

**INDEMNITY NOT INVESTMENT.**

The life insurance salesman runs against no more difficult objector to his proposition than the man who has money, but believes implicitly in his ability to handle it in such a way that he will obtain better returns than by "investing" in a life insurance policy. But the misapprehension under which such men operate is easy for the clever salesman to dispel by a plain course of reasoning. "For such men," says a well-known worker in the field, "life insurance should not be described as an investment, but as a purchase of indemnity. Ask any man who presents the above objection whether he has not at one time or another had to bear a considerable loss on account of a reversal of what he considered at first to be excellent judgment on his part. Very few will be able to conscientiously answer that question in the negative. Then, if the salesman is able to take the position of a personal counselor, as he should be, he may by judicious and tactful inquiry develop the fact that the investor is spending a considerable amount of time and money in making and caring for his investments, all of which is taken from the main business pursuit of his life. That costs him something directly and is a factor in his investment cost, of which he does not usually take any account. That time and attention, devoted to 'sticking to his own last,' would in most cases bring him much more direct return than when spent in divergent interests. When taken into consideration, in connection with the money he has lost on bad investments, it will soon convince the ordinary business man that he is not so infallible in his calculations as he thought. Then comes the time to show that the life policy or the endowment is the safety fund which remains intact and increasingly valuable in the face of the ups and downs of other ventures. It is a thing bought and maintained during productive years, not an investment for a short or long period, according to changing values. At the same time, its results will compare most favorably with any conservative investment, and under the circumstances the objector is bound to see the logic of the argument."—*Weekly Underwriter*.

**SALVATION THROUGH AMORTIZATION.**

It is pointed out by the New York Spectator that the rise in interest rates is bound to affect sharply the American life insurance companies through their enormous holdings of American railroad bonds. If the rate on securities is to be forced higher, says the Spectator, the only salvation for life companies in the immediate tumble of the market value of railroad securities which are netting them from two and one-half per cent. to four and one-half per cent. is amortization.

State insurance departments in some States have already adopted this system of valuation for assets to meet the very situation which now confronts the investment world. It is simply a question now as to whether other departments will follow the lead set first by New York, and allow all companies to tide themselves over with their present holdings, through amortization as against heavy depreciation in market values.

The South Carolina insurance commissioner has inaugurated a policy of declining to license insurance agents addicted to the use of intoxicating liquors.

**"DON'T SWAMP THE PROSPECT."**

"Several years of experience have convinced me," declares one of our agents, "that the more simple I can make my selling talk to my prospect, the fewer points I have to bring up for consideration, the more enlightened and better satisfied customer will I leave when I take this application to the district office."

That "simplicity is the beauty of everything" can be no better exemplified than right in our business.

If you want to change a prospect to a policyholder don't deal in glittering generalities.

**JUST PRESENT THE FACTS.**

A few simple facts told in an enthusiastic, straightforward manner will get more names on the dotted line, more annual premiums in the company's exchequer and mean fewer canceled policies, with lost renewals, than all the "sink or swim," "live or die" line of talk.

The easiest, shortest, and most direct line between two individuals on an insurance proposition is a simple, straightforward talk, and we believe in following it most religiously.

We like to do that also, because it enables us to cover these direct lines between so many more *should* be policyholders and ourselves.

**A FEW PITHY POINTERS.**

It is not necessary to cover every talking-point in one interview.

The company does that in such a successful manner that the "wayfaring man, though a fool, need not err."

That is where we got our tip—right from the contract the company puts out. Can you beat it?

Let the customer study the contract on his own time instead of yours.

Time is money, you know, but don't try to make people think you are a millionaire by showing them how much you have on your hands.

Personality, enthusiasm and straightforward assertions are what convince.

Don't try to use the *con* in our business, only in *conquer, convince and conduct*.

When you have conquered your prospect's possibly frigid reception by your pleasing personality, convince him by a few pointers put in an enthusiastic manner, and then conduct him along the most direct line to the examining physician's office.—*Prudential Record*.

**BRITISH FIRE LOSSES.**

The sensational gossip regarding huge fires in Great Britain due to the activities of German spies, which have been lately circulating on this side the Atlantic are considerably discounted by the "Times" compilation of fire losses. In the month of June British fire losses are placed at £458,000, about the same figure as last year. For the six months they are stated as £2,034,000 against £2,196,700 in the corresponding six months of 1914.

The British Dominions' General Insurance Company announces a subscription to the new British War Loan of £250,000. The Company also holds considerable Consols which will be converted, and thus increase the aggregate amount of the War Loan held by the Company.