

# THE NATIONAL ALLIANCE

(FOR PROFESSIONAL AND BUSINESS MEN ONLY.)

BLE COURT 5 BECKMAN

*New York,* October 1st, 1887

TO OUR MEMBERS:--

The second anniversary of THE NATIONAL ALLIANCE occurred on the 29th ultimo.

THE ALLIANCE was organized on the 29th day of September, 1885, by one hundred of the leading Professional and Business Men of New York City, who became members for \$10,000 Insurance each aggregating One Million of Indemnity, upon which an advance Mortuary Premium was paid in cash, and deposited in Bank to the credit of the Mortuary Fund. This at once gave a solid financial basis, and THE ALLIANCE became thoroughly established without doubt experiment or peradventure.

Its first policy was issued November 7th, 1885; since which date its business has been economically, intelligently, and vigorously prosecuted, and THE ALLIANCE has achieved the enviable and merited distinction of placing upon its records a LARGER and BETTER CHARACTER of business, time considered, than was ever accomplished by any LEVEL PREMIUM, NATURAL PREMIUM, or ASSESSMENT Life Insurance Company in this Country.

A single Bi-Monthly Premium upon its entire membership now being sufficient to pay nearly three maximum claims of \$10,000 each, to the full limit,--a growth unparalleled in the annals of Life Insurance.

Being the latest in the field THE NATIONAL ALLIANCE had the combined experience of all the Companies previously organized, and was therefore able to construct a scientifically correct system, that meets the popular demand for Life Insurance AT COST, on a natural premium, combining economy, equity, security, and an adequate RESERVE FUND, to provide for the annually increasing mortality rate, by reason of the advancing age of the members insured. The system of THE NATIONAL ALLIANCE contains all the most desirable features of both the LEVEL PREMIUM, and ASSESSMENT Companies, or Societies. Payments may be made by a fixed premium, payable at a definite time, either for two, six or twelve months, as the applicant may elect. Any surplus Mortuary Premiums received, above actual claims paid, and the amount set aside for the Reserve Fund, will be applied as cash in settlement of next payment falling due.

The cost of Life Insurance upon the NATURAL PREMIUM Plan, being based upon the actual mortality experienced, it follows, without argument, that the higher the standard of membership, the better assurance is given of a low mortality, and of financial ability to maintain the policies. THE ALLIANCE is confessedly in the van as to character, and financial ability of its members, and hence as to economy of cost.

There are three systems of Life Insurance now recognized. THE LEVEL PREMIUM, or (Old Line). THE NATURAL PREMIUM, based upon the Mortality Tables, loaded for an adequate Reserve, and the ordinary ASSESSMENT SOCIETIES. In many instances these

latter Societies have been organized and conducted by men, having no previous experience in Life Insurance, and yet, where they have been in honest hands, they have accomplished great good, and have maintained an existence much beyond what was thought possible by Actuaries, on account of the mathematical unsoundness of the purely Assessment System.

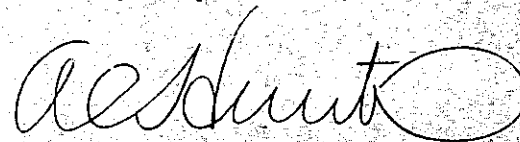
THE ALLIANCE stands strongly entrenched on the vantage ground between the two extremes of LEVEL PREMIUM and ASSESSMENT SOCIETIES, avoiding the unnecessary burdens of the LEVEL PREMIUM SYSTEM, and the insecurity of the ASSESSMENT SYSTEM.

The purpose of its founders was to create a great National Institution, composed of the leading professional and business men in this country.

THE ALLIANCE has not attained its present enviable position, without having passed through many tribulations. Assailed on all sides by the emissaries of the LEVEL PREMIUM (Old Line) Companies, and having as competitors the LOW RATE ASSESSMENT Companies, which were living for the present, and leaving the future to take care of itself. In creating a NEW SYSTEM your Officers expected much bitter opposition, but having an abiding faith in the scientifically correct, secure and equitable system, upon which the Company was founded, they have with unwavering zeal presented its merits to the insuring public, and have received its unqualified approval, in a volume and character of business, from the leading business and professional men of our country, never before equaled. In point of financial standing, THE ALLIANCE stands second to none. All claims since its organization having been paid in full, and it now has the financial ability to meet its claims upon receipt of proof of loss, without waiting the usual 90 days.

At the meeting of the Board of Directors, held on the 29th of September, 1887, the second anniversary of the organization of THE ALLIANCE, Vice-President Munsell was promoted to the Presidency of THE NATIONAL ALLIANCE, --President Munsell was one of the incorporators of the Company, and has been tried and not found wanting. Having served acceptably, as its Secretary, until Nov. 1886, when he was promoted to the Vice-Presidency by the Board of Directors. Assuming the Presidency of THE NATIONAL ALLIANCE upon the urgent and unanimous request of the Board of Directors, who knew of his sterling character and eminent abilities as a Life Insurance Manager. The Directors desire that the members may know something of the previous history of the President chosen, and have therefore instructed the Secretary to furnish to members such information as may be accessible. The Secretary in compliance with this request has re-printed an article from the New York World of December 5th, 1886, which speaks for itself, --also a brief sketch of his Life Insurance experience. The gentleman who has been elected to the responsible position of Chief Executive Officer of THE NATIONAL ALLIANCE, has had twenty years experience in Life Insurance, commencing as a solicitor, and it is believed will conduct its affairs, with unflinching integrity and signal ability. The numerous letters of inquiry from members, as to their new President will therefore be answered in this manner.

Very respectfully,



Secretary.