

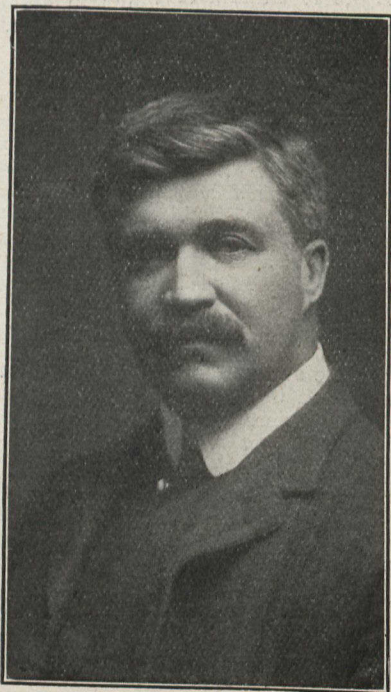
to the company and its examiners, viz., inheritance, personal condition and tendencies to disease.

#### Industrial Insurance.

The excellent paper read by Mr. Donald Sinclair, Metropolitan Life Insurance Company, of New York, on the subject of Industrial Insurance was replete with enlightening facts and figures relating to the business. He showed first how industrial insurance started in England with the burial clubs, of which in 1867 there were no less than 38,000 in that country. Previously, in 1854, the Prudential Assurance Company made a serious effort to place the business of insuring lives for a small amount on a firm scientific basis, and despite the opposition which they at first encountered—not only from the rival burial clubs and an ignorant public, but also from parliament—they had succeeded so well that to-day the company had in force over 16,000,000 policies, or about 40 per cent. of the entire population of the British Isles. Including the business of the other companies writing industrial insurance policies, the grand total was about 26,000,000 policies, or 68 per cent. of the entire population.

#### Growth of Business on the Continent.

On this continent, Mr. Sinclair explained, the history of industrial insurance was of much shorter duration, not having been commenced until late in the seventies. The Metropolitan Life of New York was one of the first to enter the field. This was in 1879. Since then the business had grown enormously, the number of policies in force in the United States last year being 18,844,384, amounting to \$2,577,246,881. That there was still room for ample development in that direction was clearly demonstrated by the fact that only 23 per cent. of the estimated population of the



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Chairman of the Executive of the Life Underwriters' Association of Canada.

United States carried industrial policies. In Canada there were 411,255 policies in force in December last—only 7 per cent. of the population. But Mr. Sinclair prophesied that in the next decade this percentage would be threefold. "Your population is increasing daily and a proportionate increase in industrial insurance must follow as sure as night follows day."

"St. Paul's Orphan Asylum, one of the largest institutions of its kind in our country, kept a record of the children admitted. Out of six thousand received at the orphanage in the last five years the parents of not over a dozen carried life insurance. This is an argument in favour of the necessity of industrial insurance. It is within the reach of all who seek its protection. Public opinion declares the man who leaves his wife and children is a heartless scoundrel and is worse than an infidel if he allows them to suffer the miseries of hopeless poverty."

#### What Insurance Would Have Done.

"Accepting the figures of this asylum, four hundred and ninety-nine out of each five hundred orphans sent there are the children of fathers who carried no insurance. If insurance had been craved there would have been, in all probability, only one out of every five hundred who would have to be cared for by charity. Large insurance cannot be carried by the poor man, but sufficient can be carried to provide for

respectable burial and enough to support the family for a few months until plans for the future can be made, thus saving the children from the degrading thought of a charitable institution. Unless death and the wolf come simultaneously a way can be found to keep the family together where there are a few dollars in the home.

#### Canvassing as an Art.

The five-minute papers, six in number, dealt with some interesting subjects, particularly to the agent, with whose work they were mostly concerned. Mr. Thos. J. Parkes, of Sherbrooke, Que., discussed "The Science of Approach," or the art of canvassing, which, he said, was not learned in a day. "It is learned by doing. You have to experimentally amass the knowledge, test and compare your various methods, have each one at your finger ends and be ready, by a sure system of memories, to fall back on another plan should one fail."

After giving an instance of how a hard case was successfully tackled by a judicious change of front on the part of the agent. Mr. Parkes went on to speak of certain principles which were applicable to every method, viz: Faith in the fact of insurance—faith in the absolutely tremorless basis of the "old-line" insurance—faith in your proposition—faith in your company—sincerity of purpose—earnestness and seriousness of manner—enthusiasm and persistency.

#### By the Hypnotism of Earnestness.

"The marble hardness of a man's secret self cannot be pierced by the leaden point of a simulated passion. It needs the diamond drill of a fine enthusiasm dynamically driven by an earnest desire to carry the blessing of life assurance into every home in the land. Said Robert Louis Stevenson, 'For God's sake, give me the young man who has brains enough to make a fool of himself.'"

"Be enthusiastic. Fill your heart—if you have a heart—fill your mind, if you have a mind—cram full of the lasting benefits of life insurance. Gather instances of its uses in disaster and death, old age and poverty. Think of the thousands of children whom it has educated and kept out of the poor house and prison. And then get enthusiastic, everlastingly, optimistically enthusiastic with a resiliency which no buffeting and beatings can subdue; smiling and serenely meeting the heavy daily demands of one of the most arduous and disappointing professions in life."

Mr. W. J. Marquand, Halifax, N.S., said that in one comprehensive phrase he could reply to the question, "Life insurance success—What constitutes it?" It was natural adaptability, by which alone a man could make a phenomenal, or over average success in the business. This, with education along the proper lines, would make the ideal insurance man. Then came the man less favored by nature in this respect, but blessed by what was commonly known as "horse sense." He, by faithful application to the study of the science of insurance, would undoubtedly achieve success, for it was undoubted that success could be achieved by such men as these. Outside of these, he would advise all to seek some other occupation.

"Broadly stated, success depends upon integrity in the first place, natural adaptability, technical education, patience, tact and judgment, and last but not least persistency and perseverance. This is a good deal to expect in one man, but they are all necessary, and should be cultivated; and, accordingly as these qualifications are developed, so will a man's success and rise in the profession follow."

Mr. M. Monaghan, Quebec, offered some useful suggestions in his paper on "The Policyholder and His Rights." Defining the word "policyholder" as one who has received an insurance contract guaranteeing certain rights and privileges. Mr. Monaghan pointed out that the policyholders in Canada to-day, insured in the legal reserve companies, numbered about half a million.

#### Benefits of the Royal Commission.

They were the centripetal force about which directors, officers, and agents revolved. The Royal Commission had performed for all present and prospective policyholders of Canada an eminent service, the extent and magnitude of which it was difficult to estimate. No better investment of \$100,000 was ever made by any Parliament of Canada than that expended on the insurance commission. But arduous as that investigation was, it lacked one important essential in its composition—the presence of a Canadian or British actuary or manager, a fact which was well calculated to be detrimental to policyholders and company alike.

"In exposing the defects inherent in the system the work of the Commissioners was a complete success; in the remedies they would apply owing to their lack of actuarial knowledge and experience in insurance management many prove disastrous to the policyholders. The panacea of all the ills they exposed in their investigation was, they stated, to be found in the better representation of the policyholders in the Board of Directors. None would dispute in theory the policyholders' right to exercise a paramount influence in the