

	Class 1	Class 2	Class 3	Class 4	Total
Does your monthly production fluctuate?...	2 no 6 yes	35 no 23 yes	50 no 61 yes	73 no 70 yes	160 no 160 yes

LOOKING AFTER POLICY-HOLDERS.

In answer to the question, "Do you see or personally communicate with your policy-holders systematically?" the following answers were given:

Class 1	Class 2	Class 3	Class 4	Total
7 yes	42 yes	78 yes	96 yes	233 yes
1 no	16 no	33 no	47 no	97 no

PERCENTAGE OLD POLICY-HOLDERS.

Class 1	Class 2	Class 3	Class 4	Total
6 average	62% Average	33% Average	31% Average	35% Average
2 say not large	40%	37%	31%	

WRITTEN ON FIRST INTERVIEW.

Class 1	Class 2	Class 3	Class 4	Total
Average 40%	Average 26%	Average 30%	Average 32%	Average 31%

To the question—"Do you have any definite rules as to the number of calls to be made each day?"—the following answers were given:

Class 1	Class 2	Class 3	Class 4	Total
2 yes	12 yes	20 yes	44 yes	78 yes
6 no	46 no	91 no	99 no	242 no

Those who try to make a definite number of calls each day state they average eight.

In answer to the question, "Have you regular hours for reporting or commencing work?" the answers were as follows:

Class 1	Class 2	Class 3	Class 4	Total
All yes	39 yes	74 yes	96 yes	217 yes
	19 no	37 no	47 no	103 no

The average time given for commencing work in all classes is from 8.30 to 9.00.

	Class 1	Class 2	Class 3	Class 4	Total
Do you keep daily records of your prospects?.....	6 yes	38 yes	70 yes	108 yes	222 yes
	2 no	20 no	41 no	35 no	98 no
Do you keep an expense account?.....	7 yes	32 yes	63 yes	80 yes	182 yes
	1 no	26 no	40 no	63 no	138 no

In answer to this question, "Considering eight hours per day for 50 weeks, what percentage of your time is devoted to actual life insurance work?" except in Class 1, where the answer is 88 per cent., the estimate of those answering is that about 75 per cent. of time is spent in actual life insurance work; this being, therefore, the gauge of their own efficiency as to time spent.

Two-thirds of those replying stated that they did not have a wide acquaintance upon entering the business.

The amount of business sold carried by notes averages, in all classes, about 40 per cent.

The average amount of policy written varies, as follows:

Class 1	Class 2	Class 3	Class 4	Average
\$25,000	\$7,400	\$4,700	\$3,300	\$5,071

Of those answering, 237 out of 320 are now working upon a straight commission basis, 51 upon salary and commission, and 32 upon an advance, the ratios not materially varying in all the classes.

U. S. FIRE INSURANCE TOTALS.

The importance of the fire insurance business in the United States may, in a measure, be gleaned from a perusal of the recapitulation tables contained in the Insurance Year Book for 1915, published by the N. Y. Spectator. The ultimate table, which includes stock companies, both American and foreign, Lloyds' associations and mutual companies of any size doing business in the United States last year, totalling 633 organizations, shows assets amounting to \$828,187,591 (this is exclusive of premium notes), and net surplus aggregating \$292,454,377. During the year the net premiums totalled \$405,975,173, and the loss payments were \$228,215,023; the dividends paid to stock and policyholders of American companies amounted to \$33,786,956, and the expenses (foreign companies included) were \$145,638,599; thus making total disbursements of \$406,640,578, which is further augmented by net remittances to the home offices of American branches of foreign companies of \$1,013,130, while the total income was \$440,733,210.

Though the premiums were increased by some \$20,000,000 during 1914, the losses were approximately \$24,000,000 greater than those of the previous year. This increase may be, to a degree, accounted for by the Salem conflagration involving a loss of \$14,000,000. American stock companies at the end of 1914 were capitalized at \$105,669,891, an increase of but \$500,000 during the year. The stock companies, American and Foreign, 301 in number, had assets of \$712,774,358, with net total surplus of \$275,198,051. Their net premiums of \$357,109,780 and loss payments of \$207,027,774 very clearly demonstrate that the bulk of U.S. business is transacted through such companies. That the surplus of the stock companies should be increased by some \$900,000, despite the unfavorable conditions in the security world and exceptionally high loss ratio, is a proof of the ability of the hands guiding this vast business. The risks written and renewed during 1914 were estimated at \$46,800,000 against approximately \$47,100,000 in the year previous, while the increase in net premiums may be well accounted for as the insurable property in the country grows. It is very regrettable that the losses paid in the succeeding years should be in a seemingly ever-increasing ratio. Last year the increase was well over 100 per cent. of the increase shown by the premium, though a normal rate would be considered around fifty-five per cent. The campaign of education which is being waged by various insurance interests and by others, as yet, up to the end of 1914, shows results which should not justify any undue exultation on the part of the fire underwriters.

REVIVING LAPSES.

One of the Canadian companies wrote less new business during the first half of this year than during the same period last year. However, this deficit was more than made up by the revival of lapsed policies. The result is that the total business is greater than that of 1914. This is a very significant experience.—*Mutual Life's Agents' Journal.*

And good news—so far as it goes. But why did the policies lapse in the first instance? Were they written in so careless a way that lapsing became probable? Was every effort made to prevent them lapsing?