

**SELECTION OF LIFE AGENTS.**

An address by Mr. A. N. Mitchell, of the Canada Life Assurance Company, at the life insurance session of the World's Salesmanship Congress at Detroit, pointed out that there are two basic facts in the selection of agents which it would appear should be taken into consideration in attempting to arrive at a decision on methods of standardizing selection. In the first place, agency positions are filled from two broad sources: First, from those who seek the position, and, secondly, from those whom the position seeks. It would seem that in the experience of most agency officers, the largest number of successful producers are secured from the second class, namely, those whom the position seeks. It has at least been his experience, said Mr. Mitchell, that, as a rule, the average successful type of insurance man does not in the beginning apply for an agency position of his own accord. Some one has "sold him the job."

Mr. Mitchell remarked that no other business has such an insatiable appetite for new employees as life insurance, and that in many cases, the companies were not dealing with applicants but selling their proposition to more or less unwilling users. If the companies are going to arrive at a more scientific method of selecting the majority of their representatives, said Mr. Mitchell, it will be necessary to devise some means by which they can be furnished with some scale whereby they can more or less measure various types met and more or less casually interviewed. They must have the prospect analyzed on a fixed basis without his formal submission to such an analysis. They must ascertain whether certain characteristics and antecedents which can be brought out more or less in casual interviews, increase or detract from the possibility of his success in the business.

The speaker suggested that all the companies represented should prepare a synoptic history of their agents, bringing the matter up to date, say annually, and if these histories could be combined in a conveniently analyzed form, it is possible that there would be furnished tables showing percentages of successes and failures following certain fixed antecedents that would be very valuable in improving selection.

**TRAFFIC RETURNS.**

**CANADIAN PACIFIC RAILWAY.**

Year to date	1915	1916	1917	Increase
May 31	\$34,271,000	\$49,909,000	\$56,569,000	\$6,660,000
Week ending	1915	1916	1917	Increase
June 7,	1,565,000	2,674,000	2,927,000	253,000
14,	1,623,000	2,629,000	3,165,000	536,000

**GRAND TRUNK RAILWAY.**

Year to date	1915	1916	1917	Increase
May 31,	\$18,771,133	\$22,162,815	\$24,274,445	\$2,111,630
Week ending	1915	1916	1917	Increase
June 7,	968,977	1,107,091	1,333,194	226,103
14,	949,313	1,113,418	1,348,185	234,767

**CANADIAN NORTHERN RAILWAY**

Year to date	1915	1916	1917	Increase
May 31,	\$8,610,400	\$12,696,200	\$15,564,600	\$2,868,400
Week ending	1915	1916	1917	Increase
June 7,	409,400	629,700	908,700	279,300
14,	403,500	880,400	916,800	36,400

**LIVE SIMPLY.**

While the Government is urging greater food production and the utmost economy in food consumption, hotels, restaurants and clubs throughout Canada continue to present guests and members with menus which give no suggestion of war conditions. There is need for national organization to prevent waste. The time for three and four choices of soups, fish, meats and desserts has passed. War menus should be the rule and every care should be taken to provide against table extravagances. Simple living is required throughout the Dominion. It would result in a tremendous saving to the country. And Canada needs every cent it can secure for the prosecution of the war. There is a direct form of national service open to all by investment in the War Savings Certificates.

President J. R. Hegeman, of the Metropolitan Life of New York, entered last week upon his forty-eighth year of service for that Company.

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Merely as a suggestion—why might not the life policyholders who do not have to go to war forego as much of their dividends during the duration of the war as would be necessary to keep in force, without extra premiums, the policies of these policyholders who have to go into army service?—*Rough Notes.*

**Montreal Tramways Company**

**SUBURBAN TIME TABLE, 1916-1917**

**Lachine:**

From Post Office—  
10 min. service 5.40 a.m. to 8.00 a.m. | 10 min. service 4 p.m. to 7.10 p.m.  
20 " " 8.00 " 4 p.m. | 10 " " 7.10 p.m. to 12.00 mid.

From Lachine—  
20 min. service 5.30 a.m. to 5.50 a.m. | 10 min. service 4 p.m. to 8.00 p.m.  
10 " " 5.50 " 4.00 " | 20 " " 8.00 p.m. to 12.10 a.m.  
10 " " 3.00 " 4 p.m. | Extra last car at 12.50 a.m.

**Sault au Recollet and St. Vincent de Paul:**

From St. Denis to St. Vincent de Paul—  
15 min. service 5.15 a.m. to 8.00 a.m. | 30 min. service 8.00 p.m. to 11.30 p.m.  
20 " " 8.00 " 4.00 p.m. | Car to Henderson only 12.00 mid.  
15 " " 4.00 " 7.00 p.m. | Car to St. Vincent at 12.40 a.m.  
20 " " 7.00 " 8.00 p.m.

From St. Vincent de Paul to St. Denis—  
15 min. service 5.45 a.m. to 8.30 a.m. | 30 min. service 8.30 p.m. to 12.00 mid.  
20 " " 8.30 " 4.30 p.m. | Car from Henderson to St. Denis  
15 " " 4.30 p.m. 7.30 p.m. | 12.20 a.m.  
20 " " 7.30 " 8.30 p.m. | Car from St. Vincent to St. Denis  
1.10 a.m.

**Cartierville:**

From Snowdon Junction—20 min. service 5.20 a.m. to 8.40 p.m.  
40 " " 8.40 p.m. to 12.00 mid.  
From Cartierville—20 " " 5.40 a.m. to 9.00 p.m.  
40 " " 9.00 p.m. to 12.20 a.m.

**Mountain:**

From Park Avenue and Mount Royal Ave.—  
20 min. service from 5.40 a.m. to 12.20 a.m.  
From Victoria Avenue—  
20 min. service from 5.50 a.m. to 12.30 a.m.  
From Victoria Avenue to Snowdon—  
10 minutes service 5.50 a.m. to 8.30 p.m.

**Bout de l'Île:**

From Lasalle and Notre Dame—  
60 min. service from 5.00 a.m. to 12.00 midnight

**Tetrautville:**

From Lasalle and Notre Dame—  
15 min. service 5.00 a.m. to 9.00 a.m. | 15 min. service 3.30 p.m. to 7.00 p.m.  
30 min. service 9.00 a.m. to 3.30 p.m. | 30 min. service 7.00 p.m. to 12 mid.

**Pointe aux Trembles via Notre Dame:**

From Notre Dame and 1st Ave. Maisonneuve.  
15 min. service from 5.15 a.m. to 8.50 p.m.  
20 " " " 8.50 p.m. to 12.30 a.m.  
Extra last car for Blvd. Bernard at 1.30 a.m.