HARPER'S LIFE INSURANCE LIBRARY; THE HOUSE OF PROTECTION, PP. 1-128

Published @ 2017 Trieste Publishing Pty Ltd

ISBN 9780649499670

Harper's Life Insurance Library; The House of Protection, pp. 1-128 by Griffin M. Lovelace

Except for use in any review, the reproduction or utilisation of this work in whole or in part in any form by any electronic, mechanical or other means, now known or hereafter invented, including xerography, photocopying and recording, or in any information storage or retrieval system, is forbidden without the permission of the publisher, Trieste Publishing Pty Ltd, PO Box 1576 Collingwood, Victoria 3066 Australia.

All rights reserved.

Edited by Trieste Publishing Pty Ltd. Cover @ 2017

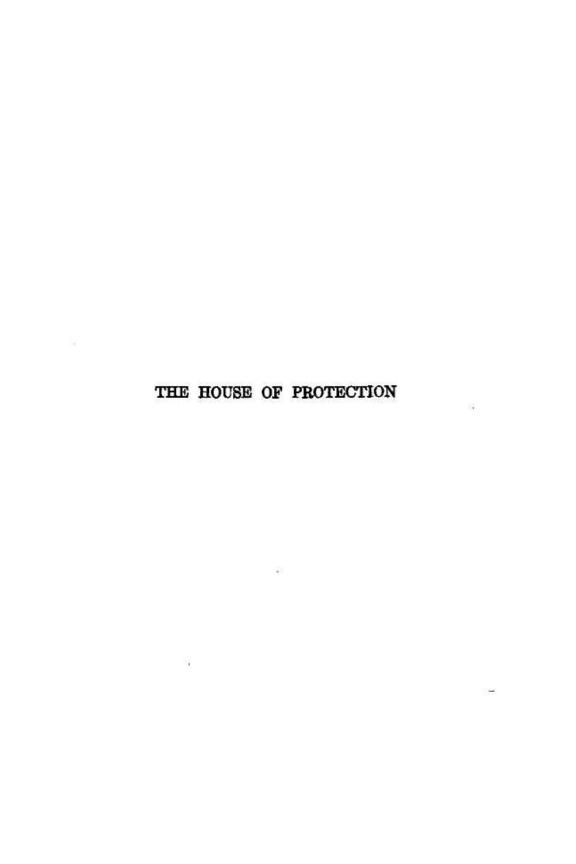
This book is sold subject to the condition that it shall not, by way of trade or otherwise, be lent, re-sold, hired out, or otherwise circulated without the publisher's prior consent in any form or binding or cover other than that in which it is published and without a similar condition including this condition being imposed on the subsequent purchaser.

www.triestepublishing.com

GRIFFIN M. LOVELACE

HARPER'S LIFE INSURANCE LIBRARY; THE HOUSE OF PROTECTION, PP. 1-128





Harper's Life Insurance Library

Edited by Dr. John A. Stevenson, formerly Director of the School of Life Insurance Salesmanship, Carnegie Institute of Technology and Griffin M. Lovelace, Director of the School of Life Insurance Salesmanship, Carnegie Institute of Technology.

MEETING OBJECTIONS
Price \$1.60 Postpaid

THE HOUSE OF PROTECTION
Price \$1.60 Postpaid

By Griffin M. Lovelace

Principles of Life Insurance By Griffin M. Lovelace (In preparation)

FUNCTIONS OF LIFE INSURANCE By Griffin M. Lovelace (In preparation)

THE PERCHOLOGY OF SELLING LIFE INSURANCE
(In preparation) By E. K. Strong

PRACTICAL METHODS OF SELLING LIFE INSURANCE
(In preparation) By John A. Stevenson

INHERITANCE TAX By Franklin W. Gainee
(In preparation)

Harper & Brothers Publishers
Established 1817

HARPER'S LIFE INSURANCE LIBRARY Edited By John Alford Stevenson and Griffin M. Lovelace

The HOUSE OF PROTECTION

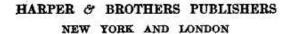
BY

GRIFFIN M. LOVELACE

DIRECTOR OF THE SCHOOL OF LIFE INSURANCE BALESMARSHIP AT THE CARNEGIS INSTE-TUTE OF TECHNOLOGY

Endorsed by THE NATIONAL ASSOCIATION OF LIFE UNDERWRITERS





THE HOUSE OF PROTECTION

Copyright, 1921, by Harper & Brothers Printed in the United States of America L-V 18-13-41 MCZ

This book is dedicated to those life underwriters who are guided in their work by an earnest desire to help husbands and fathers with one of their greatest problems; viz., to guarantee, after their death, living expenses to their wives and children.

		æ	£
			!
	E		
Ø.			i
-			1
			į.

CONTENTS

Part I

	ATTACKED LINES IN THE RESERVE OF THE PROPERTY	
CHAP.	PREFACE	PAGE
I.	ONLY BRICK AND MORTAB	3
и.	BUILDING ON THE SAND	11
ш.	AUTHORITATIVE EXAMPLE AND ADVICE	75
IV.	Superiority of Lipe-Insurance Management of Beneficiaries' Funds	83
V.	SUMMARY OF ADVANTAGES OF INCOME SETTLE- MENTS	91
VI.	A PICTURE OF LIFE-INSURANCE SERVICE	97
VII.	THE HOUSE OF PROTECTION	107
	Part II	
I.	HOW MUCH LIVE INSURANCE SHOULD I CARRY?	111