

\$100 PRIZE OFFERED BY THE MOTOR UNION INSURANCE COMPANY.

Essays on Automobile Insurance Sought From Enterprising Insurance Clerks.

Our readers may be interested in an announcement by Mr. Frederick Williams, Canadian manager of the Motor Union Insurance Company. He is offering a cash prize of \$100 for the best essay, of not more than 3,000 words, dealing with automobile insurance. Mr. Williams' object in this competition is to attract to his company's service some of the brightest juniors who take their careers seriously, and who are on the lookout for opportunities for rapid advancement.

As a choice for the subject of the essay the following topics are suggested :—

1. What practical suggestions can you make in order to reduce the claims for automobile losses payable by the companies so that the premiums charged to the public can thereby be reduced ?

2. Discuss the advisability of the settlement of claims under automobile policies by salaried officials versus independent assessors. Point out the special features of the two methods in connection with claims under the different sections of automobile policies ?

3. What are the most forcible arguments you can suggest to use with clients to induce them to effect comprehensive policies covering all risks, and not only those of fire and theft ?

4. Suppose you had charge of the accounts department of an automobile insurance company. What system would you suggest to make the book-keeping as simple and yet completely effective as possible. Give headings of the books you suggest should be used.

5. What suggestions can you make with regard to improving the classification of automobiles for rating purposes, so as to simplify the premium rate books for the use of agents ?

MORE BRITISH COMPANIES TO ENTER FIRE FIELD.

The British and Australian Insurance Company of London are now arranging for the necessary organization to write Fire and Accident Insurance. The Company commenced business in April, 1918. The announcement is also made that the Liverpool Marine and General Insurance Company of Liverpool, has decided to open up Fire and Casualty departments, in addition to Marine business. The Company was organized about a year ago. The fire manager is Mr. P. H. Exell, for many years assistant manager at the Leeds branch of the Liverpool & London & Globe Insurance Company.

Prescott Journal — "Mrs. Irene Miller hereby thanks those friends who were kind enough to safeguard her property during the recent fire, and announces that she is now ready to release them of further responsibility, and to request those good people who are holding some articles to return them."

PREVENTING LAPSES.

An Insurance Man writes that when he finds a policyholder who is thinking of paying no more premiums on his policy, he asks for the excuse and tries to meet it. Here is what he says : "In my experience the most frequent excuse is, 'I can't afford to keep it. Then, when he has explained why he cannot afford to keep it, I ask him, 'Under the circumstances, can you afford to drop it? Do you ever stop to think that life insurance is compulsory? Death is inevitable, and when it does come, bills of expense follow immediately. Is it not true that if we do not permit a good life insurance company to carry this protection for us we must carry the risk ourselves? Now, my company carries the protection for you and you pay as a yearly premium what amounts to only a moderate rate of interest compared with the sum represented by the face of the policy. In view of this, am I not right in asking you, 'Can you afford to drop your insurance?'"

"With the average person, this reply will make him realize the need of the insurance and oftentimes save a lapse."

"Another question I ask under similar circumstances is this : 'Do you really know whether you spent \$1 more or \$1 less on your table last week than you did during the previous week?' You will find that but few can answer this question, and you will prove to the policyholder that he has not stretched his income to the limit of its possibilities and that he can easily afford to keep the policy in force if he really wants to do so."—"Canada Life."

LIFE INSURANCE BUSINESS.

The business of life insurance is very aptly described as the greatest business in the world. Our contemporary, the Weekly Underwriter, recently drew attention to the fact that one of the great life insurance companies will require all its agents to devote their full time to the Company's work, and will discontinue all brokerage contracts by the end of this year. At a time when life insurance is getting all the business it can comfortably handle without any extra pressure, conditions are most propitious for a careful weeding out of agency forces, as well as most thorough selection of all business selected. In Canada, however, we have many fire agencies representing very successfully, important life companies. An influential fire agent very frequently has brains enough to be an influential life agent, and under certain conditions it is very fortunate for the companies that such should be the case. Fire agents are very frequently afforded favourable opportunities that are not presented to life agents; they are compelled to interview their clients more frequently, both in connection with fire coverages and losses, and there is no reason why a fire agent cannot create the opportunity of killing two birds with the one stone.