

HOW ONE AGENCY ACHIEVES THE LOWEST LAPSE RATE.

The Guelph, Ont., Agency of the Federal Life has the lowest lapse rate of all the agencies of the Company. In a recent issue of the Company paper of the Federal Life, Mr. W. J. Bell, the general agent at Guelph, tells how this is accomplished, as follows:

1. *Personal Calls.*—Believing that the existence of good will between the insured and the agent is the only foundation upon which a permanent business can be built, and that our dignity is never so low as when we stand upon it, it is our custom when an insured fails to pay promptly, to always look him up personally on the due date. This, no matter what the man's race or color, or how menial his occupation may be, and no matter how small the premium involved. We consider only our own interests, thinking it more profitable to all concerned to retain existing business than to devote time to hunting up new.

2. *Notes.*—If it appears imperative or advisable to accept a note in part payment, we do so gracefully and not grudgingly. We always, however, manage to make it a point to let our client know in pleasant but nevertheless impressive terms that a favor has been done him. We want him to feel under compulsion to us.

3. *Birthdays.* *Make good use of them.*—We never permit the birthday of an insured to pass without either calling upon him with a few kind words (and a blank application) or sending him a complimentary card. Such a procedure makes friends and incidentally, I may add, has made us many dollars. Yes, many thousands of dollars.

4. *Discourage Policy Loans.*—We try to induce our friends to fight as shy of policy loans as the devil is reputed to avoid Holy Water, always pointing out to an intending borrower that he is applying for an advance from neither the Company nor himself, but from the beneficiary, as in case of his death he will in reality have borrowed from his widow. Few like to contemplate this. And we all know that policies without loans are much less liable to lapse or be surrendered than those upon which the full loan value has been advanced. In this connection we may add that in soliciting applications, we avoid, as much as possible, all reference to policy loan values.

5. *Avoid Non-Participating Business.*—Notwithstanding the fact that prior to the non-participating rates going into effect in May, 1910, as your books will show, we had written applications calling for nearly \$350,000 (three hundred and fifty thousand) of non-participating assurances—of which about \$70,000 (seventy thousand) was sent in a single year—in the intervening three years I personally have not written a single application for a non-profit policy, and have submitted only two such from sub-agents. This proves, to my satisfaction at least, that except in isolated cases, non-participating business need not be written if an agent sets his face squarely against it.

DEMAND FOR QUALIFIED FIRE INSURANCE MEN.

Having in mind the strides in development of the agricultural, industrial and financial interests in our Dominion, it would hardly seem to be necessary to urge upon our young men the advisability of thoroughly equipping themselves for the responsibilities and opportunities which are opening up before them. In all branches of business there is a demand for men who are qualified, and the man who has specialized in his own particular line of work is bound to obtain recognition. Owing to the large number of companies coming into Canada and the tremendous increase of population in our great Northwest, there has been a great demand for qualified fire insurance men. This demand is not by any means satisfied. From the office of the Canadian Fire Underwriters' Association alone, we have had a number of men go to important positions with largely increased salaries, those who, by making the most of their opportunities, by studying the principles of the business in which they are engaged and developing their abilities, both mental and physical, will be those who will achieve the greatest success. The opportunities for gaining knowledge are greater to-day than ever before, and, while it may be said that success is harder to attain than in the past, there never was a time, in this country at least, where the chances for success in all lines of effort were as great as they are now—Mr. G. P. Payne at Insurance Institute of Toronto.

PRINCIPAL FIRES IN CANADA, INVOLVING LOSS OF \$5,000 AND OVER, OCTOBER, 1913.

October	Place	Risk	Loss
1	Londonderry, N.S.	Conflagration. . . .	\$10,000
1	Cananook, Ont.	Manufacturing plant	*35,338
3	Lethbridge, Alta.	Mine p. ops.	5,000
3	Toronto.	Garage, etc.	30,000
4	Pembroke, Ont. . . .	Business premises. .	*19,490
6	Hathaway, Ont. . . .	Hotel.	6,000
6	Bradford, Ont. . . .	Marsh hay.	6,000
7	Toronto.	Warehouse stock. . .	20,000
9	Leamington, Ont. . .	Tobacco barn.	8,500
9	Hamilton, Ont. . . .	Fishing huts and apparatus.	10,000
10	Pep'ar Pt., Man. . . .	House.	7,000
10	Morin Heights, Q.	Lumber mills.	30,000
11	Ottawa.	Experimental Farm buildings.	100,000
13	Redcliffe, Alta. . . .	Barns.	5,000
13	Ottawa.	Planing Mills.	*55,000
15	Toronto.	Planing Mill.	7,000
17	Montreal.	School.	10,000
17	St. Hilaire, Que. . . .	Church.	40,000
18	Kingston, Ont.	Laundry.	12,000
19	Sarnia, Ont.	School.	6,000
19	Saskatoon, Sask. . . .	Art Store.	14,000
20	Brantford, Ont.	Factory.	*79,000
20	Selkirk, Man.	Livery Stables. . . .	7,000
22	Montreal.	Business premises. .	10,000
22	Moncton, N.B.	Store.	6,300
22	Canterbury Station, N.B.	Barn.	5,000
27	Winnipeg.	Maltng Factory. . . .	50,000
28	London, Ont.	Factory.	20,000
29	Montreal.	Factory Premises. . .	100,000
31	Quebec City.	Business Premises. .	130,000
31	Toronto.	Manufacturing Premises.	50,000

* Insurance Loss.

The various departments of the Royal Trust Company of Montreal, have moved over from their temporary quarters in the Transportation Building to the Company's new building at the corner of St. James and Place d'Armes Hill. With the exception of the safety deposit branch, all business of the Royal Trust is now being transacted in the new head office building.

The Home Bank is issuing monthly a "Canadian Historic blotter." It has the merit of combining utility and novelty.