

Family Investment Talks

"Every Man, Woman and Child Should Be Insured," Says Babson

By ROGER W. BABSON

Babson Park, Fla., Mar. 12—Roger W. Babson, the famous statistician, today continues his "Family Investment Talks," discussing Life Insurance. As Mr. Babson has no insurance of any kind to sell and does not own a share of stock or have any other connection with any insurance company, his words should bear much weight. His complete statement is as follows:

Insurance Uses Many

"Next to the preachers, doctors and school teachers, probably no persons do so much good—as honest and competent insurance salesmen. They provide for old age, relieve suffering, and worry, take care of widows and orphans, educate children, support the disabled and do a host of other good things. Were I a young man and for any reason could not be in the work I now am in, I would sell life insurance. It is almost the one thing that I would feel justified in forcing on to all whom I met, knowing, that some day they would thank me. Hence I must take this opportunity of advising all to take out—not a Life Investment Policy or a Life Gambling Policy, but a Life Insurance Policy—for every man, woman and child should be insured.

"When I was a boy, the only life insurance sold was the whole life policy, payable in cash at death; but soon came the Pure Endowment Policy and now we have Limited Payment Policies, Single Premium Policies, Combined Life and Endowment Policies, Joint Family Policies, Educational Fund Policies, Business Insurance Policies, Group Insurance Policies, Modified Life and Term Policies, Monthly Income Policies, Policies with Accidental Death and Disability Benefits, and Intermediate Policies. All of this means that placing insurance has now become a profession and a business man should go to an experienced and honest man who will analyze his needs. The man on a salary may best take out a twenty payment life; while the stock exchange gambler should take a single premium policy. Men in humble circumstances, who desire only protection, may take a Monthly Income Policy to protect the wife, and Limited Payment Policy to insure the children an education—while a yet different form is advisable to take care of instalment purchases, the mortgage on the home and automobile, or to provide against accident. Men of means—on the other hand—desire business insurance, inheritance tax insurance, bequest or payroll insurance—all kinds have their uses and all purposes are worthy—but what kind is best for each person is a question for expert knowledge.

Insurance Benefits Have Grown Fast

"No conservative Insurance man will place all his earnings into Life insurance which shows that even the insurance agent himself does not consider it the best investment at all times. Even Life Insurance men—like the rest of us—diversify their earnings in Real Estate, Bonds and other securities. On the other hand they can honestly say that Life Insurance is something which everyone should carry for one or many reasons. Especially is it advisable as a means of forced saving for those who lack self-control or who have families that are free spenders. For such, Life Insurance is probably one of the best 'investments.' It is also a good speculation because if you die before your natural age of expectancy your estate gets a higher rate of interest than it could possibly

get in any other way with equal security. For instance, based on the average experience of millions of people, a man 35 years old should naturally live 31 years, 9 months, 10 days, and upon this expectancy the price of Insurance is based. If the 35 year old man lives to 66 years old, he gets practically the same rate of interest that he would if he put his money in the Savings Bank at 4 per cent. If he lives to a longer age than 66, he gets a lower rate of interest; but if he dies before 66 he gets a higher rate.

"The fact, however, that science, civic effort, and improved living conditions are tending for longer life, works material benefits to all policy holders. This, added to the fact that insurance money is invested by the best experts and is most carefully supervised, makes it possible for the insurance companies to do additional things which are very attractive. Altho no Insurance Company can beat the law of averages, as to mortality, risk and interest rates, yet it can do much for the unfortunate minority who die before their time, and especially those who meet with accident.

For instance, a man at 35 years pays an average premium of around \$200 a year, for a \$10,000 whole life policy and if he dies at the end of the first year his estate gets \$10,000 on an investment of only \$200! If he cares to make a contract with the company that the premium shall be ended at the end of 20 years and yet have the Insurance remain in force for his entire life, the average net cash premiums would be only about \$250 a year. With a somewhat higher premium rate the payments will stop at the end of 20 years, and, in the case of a \$10,000 policy, the entire \$10,000 will be paid to the insured if he is alive, in addition to giving him full insurance in the meantime. This form is called the Twenty Year Endowment Policy. A feature which many policies give is a stated monthly income for life in case of permanent disability; and also, in the case of death, a fixed monthly income to the estate for a determined number of years.

