

FIRE AT MUSKOKA, ONT.

In the fire which occurred at the Elgin House, Muskoka Lake, Ont., owned by L. Love, on June 30, the following companies are interested:—

ON BUILDING.			
Commercial Union	\$3,000	Brit. America	\$ 1,000
Northwest	1,500	Emp. Liability	2,750
Atlas	1,500	N.Y. Undrs.	2,000
L. & L. & G.	4,500	Palatine	1,750
Royal	2,000	Northern	1,000
Aeadia	2,000	Phoenix of H.	3,000
Prov. Wash.	1,000		
			\$27,000
ON CONTENTS.			
Commercial Union	\$ 500	N. Y. Undrs.	\$ 1,000
Royal	1,000	L. & L. & G.	1,000
Aeadia	1,000	Palatine	750
Prov. Washington	1,000		
British America	1,000	Total	\$ 8,000
Employers' Liability	750		
Loss \$2,221.			

INTERVIEW VALUES.

We have had a good deal to say, or at least we have said a good deal, about the money value of interviews. We are convinced that if every field man would divide his first year commission by the number of interviews he has made, and form the habit of thinking of his work in terms of interviews, and their average cash value, it would overcome one of the greatest obstacles to success in our work. This obstacle is nothing more or less than personal inertia, the difficulty of getting started and persisting in an effort wherein the feeling of making progress is not at all times evident. We all like to see the progress of our work from hour to hour. Life insurance soliciting is hard work because we seem to have nothing tangible to show for our efforts until the application has been signed. If, however, we can establish the fact that, on the average, every interview we make pays us \$2.40, a basis is at once furnished for measuring the accomplishment of each day and giving us that feeling of progress towards the desired end which is essential to contentment.

AVERAGE VALUE OF INTERVIEWS.

An additional value of this point of view lies in the test it furnishes for the efficiency of our work. Experience justifies fixing the average value of interviews at \$2.40. If you find that your interviews average only \$1.50, it will be worth while to find out why you do not obtain as good results as your associates. Of course there may be something wrong with yourself. You cannot, it has been stated on high authority, add a cubit to your stature, but if your methods are at fault the trouble may be corrected.

Have you considered practical methods of approach? Have you formulated methods for taking advantage of the usual circumstances as they develop in your interviews? Can you always give a convincing answer to the question, "Why should I buy life insurance?" Are you indulging in competitive arguments when you should be teaching men their need of insurance? Are you wasting your time on worn out or inferior cases, instead of finding new and better material each day? Are you counting as interviews cases that are in reality no better than mere calls? Do you focus your ideas on the main point or do you waste your prospect's time with irrelevancies? Is there anything wrong with your personal appearance or manners?—*Field Notes.*

DEVELOPING UNDERWRITERS' AGENCIES.

An important development has been the decision to incorporate as a regular fire insurance company what is probably the leading underwriters' agency whose policies are guaranteed by two or more companies, says the New York Spectator. The decision of the managers of the Fidelity Underwriters in incorporating the American Eagle Insurance Company with a capital of a million dollars and a similar surplus, may portend similar action on the part of other fire insurance companies which are maintaining annexes, and this may have a far-reaching effect in the fire insurance world. While agents throughout the country have been glad to represent underwriters' agencies of such standing as the one above named and numerous others, it would undoubtedly remove a cause of friction in some sections if the various underwriters' agencies should be separately capitalized and established as individual corporations. Many of them have built up agency plants and premium incomes which would warrant such action, and the stockholders of successful companies maintaining such underwriters' agencies might well be attracted by the proposition to invest further capital in them.

REDUCING WORKMEN'S COMPENSATION RATES.

The first year of experience under the New York Workmen's Compensation Act has just terminated, and the cost of the new law to the employers of the State may be more definitely arrived at. The rates of insurance for this liability have been under the supervision of the New York Insurance Department, and under its co-operation with the stock and mutual companies there have been many important changes from the original manual which have been found desirable as a result of the experience gained from a close study of conditions and the more equitable adjustment of rates to the various industries of the State. These adjustments and refinements in the manual of rates for insurance protection, together with the system of schedule rating based upon physical conditions of the individual risks, have resulted in a saving of several millions of dollars in premium payments by employers.

The insurance law requires that the Superintendent of Insurance shall determine the adequacy of rates charged by stock and mutual companies. This requirement is a virtual guarantee of safety to employers and employees. The State fund, on the other hand, is not bound by any standard of adequacy, and the natural result of its competition with the other carriers will be to force rates down to such a point that assessments may have to be levied upon its policyholders in order to preserve its solvency.

MANAGER WANTED

Large British Insurance Company requires a **MANAGER** for its Casualty department having a thorough knowledge of the business. Apply, stating age and experience, to "Manager," P.O. Box 1502, Montreal.