INSURANCE IS SOURCE OF STRENGTH TO NATION

By-Products of Institution Said to Aid Economic Balance of the United States.

Saving Habits Often Started With Insurance Lead to New and Better Conditions.

By W. L. Alexander,
Secretary Equitable Life Insurance Society.

Editor's Note.—*A new note for the average man is struck in the following article by W. L. Alexander, secretary of one of the world's greatest insurance companies, the Equitable Life Assurance Society. The mere fact of his official position with the company insures his familiarity with his subject. In addition he shows that insurance is not merely a force whose direct benefits to its immediate policy holders is its sole title to life and growth.*

Life insurance is now exerting an influence of far reaching importance in the development of our Nation. While the services it is thus rendering are of enormous value, they attract little attention because they cover, so to speak, only the by-products of life insurance. Let me explain.

The chief province of life insurance is to protect the individual against the financial injuries that follow in the train of death. Now, is it conceivable that any of the by-products referred to here can be as useful as this? Let us see.

One of these by-products is the value of life insurance in teaching thrift to individuals thus strengthening the Nation composed of these individuals.

If it is true that life insurance is the best of all teachers and promoters of thrift—and it is—then the extraordinary importance of this by-product will be obvious; for everyone knows that most of the ordinary schemes for the promotion of thrift are ineffective and disappointing.

Money Lies Idle.

Money laid aside for investment in ordinary ways usually lies idle, or is spent to relieve temporary embarassment, or is sunk in business ventures.

Multitudes of people with praiseworthy motives start savings bank accounts. But they soon tire of making deposits. Or, if deposits are made and some pinch comes, the money is withdrawn and spent.

But the man who agrees to deposit a specific sum periodically with a life insurance company, enters into a contract under which these deposits become obligatory. And although he is free to stop making them he cannot do so without sacrifice and without breaking his agreement. Consequently a pressure is exerted which strengthens his purpose and aids him in fulfilling the obligation he has voluntarily assumed.

In addition to this, he is taught systematic habits of saving. His payments fall due at regular intervals. Whenever he is forgetful or dilatory he is reminded of his obligation and aided in meeting it. There is no other method of saving, moreover, that is as convenient and easily carried out.

Small Savings.

It must be noted also that the small savings of innumerable individuals flow in tiny rills into the great investment reservoirs of the insurance companies. Thus, funds which would otherwise lie idle are used to develop the industries of the nation. Malicious people have sometimes asserted that the companies hoard the money received from their policyholders. The reverse of this is true. The companies are paying every in death claims, matured endowments, dividends and other benefits, quite as much money as they are taking in. In addition to this they are constantly investing their funds in the different states and are thus aiding in the development of the industries of the country. Note what Lawrence F. Abbott of the *Outlook* has said in this connection:

"The American public does not yet even begin to realize what the life insurance companies have done in the way of enabling the indivdual citizen to save his money and to put it to useful work, not only in promoting his own prosperity but also in developing the resources and general welfare of the country. * * * What are these gigantic assets doing? They are building railroads, erecting mills and factories, clearing land, cultivating farms, and furnishing much of the industrial power and energy which has made the people of the United States the greatest nation in the world."

Note also what Mr. Abbott has said about the value of life insurance as a teacher of thrift to the individual.

"Take a young man of twenty who is starting out in his business career. I can argue with him to open a savings bank account until both he and I are black in the face, but without success. Suppose I do prevail upon him and he makes the start. Nine times out of ten his regular deposits fall into innocous desuetude. Finally he draws out his balance to meet some emergency, and the enterprise is ended. But, if I can persuade him to take out a life insurance policy he is compelled to pay the premium anually and regularly in order to get the full benefit of the undertaking. It is the regular annual premium that forms the compulsory motive."

Economic Betterments.

Another indirect way in which life insurance benefits the state and nation is by increasing the number of self-respecting, self-reliant, self-supporting people; thus reducing the direct expenses of the state and nation for asylums, police departments, agencies of justice, jails, wardens, homes for the destitute, poorhouses and hospitals. This being so, it is to be hoped that the time will soon come when the Federal and State governments will remove at least a part of the heavy burden of taxation that now falls on that thrifty section of our people who invest their savings in life insurance. That the companies should pay for the expenses of the departments that supervise them is reasonable, but beyond that life insurance should be fostered and not penalized.

There are many other indirect ways in which life insurance benefits the individual and through the individual the nation. The man, for example, who carries life insurance secures a valuable endorsement in business circles. His financial strength is increased. His credit is improved. His life insurance protects him against business risks, and safeguards his enterprises during their development. It provides for the payment of his inheritance taxes, thus leaving his estate unimpaired for his heirs. Thus he becomes a better, stronger, more useful citizen.

Nothing causes more apprehension at the present time than the conflict between capital and labor. And here life insurance steps in and enables the employer to give protection to the families of his employes by means of "Group Insurance," thus aiding him in removing prejudices and establishing good will.

By relieving men of worry and anxiety life insurance also maintains their health and increases their efficiency. And when they are taken ill their insurance often becomes a potent aid in hastening their recovery.

Has not enough been said to prove that every patriotic American, every philanthropist, every man with civic pride, should advocate life insurance, if for no other reason than because of its power in buttressing our nation?

Henry Stohler, bookkeeper in the First National Bank for the past year departed on Sunday for Banks, Oregon, where he has accepted a position in a bank.

The approaches are beng filled in at the May street bridge and the same put in shape to accomodate the public and vehicles will be allowed to use the bridge from now on.

HEPPNER HI LIFE

(Continued from First Page.)

studying county government for the past few days and in order that they might see some of the county court procedure, they visited the court house again last Wednesday.

Last Thursday, Mr. Heard announced that the 5th period classes would be changed to 35 minutes in length and the sixth to 45 minutes; by doing this the larger classes are given more time.

The last number of the lyceum course has been cancelled because of the financial state of the treasury, but to give the holders of adult season tickets value for their money they will be admitted to the operetta for their season tickets and the additional sum of 25 cents.

Like to hear people contradict each other? Come to the program February 10.

Mrs. McNamer is teaching Mrs. Clark's grade at present. Mrs. Clark has been absent for some time on account of her mother's serious illness; however, she is expected home soon.

From the sounds that came forth from the music room Monday one would think some terrible disaster nad happened to the girls who were practising the military drill. The real reason has not been found out, but we suppose someone stepped on the other person's toe.

Attendance for the month ending Januarc 27, 1922, shows that the 8th grade had the highest, 98.7 per cent. The opportunity room was second with 98 per cent, and the 4th third with 97.8 per cent. A marked absence due to severe colds was noted in the 1st grade but no other room seems to have suffered so far from the usual epidemic.

The Freshman English classes are beginning a study of a classic containing narrative poems by Coleridge, Arnold and Tennyson.

The barbers are evidently "raking in" the cash in exchange for "bobs" for we have just added two more shorn lambs to the flock in the hign school.

The three upper classes have heard some good news this week and we are eagerly looking forward to the evening of Friday, February 17th. We hope that it is not a false report and that the Freshman are honoring us with a party on that evening.

On Friday evening of this week there will be a basketball game between Hardman high school team and the second team of our high school. On Saturday night there will be another game between Condon high school and our first team. These games will be played on the home floor. We need a large crowd at these games to help our boys win.