

Insurance Briefs.

New legislation affecting the fire insurance companies is being introduced into the New Brunswick legislature. Apparently uniform conditions for fire insurance policies are aimed at.

British fire losses in January of above £1,000, are estimated by the London *Times* as 32 in number with a total estimated loss of £108,900. This compares with 60 outbreaks in December, causing a loss of £381,300, and with outbreaks costing £306,500 in January, 1911.

The Mutual Life of New York is arranging for the organization of a \$100,000 club, and the agents of the United States and Canada will be eligible for membership, provided they are working on a strictly commission basis. In order to secure membership \$100,000 of new business, excluding term, single premium and annuity business, must be written. It is possible that a \$250,000 club may also be organized. The plan was formulated by Second Vice-President Dexter, after consulting the various managers.

There were 491 industrial accidents recorded by the Department of Labour during January, of which 100 were fatal and 391 resulted in serious injuries. Compared with the record for December, the above figures for January, 1912, were 103 fatal and 531 non-fatal accidents. The greatest number of fatalities were recorded under the headings of mining and railway service, there being 15 workmen killed in the mining industry and 43 in railway service. Of the non-fatal accidents, the greatest number occurred in steam railway service and the metal trades, the figures being respectively 114 and 87. Two fatal and 28 non-fatal accidents occurred to workmen in the building trades.

The New York *Spectator* narrates an interesting instance of the use of the loaning privilege on a life policy. After a general strike of garment workers had been in progress for some weeks and some distress was reported among the strikers a renting agent was surprised, when calling on one of the apparently more intelligent men for his rent, to receive a promise to pay within forty-eight hours. He called at the appointed time, and was tendered the check of one of the leading life insurance companies for \$75. He immediately made inquiries and learned that the man in question carried considerable life insurance for one in his circumstances, and was accustomed to avail himself of the loan privilege in times of strike or lockout. The *Spectator* suggests that there should be food for reflection and material for a new line of canvas here for both ordinary and industrial agents.

The New York *Spectator* criticises the proposed amendment of the New York law regarding the limitation of new business. The amendment provides that on application to the Superintendent of Insurance, a company may be permitted to exceed its allotted limit by 10 per cent. in any one year, but the excess must be charged up against the production of the following year. Thus, if a company's limit is \$150,000,000 and it finds itself in danger of ex-

ceeding the amount, the Superintendent can authorize it to write an additional \$15,000,000; but in that event the company would start the next year with practically a limitation of \$135,000,000, subject to renewed permission from the Superintendent of Insurance to write an additional ten per cent. of \$15,000,000. While this provision may serve to help in a year of prosperous agency work, says the *Spectator*, yet the very fact that there is a limitation is a detriment to continued efficiency of the agency force. The *Spectator* expresses the opinion that more satisfactory results would be achieved if the entire section should be eliminated from the insurance law and the companies held to the strictest accountability under the section relating to limitation of expenses.

The Mount Royal Assurance Company, of Montreal, reports for 1912 net premiums, after deducting all rebates and reinsurances, amounting to \$207,582.87, an increase over the preceding year of \$34,698.23. Interest from investments amounted to \$30,186.11, thus making the total net income \$237,768.98, the largest in the Company's history. The losses, after making full provision for all outstanding claims, amount to \$88,629.33, showing a loss ratio of 42.71 per cent. of the premium income, against 54.39 per cent. for the previous year. The total net earnings of the Company amount to \$76,059.17 of which \$45,873.06 is from underwriting account, and after adding \$24,152.85 to the re-insurance reserve fund, making this \$139,832.06 in conformity with the government standard, and forming a reserve for Plate Glass of \$3,834.98, also in accordance with the requirements of the Insurance Department, the balance of \$48,071.34 has been transferred to the credit of the profit and loss account, which now stands at \$168,829.75. The invested and other funds of the Company now amount to \$569,560.79 as compared with \$517,638.77 at 31st December, 1911. In October, 1912, the Company was granted a federal license to transact business throughout the Dominion.

HOW TO REDUCE LAPSES.

The best method that we can recommend is that of a close and personal watch upon policyholders, which follows them into their homes, catches them by the roadside, takes them at odd hours in the factory, and in short, uses every phase of the "argumentum ad hominem" which may possibly be used. It is quite likely that evening work in the home, where the family is gathered, and the wife, especially, is present, may be the most effective. In cases of this kind, the agent should always have at hand instances of illness or disability among the industrial classes, seeking to contrast the difference in position between those who are protected against loss by illness or accident and those who are not. These instances will be found quite available, and also very effective. As a matter of fact, the direct appeal is the one which is most likely to win. Joined with this appeal ought to be a good-natured fellowship and friendship which can sympathize with the policyholder and comprehend his difficulties and his troubles either in preface or prejudice. The "right man" for an industrial agency is the man who will be able to do this. It must be remembered, however, that this is a matter of adaptation and that any quick-witted agent who is up to the mark in other respects will soon be able to see the necessity of all these methods of procedure, and act accordingly.—*Insurance Age*.