

business insurance

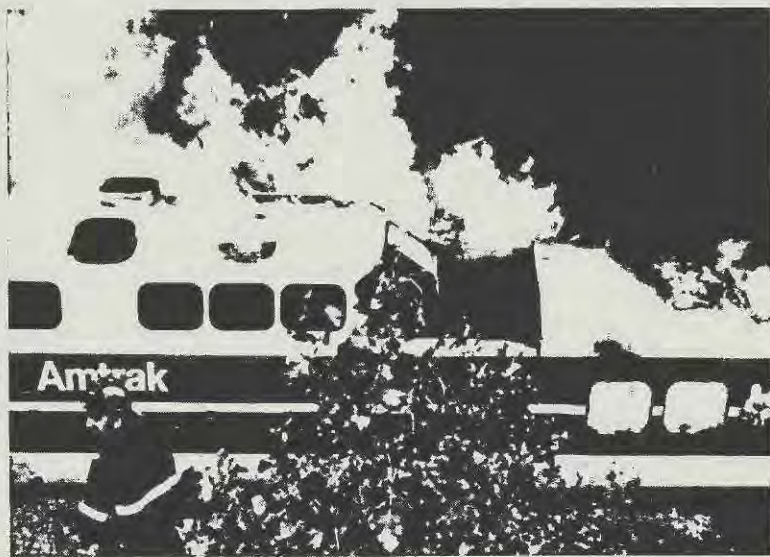
the national newsmagazine for buyers of employe, property and liability protection and financial services

Demolished jumbo jet's cover held by Lloyd's

NEW YORK—Coverage for last week's two major air crashes is spread among the London market, the United States Aircraft Insurance Group and Associated Aviation Underwriters, while the blasted hull of a hijacked Japanese jumbo jet is covered 90% in the London market, with Lloyd's absorbing 75% on a broad form war risk policy, *Business Insurance* has learned.

The first disaster, the loss off Tahiti of a Pan American World Airways Boeing 707 in which all but one of the 79 aboard perished, is spread between the London and American markets. USAIG and AAU each carries 35% of the hull cover for the totally-wrecked \$5 million aircraft, while London holds the remaining 30%, an aviation spokesman confirmed.

"THE liability cover is similarly spread, and should come under the Montreal agreement," the source added. The Montreal agreement, an international convention, limits an airline's per-



Cars of Canadian Amtrak train ablaze after drive unit piled into a freight train at a rail crossing (See story page 2). *Wice World photo*

passenger liability on international flights to \$75,000.

THE SECOND crash, in which 32 perished when an Ozark Air Lines Inc. turbojet dove into a St. Louis, Mo. suburb after a thunderstorm, is covered entirely by Lloyd's of London, according to Ozark president E. J. Crane.

Mr. Crane said the five-year-old Fairchild 227 twin-engine turbojet was originally valued at \$1.5 million, and although all the insurance is in the London market, Ozark "does indeed have adequate and full insurance coverage." The airline, he added, re-

cently rewrote its basic insurance policy when it went to all-London carriers.

For the third air disaster, the hijacking of a \$24 million Japan Air Lines 747, in which radicals evacuated the 141 hostages before blowing up the jumbo jet, Lloyd's, the major of London's war risk markets, has 75% of the hull damage on a broad form war risk policy. The remaining 15% hull cover is written by other London insurers.

An aviation source here commented liability cover might be included on an all-risk form for the hostages involved. ■

Exemptions thaw insurance industry Phase IV freeze

By JOHN REVETT

WASHINGTON—Insurance industry representatives here seem generally satisfied with Phase IV price controls, and there are few reasons thus far why they shouldn't be.

Insurance exemptions include premiums for group, ordinary and term life insurance, reinsurance of all kinds and group fixed and variable annuities. Initial reaction to premium increase restrictions in non-exempt areas like property-liability and health insurance is that enough flexibility has been allowed to keep coverage readily available.

IN addition to life, reinsurance and annuities, premiums for these other types of insurance coverage are exempt from controls barring any last-minute changes by the Cost of Living Council:

- Individually negotiated and rated insurance contracts written in excess of a self-insured retention of at least \$100,000;
- Ocean marine insurance;
- Inland marine insurance on a

bid basis applicable to facilities of transportation and communication;

• Premiums charged for the following sublines of aviation insurance: Hull insurance, liability insurance for bodily injury (excluding passenger hazard) caused by an aircraft and liability insurance for property damage caused by an aircraft;

• Any insurance rate increase after Aug. 12 must be consistent with criteria such as: "Factors in the rate-making process or in the actual determination of the final premium that relate to or reflect changes in claim frequency, occurrence or utilization, changes in the classification of risks under class plans already in use or territory relativities, or similar changed conditions of risk, may be used in accordance with customary practice provided such factors are supported statistically."

OTHER conditions provide more specifics. For instance, claim settlement and loss adjustment expenses, "contingencies which are separate, distinct and in addition to a profit factor, state taxes and fees and commissions," may be "loaded" on a premium. Other administrative expenses added as a percentage of premium must be limited to "a maximum of a 5% increase in the dollar amount represented by the loading in the prior rate."

The new rules also specify any profit portion of a premium must be limited to a 2.5% increase in the previous profit portion dollar amount. The profit portion, according to the new rules, includes contributions to reserves or contingency reserves.

INSURERS are not permitted to make any changes in ratemaking formulas in Phase IV unless the result is "an overall premium level reduction," or the change is required by no-fault legislation, or CLC approval has been obtained.

The exemptions are for premiums charged for insurance purchased or renewed after Nov. 13, 1971, except for the aviation sublines, which are exempt for contracts purchased or renewed after Sept. 1, 1972.

The life insurance/annuities exemption includes endowments of all kinds as well as fixed and variable annuities, but it specifically excludes credit life insurance of any kind.

Price regulations for all other lines of insurance coverage are mandatory and will go into effect at the end of the current freeze on Aug. 12 unless insurance companies and organizations, now

Continued on page 2

New bill would force disclosure by institutions

WASHINGTON—Sen. Harrison A. Williams Jr. (D-N.J.) gave a legislative backup to an earlier Securities & Exchange Commission proposal (*Business Insurance*, May 7), when he introduced a bill last week to force stricter disclosure on institutional investors who work with accounts of more than \$10 million.

Insurance companies, pension funds, mutual funds and bank trust departments managing such amounts would be required to file regular reports with the SEC disclosing their portfolio holdings and all transactions involving 2,000 shares or 1% of a company's outstanding stock, whichever is less.

Reports would be filed at least quarterly, or more often "as the SEC deems appropriate." The SEC would have the additional authority to order reports on all transactions from any institutional investor subject to the disclosure rules.

SEN. WILLIAMS, chairman of the Senate banking subcommittee on securities, said institutions now account for about 70% of the trading volume of the New York Stock Exchange. In 1960, they made up only 24%. Their holdings, Sen. Williams noted, "have increasingly tended to concentrate in the securities of the largest and the most glamorous of public companies."

As a result, he added, other securities "fail to attract sufficient investment interest for their price to reflect their true value or volume to provide meaningful liquidity." The Senator also expressed concern that when these nameless institution investors trade in huge blocks of selected holdings, "perhaps unbearable strains" would plague the securities trading mechanisms which are designed to deal with a large number of small transactions.

THE DISCLOSURE bill, if passed, would tell the smaller investor just who is buying stocks, so if the volume had been driven up by only a few selected purchases by big funds, it would be immediately apparent, according to a Williams aide.

"The investor might then consider buying other stocks if he knew that only a handful of purchases by large funds had changed the market picture," the aide said. The bill, he added, would be double-pronged since it would provide a legislative backdrop for disclosure and allow further legislative consideration to be given to market trends deviating from a basic "auction market" situation.

The aide conceded it was a "possibility" the disclosure bill might actually serve to accentuate the strain on the market if

small investors decided to opt in favor of a follow-the-leader course in buying the same stocks they discovered were purchased by large or famous funds. However, he stressed the bill's more important potential lay in its aim

to make investment figures publicly accessible, so the small investor could abandon making decisions based on guesswork and begin looking at the market with cold facts on who was buying what. ■

agent/broker profiles

THE SECOND ANNUAL Agent/Broker Profiles issue published by *Business Insurance* includes information on 500 agents and brokers qualified to handle commercial accounts. The listing begins on page 31.

Other Agent/Broker features in this issue include:

- A report on the growth patterns among the largest 20 brokers in North America—page 31.
- A special Perspective section that addresses four questions—page 109-110.
- A geographical breakdown of the agents and brokers profiled in this issue—pages 118-121.

The entire contents of this issue, including the profiles themselves, are copyrighted by Crain Communications Inc.

More on Phase IV

Group health premium rise expected in thaw

WASHINGTON—As President Nixon lay in a hospital bed mending from a bout with viral pneumonia, Phase IV of his economic game plan shot the ceiling off health care costs as well as thawing the freeze on food prices.

What this would mean for group rates on health plans was still somewhat fuzzy earlier this month when the latest gambit to beat inflation was announced. But sources indicated hospital care bills would probably go up with the soaring pricetags shoppers will see in the supermarkets.

UNDER what Treasury Secretary George P. Schultz termed a "tough" Phase IV strategy, health care prices were to be unfrozen effective July 20 and retroactive to July 1 for cost reimbursement purposes.

Ned Parish, president of the

Blue Shield National Assn. in Chicago, and a member of the health industry advisory committee to the Cost of Living Council, noted the committee would withhold comment until they came to some common agreement on how group health rates would be affected. He did, however, offer the following observation:

"OBVIOUSLY, if provider costs are allowed to increase (as they will with the July 1 reversion to retroactive Phase 3 restrictions) and there is no ability on the part of insurers to match this increase, we're headed for trouble."

Walter J. McNerney, president of the Blue Cross National Assn., when asked, drew parallels between the latest thaw on health care costs and moves under Phases II and III.

"Phases II and III had a fair

amount to do with the deceleration of prices in health care," Mr. McNerney said. "Although I can't say anything really definitive yet because I haven't received a copy of the new regulations, it seems safe to predict there will be rises in both premiums and hospital costs."

"WE CAN anticipate that the increases will probably be less than they were in the late 1960s, however," the Blue Cross president observed optimistically, adding, "The picture for costs of commercially insured health plans will most likely follow the same pattern, too."

Executives from other organizations which will presumably be affected by the lifting of the freeze on health care costs were not as definitive as Mr. McNerney in predicting the outcome for premium rates.

AMONG them, representatives of the Health Insurance Assn. of America and the Health Insurance Institute said they had not yet received regulations on the health care thaw from the Cost of Living Council and would not venture guesses about possible premium hikes. ■

Aetna is all-risk carrier on test train collision

MONTREAL—Aetna Casualty & Surety will bear most of the damages resulting from a collision earlier this month between a freight train and an experimental turbine engine-driven passenger train at a crossing near here, *Business Insurance* has learned.

