RENEWALS.

To collect renewal premiums is not a matter of secondary but of primary importance. Looked at from a purely monetary point of view it is a matter of secondary importance to the agent but looked at from the standpoint of the policyholder's interest it is a first consideration.

The assured pays a premium sufficient for a policy on a certain plan which, however, is never a one year term, and yet if his first renewal is not collected all he gets for his first premium is one year of protection. On a twenty year endowment policy at least four-fifths of his first premium is a complete loss if he does not renew. If the policy were a twenty payment life his loss would be not less than two-thirds of the money paid. There is no reason for wonder therefore if a policyholder becomes an enemy of the company and of the whole insurance system if he is allowed or obliged to lapse his policy after the payment of his initial premium.

Now it is true that the agent's remuneration is much greater for securing the first than for collecting the remaining premiums. Nevertheless there are other considerations which make it imperative in the interests of the agent himself that renewals should be collected if at all possible.

A TRUE ECONOMY.

From these, even though the commission is moderate, we gradually build up a permanent income which, after a few years, becomes a substantial one. By thinking of to-morrow as well as of to-day we can effect a true economy.

By securing renewals we retain a client who would otherwise become an enemy. Men do not easily forgive those who have talked money out of their pockets but have put nothing back in them. That is what an agent does who works wholly for first commissions.

By giving due attention to renewals we strengthen in ourselves a feeling of self-respect. We are more than getters of new business : we are life insurance agents. A good agent is known not by the amount of new business he writes but by the proportion of it which he retains.

Life insurance organizations in the United States and Canada distributed in various forms the gigantic sum of $686,700,000 during the year 1914. This was an incalculable blessing. The results cannot be measured in mere dollars. Life insurance has much to its credit. There is, however, one big blot upon its escutcheon and that is the waste of public money on account of lapsed and surrendered policies. The agent who secures the renewal of business does so much to guard the good name of the best of all businesses.

WHY SO MANY UNPAID?

Tremendous efforts are made by the companies to place the business on the books : equally earnest endeavors should be made to keep it there. It is evident that this is not done because it must be easier to induce a man to pay the second than the first premium. Why are so many of them unpaid? In some cases, of course, the assured has not the power to pay. Where such is the case there is no obligation. Many, however, can pay but are not urged to do so.

By keeping in personal touch with the assured by means of helpful literature on the subject of life insurance, so retaining his interest, by selling policies that fit in the first place—by one or both of these means the assured may be retained as a member of his company. Let us not forget that the premiums are calculated on the assumption that all the claims will be paid in full at death or maturity.—Agents' Bulletin, Mutual Life of Canada.

SETTLERS START FOREST FIRES

During the last few days in May and the first week or ten days in June, the weather conditions in both Ontario and Quebec were very dry, resulting in the spread of many fires, some of which assumed large proportions and did considerable damage. Information secured by both the Conservation Commission and the Railway Commission indicates that, while the damage done by railway fires was small, much property has been destroyed through the spread of fires started by settlers for the clearing of land. In Ontario, there is practically no restriction upon settlers' brush-burning operations, and the result has been that, during every dry season, fires started by settlers for this purpose have spread beyond control, causing great loss of property, and, in some cases, loss of life. In Quebec, the law endeavours to regulate the setting out of fires, by establishing a closed season, during which no such fires shall be set, unless a permit is issued by an officer of the Forest Protection Branch. However, great difficulty has been met in securing satisfactory observance of this law, and nearly every year great damage is caused on this account. The modern tendency in forest fire protection is very distinctly toward the establishment of a closed season, during which no fires for clearing operations are allowed to be set out, unless upon permit by an authorized officer. Coupled with this must be an adequate and competent staff to make the law effective. The past difficulties in eastern Canada have been largely due to either the lack of such a law, or of its adequate enforcement.

As a rule, the railways are now doing thoroughly commendable work in fire protection, and in many cases have expended considerable sums in controlling fires unquestionably due to outside sources. The next big step in forest fire protection throughout eastern Canada should be in the direction of securing better control of settlers' slash-burning operations during dangerous seasons.

MORTGAGE COMPANIES' DEBENTURES.

Preferential treatment is being accorded to Canadian loan companies by the treasury board in Great Britain. A communication received by one of the leading loan companies of the Dominion was, in part, as follows:

"The Canadian companies have been much favored by the Treasury in their arrangements as they decline to authorize American companies to take new money to replace old debentures and ask them to bring home annually at least ten per cent. of their capital to this country. Of course this makes more of a demand for Canadian debentures and we have had to refuse several sums which have been offered to us since we completed our arrangements."