

REPORT FOR 1921BUREAU OF DISTRIBUTION.

Twelve percent (12%) of New Agents heard from in response to letter of welcome. No letters sent out since end of September. The letter has been revised and printed in English and French, and is again being mailed to New Agents. The French letter is for the French speaking Agents in Canada.

The "Berkeley Plan" has been adopted in the following Territories:

Empire State
Southern
Great Western
South Western
New England
Middle Atlantic
Middle West
Pacific Coast Territory.

A number of Managers report splendid results achieved through the use of the form W-12. This is especially true of Rockford, Ill. where the Agents wrote business in 860 out of 4815 new homes canvassed.

We have heard from 73% of Managers transferred or promoted in answer to letter written at time of their induction reviewing the welfare work prior to their incumbency.

A somewhat similar letter is sent to Detached Assistant Managers transferred or promoted with the result that 86% have replied.

On Jan. 1st, 1921 our clerical equipment consisted of five clerks and the subscriber. We now have six as follows:

3 Correspondents
2 General clerks
1 Typist

The Correspondents write letters to the Field Force encouraging and instructing them in the right course to pursue when distributing literature.

One General Clerk keeps a card record of requisitions honored and circular letters replied to.

The other General Clerk compiles the figures every quarter showing average distribution per week per agent by Districts and Territories.

The Typist copies reports, makes abstracts, sends out letters to New Agents, etc.

Jan. 9, 1922.

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J. J. J.

Circular Letters Sent Out Fr.
The Welfare Division
During 1921

January 3. To Agents in the State of California re Smallpox.
January 6. To Agents in the State of Oregon re Smallpox.
January 7. To Legislators in the State of Oregon re "Mother Goose".
January 7. To Legislators in the State of California re "Mother Goose".
January 7. To Managers in California and Oregon enclosing copy of "Mother Goose" letter to Legislators.
January 15. To Nurses re care of Agents and District Office Clerks.
January 25. To ~~our~~ Policyholders in West Virginia re Vital Statistics Bill.
January 28. To Managers and Detached Deputy Managers in the United States re ~~"Tonsils"~~, "Tonsils and Adenoids".
February 11. To Managers and Deputy Managers asking them to assume responsibility for service to Groups.
February 21. To Managers and Detached Deputy Managers re Clean-Up Campaigns.
February 25. To Managers and Detached Deputy Managers re revised "War on Consumption".
February 25. To Managers and Detached Deputy Managers ^{in the U.S.} re "The Prevention of Pneumonia".
March 1. To Managers and Detached Deputy Managers ^{in the U.S.} re "Child Health Alphabet".
March 1. To Nurses re new Form for study of maternity death-rate.
March 1. To Managers and Detached Deputy Managers in Canada re "Child Health Alphabet".
March 11. To Agents ^{in the U.S.} offering "Mother Goose" for insured children between the ages of six and eight.
March 14. To Mailing List re Vaccination.
March 14. To State and Municipal Health Officers in the United States and Canada re Vaccination and enclosing questionnaire.
March 14. To Managers and Detached Deputy Managers enclosing copies of the above and asking them to push vaccination.
March 15. To Nurses offering "Mother Goose" to sick children under their care.
March 23. To Managers in the State of Washington re Anti-Vaccination Bill.
March 24. To Managers and Detached Deputy Managers - Follow-up on Clean-up Campaigns.
March 25. To Nurses authorizing greater number of pre-natal and post-natal visits.
March 25. To Managers and Detached Deputy Managers re Fly Swatters.
March 31. To Managers and Detached Deputy Managers asking them to distribute "Men, Women and Morale".
April 6. To Managers and Detached Deputy Managers in Illinois re Health Week.
April 9. To Massachusetts Managers re Anti-Vaccination bill.
April 15. To Managers in West Virginia re Vaccination Campaign.
April 15. To Managers in Michigan re Vaccination Campaign.
May 1. To Nurses and Nursing Associations offering \$1.00 for initial visits to Groups.
May 1. To Managers and Deputy Managers asking them to deliver N.S. 2 with each new policy.
May 2. To the Canadian Managers and Detached Deputy Managers asking support for the Canadian Red Cross.
May 9. To Managers and Detached Deputy Managers re Exhibits.
May 12. To Agents ~~of the Metropolitan~~ announcing establishment of the Immigrant Service Bureau.
May 12. To Nurses authorizing them to be vaccinated at the Company's expense.
May 18. To Managers and Deputy Managers in Canada offering "Mother Goose" to insured children between the ages of six and eight.

June 15. To Nurses asking for case reports weekly.

June 20. To Managers re Picnics.

June 20. To Managers - Copy of letter to new Agents for sight.

June 20. To Managers and Detached Deputy Managers in the United States - Follow-up on "Mother Goose".

July 5. To Managers and Detached Deputy Managers in the United States re "Care of the Teeth".

July 11. To Managers and Detached Deputy Managers - Follow-up on Exhibits.

July 12. To Group Policyholders enclosing pamphlet on "Seating in Industry".

August 8. To Managers and Detached Deputy Managers - Follow-up on Picnics.

August 8. To Managers and Deputy Managers on Immigrant Service Bureau.

August 15. To Managers and Detached Deputy Managers re "Lengthening Life".

August 20. To Managers asking them to deliver "Lengthening Life" to Groups.

August 20. To Nurses asking them to carry liability insurance on their automobiles.

August 22. To Managers and Deputy Managers explaining use of new Nurses' Call Book.

September 15. To Managers and Detached Deputy Managers in Massachusetts re "No Accident Week".

September 26. To Visiting Nurse Associations stating that the Company is not liable for damages caused by their nurses.

September 29. To Managers and Detached Deputy Managers re Inaugurating campaigns against Diphtheria and Scarlet Fever.

October 15. To Managers and Detached Deputy Managers re Cancer Week.

October 19. To Managers and Detached Deputy Managers in Canada re "Care of the Teeth".

October 31. To Managers and Detached Deputy Managers in the United States re "Get Rid of Rats".

November 14. To Managers and Detached Deputy Managers in Canada re "The Prevention of Pneumonia".

November 15. To Managers and Detached Deputy Managers in the United States re "Magic Health Book".

November 16. To Nurses re Staff Savings Fund.

November 18. To Managers asking for number of Industrial Policies in force in nursing centers.

November 21. To Managers in California re Diphtheria Epidemic.

November 21. To Managers enclosing questionnaire for report of their community activities.

November 22. To ~~the Agents of the Metropolitan~~ in the United States re "How to Take Out Your First Papers".

November 26. To Managers and Deputy Managers in the United States re "How to Take Out Your First Papers."

November 29. To Managers and Deputy Managers asking them to deliver "How to Take Out Your First Papers" to Groups.

November 29. To Group Policyholders announcing the establishment of ^{the} Immigrant Service Bureau.

December 6. To Mailing List enclosing "How to Take Out Your First Papers" and "The Metropolitan as a Public Institution".

December 20. To Visiting Nurse Associations asking for ^{their} phone numbers for publication in the "Metropolitan".

December 21. To Managers and Detached Deputy Managers in the United States - ^{and} ~~Sending~~ Immigrant Service Cases.

December 27. To Managers and Detached Deputy Managers asking for inventory of Welfare Literature.

December 29. To Managers and Assistant Managers in Canada re revised "Health Campaign".

December 30. To the Managers ^{and} ~~and~~ Detached Deputy Managers - Follow-up on Diphtheria Campaign.