The insurer writes an all-risk physical damage policy for United Aircraft Co., whose subsidiary, United Aircraft of Canada Ltd., built and was testing the train at the time of the mishap.

The policy, according to Robert Hugel, insurance manager at United Aircraft, will fully cover the train, which was described by an Amtrak official as "a pile of scrap."

Mr. Hugel said the coverage was adequate to cover the loss, estimated at \$2 million. He reported the company carried a 2% deductible on the policy.

ELEVEN PERSONS were injured in the collision, none of them seriously. Many of the injured were officials of Amtrak and United Aircraft, who were passengers on the train's test run. The train, according to an Amtrak source, was due to be delivered to the government-subsidized company this week. The source revealed Amtrak had not yet accepted the train and was not liable.

The accident occurred when the turbo-train collided with the last four cars of a Canadian National Railways express freight, which was crossing the tracks. Damage to the CN cars had not been determined. Canadian National, according to a source there, is "usually a self-insurer but this is a difficult case. They were using our lines for the test run and we're not sure at the moment just who will be liable."

The Amtrak man said his company was off the hook on the incident "except we can no longer look forward to this train going into operation."

He and Mr. Hugel both said there had been no requirements in the contract for a bond which would pay in the case of non-delivery of the train. ■

Phase IV . . .

Continued from page 1

studying the Cost of Living Council proposals in detail, successfully challenge some aspects.

So far, the industry has not singled out what sources describe as rules which might call for "serious or substantial criticism." Insurance organizations were not prepared to let the new rules go into effect without comment, however, and most had assigned legal teams to determine if details of the new rules indicate any problems for the industry.

ONE industry source said while the new controls appear "livable," there are "enough complicated aspects of the criteria to require thorough study before commenting" to CLC by July 31.

"Customary" insurance industry practices are permitted at most key points in the criteria as set forth by CLC.

In reporting, all health insurers with \$50 million or more in earned premiums and all property-liability insurers with more than \$150 million of earned premiums in the calendar year preceding the effective date of any rate increase qualify as "prenotifiers." They must notify CLC and the appropriate state regulatory agency of any increase of 5% or more affecting \$1 million or more in aggregate, annualized premiums.

Each health insurer with \$25 million or more earned premiums and each property-liability insurer with \$50 million or more earned premiums in the calendar year before any rate increase must file a quarterly report to the Cost of Living Council. ■

LTV's Dave Morris on Aviation Insurance:

"AAU delivers jet-paced performance"



Ben McKenzie, Vice President and General Manager of LTV Jet Fleet, familiarizes Dave Morris with the cockpit of a jet Falcon.

"We measure our insurance by the same exacting standards that are used to evaluate LTV's aerospace systems. And for more than 20 years, AAU's proven specialists with their technical know-how have worked with our broker to give us maximum coverage at the lowest rate consistent with prompt, fair claims settlements."

Mr. Morris, LTV's manager of insurance

operations, insures with AAU the corporate executive aircraft and LTV Jet Fleet, a jet charter service and pilot training operation.

AAU's 43 years experience and professional skills that count with LTV will prove valuable to you when your agent insures your aircraft with the nation's number one aviation underwriter.

ASSOCIATED AVIATION



Underwriters

90 John St., New York, N.Y.

Atlanta • Chicago • Dallas • Denver • Detroit • Kansas City • Los Angeles • San Francisco

GUIDE TO FEATURES

Info for Buyers	8-9
Washington Watch	10
Labor Beat	26
Opinions	28
Agent/Broker Profiles	31-122
Perspective	109-110

Vol. 7, No. 16—Business Insurance is published every other Monday at 740 Rush St., Chicago, Ill. 60611. Controlled circulation postage paid at Chicago, Ill. Copyright 1973 by Crain Communications Inc.

You can have your own Property Engineering Department Without fixed overhead- Completely confidential

AN INDEPENDENT PROFESSIONAL SERVICE FOR THE RISK MANAGER, INSURANCE CONSULTANT, INSURANCE BROKER

- Qualify properties for highly protected risk rating (FIA, FM, KEMPER, etc.) and keep them qualified.
- Review Insurance Co. Recommendations, develop alternatives.
- Building Appraisal Service.
- Pre-Engineering Site Studies for proposed facilities, Water Supply testing, Construction Specs.
- Rating Org. Fire Rate Schedule Reports.
- Safety and OSHA Studies.
- Special Hazard Studies.
- Sprinkler System Feasibility Studies and System Design.

Call or write Harvey Sanders, President or Leonard Friedman, Exec. V.P. for brochure and schedule of fees.

RM/i CONSULTANTS, INC.

PROTECTION ENGINEERING CONSULTANTS
450 Seventh Ave., New York, N.Y. 10001 (212) 279-0850

Employee quality shows up on bottom line: Schiff

By MARIE KRAKOWIECKI

NEW YORK—Everything in Frank Schiff's office reflects the graciousness of the brokerage president, from the framed prints of sleek race horses to the dark polished wood desks. And the firm he heads, Schiff Terhune International Inc., a privately-held company ranking among the top brokers in the country according to a *Business Insurance* survey (see page 31), follows principles in its own insurance coverage which reflect a balance for which many clients might well be envious.

Unlike many large corporations whose major exposure might entail manufacturing losses or damage from fire or floods, Schiff Terhune's greatest exposure as a broker lies in the area of potential misjudgment by its employees. As financial vp Bert Linder explained it, a broker must be prepared to meet the possibility of action by an insured client who might have presumed he had coverage when he did not—and decided to press action against the broker in such an eventuality.

Although Schiff Terhune has had no loss experience to date in such a case, the broker carries a



Getting into the spirit of a client's business in order to enhance his firm's ability to provide proper cover is one hallmark of a good broker. Here, Mr. Frank Schiff inspects a client's wine warehouse.

broad form errors and omissions policy as protection. The policy is divided into two parts. The first has a \$500,000 limit "subject to a deductible," while the second provides umbrella excess cover of \$9.5 million.

The e&o policy is layered, with risks spread among a variety of carriers, and has grown alongside the firm for five years. Mr. Schiff, who prefers to keep the identity of the carriers anonymous since "although Schiff Terhune has had no experience of loss in this area, there is a natural reluctance of carriers to have their premiums identified due to the general poor market experience of e&o," did express his feeling that high limits should be applied to e&o cover.

"YOU WOULD be absolutely amazed," he commented, "at the large number of firms, including brokers, who carry small limits on errors & omissions policies, or limits which are totally inadequate."

Mr. Schiff, Mr. Linder, and vp James Christie agreed Schiff Terhune's status as a privately-held broker pretty much precluded the need for directors & officers liability cover. The firm

does not carry it.

Insurance Co. of North America writes a package policy for the firm covering buildings and contents, valuable data processing tapes and a comprehensive general liability cover with limits of \$5 million and \$1 million.

BASIC LIFE insurance, basic hospitalization and major medical access, plus long term disability and pensions are written in a group package by Connecticut General Life Insurance Co. The benefits cover all 200 employees of Schiff Terhune, in all offices except two recently-acquired New Jersey offices, which eventually will be brought under the cover.

Noting the broker's employee benefit stance with acquired firms, specifically the New Jersey offices of Actuarial Analysts

Inc. and Data Life Associates Inc., Mr. Linder observed: "Our policy on employee benefits is, 'when we acquire a firm, we do not take away any benefits from the new employees which are superior to what Schiff Terhune has in its plan. But if the benefits

of the acquired firm are inferior to ours, we will upgrade them to our level.' It may not happen overnight, but you can be sure it will be done."

He pointed out the New Jersey offices would be included in the Connecticut General pack-

age before the end of the year. For all employees, the plan is contributory, except for the long term disability and pension plan portions. Mr. Schiff noted when the firm began taking the plan from Connecticut General in 1963, the rate structure was much lower, as were premiums. However, the amount of contributions required by employees has not been raised in the 10-year period, although the company contribution portion has gone up considerably.

THE PENSION plan is currently under review with an eye toward combining it with a profit-sharing plan. According to Mr. Christie, there may also be an integration of pension benefits with the newly-hiked Social Security benefits. Including two recent in-

creases in Social Security, the Schiff Terhune men said, an employee in the lower-salary bracket of their company might wind up with 75% of total salary after retirement, while a higher-paid employee would be entitled to about 40% of final salary.

While this might be practical from a cost of living standpoint, the brokers would like to amend it so all their employees receive a similar percentage of salary as retirement benefits. They said one possible solution would be to take on a combination plan which would provide pension benefits on the basis of past service and profit sharing based on future service.

"And as for other pension changes," Mr. Linder smiled, "we're waiting, like everyone else, to see what the federal pen-

Continued on page 4

corporate profile

Announcing! The only tool available to risk engineer hospital claims.



The largest portion of the corporate insurance dollar is expended for hospitalization of employees.

Multiphasic health testing is the only tool yet devised to engineer health care claims **DOWNWARD**. If your clients are experiencing over-utilization of hospital benefits, then they need the services of American Health Profiles, Inc.

In just 30 minutes time your client's employees will receive over 100 medical test criteria. Our clinics-on-wheels travel at highway speeds to deliver the service at your client's office, plant or wherever is necessary and convenient for them.

Advise your clients of our system for reducing health care claims.

- Discover employee terminal illnesses **BEFORE** they are terminal or protracted.
- Slice those hospital bills used unnecessarily for hospital physical examinations.
- Watch the costs of those imaginary (all in the head) ailments diminish.
- Reduce the costs of absenteeism (average reduction over 2 man days per year each)
- Exceed the testing requirements of the OSHA
- Whole examination only takes 30 minutes.

*In a hospital setting these same exams are performed every day
and would usually cost several hundreds of dollars.*

"Broker consultant inquiries invited."



**AMERICAN HEALTH
PROFILES, INC.**

4304 Harding Road • Nashville, Tennessee 37205 • Pho. (615) 385-1130

STOP TRUCK THEFTS!



· NATIONWIDE SERVICE ·
· UNDERWRITER APPROVED ·

- SELF-POWERED
SIREN ALARMS -

call or write for
free brochure!

BABACO
ALARM SYSTEMS, Inc.
1775 Broadway
New York, N.Y. 10019
Tel. (212) 765-2550

Employee quality . . .

Continued from page 3

sions legislative reform will bring, so we can find out what we must do before we go ahead and do anything."

Mr. Linder and Edward Healy, another company vp, regularly review the employee benefits coverage. Although this is done on a quarterly basis, Mr. Linder commented, reviews were updated "anytime someone comes in with a complaint that another company offers something we don't."