Borrowing On Policies

"Life insurance policies—except Term Policies—have cash surrender, loan, and paid up values; straight 'Life' after being in force two years; 'Endowments' after two years; and 'Single Premiums' immediately. Of course, some people are foolish and when getting tired of paying premiums, 'cash in' or borrow on their policies to buy something which they very much want although probably do not really need. Usually it is a great mistake to borrow on a policy unless it is taken out for that sole purpose.

Roof Now Pay Later

Save the Costs of Delay

Call us up—get our figures for an attractive and serviceable roof of famous Vulcanite. The price will be right and you can have ample time to pay in convenient monthly installments. You can save the costs of delay with our new

PARTIAL PAYMENT PLAN

C. BLOM

Church and Risley Aves.
Pleasantville, N. J.

Phone 58 R-1

The man who borrows on his life insurance policy is borrowing from his widow and children, and if it is his only insurance policy, he is doing very wrong. Of course, policies which are taken out purely to get credit for an education or start in business

—and not for the family's protection—may rightly be used for collateral. In fact this is a field for credit which has not begun to be appreciated; but in such cases the policies used for collateral with the bank or private parties should be additional policies taken out for that specific purpose. Policies taken out to protect the family should be kept sacred—never allowed to lapse and never borrowed upon except in cases of extreme necessity.

"This, however, does not mean that insurance companies should be used only to pay money into! Insurance companies are as anxious to loan their funds safely as to collect premiums. These companies loan money as do banks. Business men should be as free to go to them as to a bank. Some of the companies are now making special propositions to both farmers and home builders to loan money on the partial payment plan. In certain sections of the west the insurance companies are keen competitors of the Federal Farm Loan Banks, the Joint Stock Banks, the Building and Loan Associations and the Co-operative Banks, therefore before borrowing money to build it is always wise to see your insurance agent and have him put you in touch with the proper parties who handle the building loans of the companies which he represents. This is an additional reason why it is advisable to get life insurance through an established and competent agent who can be as useful to his clients in securing funds as in selecting for them the right kind of insurance. Life insurance should no longer be looked upon as a mere 'duty'

which one owes to his family. It is the backbone of a great industry and should be capitalized and used as a business and in a business way.

Insurance and National Progress

"Not only is life insurance a great boon to individuals, but it has become a great factor in financing industry and National progress. Our railroad systems, great industries, and public utilities are financed largely by the insurance companies. The insurance companies were the greatest buyers of Liberty Bonds during the war and are now probably among the largest holders of our National debt. The development of the farms of the central west and south have been largely financed by the insurance companies. The first mortgage on nearly every large office building, hotel or apartment house is held by some insurance company while now, as above mentioned, the more progressive companies are making special arrangements for the loaning of money for the building of small homes. This means that when paying money into an insurance company we not only protect our family, and make a fair investment with a very good gamble attached; but we render a good service in helping to build up the country's agriculture, railroads, cities, public utilities and industry in general. Some of the companies are now establishing the excellent practice of loaning back to the people of each state an amount approximate to the premiums received from said state. Of course, a large amount of the financing of National progress is being done by the banks, investment dealers and other interests; but without the educational work and the systematic collection of small sums by the insurance companies, America would not be anywhere near what she is today.

"The tremendous factor that insurance companies have be-

come in the investment field is worthy of greater attention by bankers, and large investors. Not only are these insurance companies collecting huge sums but—unlike the banks—they are in no fear of being obliged at any time to pay off and industry in general. Some of the companies can conservatively make long time loans that banks would not be justified in considering. Therefore, students of fundamental business and investment conditions should watch the total annual figures published on life insurance as well as figures on bank clearings, railroad earnings, foreign trade and other important factors. For the benefit of such bankers and investors let me say that today there is in force in the United States upwards of \$72,000,000,000 Life insurance carried by companies having actual resources in real estate, bonds, stocks, mortgages and cash of \$11,000,000,000. Sales of life insurance are increasing very rapidly. The year 1925 will show about \$15,600,000,000 of new insurance written compared with \$3,600,000,000 written in 1915 and \$2,400,000,000 written in 1905. The resources of these companies are doubling about every ten years. When one adds to these figures the tremendous business of the Fire Insurance Companies and those carrying automobile, burglary and various other forms or insurance the total result is stupendous. Hence I not only advise everyone to put a portion of their savings into insurance, but I advise the big financial interests to give thought and encouragement to this great, useful and rapidly growing industry. General business throughout the country is continuing at a very steady rate, it now registering by the Babsonchart 13 per cent above normal."

