carry the policy, but it should be of such a nature as particularly to meet his needs. Many a policy fails to "stick" because the assured finds that it is not adapted to his circumstances. Term policies are peculiarly subject to lapse because they are of brief duration in any case. Term policies should not be sold if it is possible to place any other plan. They are useful only to tide over an emergency. Life policies are useful where dependents are numerous and means moderate; limited payment policies may replace straight life contracts where means are more ample or where the amount of protection is not the first consideration. Short term endowments are for those who wish to accumulate money but cannot "get the habit." Long term endowments are desirable where protection is needed while the family grows up and where the assured desires the benefit to revert to himself when the beneficiaries have become self-supporting. In many ways it is possible to show good or poor judgment in recommending a plan. If the policy is a misfit it will not be likely to "stick." If it meets the needs of the client it will probably be kept in force. The agent has here a serious responsibility, and can prevent many lapses by good judgment in placing the insurance.

OVER INSURANCE.

Another source of lapse is over-insurance. Men who realize the value of life insurance are sometimes tempted to take more than they are justified in assuming. We know men who are land-poor; so men can be insurance poor. Every man who can insure should insure, but only in proportion to his means. There is a limit to a man's obligation in this respect. It is desirable to protect one's family, but the husband or father has no right to impoverish his own life in order to guarantee indefinitely the comfort of the members of his family who may survive him. A man's best is perfect. No man is bound to assume the role of a Providence over his descendants. Let him take such an amount as he can carry without denying himself the decencies of life. Let, at least, sufficient be taken to tide over the evil days that would immediately follow the death of the wage earner and as much more as is consistent with the assured's position. A reasonable sacrifice will do this. Few, if any, can afford such an amount as will leave the family as comfortable as they were during the husband's life-time. It is a common argument that one should insure his life for such a sum as laid out at 6% or 7% will reproduce the assured's income. This reasoning is palpably absurd, and should never be employed. Just apply it in the case of a man earning $1,200 per annum. Life insurance is not intended entirely to replace the husband's earning power but only to ameliorate as far as possible the distress that his death would occasion. Over-insurance is not good; it is an evil, and its logical result is lapse or surrender.

Ignorance. Many policies lapse because the policyholder did not understand its terms and conditions sufficiently to appreciate the value of the contract. The better he understands his policy, the greater will be his desire to hold it. Every agent should make it a rule to read over the contract with his client when making delivery.

Not "Keeping in Touch." After the initial premium is paid every effort should be made to sustain the interest of the client in the contract. Most men need continually to be reminded of the value of their protection and of the wisdom of keeping it in force. The agent should keep in touch with the assured, ever maintaining cordial relations with him. If this is done, far from losing the business, the agent is likely not only to have it renewed but also to receive successive applications, as the assured's improving circumstances make them possible. If personal calls on the assured are not practicable the same end may be attained by correspondence or by mailing interesting literature on the subject of insurance and its benefits. If his company publishes a company paper the assured should be put on the mailing list for two or three years at least until his loyalty is confirmed. In fact, this is one of the principal uses of a company paper, to maintain interest until the policy becomes too valuable to be forfeited.

(To be continued.)

ASSESSMENTISM ON THE WANE.

The disciples of Assessmentism ate their pudding with relish, it was excellent to the taste, and devoid of forebodings. Unfortunately it produced nausea and sickness, as it turned out to be that some of the ingredients were indigestible.

The appearance of the pudding has in no way changed, nevertheless, in the United States of America and in Canada it is looked on now with suspicion; of those who assembled for the feast many are rapidly clearing off.

In Canada there is no active demand for tickets of admission; many of those who hold re-admission passes are unwell and sulking at home.

In the programme there is no change. Things are as they were, but the attractive quality is fading away.

News about the true character of the dish served up for consumption has leaked out, and the hipped and jaundiced appearance of those who participated at the banquet, coupled with a far away look in the eye, disconcerts those who looked on, and had thoughts of joining in the fun.

Liberty, benevolence and concord are at a serious discount; what is alarming is that these virtues have given place to and have been ousted by discordant quarrels, recriminations and vulgar abuse.

The dream of felicity has disappeared, and in its place has appeared a nightmare of dull disappointment and doleful despair.

It has been discovered that an apparently sound skin masked a decaying core, and that Assessmentism is and never was ought else than a palpable humbug and a snare for those of weak intellect.—Insurance and Financial Gazette.

HORIZONTAL EXITS.

The most efficient means of escape from any floor or any building is through the "horizontal exit" escape. In other words, the division of each floor of a building by an incombustible wall with metal doors so as to provide at least two separate areas on each story cut off from each other by such an incombustible wall. Such a wall would have to be of a construction likely to retard the spread of flames for a reasonable time. Such a wall affords an area of refuge at each story. It implies the provision of staircases giving direct exit from each of such areas. It seems to me that even an old school building could be provided with a division wall built up through the centre so long as it leaves a staircase approachable from either side of the wall.—*Robert D. Kohn.*