HE SAID the employee benefits men were currently considering an inclusion of dental cover in the health plan for Schiff Terhune personnel. While no specific plan is yet devised, Mr. Linder said the "best plan" he had ever seen was one which required regular diagnostic check-ups for

which the company would pick up half the tab, and then pay annual dental expenses over that amount after the employee absorbed a yearly \$100 deductible.

Israel, Australia and the United Kingdom could soon see some branches of Schiff Terhune in full swing there, although employee benefits practices there will be determined by local custom rather than by the U.S. standards the brokers previously described. President Schiff revealed the company is now "committed" to the formation of a joint venture with an Israeli firm, and has done some exploratory probing into the possibility of foreign ventures in Australia and Britain.

"Mergers with foreign firms, particularly in the United Kingdom, are natural moves for an organization like ours to service multinational clients. It will be the wave of the future, not only for us, but for our competitors," Mr. Schiff said.

HE BACKED up the notion employee benefits in any foreign facility would be handled by local custom and law, with the foreign firm retaining its own identity, based on a holding company concept. Mr. Christie pointed out foreign countries had rate setting practices the company would use for its guide.

As brokers in constant touch with clients' needs for insurance coverage and loss prevention techniques, has Schiff Terhune picked up any valuable lessons it could apply to its own coverages? Since it is basically a service organization, one might suspect not, but Mr. Linder cited an exception.

"When we spoke to the people at the New Jersey offices we acquired, they asked us how often we refurbished our data processing tapes. We then didn't have a program for that, and their questions led us to set up guidelines. We now have our tapes refurbished after every 30 runs and it will probably save us from losing some valuable recorded data."

THIS OPENNESS to ideas from other sources may find its root in Schiff Terhune's attitude about learning from qualified personnel, and spotting top people in top spots, particularly loss prevention. "I'm rather amazed at our personnel," Frank Schiff says quite candidly as he hands a visitor a card itemizing the various degrees of employees ranging from an A.S. in industrial engineering to a Ph.D. in nuclear physics.

And it seems the employees are equally impressed with Schiff Terhune. Said Constance Conrad, a 10-year employe of the broker who was just named assistant secretary of the holding company, Schiff Terhune International Inc: "I love working for Frank Schiff and I love this company. I think I'll be getting my pension from them, because there's nobody else I'd rather work for." ■

Fees vs. insurance commissions. Up with realism. In with James.

The time-honored way to pay for professional risk management is through insurance commissions, of course.

This is fine when it works. When commissions cover the cost of engineering a safer place to work and safer working habits. The cost of claims control. Of determining what to insure and what to self-insure. Of creating a protective package precisely for your operation and then placing that coverage.

We serve many corporate clients on this basis. Successfully.

But there are certain situations in which commissions won't work. For the client. Or for us.



For example, the administration of self-insurance plans requires the more sophisticated fee approach.

Does this mean that fees inevitably increase risk management cost? Not at all. Because even a large fee, properly applied, can generate substantial savings in self-assumed risk and insurance premiums. So a fee might mean you pay James a little more, and save a lot at the bottom line.

If your goal is effective risk management and you're wondering which approach is right for your company, ask James. The answer you get will be unbiased.

And realistic.

James Risk Management

Fred. S. James & Co., Inc.

Insurance Brokers and Consultants since 1858

Atlanta • Boise • Boston • Chicago • Dallas • Detroit • Fort Lauderdale • Fresno • Harrisburg • Hartford • Jersey City
Laguna Beach • Little Rock • Los Angeles • New York • Newark • Oklahoma City • Philadelphia • Pittsburgh • Portland
Rochester, N.Y. • Salt Lake City • San Francisco • Seattle • Spokane • Tucson • Tulsa • Washington, D.C.
International Service Through Associates In Major Cities Throughout The World

Phone listing ban eyed

Gleeson L. Payne, California insurance commissioner has been asked by Donn McVeigh of San Francisco's Risk Management Consultants Inc., to prohibit insurance agents or brokers from listing themselves in telephone yellow pages as "Insurance Consultants." "In this city's yellow pages alone," McVeigh told Payne, "there are currently 142 names listed under the category 'Insurance Consultants' and only two actually are engaged in this profession."

OSHA can make your head hurt.

WAUSAU can bring relief.

The Wausau Story.

If you run a business, coping with the new Occupational Safety and Health Act is a formidable, even frightening task.

You have only to review the Act and its requirements, standards, guidelines and record-keeping procedures to know that you're in for a mind-boggling experience.

The language, itself, can be distressing. Here's just one paragraph from just one bulletin—an excerpt from *Guidelines to the Department of Labor's Occupational Noise Standards*

(Bulletin 334), Revised 1971.

"1) *Test Facilities and Procedures*—The test booth or room shall meet criteria of ANSI standard S3.1-1960 (or latest), *Standard for Background Noise in Audiometric Rooms* for testing to a minimum level of 10 dB on the ISO 1964 audiometric scale."

Even the best brains in the business world needn't be ashamed to call for help when confronted with something like that.

Now some good news.

If Employers Insurance of Wausau is handling your workmen's

compensation, you're already getting help. Chances are, you're well on your way to complying with OSHA requirements for your industry by carrying out our safety recommendations.

It's not likely you've got anyone on your staff with the technical experience to stay on top of the OSHA situation.

But we've got people like that. And if you're one of our policyholders, that makes you one of our partners. So what we know about OSHA, you know.

That's what partners are for.



come to
the **Source**

Employers Insurance of Wausau

Wausau, Wisconsin

Announcing pensions & investments

A bi-weekly newsmagazine devoted to the care and feeding of \$283 billion.

The real growth industry today is money and money management.

And the largest and fastest growing segment of the entire money management field is the market covered by a new Crain publication called "Pensions & Investments."

The incredible boom in pension funds.

The "money trees" tell the story. Dollars invested in pension and other tax-exempt funds have been growing at a rate of 11 percent a year, compounded. (More than three times the growth rate of our gross national product.)

In 1972, the pension fund market had assets and reserves of about \$283 billion, of which private pension and retirement plans accounted for \$166 billion. State and local government plans accounted for \$72 billion and educational endowment and private foundations another \$45 billion.

The enormous pressure on fund managers.

Performance is the name of the game as fund managers try to keep up with earlier retirement, more generous plans, and the increased cost of pension payouts. (Fund performance directly affects corporate profits because any increase in contributions must inevitably come out of corporate assets.)

To help fund managers and administrators meet investment goals, Pensions & Investments will provide a bi-weekly news service covering the investment scene.

The new publication will analyze criteria and techniques used by successful money managers, report on effects of corporate mergers and plant closings on fund performance, and highlight changes in federal and state regulations that affect the financial end of pension funds.

An accent on "news," rather than "magazine."

Pensions & Investments, like its well known sister publications Business Insurance and Advertising Age, will be a tabloid size newsmagazine with the emphasis on news.

It will have a large staff of editors, reporters, correspondents and contributing editors who will report news from money markets throughout the nation as well as legislative developments from Washington, D. C. and state capitols.

No sacred cows, no taboos.

Pensions & Investments will be independent. Not beholden to any organization or group other than its primary audience. Reporting will be timely, objective and unbiased. The publication's only objective is the fund manager's education, to the end that he or she may do a better, more informed, more competent job.

For the first time, managers of pension and other tax-exempt funds will have a newsmagazine specifically edited to give them bi-weekly news of importance.

Detailed, computerized circulation data.

Pensions & Investments will cover virtually every major fund in the market universe by reaching fund managers, administrators and chief financial officers responsible for the administration and management of these funds.

Detailed information about each fund, including asset figures, will be computerized to provide advertisers with a well-defined market universe whose coverage will be continually refined and updated by the experienced staff of a modern and large circulation department. In addition, circulation will be broken down by type of fund, asset size and geography.



1952: \$35 billion

1962: \$111 billion

1972: \$283 billion

In addition to its primary audience of fund managers, *Pensions & Investments* will be read by those who serve fund managers as advisors, money managers and in other capacities. Such readers will include investment advisors, portfolio managers, security analysts, stockbrokers, bank trust officers, insurance company and mutual fund management company investment officers, consultants, actuaries and attorneys.

Initial circulation of *Pensions & Investments* will be 25,000 (BPA membership applied for).

Special charter advertising offer.

The first issue of *Pensions & Investments* will be published October 29, 1973.

If you are an advertiser concerned with this important multi-billion dollar market you can take advantage of an unprecedented charter advertising offer that is almost too good to be true. You can save thousands of dollars by placing your advertising in the four 1973 charter issues for

less than the cost of production alone.

For more information about this unusual offer, call Don Angela, Advertising Sales Director of *Pensions & Investments*, at (212) 986-5050.

Or mail the coupon.

pensions & investments

A publication of Crain Communications Inc.
708 Third Avenue, New York, N.Y. 10017

- Send me more information about your charter advertising offer.
- Call me for an appointment.
- My phone number is: _____
- Send me subscription information.

Name _____

Company _____

Address _____

City & State _____ Zip _____

RCI Risk Controls, Inc.

Serving the Insurance needs of commercial enterprises throughout the world.

Our Specialties Include:

- MASS MERCHANDISING
- COMPUTERIZED COST CONTROL

Headquarters:
Richard T. Miller, CPCU
Vice President & General Manager,
9665 Wilshire Boulevard, suite 805
Beverly Hills, Calif. 90212
(213) 278-5260

David B. Sanborn
Manager
3700 Buffalo Speedway
Houston, Texas 77006
(713) 621-9590

James F. Keating
Vice President
Box 554
1767 Morris Ave.
Union, N.J. 07083
(201) 964-7686

A TOTAL SYSTEMS APPROACH TO RISK MANAGEMENT

THE NEXT TIME

your employees ask if
Career Apparel is a uniform,
show them this ad.
Better yet, send for our full
color brochure, and show
them the whole line. It won't
cost you anything, and it
may save you a lot.

Designs in Dacron®

PORTRAIT CLOTHES

by Barco of California

350 West Rosecrans Ave Gardena CA 90248 (213) 770-1012



info for buyers

To receive literature listed in Info for Buyers write directly to the name and address accompanying each item, mentioning that you saw the offering in *Business Insurance*. Readers are welcome to submit items for possible inclusion in the column. A sample of your literature should be sent to Info for Buyers, *Business Insurance*, 740 Rush St., Chicago, Il. 60611.

• Hewitt Associates has released a brochure called a **Micro-History of Employee Benefits and Compensation in the United States**. The six-page summary reviews more than 80 key events that have taken place over the past 200 years. Copies can be obtained by writing Hewitt Associates, 102 Wilmot Road, Deerfield, Il. 60015.

• **Self-Insurance, What's it all About?** a booklet prepared by Stoner-Eastwood Inc., contains questions and answers about self-insurance and a summary of the self-insurance concept. Copies can be obtained by writing David G. McDonough, Stoner-Eastwood, 98 Cutter Mill Road, Great Neck, N.Y. 11021.