Classified Advertisements

RATES

15c per line as set.
26 consecutive insertions or more, 10c per line.
White space charged at line rates.

AUTOMOBILES—FOR SALE

EVERY USED CAR in our stock offered, cash or easy terms; small down payment or old car first payment; every make, model and year; must be moved at a sacrifice without reserve. HALL & GRAVATT, Inc. 2200 Atlantic Avenue. Marine 6030. Our name is your guarantee. tf

AUTO ACCESSORIES

USED TIRES—\$3.00 up. Batteries charged and repaired. Vulcanizing, tires changed. Cofer Tire & Battery Exchange. 2116 Pacific Ave. Phone Marine 4368-J. tf

AUTO REPAIRING

ATLANTIC AUTO RADIATOR CO., Calif. & Arctic. Radiators, fenders repaired equal to new. Ford "Renew Comb" radiators and cores for replacement. Espec. low prices. Mar. 8463. tf

BANKS

GET THAT SAVING HABIT and 4% at the Equitable Trust Co., Arkansas and Atlantic Avenues. tf

CARPENTERS

CARPENTER

Mechanic—Experienced and thorough. Jobbing of All Kinds by Day or Contract

L. P. FOWLES

122 N. CAMBRIDGE AVE.
Phone, Neptune 2091. tf

CARPET CLEANING

DUSTING—5 hour service. Scouring—3-day service.

SEASHORE AND HUSTED
Phone Marine 683 11-3-26

CLOTHING WANTED

YES Don't throw away your husband's old clothes. Call DAN, Marine 2294-W. he pays high prices. tf

CORSET MAKERS

MADAME ISABELLE — Corsets and Brassieres made to order exclusively. 1318 Pacific Avenue. Marine 1200. tf

FLORISTS

FRESH FLOWERS for all occasions. Reasonable prices. Crane & Hill, Inc., 1311 Pacific Ave. Marine 2400. tf

FURNITURE REPAIRS

MYERSON'S ANTIQUE SHOP—3021 Atlantic Avenue. Marine 2323-W. Cabinet Making, Upholstering, Furniture Repairing and Refinishing. Expert Workmanship. tf

HAULING AND STORAGE

FOR SALE

ANTIQUE CHEST OF DRAWERS, mahogany, crotch veneer. \$30.00. Neptune 1107. 104 N. Essex Ave. 3-31

WE ARE KNOWN for our careful packing and hauling. Prompt service. Storage. Seashore & Husted. Mar. 683. 11-3-26

INSTRUCTION

DUPREE STUDIO—Music, languages, arts. 4201 Atlantic, Richmond Ave., side door. tf

JEWELRY AND WATCHES

ELGIN WATCHES, \$8.95; ONE-HALF CARAT DIAMOND, \$50; UNBREAKABLE CRYSTALS, 25c-COATSWORTH. 1826 Atlantic Avenue. tf

OPTICAL GOODS

GLASSES—1000 pairs, shelled rim. Tori, including examinations, \$2.95. Coatsworth, 1826 Atlantic. tf

SCHOOLS

MADLINE KINDERGARTEN, 14 S. Avolyn Ave., Ventnor. Private tutoring. 8-24-26

SIGNS

THE BIG 3 SIGN SERVICE
Marine 5 5 4 0
913 Atlantic Ave. tf

STORAGE

SEASHORE AND HUSTED — Phone Marine 683. Packing. Careful storage. Individual rooms. 11-3-26

UNDERTAKERS

DENNIS A. GORMLEY
FUNERAL DIRECTOR & EMBALMER
911 Pacific Avenue
Private Ambulance
Phones: Marine 514
Marine 5650
10-20-26

