upon children and this we cannot exceed. We have therefore increased the benefits at the later ages for persistence. Thus at age two at en-try the benefit in case of death at age nine is $173, while the benefit at age three at entry dying at age nine is $169, and the benefit at age four at entry dying at age nine is $165, and so on. This is a recognition of the additional years for which premiums have been paid by those enter-ing at earlier ages when death occurs at the same age. It follows from this large increase of benefits for five cents that hereafter no policy will be issued under the Infantile tables for a total premium of more than five cents. And to meet a desire for less insurance, especially in large families, we have a table with proportionate benefits for a weekly premium of three cents.

Our Adult tables show an increase of benefits for the same premium based strictly upon our tables of mor-tality. At age ten the increase is 12½ per cent. over our present Life tables and nearly 18 per cent. over our Increa-sing Life and Endowment table. At age 20 the increase is over nine per cent. and over 23 per cent. respectively; at age 30 the increase is nearly six per cent., and nearly 20 per cent. respectively; at age 40 the increase is two per cent. and over 13 per cent. respectively; and so on. And in com-paring these tables with our present Whole Life tables (and with those of most of the other Industrial companies) it must not be forgotten that these old tables provide for payment of premium during the whole of life, while under our new tables payment of premiums ceases at age 75.

We have increased the immediate benefits under all of these policies in accordance with the rule we made re-troactive this year, to half-benefits during the first six months and full benefits thereafter.

We have introduced into all of these policies new fea-tures in the way of surrender values. Paid-up policies will be granted after three years instead of five; extended in-surance will be granted after three years at the option of the holder; and cash surrenders will be paid after ten years. The policies will be in new and attractive forms, with three pages instead of two, in order to set forth all of the con-cessions, making the rights of the policy-holders so plain that any one will be able to tell what he is entitled to. And the whole contract will be expressed in the policy, doing away entirely with the necessity of a copy of the applica-tion, using the form in this respect for all policies which we adopted many years ago for policies under $300.

ORDINARY DEPARTMENT.

One of the most striking results of the Armstrong In-vestigation was the adoption of a provision restricting ex-penses for the first year of the life of the policy. And what is most interesting as well as complimentary to the **Metro-politan** is the fact, which appeared in the newspaper dis-

(Continued on next page.)