

CHECKING LAPSES AND SURRENDERS.*(A. B. Wayte, Mutual Life of Canada).*

We will first take a crack at Mr. General Agent, or Manager, and give him a prescription that will be beneficial to his malady. Don't be guilty of handing a poor unsuspecting freshman agent a rate book, result book and some applications and turning him loose to be a menace to the business in general, the exacting public and the Company. Give him a chance by putting him through at least some training before he sallies forth to be a salesman of the greatest goods of the finest business on earth. Other salesmen in merchandise lines spend several years learning the business and goods before they are even trusted to take an order. Why should then our business be so cheapened by the intimidation of the agency head in sending a raw recruit out, that anybody can sell life insurance. Then, Mr. Agency Director, after he has had what little course of sprouts you can afford to infuse into him, don't leave him to grow without some cultivation and little refreshing, sprinkle of attention and encouragement. Every man isn't an Edison or Westinghouse and although their brains may be just as big, help him to use them. A representative with a thorough knowledge of his goods, the company's regulations, and his due portion of integrity cannot help but make good under ordinary conditions, and his business will be sold when the signature goes on the dotted line.

MORE DONT'S.

Now brother Agent take off your hat. You are the man who took the order—why is it being rescinded? A few don't's here may cover your case. Don't try to sell something you don't know anything about, bluffing will do to sell patent medicine but not life assurance. Don't be in a hurry to get your order, make sure it is well and truly sold. Don't forget your customer is living after you get his order, keep him on your next call list, for your competitor may have his eye on him. Don't be afraid to spend maybe fifteen minutes on him when his second and third payments are due, at least give him your attention then as once he is by that critical point he will only need a gentle reminder. I know you don't get much out of it, that is, not so much as if you were taking a new order, but you have him, why not keep him. He may be good for more some day. And last, but not least, don't forget books of instructions were printed because they have a value, and insurance publications contain lots of new ideas, new things you never heard of and you cannot do your work thoroughly without, if you intend to truly and surely sell the contracts of your company and keep them on the books.

CO-OPERATIVE SERVICE.

Now, Mr. and Miss Cashier, Stenographer and Office Boy, co-operative service is what is building up the great enterprises of the day. Don't be afraid to be kind, gracious and obliging to everybody who steps inside the door. It won't cost you anything and won't hurt you and if I am not mistaken you are paid for so doing. Your very manner when giving information may hold the customer. Know the business from A to Z and break your neck to correct any misunderstanding or difference your customer may have. He likes that, and will come back for more. Be on the job all the time.

NONDESCRIPT COMPENSATION INSURANCE.

The New York State Fund, the experimental insurance organization administered by the state Workmen's Compensation Commission, is a unique non-descript. It is not a stock company nor a state company, its only resources being the premiums it collects, and the state not being authorized by law to come to its financial assistance in case its premiums should prove insufficient to pay its losses as, sooner or later, they are expected by competent observers to do. It is a species of mutual organization with the mutuality eliminated from its make up, for the Commission holds that the law does not authorize it to levy any assessment on its policyholders in case their regular premium should prove inadequate. And it is independent of all supervision or control by the state insurance department. If it marches straight to insolvency, no one outside the commission can do anything to check the march. But it is collecting premiums galore, for the business on its books at the present time represents an annual premium income of \$1,400,000, and the commission takes evident pride in the announcement that "this volume of premiums is larger than that obtained by all the sixteen mutual associations combined, and it is exceeded by only one of the thirty stock companies writing compensation insurance." The commission is, however, silent as to the resources by which the stock companies' insurance is backed. It evidently regards resources as a minor consideration. Such little surplus as may have been accumulated by the State Fund at the end of the year is to be distributed among the policyholders, and—presumably to prevent the accumulation of any resources next year—rates of insurances in the State Fund are to be reduced about twenty per cent. If at the end of the coming year, with a greatly increased volume of business on its books, its current income should be insufficient to pay losses without drawing upon its unearned premiums, it would be insolvent. But the policyholders would remain in ignorance of the fact. It could flounder along from bad to worse till the unearned premiums were exhausted, when the smash would become complete. Such, says a Boston journal, is the history of all insurance organization conducted, as it appears to be the policy of the Commission to conduct the State Fund, on the hand-to-mouth principle.

LIFE SUPERINTENDENT LEAVING FOR THE FRONT.

Mr. H. B. F. Bingham, life superintendent for Canada of the Phoenix Assurance Company, London, England, has volunteered for the front, and will leave with the Second Canadian contingent. Mr. Bingham will be connected with the Army Medical Corps, having the rank of Quartermaster, with the honorary rank of lieutenant.

Mr. Bingham's post, we understand, will be kept open for him by the Phoenix Assurance Company, and insurance men generally will join in wishing him good luck and a safe return.

The National Trust Company has appointed Mr. A. L. Nunns as their London representative, and opened offices at 28 Bishopsgate, London, E.C.