PRESENT DAY PROBLEMS IN FIRE UNDER-WRITING.

(Continued from p. 153.)

CLASSIFICATION.

This is another very important feature of underwriting and one I would be glad to talk about with you for the entire evening if circumstances permitted. Every company as far as I know keeps a record of premiums and losses divided into various classes. This is known as a classification table. I venture to say that there are no two companies whose classifications are alike, or hardly similar, and yet we depend largely upon these figures to guide our underwriting and upon which to base our rates. It seems as if the youngest among us must know there is something wrong in this system. Many of the States to-day require uniform classifications and the National Board of Fire Underwriters have adopted it, so that likely, at some future time, we may see our way to follow suit and I am positive to the general good of all concerned.

THE MUTUAL'S RED LETTER YEAR \$100,000,000

The Mutual Life of Canada now ranks among the few nine-figure Canadian Life Companies.

After forty-six years of quiet but steady progress, The Mutual has on its books one hundred millions of strictly high class business.

This result is noteworthy because the Company has never for a moment failed to make increase in business secondary to quality of service.

Twenty-six years were required to reach the first twenty millions; only eight years for the second twenty, five for the third, and three each for the fourth and fifth, making one hundred millions.

It needs no prophet to forecast the future of

The Mutual Life Assurance Co. Of Canada,

ONTARIO WATERLOO

Known as "Canada's Only Mutual"

Assets \$26,800,000 - - Assurances \$100,000,000

Many arguments are advanced against a uniform classification, but none that I have heard could be considered sound or of benefit to the greater number. I hope I may say some word here to-night which in the future may bear fruit and help this good and necessary work along.

COMPETITION.

The health of all honest trade is competition, and following this to its conclusion this business of ours must be very healthy, for certainly we must all admit there is plenty of competition. The day when an agent could calmly sit in his office and wait the arrival of business is over forever. Like every business of any importance, we must go forth and seek it, and the better we are prepared, the more thoroughly we understand its ins and outs, the more successful we will become. A good thing to remember here is that honest competition is to be desired, dishonest, never under any circumstances resorted to. Sharp practices are not clever nor will they lead to the success we all desire. You may be able to put one over to-day, but rest assured your competitor is not asleep and will come back with something a little sharper until at last the assured is disgusted and gives the business to some one that he knows is not as sharp but is at least honorable and desirous of doing business in a fair manner.

LEGISLATION.

I will not dwell on this feature only to say that an underwriter must keep in close touch with insurance law and must keep up with the changes which are occurring constantly.

OPPORTUNITIES

in Life Insurance are many.

FOR AN AGENCY, ADDRESS

GRESHAM LIFE ASSURANCE SOCIETY, LTD.

Funds \$50,000,000 Established 1848.

MONTREAL GRESHAM BUILDING

THE DOMINION OF CANADA GUARANTEE & ACCIDENT INSURANCE CO.

TRANSACTS:

The OLDEST and STRONGEST CANADIAN CASUALTY COMPANY

ACCIDENT BURGLARY **GUARANTEE BONDS**

SICKNESS

PLATE GLASS AUTOMOBILE INSURANCE

FIRE INSURANCE

C. A. WITHERS, General Manager,

TORONTO

E. ROBERTS, Manager, BANK OF OTTAWA BUILDING, MONTREAL

VANCOUVER CALGARY

Branches: WINNIPEG

THE = CONTINENTAL LIFE INSURANCE COMPANY HEAD OFFICE - TORONTO

LIFE AGENTS

A connection with the CONTINENTAL LIFE INSURANCE CO., OF TORONTO, would be to your advantage.

The Policies of the Company are liberal and unrestricted and carry the highest Guarantees, Loan Values, Paidup and Extended Assurance Options.

GEO. B. WOODS

H. A. KENTY Superintendent of Agencies

CHARLES H. FULLER Secretary