

STRAIGHT CANVASSING.

"Straight Canvassing" as generally understood by life insurance solicitors, and more particularly industrial insurance men, is that regular, systematic canvassing which one makes when, laying aside all other duties for the time, he calls upon the residents of a street or streets in due order, skipping no one, but approaching every home, office or other place of business in which human beings are to be found, and presenting to them, with all the force he can employ, the advantages of taking life insurance with the company he represents, and more especially with him, as the representative of that company. The advantages to the agent from this line of work are many. In the first place it, of necessity, gives him that drill and experience which he so needs in the business. It makes him strong to face all kinds of objections, and overcome them. He meets a great variety of people and grows accustomed by practise to know promptly what to say and how to say it. In the next place, it advertises his company as no other method can. After all, there is nothing else equal to personal solicitation, in order to give the public the proper conception of the company and its plans and policies. The advantages of this line of work in direct effect upon the public are that they are all made acquainted with the benefits of life insurance in its up-to-date forms and they are urgently solicited to apply while they have time and health to do so. It removes from their minds many prejudices and clears up difficulties which they may have encountered in their reading and in conversations with other people.

ESSENTIAL TO SUCCESS.

No agent who properly values his position should expect to be successful in the full sense of the term unless he is willing to give all the time that he can properly spare from his other duties to Straight Canvassing. Any agent who shrinks from it is unwilling to work along the lines which are bound to produce the best results, and he is only temporizing and not living fully up to the present-day requirements of the position which he holds.

Very much might be said as to how one should Straight Canvass. In brief, it would seem that it is the best policy not to try to cover too many contracts, but to specialize on one or two plans and push them with all the vigor one can command. People are tired of listening to the abstract and want the concrete; they are weary of the shadow and are looking for the substance. One should study how to present a contract so as to make it attractive, and that can be accomplished only by study and preparation.

The effects of canvassing for life insurance in the past, its present and future importance, can not be more fittingly expressed than by quoting from Alfred Hurrell, attorney for the Association of Life Insurance Presidents, as follows:

"Whatever there may be of accomplishment in this field of human endeavor in the last fifty years is due chiefly to the intelligent development of the canvassing solicitors, and if all soliciting were prohibited by law to-day, what momentum the business would have left would be due to the past efforts of that body of men. They have taught the people their duty; they have popularized the doctrine of protection; they have so tilled and cultivated the land that the harvest from now on will be full and certain."—*Prudential Record*.

"RESTRAINT OF PRINCES."

The important British marine insurance judgment in *Sanday vs. British and Foreign Marine Insurance Company*, details of which were given in our issue of February 26 (p. 255), has been affirmed by the Court of Appeal. But since Lord Justice Swinfen Eady dissented from the Lord Chief Justice and Mr. Justice Bray, it is said that the case may still go to the House of Lords. Roughly, this judgment of the Court of Appeal, says the *London Economist*, declares that an order from the British Government to the master of a British ship commanding him to bring his ship and cargo to England instead of taking it to Germany causes a "total constructive loss" of the cargo by the "destruction of the contemplated adventure." (The second ship received its order from a French cruiser, but this fact was treated as making no difference.) By the Merchant Shipping Act, a constructive total loss occurs when the "subject matter insured" is reasonably abandoned because its actual total loss appears to be unavoidable. The insurance company argued that the subject matter insured was "the goods," and not "the contemplated voyage," and the wheat and linseed came safely to England. The Lord Chief Justice replies that the insurance was a contract to indemnify the assured "for any loss he might sustain if the goods did not arrive in safety at their destination," and at common law the loss of the voyage must be treated as loss of the goods. Lord Justice Swinfen Eady took an entirely different view of the law. He knew of no case in which an event had been held to be "restraint of princes" where no force had been used, and the outbreak of war was not such an "arrest, restraint, or detention" within any ordinary or special meaning of those words. Further, he held that there had not been a constructive total loss of the goods insured.

TELL-TALE FACTS.

One important fact emerges from the financial position created by the war. The holdings of gold by the State banks of combatant nations on the Continent have practically ceased for the time being to exercise their customary function as reserves against the issue of notes. The large increase of the gold holding of the German Reichsbank during the last two years thus acquires grave significance now that its gold reserves may be destined to become the sinews of war. A considerable portion of the gold added to the Reichsbank gold reserves since the commencement of the war consisted of the contents of the war chest held at Spandau. The control exercised by the Government over the use of gold is shown by the order issued by the Bundesrath, prohibiting the export of gold under a penalty of one year's imprisonment and a fine of \$1,250. This accumulation of gold is not being released for ordinary foreign banking purposes, but is being held presumably for war finance alone. As a consequence, Holland, for many weeks past, has refused to accept German currency except at the heavy discount of between 7 and 8 per cent. In contrast to this, M. Ribot (the French Minister of Finance), in his statement before the Budget Committee on December 18, used these words with regard to the Bank of France: "Never had its notes enjoyed greater credit, both in France and abroad. They were everywhere at a premium, while the notes of the enemy countries had considerably depreciated."—*Samuel Montagu & Co.*