• The Institute of Life Insurance and the Health Insurance Institute have released the 1973 edition of a **List of Worthwhile Life and Health Insurance Books**. The List contains a selection of materials currently in print which are available from commercial publishers and special publishing agencies. Copies may be obtained by writing the Institutes, 277 Park Ave., New York, N.Y. 10017.

• **Architects & Engineers Errors and Omissions**, from Illinois R. B. Jones Inc., is an explanation as to why such coverage is needed and presents 21 important questions answered by architects and engineers with a further analysis of the policy insurance agreements, conditions and exclusions. For copies write Richard Oldani, Il. R. B. Jones Inc., 175 W. Jackson Blvd., Chicago, Il. 60604.

• **Serving Business and Industry Worldwide**, available from Alexander & Alexander, is a profile of the company describing insurance brokerage and other services and expressing the company's philosophy of risk management and transfer. For a free copy write R. Scott Taylor, director of communications, A & A, 1185 Avenue of the Americas, New York, N.Y. 10036.

• American Home Assurance Co. has released a series of informative brochures on property insurance. The brochures, reviewing specific industries and their particular insurance needs include: warehousemen's legal liability, radio & television, difference in conditions, all kinds of fire insurance, data processing insurance, pipelines coverage, broadcast equipment floater and utility insurance. For free copies write American Home, 102 Maiden Lane, New York, N.Y. 10005.

• Mass Insurance Consultants and Administrators Inc. has published a booklet entitled **Fundamentals of Jointly-Managed Health and Welfare Fund Operation**. The booklet describes the basics of operating a welfare fund and may be obtained by writing Allen Whiteside, vp, Mass Insurance Consultants and Administrators Inc., 209 S. LaSalle St., Chicago, Il. 60604.

• **MOAC Today** a booklet published by Marine Office—Apple-

ton & Cox Corp., describes the national and international marine insurance facilities available to insurance buyers. The booklet also incorporates a review of the company's activities and results. For a copy write John Potts, Marine Office—Appleton & Cox, 80 Maiden Lane, New York, N.Y. 10038.

• **How Much Are Your Benefits Worth?** is a reprint of an article by Howard Z. Herzig, president of Benefacts Inc. The article offers suggestions on how to most effectively communicate your benefits program to your employees. For a free copy write Robert Eilertson, Benefacts Inc., Hampton Plaza, 300 E. Joppa Rd., Baltimore, Md. 21204.

• Mass Insurance Consultants and Administrators has a brochure called **Getting More Membership Mileage From Your Group Insurance Program**. It describes their professional consulting and administrative services for trade associations and professional societies in helping them plan their group insurance and retirement programs. For a free copy write Allen Whiteside, vp, Mass Insurance Consultants and Administrators Inc., 209 S. LaSalle St., Chicago, Il. 60604.

• **Helping You Become A Preferred Risk**, a booklet published by the Commerce & Industry Insurance Co., is addressed primarily to retail store owners. The brochure discusses those safety systems that qualify a retail store owner for preferred risk status. For your copy write James Burgess, Commerce & Industry Insurance Co., 125 Maiden Lane, New York, N.Y. 10038.

• Humetrics Corp. has published **Medical Electronic Equipment for Multiphasic Health Testing by Paramedical Personnel**. The booklet is a discussion of costs and techniques for the mass analysis of electrocardiogram (ECG) for rapid detection of heart disease. For a free copy write Kenneth L. Dufour, Humetrics Corp., 6374 Arizona Circle, Los Angeles, Ca. 90045.

• Market Facilities Management Services has made available **New Concept in Self-Funding Employee Benefits**, a description of new techniques and services offered to the buyer seeking self-funding accident and health programs. For a free copy write Alan Cooper, Market Facilities Management Services, 3425 Wilshire Blvd., Suite 1600, Los Angeles, Ca. 90010.

• **We Manufacture Light Premiums For . . .**, a folder available from Commerce & Industry Insurance Co., is directed toward light manufacturers who have, over the years, installed various safety devices and are finding now that they do not meet current insurance company requirements. The material discusses improvements that are necessary and alternate improvements that might not be as expensive. For free copies write the company, 125 Maiden Lane, New York, N.Y. 10038.

• **Babaco: The First Name In Motor Cargo Protection**, is a full description of burglar alarm and anti-hijacking warning systems available from Babco Alarm Systems Inc. For free copies write W.E. Blatz, Babaco, 1775 Broadway, New York, N.Y. 10019.

• **Is Your Building Earthquake Safe?** a booklet from Bob New Inc., gives the basic facts about earthquake risk analysis (ERA). ERA is a precise scientific technique that accurately predicts what will happen to every member and joint of a building during any probable earthquake. For a free copy write Bob New, Bob New Inc., 736 N. Glendale Ave., Glendale, Ca. 91206.

• **OSHA Data Pack**, a concise information kit published by Commercial Union Cos., is designed to familiarize agents and insureds with the problems and policies of the Occupational Safety & Health Act of 1970. The kit includes fact sheets, safety information and other related materials. For a free copy contact Mr. A. R. Eovine, Commercial Union Companies, 110 Milk St., Boston, Ma. 02107.

• **Why a Separate Mortgage and Real Estate Account?** is a description of the operation and investment objectives of a new separate investment account. It highlights important features such as equity participation and includes two examples of the types of investments anticipated. Copies are available for 50 cents each by writing Arthur J. Brockelman Jr., Director, Pension Marketing & Coordination, New England Life, 501 Boylston St., Boston, Ma. 02117.

• **16 Ways To Live Longer**, available from Royal-Globe Insurance Cos., is a concise, descriptive guide on safe driving. The booklet highlights the dangers of careless driving and contains artists' drawings for each of the 16 points which are examined. For free copies write Joseph A. Venturelli, Corporate Communications, Royal-Globe, 150 William St., New York, N.Y. 10038.

• **Facts About the Consultation Services of W. G. Dodge & Associates**, is a brochure explaining the company's services in the field of commercial property and liability insurance. These services are available to businesses too small to maintain their own insurance management departments. For a free copy write W. G. Dodge at the company, 8609 Northwest Plaza Dr., Dallas, Tx. 75225.

• **Airkem Emergency Smoke Odor Removal Service** is a brochure describing how Airkem's service removes residual smoke odors from buildings and contents after fires. It describes the network of service outlets who perform the service as well as the types of buildings that can be effectively deodorized. For your free copy write Art Tutela, Airkem, 111 Commerce Rd., Carlstadt, N.J. 07072.

• **What Is It, Anyway?**, a leaflet issued by American Title Insurance Co., describes the role of title insurance and a title insurance company in providing title protection to individuals and companies. For free copies write James W. Robinson, American Title Insurance Co., 150 S.E. 3rd Ave., Suite 448, Miami, Fl. 33131.

• A two-part chart analyzing state laws requiring uninsured motorist coverage, and the unsatisfied judgement funds in Mary-

land, Michigan, New Jersey, New York and North Dakota, has been updated by the American Insurance Association. The chart is available at \$1.00 a copy from the Publications Dept., American Insurance Assn., 85 John St., New York, N.Y. 10038.

• **Homemakers Home and Health Care Services Inc.** have released **How to Save Time and Money When Handling Medical Claims**, a packet of information describing the organization's services of providing comprehensive home health care in more than 100 American cities. Utilization of these services, according to the company, reduces the costs of claims by reducing the length of hospital stay, provides evaluation of the claimant and brings all home care services under one roof. For a free copy write Ronald Rosenberg, Homemakers Services Inc., Subsidiary, The Upjohn Co., Kalamazoo, Mi. 49001.

Specializing in Workmen's Compensation



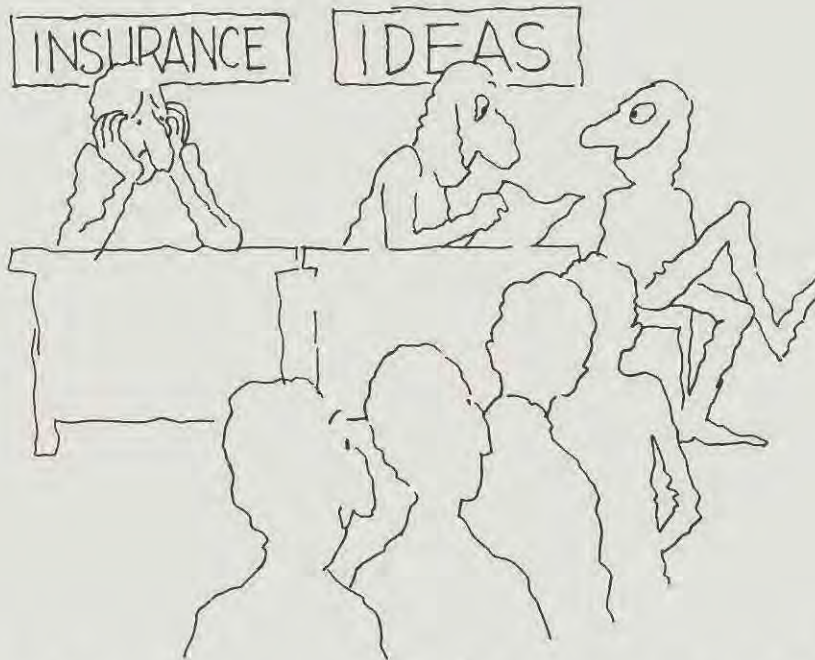
Insuring the Workmen's Compensation Coverage of more than 25,000 California Companies.

ZENITH NATIONAL INSURANCE COMPANY

A California Company for California Needs

HOME OFFICE: 6300 Wilshire Boulevard, Los Angeles, California 90048
(213) 651-5206

SAN FRANCISCO OAKLAND SAN JOSE SACRAMENTO
FRESNO RIVERSIDE SAN DIEGO



Why call on any old insurance broker when you can call Brokerage Resources.

We believe an insurance policy is only the second best solution to corporate dollar and risk protection. The **first** solution is to eliminate potential hazards before they occur and to inter-relate insurance programs to overall company financial planning.

Brokerage Resources people are solid, business oriented, with deep roots in the insurance industry since 1901. Our most valuable resources are experience and imagination. We take a comprehensive look at your corporate insurance picture. We're out to protect your bottom dollar.

In the areas of property and casualty, marine risk, life and employee benefit programs,

group, and mass merchandising of personal lines, association business, and other retail coverages, we have developed over 100 million dollars of premium.

But bear in mind we're reaching our totals the hard way. Very often, we tell our clients they have enough — or even too much — insurance.