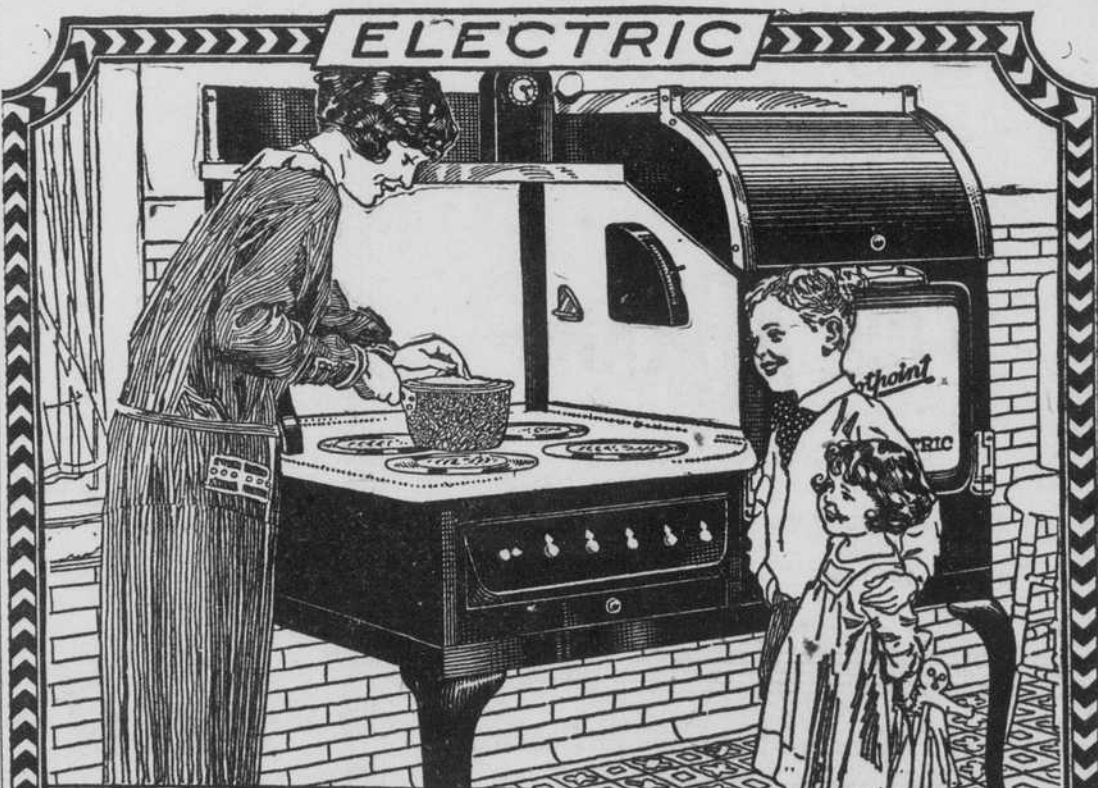
FEMALE HELP WANTED

GIRLS

HERE'S REAL OPPORTUNITY!
BELL Telephone Operating gives you a CHANCE to prove your worth. The position is permanent, and the advancement is as rapid as YOU make it! IF you're between 16 and 25, come in and see

MRS. CAVANAUGH
Corner Pacific and Mt. Vernon Aves.
Third Floor
8.30 A. M. to 5 P. M.
Saturday until noon

THE DELAWARE AND ATLANTIC TELEGRAPH AND TELEPHONE COMPANY



Cool, Comfortable, Drudgeless Cookery

Give serious thought to the subject and you can be forever rid of hot-kitchen drudgery.

You can have more time to yourself. You can make important economies in food and fuel. You can put an end to scouring pots and pans for all time from the day you begin to COOK ELECTRICALLY. A more scientific—clean, cool, convenient—and dependable kitchen range cannot be imagined.

Come in. Get the facts. Let us show you and demonstrate our

ELECTRIC RANGES

ATLANTIC CITY ELECTRIC CO. Kentucky and Pacific Aves., Atlantic City, N. J.
PHONE 6300