

USEFULNESS OF INSURANCE JOURNALS.

Properly conducted insurance journals play a vital part in the conduct of the insurance business. When they serve as a forum for the propaganda of underwriting principles they fill a place long recognized as useful and honourable. Every great business needs and demands organs for the discussion of its problems. These problems may be discussed by the underwriters themselves or by the editors and the value of what is said must be determined by the character and ability of those who take part in the discussion. If an insurance agent lacks character and ability it is inevitable that before long he will have no audience. Editors, like company officials or agents, must render service to earn a living.

It would be a grave mistake, however, to regard the editors of insurance journals as solemn mentors sending from their sanctums ponderous or impertinent advice to underwriters on how to run their business. Editorial comment has its value when, as I have said before, it is backed by character and ability. It may frequently happen that a competent editor may be able to teach an insurance agent or administrative official even in matters of technical detail. Outside judgment may easily be superior to that of one fettered by red tape and overwhelmed by detail. Often in insurance as elsewhere one may not see the forest of trees. A sense of perspective is a prime editorial requisite.

The insurance papers believe it can be demonstrated that the insurance business is the greatest business in the world. . . . We believe in the insurance business and the men conducting it as we believe in our own usefulness and strive for greater service, seeking to do what we are called upon to do with decency, dignity and power. And it is by the standard of such motive and purposes, in proportion of their realization, that the insurance press should be measured.—Charles Dobbs in "Insurance Field."

MARITIME TELEGRAPH & TELEPHONE CO.

At the annual meeting of the Maritime Telegraph and Telephone Company, held in Halifax Wednesday, the old directors were re-elected and S. M. Brookfield was afterwards appointed president. The company's receipts amounted to \$580,857 and the expenditure to \$479,330, leaving a net revenue of \$101,527. After payment of \$94,773 in dividends, including that of January, there is a surplus of \$6,804.

PREVENTING FIRES IN NEW YORK.

Until recently the talent and ingenuity of fire engineers were expended almost entirely upon putting out fires. Some effort is now being made towards preventing them. The "ounce of prevention" is beginning to supersede the "pound of cure."

For many years the annual fire loss in the United States has ranged between \$200,000,000 and \$250,000,000. The "ounce of prevention" is helping now to cut down that loss. Last year we reduced our fire loss in New York City nearly \$3,500,000, as compared with the preceding year.

There were 2,067 fewer fires in New York during the first three-quarters of the present year than during the first nine months of 1912.—American Review of Reviews.

Notice is given that the Travellers Indemnity Company of Canada, has ceased to transact business, and that it has reinsured its outstanding policies with the Travellers Indemnity Company, of Hartford, Conn.

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Consider the time wasted in your office addressing envelopes each day. WASTED, because

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It costs a house mailing an average of 175 letters a day \$182.00 a year for labor in addressing envelopes.

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1913.....\$20,577,403.97
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1913.....\$38,177,063.40

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