

### EDUCATION OF POLICYHOLDERS BY THE AGENT.

The matter of greatest importance to be dealt with by the companies is the proper equipment of the agent. Here should be instituted the foundation for the enlightenment of policyholders along the line of least resistance. Through the proper education of the agent the policyholder would become better acquainted with the terms of his contract. Most policyholders know as little of the contents of their life insurance policies as they do of the contents of their fire insurance policies, says Mr. W. H. Davis, a well known American life insurance counsel. This matter of the education of the agent is one of the means by which the insured could be and should be taught what a potent influence life insurance has on human life, what greater freedom of action it gives him, that it gives him the assurance that he is preparing relief for his family in case of his death, thereby relieving him of worry, increasing his energy and business efficiency. Few insured realize that his fellowmen, who know he is insured, have a greater respect for his provident thoughtfulness and business wisdom than if he were uninsured. His proper place in the community is rendered more secure, his efforts and his accomplishments are increased, his family made happier—and so these benefits work out through the individual, through the community and through the nation.

#### A SCHOOL FOR AGENTS.

So forcibly has this necessity appealed to one company, it has for some time past been conducting a correspondence school for its agency forces. The advantages offered by this school, which is located at the Home Office, may be had by every agent or solicitor connected with the company. It was started as an experiment; it is no longer one. The interest of the field force now in this school is so great that efforts to acquaint the agency force with its effectiveness are no longer necessary. It has advertised itself through its own work so thoroughly that the agency force is using it to the fullest possible extent. The company considers this one of the most important departments of its Home Office. It believes that the influence of this school will be beneficially felt in years to come in the permanency of the personnel of its fieldmen as well as in the high character, the volume and the persistency of its business. In effect, it believes the man who early in life selects the agency end of the business as his vocation should fit himself to be, not a mere solicitor, or a salesman, but should educate himself to the standard where his vocation would be considered a profession. By so fitting the agent, the company's hope will be more nearly realized that the agent will sell to the insured the contract which best fits his wants, his business and condition. The satisfied policyholder is the best asset the company can have from every standpoint. The present prevalent attitude of beneficiaries is either hostile or indifferent, to say the least. To lack of education alone is this condition attributable. It is not their fault. It is every means and opportunity are not placed at their disposal to lift themselves out of this mire of ignorance. There could be but one result if this were done. Not alone would the companies feel the direct effect of fewer lapses, but the great and most important effect would be the step toward

community enlightenment and the more tolerant attitude of the public toward the companies.

#### GENERAL INSTRUCTION IN INSURANCE.

We should all use every effort, says Mr. Davis, to see that instruction in elementary insurance principles is introduced into our common schools and colleges and made compulsory. The development of the business of insurance, its importance not only to the individual but to the community, demands that this be done, not only from the standpoint of life insurance, but from the standpoint of all classes of insurance.

Every encouragement should be given to the development within companies of agency associations and by companies of the inter-associations of their agents and company associations.

#### HIGHER COST OF COMPENSATION.

The trend of workmen's compensation legislation continues steadily in the direction of providing more liberal compensation for injured employees. This is being strikingly shown in Massachusetts. Notwithstanding the increased benefits provided under its amended compensation law, bills have been introduced in the state legislature recently which still further increase such benefits to an extent certainly never contemplated when workmen's compensation legislation was first agitated. Thus, one bill provides that compensation shall be paid for any injury which incapacitates the employee from earning full wages and that the compensation shall date from the day of the injury. Another bill provides that compensation to the amount of full wages shall be paid from the date of injury to the employee incapacitated by such injury for any period exceeding one day. And a third bill goes further still by providing that, in case an injured employee is of such age and experience that under natural conditions his wages would be expected to increase, the fact may be taken into consideration in determining the amount of his compensation. These bills show that the increased indemnity provided by the amended Massachusetts law and generally supposed to be liberal, does not satisfy labor interests, and that they will not be satisfied with any scale of indemnity which falls short of providing for the payment of full wages for all time lost through accidental injuries coming under the compensation law. The bills also indicate an increasing difficulty in providing legislative checks against malingering and claims for trivial injuries. From this it would appear, says an exchange, that any reduction in the cost of workmen's compensation through the prevention of accidents is likely to be more than offset by a higher scale of indemnity, and that the cost of compensation insurance will increase rather than diminish.

Looking back upon the situation as it existed for a few days following the closing of all the important stock exchanges in the world, with the complete shutting off of all transactions in international exchange, it is a cause for thankful wonder that matters were so speedily brought under control, and that business relations were re-established, although necessarily at first to a very limited extent.—*Mr. Duncan Coulson.*