We're nationwide. We rank within the top ten brokerage firms in the country and we're growing because businessmen like our style. So maybe you owe it to yourself to investigate our approach to your corporate protection needs. Look into our record. Make comparisons. If you can prove you need it, we might even consider selling you insurance. We'll certainly sell you an idea.



BROKERAGE RESOURCES, INC.

INTEGRATED RESOURCES, INC. PROPERTY CASUALTY DIVISION

NEW YORK CITY: BROKERAGE RESOURCES, INC., 156 WILLIAM ST., (212) 233-7171

CHICAGO: LUBIN ASSOCIATES, INC. CLEVELAND: RETIREMENT PLANS, INC. LOS ANGELES: McCORD & HOLDREN, INC.

MIAMI BEACH: BROKERAGE RESOURCES, INC. OF MIAMI SEATTLE: JENNER-NORTHWESTERN, INC.



washington watch

INA picks up servicing contracts for 12-state federal crime cover

By JOHN REVETT
Washington Editor

WASHINGTON—The Federal Insurance Administration has awarded servicing contracts for 12 of the 13 states participating in federal crime insurance to the Insurance Co. of North America, which could find itself busier than previous major servicers if new government sales efforts work out.

INA takes over in most of

the high-crime-area states from Aetna Casualty & Surety (which continues to service New Jersey) at a time when free inspections for businesses is starting and paid promoting of federal crime coverage is being considered.

INA'S bids were slightly lower than Aetna's and one other competitor, American Universal, but were still close to the average of \$11 on the writing of a policy and \$100 on the cost of adjusting and

settling a claim, said FIA.

The inspection program is not only free for newly signed up businesses. It's mandatory. FIA had been getting requests for first-hand guidance on standards for locks and other protective devices ever since federal burglary coverage became available two years ago. Some businesses suffering break-in losses had found out too late they didn't meet minimum requirements and couldn't collect on claims.

FIA officials figure the inspections will solve this and also encourage brokers to push sales harder.

Also in hopes of expanding the program—which is not exactly booming with 12,400 homeowners and renters and 4,600 businesses participating—FIA is taking a new look at its public service advertising campaign. Most visible so far, and believed to be producing applicants, are transit ads in subways and buses in 16 major cities.

Urban transportation officials, private and public, are said to strongly support federal crime cover—some for practical as well as altruistic reasons.

They're aware business evacuation of inner city areas, often with owners saying they couldn't get insurance, can result in fewer fares. In any case, they've been providing space for the ads to an extent which satisfies FIA.

Where FIA hasn't been getting

the exposure it wants is in broadcast. It's sent "films"—FIA doesn't feel "commercials" is quite the right term—to every radio and television station in the U.S. The messages about the availability of low-cost federal crime insurance have run in many cities, but, as far as anyone knows, never in prime time and seldom close to the early and mid-evening hours when viewing and listening is heaviest.

THE PROBLEM FIA is running into is nothing new for government agencies with messages they feel broadcasters should put on the air free. In the past few years more and more federal—and state and local—government units have been asking broadcasters to run their announcements at no cost and stations are saying they're running out of public service time slots.

The armed services are pressing Congress to help them solve the problem by granting funds for paid air time, but FIA feels that would be too rich for its blood and is considering instead paid print advertisements for crime cover. Newspaper advertising is currently being given serious thought.

FIA feels it could reach a substantial new business and residential audience if, with about \$100,000 to buy space, it could get its ads into well-read sections.

"The problem," as one FIA official put it, "is making awareness of the program widespread without a big budget. We had the same problem with the flood program and when Hurricane Agnes came along only a handful of people had coverage. Now everyone in flood areas wants it. Apparently the awareness has to be crystal clear."

Walsh gets Washington editor post

CHICAGO—Thomas Walsh has been named Washington editor of *Business Insurance* effective Aug. 1.

Mr. Walsh, a graduate of the University of Iowa with a bachelor of arts degree in journalism, joined *Business Insurance* in November, 1972, as an associate editor in Chicago.

In his new post, Mr. Walsh will cover legislative developments in the nation's capital affecting risk and employe benefits management, as well as other stories in the Washington area.

Also effective Aug. 1, the Washington editorial offices of Crain Communications Inc., publisher of *Business Insurance*, will be in Suite 1253, National Press Bldg., 529 14th St., Washington, D.C. 20004. The new telephone number is (202) 638-5300. The office also serves *Pensions & Investments*, *Advertising Age*, *Automotive News*, and *Industrial Marketing*, sister publications of *Business Insurance*.

Policy law altered

Gov. Milton J. Shapp has signed into law legislation allowing group life insurance policyholders to assign all or part of any of their incidents of ownership. The new law includes the right to designate a beneficiary and the right to have an individual policy issued upon termination of employment or termination of the group policy. The changes are designed to provide flexibility in estate planning.



Sorry. Your \$790,000 fail-safe pollution system wasn't.

You may be able to absorb the costs of repairing a faulty piece of equipment. But who pays judgments for possible accidental environmental impact charges?

Unigard's Maximatte program is based on the stunningly simple idea that good

corporate insurance ought to cover as much as possible to start with—and allow you to *exclude* risks that don't, and never will, apply to your business.

Do you need Maximatte? Well, "specified peril" plans such as you probably have now cover only the things you

think might happen.

Maximate covers things you never thought about.

Unigard has been a reliable source of commercial insurance protection for more than 70 years. Ask your independent Unigard agent for details on Maximatte and other Unigard programs designed specifically for business.

Unigard: Changing ideas in insurance.

Unigard Insurance Group

Corporate Headquarters: Seattle, Washington 98161.

**A word of caution
to all businessmen
who are invited to
join the board of
any corporation
—large or small...**



don't

...unless the company carries

DIRECTORS and OFFICERS LIABILITY INSURANCE

Don't risk personal insolvency.

Stewart, Smith



116 John Street
New York, New York 10038
(212) 964-6700

141 West Jackson Boulevard
Chicago, Illinois 60604
(312) 939-5775

3200 Wilshire Boulevard
Los Angeles, California 90010
(213) 382-6201

For full information
about the protection
you should have,
ask any
Stewart, Smith
office

STEWART, SMITH:

Please send me full information about your
Directors and Officers Liability protection.

NAME _____

FIRM _____

ADDRESS _____

TODAY'S FIRE MARK



FOR THE INDUSTRIAL INSURED WHO WANTS THE BEST IN COVERAGE • SERVICE • AND INDEMNITY, HERE IS A NEW PRESENTATION DESCRIBING THE FIA'S UNDERWRITING AND LOSS PREVENTION FACILITIES.



Canadian Industrial Risk Insurers:

Effective June 1, 1973, Canadian Industrial Risks Insurers (CIRI) began operations in Canada. The purpose of CIRI is to provide a market of sizable capacity for property damage and business interruption insurances on adequately protected commercial, industrial and manufacturing properties in Canada.

Numerous Canadian companies are subscribing to the new association with additional support being provided by member companies of the Factory Insurance Association operating in Canada.

Headquarters of the new pool will be:

36 Toronto Street
Toronto, Ontario M5C 2E2



Since formation in 1890 the Factory Insurance Association has always been a staunch and loyal supporter of the American agency system and operates not as a direct writer but only through agents and brokers of the policyholder's choice. Thus a policyholder is a recipient of many additional and valuable services through such representation.

The multi-page advertisement enclosed with this issue of Business Insurance gives additional information on the FIA and also includes a list of FIA Field Service Offices. In the event your multi-page advertisement is missing, please request copy by writing:

Publications Department
Factory Insurance Association
85 Woodland Street
Hartford, Connecticut 06102



labor beat

IAM promoting national health care to all members in vast internal push

By TOM WALSH

WASHINGTON—The International Assn. of Machinists and Aerospace Workers union (IAM) has launched a major internal campaign to push for passage of the national health security plan proposed by Senator Edward Kennedy (D—Ma.)

In a letter to all district and local union presidents, IAM president Floyd Smith said a "national effort to organize regional and

local conferences" on the proposed health care system will soon begin, and he asked the union officers to ready the members through an "education program." Each union lodge was asked to appoint one member to act as a "coordinator" of the program.

Under the Kennedy bill (S3) and the House companion measure (HR 22) sponsored by Reps. Martha Griffiths (D-Mi.) and James Corman (D-Ca.), a payroll

tax of 1% on wages up to \$15,000 annually would pay all hospital, surgical and physicians' fees as well as in-patient pharmaceutical costs, therapy and dental care for children under 15. The measures contain no exclusions, deductibles or requirements for co-insurance.

The IAM push for member education on the national health care bills follows a joint IAM-United Auto Workers legislative conference. The two unions have

worked jointly on a number of issues, and some labor sources say a merger of the two giant labor groups is imminent.

IAM LODGES have been asked to conduct a "systematic series of informational activities" to run over the next 10 to 12 months. The IAM headquarters has suggested a variety of organizational activities, including:

- Two or three meetings to inform union stewards of the contents of the Kennedy-Griffiths-Corman measures so they may both provide information and answer questions;

- One of more showings of the film "What Price Health?," a film made for television by NBC and now the subject of a fairness complaint filed by the American Medical Assn. (AMA) with the Federal Communications Commission;

- One-day conferences involving other unions and citizen

groups to promote education and media coverage of the drive;

- Periodic distribution of pamphlets and flyers to be provided by IAM headquarters; and,

- Planning of a Congressional letter-writing campaign "to be put into effect upon notice for IAM headquarters."

After hearing of the IAM's plans to use the "What Price Health?" film as part of the campaign, the AMA sent the union a letter warning officials the film is under protest and requesting an AMA spokesman be invited to attend any showing to refute claims made in the 50-minute film.

Medical groups and insurance companies, the union claims in its pro-national health security literature, are "two obvious obstacles" with "vested interests" in making sure no federal health care plan survives Congress. The insurance companies, the union charges, "are concerned primarily with profits but not with high-quality health care." The medical groups, the union says, "are unwilling to accept the idea of a completely comprehensive prepayment program for all."

THE BIGGEST obstacle blocking the way to federal health care, the union says, is "the failure of our own members to fully understand this issue."

The union literature says the IAM will oppose passage of any competing health care bills and says passage of the bill "will not affect the payments by employers into the health and welfare funds which the union has already negotiated."

The union is also supplementing its federal health care campaign with medical horror stories carried in the IAM newspaper, "The Machinist." An issue in late June carried an item telling of a 21-year-old Denver woman who paid \$15,000 in medical bills to pay for surgery needed by her deformed baby.

Noting "it may take her the rest of her life to pay all the bills," the item said, "Such catastrophes are major reasons why the IAM and other unions are pressing Congress for the Kennedy-Griffiths bill."

French firm will write ocean cover

NEW YORK—La Preservatrice Insurance Co. has been licensed by the State of New York to write ocean marine insurance. It is the principal company of one of the largest insurance groups in the French market, and is the first French company to establish a United States branch in New York since World War II.

