

GUARDIAN ASSURANCE COMPANY, LIMITED.

The report for 1917, presented at the annual meeting of the Guardian Assurance Company, Limited of London, England, show results exceeding, the ordinary standard of excellence by which the company has been distinguished for nearly 100 years.

The extensive and diversified business of the Guardian has recently shown further expansion by the inclusion of a Marine department. Amply justified by its strong financial position and the alertness and skill of its management.

Fire Department.

Following a substantial advance in premiums recorded for 1916 the fire premiums for 1917 (after deducting re-insurance) amounted to \$3,818,905 an increase of \$444,885 over the preceding year, indicating the largest annual increment in premium revenue recorded for over a quarter of a century. Coupled with this growth in premiums, an unusually favourable loss experience was enjoyed. The amount absorbed by losses figuring at \$1,658,040 (43.41 per cent. of the premiums), as compared with \$1,648,835. (48.87 per cent. of the premiums) for 1916, and \$1,741,336 (55.3 per cent. of the premiums) for 1915. Expenses of management were \$1,352,840 including fire brigade and other charges slightly lower than the amount recorded for 1916, proportionately to premiums, a ratio of 35.42 per cent. compared with 36.78 per cent. for 1916. The Guardian's high prestige and popularity is backed up by a strong financial position.

After providing for losses and expenses and an additional premium reserve of \$383,938, there was a profit on the trading account of \$424,086 and with interest on the reserve funds amounting to \$153,251 there is a total profit on the account of \$577,337. Liberal provision was made for depreciation of securities and bad debts in enemy countries, and the general reserve fund was increased by \$56,679 leaving a balance of \$333,030 transferred to profit and loss account.

The reserve for unexpired risks of \$1,905,750 is increased from 45 per cent to 50 per cent. of the premiums and in addition there is a general reserve fund of \$2,681,675 and with the balance of profit and loss of \$791,920 makes total funds available for the protection of fire policy-holders of \$5,379,345. The total assets have been increased to \$43,873,135.

Accident Department.

The premiums received in the accident department indicate satisfactory results for 1917, the premiums, being increased from \$1,226,150 in 1916 to \$1,396,125 for the year under review a growth of \$170,000. The careful and conservative underwriting in this department is evidenced by the low ratio of 37.31 of the premiums.

Net losses amounting to \$520,893. The unexpired risk reserve is maintained at over 40 per cent. of the premium income and now amounts to

\$625,385, which with the general reserve fund of \$565,705, gives an accident fund of \$1,191,090.

The Guardian in Canada.

The Guardian has been operating in Canada since 1869, almost 50 years, where it has attained a most important position in fire insurance. Its fire premium income during recent years has indicated remarkable expansion in this department under the management of Mr. H. M. Lambert. Last year, in point of premium income the company's position was advanced to the front rank in Canada and for the first time in the Guardian's history, the net cash received for fire premiums in Canada crossed the one million mark reaching the sum of \$1,171,115. Net losses incurred amounted to \$600,081, a loss ratio of 51.24 per cent. This ratio might be considered favourable in a year, when the average loss ratio of all companies combined (operating in Canada) was over 55 per cent. of the premium income.

The Guardian Insurance Company of Canada (controlled and owned by the Guardian Assurance Company) has been transacting a casualty business in its various branches since 1911, and is well established, under capable management. Its net premium income last year amounted to over \$161,000, as compared with \$89,130 in 1916, claims absorbing \$72,988 as compared with \$39,846 in 1916, such results indicate careful and conservative underwriting.

PREVENTION OF LAPSES

The man in the field has more to do with this work of preventing lapses than anyone else. Personal influence is the great factor. It is the field man who comes into personal contact with the insured. He has the first word, and should have the last.

Given the first and last word, the problem should be easy, but the field man doesn't always use his privilege of speaking last. It is inconvenient. The insured may live at a distance, etc. Go a little out of your way to meet them, and always let them know, in a nice way, that they did well to get the insurance, and that you hope they will not forget the importance of the matter when the day arrives to pay the premium.

It is a good plan to carry a memo book with you showing the due dates of all premium payments by your risks. When you see one on whose life you have secured a policy, consult the little book hastily and tell him the date. He will be pleased and surprised that you have such a good memory (?), and the incident will make an impression upon him in favor of yourself and in favor of the company.

Ask him not to disappoint you by failing to meet his premium payment. Make a personal matter out of it. Don't undervalue your personal influence. You have it in a marked degree or you would not have written many cases in the first place. Use it.

Let the insured know that you have his good at heart and that you were not interested in him simply to make your first commission. Satisfied "customers" are your greatest asset. A man well written once can be rewritten and is always a profitable source for prospects. Keep your old policyholders interested and they will do half your work for you.—American Central Life.