

INSURANCE CLERKS MEETING.

An invitation was extended to all employees of Insurance Companies to attend a meeting which was held on Tuesday evening at the Coronation Hall, Bishop St. The meeting was called for 8 o'clock sharp and there were some two hundred insurance clerks present. Mr. Walker, who we understand holds a responsible position at the head office for Canada of the Phoenix Insurance Co. of Hartford, presided on the occasion. This gentleman informed our representative that an association is being formed, having as members insurance clerks engaged in all branches of the business, and that such association has for its primary object the betterment of the business.

If it is the intention of the leaders of this new movement, that the association now being formed will partake of the nature of an insurance institute, and provide educational facilities for its members, so as to increase the market value of each member by making him more efficient to discharge his duties, the profession and only the competent men in it would then benefit, and the incompetents would not find resting places in insurance offices.

There are many opportunities for advancement in the insurance profession, and we do not know of a case where a young man has equipped himself with an intimate knowledge of the principles and practices of the particular branch of the business in which he is engaged, who has not been equitably rewarded. Should the company with which he is serving fail to recognize ability and merit, competing companies in the field are always on the alert for live wires, and are willing to pay according to ability. As the initial fee for each member of this association is \$2, and we understand an annual fee of \$12 will be charged for the privilege

of enjoying the educational facilities to be available to members. With such a substantial fee as this for a large membership, the largest portion of which can be appropriated for the furnishing and renting of comfortable quarters, and the balance could no doubt be profitably employed as a nucleus for the establishment of an insurance clerks' orphanage. A similar institution in operation for many years in England receives the financial support of insurance clerks in addition to contributions by the companies. No doubt the insurance clerks of Montreal who are connecting themselves with the new movement will be sufficiently astute, to exercise caution in the expenditure of their funds, the accumulation of which, on the basis of the fees charged as above, would be considerable in a few years.

YOU CAN'T OVERWORK YOUR BRAIN

Don't be afraid of thinking too much. You can't. "The more the mind does," said William James, "the more it can do."

A great doctor—Dr. Boris Sidis—recently said: "In all my practise as a physician dealing with nervous and mental diseases, I can say without hesitation that I have not met a single case of nervous or mental trouble caused by too much thinking or overstudy. What produces mental trouble is worry—emotional excitement—lack of interest in one's work.

So, don't be afraid. Think. Study. Plan. Train your mental powers. You cannot overwork the brain as long as you allow it time to recuperate.

It is worry that destroys the brain—worry and fear and bad feelings and mental idleness.—Marketing.

SAFETY, SERVICE AND SATISFACTION

The FIDELITY-PHENIX organization is built on the foundation of Safety to our Assureds, Service to our Agents, and Satisfaction to both. The Soundness of every FIDELITY-PHENIX policy, and the Company's method of square dealing that keeps all honest claimants content, constitute the basis of FIDELITY-PHENIX Agency Service. Every FIDELITY-PHENIX man, in office or in field, is trained to give FIDELITY-PHENIX service. The Agent derives benefit from that Service in direct ratio to the use he makes of it.

Whenever the FIDELITY-PHENIX can serve you, the Company invites you to call on it.

Co-operation will pay us both.

**FIDELITY-PHENIX FIRE INSURANCE CO.
OF NEW YORK**

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