Marine Office-Appleton & Cox Corp. (MOAC) has been appointed U.S. manager.

La Preservatrice, which commenced business in 1864, heads up a Paris-based multiple line insurance group ranking second in marine insurance underwriting in France. In addition to substantial interests in Germany and Canada, La Preservatrice is active in 35 countries and has controlling interests in insurance companies in Spain, Morocco and Brazil. The total premium income for the group in all areas exceeds \$250 million.

As U.S. manager for the French company, MOAC will be responsible for the management, supervision, direction and control of La Preservatrice's operation in the United States and its territories.



YOUR MOVE!

More and more companies are finding it's a good move to self-insurance. Aside from improved cash flow, they discover closer employee relationships. But, to make the move to self-insured workmen's compensation or group health & accident plans, they need the guidance of masters of the game to set up and administer their self-insurance program. GMcD is the champion grand master.

Since 1938, GMcD has been administering self-insurance and compensation plans of every scope. GMcD has innovated many of the basic techniques, set trends. We're computerized and conveniently located with offices everywhere they

count. GMcD is the number one organization offering administrative services to self-insurers . . . the number one organization offering loss control services to any organization. And, we want to stay Number One. So, we're working at it a little harder than anyone else. We just haven't been advertising it. We've been putting money into facilities instead of ads. So . . .

If you want to get the MOST out of YOUR capital, and assure the success of self-insurance-loss-control administration . . . from the best in the field, contact your broker, or call Gates, McDonald & Company. Watts line: 800/848-4917. Or write . . .

Because YOU care . . . WE care.

GMcD
GATES, MCDONALD & COMPANY

1261 Dublin Road, Columbus, Ohio 43215

25 offices serving industry across the country.



Some companies run hot and cold on LTD, but not us!

If you've had anything to do with arranging Long Term Disability coverage for your clients, you know what we are talking about. Some companies are in there pitching one minute, and headed for the showers the next. And often if they don't decide to actually get out of the business, they price themselves out of it and you wind up holding the ball.

We have the most consistent batting average in the industry. We have more LTD cases on the books than anyone else. That has to prove we are doing the right thing by our clients.

Whether it's contracts, rates, underwriting, benefits or commissions we're consistently coming up with the right answers — which simply proves we know what we're up to.

If you're a broker agent or consultant, let us tell you our LTD story. You'll like what you hear. Contact one of our field offices or write Bob Stevenson, Vice President (Group Marketing), Union Mutual Life Insurance Company, 2211 Congress Street, Portland, Maine.

And don't forget we're leaders in Individual Life and Non-Can, too.



Unionmutual

They call us the "Up Group"

editorial opinions

Degrees of candor

PREPARING THIS special issue for publication, *Business Insurance* writers and editors had occasion to contact numerous agents and brokers, as well as the National Assn. of Insurance Brokers (NAIB). We were seeking nuggets of information and comment of interest to the 57,000 corporate insurance consumer readers we serve.

"One thing a trade association should bloody well not do," said a spokesman for the NAIB in response to a simple question about the brokerage industry as a whole, "is meddle in the internal affairs of its members." The association had not been asked to meddle in anyone's affairs, but merely to comment eruditely on the trade which supports it. The NAIB, therefore, gets the "Sheepishness of the Year Award," and forces us to ask out loud, "Just what useful purpose does the NAIB serve?"

If awards were to be given for being communicative, special rosebuds should be handed out to Kenneth Marshall, president of Toronto's Dale & Co., and Frank Schiff, president of Schiff Terhune International, New York. Not only were these gentlemen candid and cooperative, they answer their own telephones.

At the other end of the spectrum are Alexander & Alexander and Johnson & Higgins. Executives at the former appear deliberately inaccessible. Several calls to the latter produced this response: "We are a private company and we do not talk to the press."

Landmark issue

THIS ISSUE OF *Business Insurance* is something of a landmark. It's the largest in our publishing history—124 pages.

We think it is especially appropriate this issue also happens to be our second annual report on the nation's insurance agents and brokers, that breed of businessman who has secured a place for himself in the middle, between the insurance marketplace and the consumer.

To be certain, the nation's insurance agency and brokerage community is thriving. A mere cursory glance at the 500 profiles in this issue (we're tempted to call them the *Business Insurance* 500, and why not) will tell you that. The agents and brokers profiled here, almost to a man, are prospering and growing and becoming an even more vital element in the process which ultimately leads to the consumption of insurance and insurance-related services by corporations large and small in this country.

Six short years ago, when this magazine first began publishing, its editors and writers began being exposed to a consensus which must have indeed been discouraging for at least 485 of the companies detailed in this issue. That consen-

sus, widely held then and now, is that in a few years, 10 or 12 perhaps, there will be only 12 or 15 agents or brokers of any size or depth in this country. Now we're not so sure.

True, there are 10 or 12 brokers in this country (and with that reference we're happy to include a broker or two in our neighboring country to the north) who are significantly larger than the 500-odd other agents and brokers profiled. But growth and increased capabilities are not limited to these giants.

This sort of steady, if modest, growth will continue among agents and brokers, we feel. And with this growth there also appears to be a broadening of expertise and sophistication. Take a look at our Perspective section in this issue. We've done something a little different. Several agent/broker-related subjects are addressed by *Business Insurance's* editorial staff. Executives at firms like Marsh & McLennan were interviewed, as were officials at much smaller firms in places like Chester, Pa., and Council Bluffs, Ia. Brokers and agents in the boondocks, it would seem, judging from some of their comments, are no slouches.

Which leads us to this conclusion: Agents and brokers still fill a key niche in the gap between buyer and seller. That niche will exist as long as they maintain their pace and act in the best interest of their clients, notably risk managers.

Kidnap cover question

WE'VE NEVER made a habit of knocking the insurance industry for being responsive to the needs of risk management, but something—a new product—has come along in recent weeks that forces us to question the value and indeed the sensibility of this new form of insurance protection.

We're speaking of kidnap insurance, which is being peddled to companies with executives exposed to that risk. Primary targets for the coverage, of course, are those corporations with key men in countries like Argentina. Firestone Tire & Rubber Co. is the most current example (*Business Insurance*, July 16). That company had to pay a \$3 million ransom to Argentine terrorists in return for the release of its managing director in that country.

We feel very strongly that ransom insurance should not be sold. The risk a corporate executive being kidnapped is a risk that should be self-assumed by a company without the benefit of insurance, and no responsible company should even consider such an addition to its insurance portfolio.

The reason for this, we feel, is obvious. It is a risk which amounts to nothing more than extortion. Moreover, there is the ever-present danger that if insurance is purchased, efforts to more effectively manage that risk—i.e., keep the lives of those so exposed secure—might be relaxed.

Those offering the coverage, both here and in the foreign markets, should quietly withdraw the coverage. In lieu of that, risk managers should put the idea out of their heads.

letters

This column is a reader's forum. Letters are welcome. Address Letters to the Editor, *Business Insurance*, 708 Third Ave., New York, N.Y. 10017.

'Rebate' is wrong

To the Editor: The November 4, 1968 edition of *Business Insurance* contained an article dealing with a return premium due the State of Connecticut. *Business Insurance's* use of the word "rebate" in that article prompted a letter from me. This letter appeared in the December 2, 1968 edition.

Please refer to page 11 of *Business Insurance*, July 2, 1973. Again the word "rebate" is used and again I object. Rebating is no more legal today than it was in 1968. It is a term which has the definite connotation of an illegal act and has no place in the article.

Steven B. Steinberg
Director of Insurance, J. Weingarten Inc., Houston

Kidnap cover

To the Editor: I read your publication with great interest every time it reaches my desk and look forward to each issue. However, I was a bit disturbed at the prominent mention given to the subject of kidnap insurance in the July 16 issue.

I believe you perform an important function in disseminating information about unusual coverages and the trends in insurance buying practices, but because of the extremely confidential nature of kidnap insurance it would seem to me that it should not be publicized lest the false impression be created that it is common practice for U. S. companies to carry it.

The situation is bad enough already in Argentina and if the terrorists in that country got the idea that all of our companies down there had the insurance, the situation could get even worse, possibly to the point where the coverage would become unavailable.

The few markets presently writing the coverage have very strict requirements regarding its confidentiality and correspondence between broker and insured, in the cases where this office has discussed the coverage or arranged it, is marked "Personal and Confidential". Furthermore, the number of people in the client's office who are aware of the coverage, or even that it is being considered, is kept to an absolute minimum, perhaps only the risk manager and three or four top executives who would implement the procedures to be followed in the event of an insured kidnapping.

Because of the confidential nature of the coverage I feel it serves no purpose for you to poll corporations to determine whether they carry the insurance. If they do carry it they would not tell you that they carry it.

I have written this letter with great reluctance as I am a staunch believer in freedom of the press and for that reason, it is distasteful to me to suggest to be a publication that it should refrain from running articles on a particular subject.

The foregoing comments are my own comments and not an official statement of the management of this company.

Reginald H. Thayer Jr.
VP, Marsh & McLennan, New York
Editor's note: See editorial, this page.

business insurance

the national newsmagazine for buyers of employe, property and liability protection and financial services

G. D. CRAIN JR., Chairman and founder
S. R. BERNSTEIN, Chairman, executive committee
RANCE CRAIN, President and editorial director
ALFRED MALECKI, Publisher

STEPHEN D. GILKENSON, Editor (New York)
DAVID GRIMM, Managing Editor (Chicago)

Associates: Chicago—LESLIE MURRAY, THOMAS WALSH, New York—PATRICK A. THOMAS, MARIE KRAKOWIECKI, Washington—JOHN REVETT, Los Angeles—CHARLES WINGIS, Editorial Assistants: Chicago—DIANE DeROCHER, New York—JUDI TALIT, Art Director: JOE FARACI, Correspondents: San Francisco: KENNETH R. MACDONALD (415-474-8532), Hartford: ALLEN M. WIDEM (203-232-3101), Los Angeles: ROBIN SUHRBIER (213-547-9587).
Contributing editors: ROBERT ABRAHAMSON, insurance manager, Control Data Corp., Minneapolis; J. E. BENOIT, J. E. Benoit & Associates, St. Leonard, Quebec; WARREN G. BROCKMEIER, director of risk management consulting services, The Wyatt Co., Chicago; BION H. FRANCIS, insurance consultant, Milford, Ct. JOHN W. GILES, attorney at law, Washington, D.C. JOSEPH GULLO, vp of insurance, D. H. Overmyer Co., New York; NORMAN HOFFMAN, Walter Kaye Associates Inc., brokers, New York; PAUL C. JOHNSON, insurance division, U.S. Maritime Administration, Washington D.C. CHARLES LEVINSON, director of insurance, United Brands Co., New York; NED MILLER, executive vp, Compensation Planning Corp., New York; JOHN P. OLSEN, assistant counsel, Ingersoll-Rand Co., Woodcliff Lake, N.J. HOWARD L. PECK, partner, Hewitt Associates, Deerfield, Ill. MARSHALL W. REAVIS, university professor of business administration, Governors State University, Park Forest South, Ill. DAVID WARREN and DONN McVEIGH, partners Warren, McVeigh Associates, San Francisco.

Advertising
District managers: New York—CHARLES A. HORVATH, THOMAS J. O'MARA
Chicago—ROBERT L. NIESSE
Los Angeles—DENNIS KOCH
Production manager: Chicago—JOHN JAMKA
Manager, marketing services: New York—DAVID E. COHEN
Assistants to publisher: New York—RONNIE I. DRACHMAN
Chicago—CELIA MALOUHOS

Published by Crain Communications Inc., Chicago, publisher of Advertising Age, Industrial Marketing, Advertising & Sales Promotion.
M. A. HARTENFELD, executive vice-president; D. J. CLEARY JR., senior vice-president; KETH CRAIN, ALFRED MALECKI, J. J. GRAHAM, J. V. O'GARA, S. E. COHEN, LOUIS F. DEMARCO, WILLIAM STRONG, vice presidents, G. R. CRAIN, secretary and treasurer, RICHARD M. DAUGHERTY, controller.
Cable address: CRAINCOM

Published biweekly at 740 Rush St., Chicago 60611 (312-337-5200). Offices at 708 Third Ave., New York 10017 (212-986-5050); National Press Bldg., Washington, D.C. 20004 (202-737-7659); 6404 Wilshire Blvd., Los Angeles 90048 (213-651-3710). 45 cents a copy, \$10 a year in U. S., Canada and Pan America. Elsewhere \$4 a year extra. WILLIAM STRONG, circulation director. ROGER DIGREGORIO, subscription manager. Four weeks' notice required for change of address. Address all subscription correspondence to subscription manager, *Business Insurance*, 740 Rush St., Chicago, Ill. 60611.



Member of Business Publications Audit of Circulation



We're one A+AAAAA company that won't turn our backs on your excess casualty needs.



We know your problem:

Some of the other big fellows in our business frequently won't handle your excess casualty.

And the little fellows—well, they're eager enough. But sometimes they're too small to give you that secure, comfortable feeling you want.

With American Home, you get the best of both worlds. Because here you'll find one of the largest, most dependable markets ready and able to write the coverage you're looking for.

We can offer you up to \$10 million in capacity. We'll write General Liability and Commercial

Auto over a self-insured retention of \$100,000 each occurrence. And Excess Specific Workmen's Comp and Excess Employers Liability with a minimum retention of \$50,000 each occurrence.

In addition, you'll be assured of all the flexibility you need: Want coverage in selected states rather than on a national basis? We'll work it out for you. Want us to handle just part of the risk rather than all of it? Any way you like it.

American Home is a top-rated company that's tops in excess casualty service, too. All we ask is that you send us the coupon—and let us prove it to you.

American Home Assurance Company

Dept. BI073, 102 Maiden Lane, New York, N.Y. 10005

Please send me information about your Excess Casualty coverage.

Name _____

(PLEASE PRINT)

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Okay, Marsh & McLennan!
You've been helping protect corporate assets
for 102 years.
What's new?



We wouldn't last long in the insurance business if we disappeared once the premiums were paid. We wouldn't be the world's leading insurance broker if we didn't deliver something extra in service.

That's why Marsh & McLennan created the National Services concept: to coordinate and deliver the full scope of our technical and professional expertise to a client, no matter where located; to enable us to function as a unified international company, while supporting and augmenting the skills of our local offices.

We've found it takes an intimate knowledge of clients, insurance markets and the business environments in which they operate to provide the most effective and economical insurance

coverages. So we've staffed the National Services organization with senior specialists to meet specific client needs.

Our National Services include:

Accident & Health	Claims	International—
Average Adjusting	Communications	Employee Benefits
Aviation	Consumer	Life
Boiler	Merchandising	Loss Prevention
Bonding	Group	Pensions
Captives	Hull	Property
Cargo	International—	Surplus Lines &
Casualty	General	Reinsurance

The growing complexity of today's corporate risk management problems frequently requires specialized solutions. These solutions come from local Marsh & McLennan offices working with our National Services organization.

MARSH & McLENNAN

The Knowledge Broker

Broker firms 'making do' with work force despite revenues hike

By PATRICK THOMAS

NEW YORK—Business Insurance's second annual survey of the nation's agents and brokers has revealed that while the 20 largest enjoyed normal to rather substantial increases in gross revenues last year, they at the same time held the line or even tightened the belt on the number of employees used to produce those revenues.

The average number of employees utilized to produce \$1 mil-

stead, Wallace Inc.

"We quite frankly trimmed the staff to make more money," Mr. Miller stated. "We are improving the quality of our employees and getting more people who can handle a bigger volume. It takes so many people to handle an account. Then inflation sets in and an account that was generating \$100,000 is now generating \$300,000. It shouldn't take any more people to handle the account, however."

WHEN TOLD that Synercon averaged 39 employees per \$1 million in revenue, Mr. Miller paused a moment and said, "I'd like to get that down to 30."

The size of the accounts on the company's book of business was listed by a number of brokers as a reason for holding the number of employees down.

The chief executive officer of Rollins Burdick Hunter Co., a firm which had an actual decrease in its number of employees while revenues rose more than 8%, said his company's book of business was somewhat different than the average.

"Our book is more heavily oriented in property than in casualty, which is different," noted Adrian Palmer, "and our average billing is probably higher than the average. We have very few smaller accounts and almost no personal ones. All these things are significant in keeping the number of employees down."

THE FIRM with the smallest employe-per-million figure—24—Brokerage Resources Inc., New York, went along with that line of thinking.

"There are probably a number of reasons for it," said Howard Miller, vp, "among them the computer. As your computer capability gets greater, the same amount of people can handle more volume. But the size of the account is important. It is a lot easier to handle a \$1 million account than it is to handle a \$10,000 account."

Mr. Palmer and J.W. Campo, president of Ter Bush & Powell Inc., another firm which showed a decrease in its employees, agreed the employees they retained are receiving better pay.

"The prior administration here had too much dead wood," said Mr. Campo. "We are upgrading our personnel. We may have fewer people but they are now better paid. The paper shuffling days are over. You need people with initiative and you must pay them for that initiative."

"I think if you examine the cost of employee benefits at Rol-

lins Burdick Hunter," said Mr. Palmer, "you'll see that it goes up in proportion with our growth in revenue. With increases in salary we get better efficiency of performance from our employees."

Not all brokerage executives, however, had ready reason for the emerging trend in the industry.

"There is no specific reason for this that I can think of," was the reaction of Jack Corroon of Corroon & Black Corp. "We have not cut back on our hiring practices

at all. In fact, we are always looking for qualified people, and mergers or acquisitions would not have played a major role in our 1972 figures.

"About the only thing I can think of which may have put our revenues slightly ahead of employee growth is that a number of renewals came in which did not appear in the prior year," he continued, having been informed the figures showed a 7% increase in revenue while the employees stayed about the same. "These of course affected premiums and

boosted commissions a bit even though the number of employees did not increase."

THE CHAIRMAN of Frank B. Hall and Co. Inc., which experienced growth of 41.5% in revenue and 23.5% in employees, was even less sure of a reason.

"It's purely an accident," noted James Stewart. "We didn't plan anything specific in this direction. Mergers did not play a major part, although some of our acquisitions simply had higher

Continued on page 122

Directory available

Business Insurance will publish a directory of the material listed in this issue.

For price and order details, see the advertisement on pages 103 and 113 of this issue.

lion in gross revenue remained the same as last year for the top 20—40 per every \$1 million—but that average was brought up by the inclusion of a number of firms not on last year's list.

There were almost as many reasons given for the belt-tightening trend as brokers involved but one thing emerged clearly as brokerage officials commented on the phenomenon—there is a growing awareness in the industry that the job can simply be done with fewer people.

For example, take the words of William Hoyt, financial vp at Marsh & McLennan, which averaged 40 employees per \$1 million in revenue last year and 38 this year:

"**ASSUMING** a growth of revenues might slow up, we added capacity," he said. "But that slowed the growth of income. In fact, although the 1972 revenues went up, they went up at a slower rate than usual from \$156.2 million in 1971 to \$167.8 million in 1972, a growth rate of 7.4%; employees were up only 3.3%. Since it doesn't take much of a slowdown to hurt a brokerage, Marsh & McLennan had deliberately intended to maintain its earnings growth rate by managing its expenses and resources more efficiently."

"While we don't think we've at all reduced the level of services our employees provide," he continued, "it was possible to cut down on frills, to cut back on certain staff services."

A candid response came from Richard Miller, president of the Nashville, Tenn.-based Synercon Corp., which showed a massive 219% growth in revenues after its merger with Ingram, Armi-

agent/broker profiles

The BI 500: How they grew, merged, acquired, prospered

ADAMS, SCOTT & CONWAY INC.

127 John St., New York, N.Y. 10038; 212-248-1570

	1971	1972
Premium vol.	\$11,000,000	\$12,000,000
Gross rev.	1,300,000	1,600,000
Employees	150	100

Principal officers: Asher Schapiro, president; Peter R. Hjelm, executive vp; Gilbert Andrus, regional vp; Joseph C. Cardinale, regional vp; Lawrence Rosenbloom, secretary. Branch offices: Chicago, Los Angeles, San Francisco, Philadelphia, Charleston, West Virginia, New York. Subsidiaries: Professional Insurance Administrators; Insurance General Agencies; Group VII Services. Acquisitions reported in the past year: Scott Brokerage; Lawson, Stewart & McCarty; Group VII Services; Professional Insurance Administrators.

The company indicated 85% of last year's gross revenue was derived from commercial accounts; compensation is based on a combination system.

Special services listed include corporate life insurance, self-insurance analysis and administration, loss control planning. It specializes in corporate insurance, self-insurance.

AINSWORTH INSURANCE SERVICES INC.

132 E. Monroe, St. Louis, Mo. 63122; 314-966-4696

	1971	1972
Premium vol.	\$ 1,801,000	\$ 2,385,000
Gross rev.	328,000	416,000
Employees	14	17

Principal officers: C. Donald Ainsworth, chairman and treasurer; Dudley R. Smith Jr., president; James G. Lattimore, vp and secretary; Robert Hunter, vp. Mergers reported in past year: A to Z Services Inc.

The company notes 70% of gross revenue was derived from commercial business last year; compensation is based on commissions.

Special services listed include loss control and computer claims control. Specialties include property-casualty coverages for the

INFORMATION published in the 500 profiles that begin below was obtained directly from the companies. Every effort has been made to check the accuracy of the material used as provided by these firms.

liquefied petroleum gas industry and for trade associations.

AKERS-HARTENSTEIN INSURANCE INC.

425 W. Market Street, Akron, Oh. 44303; 216-535-2141

	1971	1972
Premium vol.	\$ 2,970,000	\$ 3,087,000
Gross rev.	439,000	447,000
Employees	13	13

Principal officers: James S. Hartenstein, president; Richard W. Daley, vp. Subsidiaries: Acme Insurance Agency Inc., Herberich-Miller Insurance Agency.

The company reported 72% of gross revenue was derived from commercial business in 1972; compensation is based on a combination of commissions and fees.

Special services listed include engineering and counseling. Specialties include employee benefit programs and manufacturing and industrial insurance requirements.

ALEXANDER AGENCY INC.

Union Bank Building, Pittsburgh, Pa. 15222; 412-261-0216

	1971	1972
Premium vol.	\$2,000,000+	\$2,000,000+
Gross rev.	300,000+	300,000+
Employees	16	16

Principal officers: Raymond T. Evanek, president; Joseph S. Alexander, secretary-treasurer; Edward D. Paulsen, vp; Michael V. Murphy, vp; Joseph S. Glick, vp. Subsidiaries: Overseas Underwriters Inc. Acquisitions in the past year: Benswanger, Hast & Herzog.

The company noted that 75% of its gross revenue for 1972 was derived from commercial business; compensation is based on a combination system of commissions and fees.

The firm offers general commercial account programming without emphasis on any specific specialty.

ALEXANDER & ALEXANDER INC.

1185 Avenue of the Americas, New York, N.Y. 10036; 212-575-8000

	1971	1972
Premium vol.	N/A	N/A
Gross rev.	\$64,140,698	\$68,960,906
Employees	2,300	2,700

Principal officers: Kenneth W.S. Soubry, chairman; William L. Carter, Jr., president; Joseph R. Barr, vp; Henry Bartholomay, III, vp; John A. Bogardus, Jr., vp; Robert W. Borg, vp, administration and finance; George B. Clark, vp; Robert A. Gielow, vp; John B. Gray, president, Alexander & Alexander of Michigan Inc.; John G. Harrison, vp; Tinsley H. Irvin, vp; Douglas W. Kincaid, vp; John C. Sienkiewicz, vp; Hugo J. Standing, vp; John F. Koehnlein, treasurer; Jerome H. Carr, controller; Frank R. Wiczynski, secretary. Parent company: Alexander & Alexander Services Inc.

Branch offices: Anchorage, Atlanta, Baltimore, Boston, Chicago, Clarksburg, Cleveland, Columbia, Dallas, Denver, Detroit, Estherville, Fort Worth, Green Bay, Houston, Knoxville, Lincoln, Long Island, Los Angeles, Miami, Minneapolis, Nashville, Newark, New London, New Orleans, New York, Omaha, Philadelphia, Pittsburgh, Portland, Pulaski, Sacramento, St. Louis, St. Paul, San Antonio, San Francisco, San Jose, Santa Barbara, Seattle, Tallahassee, Troy, Tulsa.

Subsidiaries: Alexander & Alexander Securities Corp., Alexander & Alexander of Texas Inc., Alexander International Ltd., Anistics Inc., Benefacts Inc., Benefacts Ltd., Bufco Inc., Alex-

Continued on page 34

EMPLOYES-REVENUE RATIOS

Company	Gross revenue (millions of dollars)	Number of employees	Employees per \$1 million revenue
Marsh & McLennan Inc.	\$167.8	6,295	38
Johnson & Higgins	82(est.)	3,000(est.)	37
Alexander & Alexander, Inc.	69	2,700	39
Frank B. Hall & Co. Inc.	62.4	2,100	34
Fred. S. James & Co. Inc.	53.5	1,900	35
Corroon & Black Corp.	22.5	575	26
Reed Shaw Osler Ltd.	22	1,150	52
Rollins Burdick Hunter Co.	14.6	526	36
R. B. Jones Corp.	13.6	576	42
Synercon Corp.	12.5	493	39
Bayly, Martin & Fay Inc.	12.3	500	41
Harlan Inc.	10.2	413	41
Insurance Consultants Inc.	8.4	286	34
Associated Risk Managers Inc.	7.4	243	33
E. H. Crump Cos. Inc.	7	318	45
Cook Treadwell & Harry Inc.	6.6	344	52
Dale & Co. Ltd.	6	425	70
Insurance Management Corp.	6	264	44
Schiff Terhune International	5.1	200	39
Brokerage Resources Inc.	5	120	24
Ter Bush & Powell Inc.	5	237	47
2 Average employees per \$1 million			40

CRUM AND FORSTER'S DECLARATION FOR INDEPENDENTS.

You'll find our declarations in **FORBES** and **TIME** and **BUSINESS WEEK** and **FORTUNE** and **THE WALL STREET JOURNAL**. And **NEWSWEEK** and **U.S. NEWS & WORLD REPORT** and **SPORTS ILLUSTRATED** and **MONEY**.

Our declarations point out the distinct advantages of obtaining objective advice from an insurance professional who has no obligation to recommend any one company.

Through producer listings and a special toll-free number, we're making it easier to contact any one of the thousands of independent agents who write our companies' insurance.

We're glad to recommend them... even though they may not always recommend us.

United States Fire Insurance Company, Industrial Indemnity Company, The North River Insurance Company,
Westchester Fire Insurance Company, International Insurance Company.

**CRUM & FORSTER
INSURANCE COMPANIES
THE POLICY MAKERS.**

...and we'll be glad to tell you the names of the Crum & Forster agents near you. (In Illinois, call 800-322-4400.) Each of them would be glad to sit down with you and appraise your insurance situation. Or, if you prefer, then give us your expert, objective advice without any obligation to you. Or, if you'd like, we're glad to recommend him. Even though he may not always recommend

CRUM & FORSTER INSURANCE COMPANY THE POLICY MAKERS

ONE OF THE BEST THINGS ABOUT A CRUM & FORSTER AGENT IS HE DOESN'T HAVE TO SELL YOU INSURANCE.

HOW OBJECTIVE CAN AN INSURANCE AGENT BE IF HE ONLY WORKS FOR ONE COMPANY?

There are two kinds of insurance agents. Those who work for only one company and independent agents who represent many companies. All of Crum & Forster's 6,300 agents are independent. They handle our property and casualty insurance and other companies' insurance as well. So when they make a recommendation, they have no obligation to suggest our insurance. Or anybody else's. This independence obviously frees the agent to give you the kind of objective advice you already expect from an accountant or a lawyer.

\$666.8 million, our net worth is \$4 billion and our assets are over \$1.4 billion. For over 75 years, we've been in insurance only through independent agents. And while everything in our experience has proven the value to you of using us, just as important for you to get the best insurance in the country. But, as we said, only if they have been appointed to handle Crum & Forster. We...

ONE OF THE BEST THINGS ABOUT A CRUM & FORSTER AGENT IS HE DOESN'T HAVE TO SELL YOU CRUM & FORSTER INSURANCE.

CALL FOR WHO OUR

OUR 6300 CRUM & FORSTER AGENTS MAY SELL YOU OUR COMPETITORS' INSURANCE.

- ALABAMA: Alexander City, Rese Insurance Agency, Inc.; Birmingham, A. D. Smith, Hamilton & A. Kerman; Bob Reams Insurance Agency; Daniel Associates, Inc.; Lavette Real Estate Co., Inc.; Lunam Insurance Agency; Marketing Management, Inc.; McNeill & Seibel, Inc.; The Oshman Corporation; The Rudolph Company, Inc.; Decatur, Frazer Brothers Insurance; Dothan, Garner Insurance Agency; The Shelby L. Thomas R. E. & Ins. Co.; Enterprise, Whittaker-Warren Agency; Florence, King-Nance Insurance Agency; M. Jerome Carter & Co.; Tallapoosa, Tru-Care Insurance Agency; Fort Payne, B. S. Durham Agency, Inc.; Gadsden, The L. Lee Sledge Agency; Huntsville, Winkle-Thornton-Holcomb & Assoc., Inc.; Mobile, Fry-Zelmecker & Hardy Insur. Co., Inc.; Robert Insur. Co., Inc.

There are two kinds of insurance agents. Those who work for only one company and independent agents who represent many companies. All of Crum & Forster's 6,300 agents are independent. They handle our property and casualty insurance and other companies' insurance as well. So when they make a recommendation, they have no obligation to suggest our insurance. Or anybody else's. This independence obviously frees the agent to give you the kind of objective advice you already expect from an accountant or a lawyer.

\$666.8 million, our net worth is \$4 billion and our assets are over \$1.4 billion. For over 75 years, we've been in insurance only through independent agents. And while everything in our experience has proven the value to you of using us, just as important for you to get the best insurance in the country. But, as we said, only if they have been appointed to handle Crum & Forster. We...

CALL THIS NUMBER FOR THE NAME OF A MAN WHO MAY SELL YOU OUR COMPETITORS' INSURANCE. 800-447-4700.

There are two kinds of insurance agents. Those who work for only one company and independent agents who represent many companies. All of Crum & Forster's 6,300 agents are independent. They handle our property and casualty insurance and other companies' insurance as well. So when they make a recommendation, they have no obligation to suggest our insurance. Or anybody else's. This independence obviously frees the agent to give you the kind of objective advice you already expect from an accountant or a lawyer.

HOW OBJECTIVE CAN AN INSURANCE AGENT BE IF HE ONLY WORKS FOR ONE COMPANY?

ONE OF THE BEST THINGS ABOUT A CRUM & FORSTER AGENT IS HE DOESN'T HAVE TO SELL YOU CRUM & FORSTER INSURANCE.

There are two kinds of insurance agents. Those who work for only one company and independent agents who represent many companies. All of Crum & Forster's 6,300 agents are independent. They handle our property and casualty insurance and other companies' insurance as well. So when they make a recommendation, they have no obligation to suggest our insurance. Or anybody else's. This independence obviously frees the agent to give you the kind of objective advice you already expect from an accountant or a lawyer.

\$666.8 million, our net worth is \$4 billion and our assets are over \$1.4 billion. For over 75 years, we've been in insurance only through independent agents. And while everything in our experience has proven the value to you of using us, just as important for you to get the best insurance in the country. But, as we said, only if they have been appointed to handle Crum & Forster. We...

Continued from page 31

ander & Alexander of Michigan Inc., McKee, Geny & Thornton Inc., Tower Treaty Corp., S. Hammond Story Agency Inc., Tomenson-Alexander Ltd.

Acquisitions reported in the past year: Anistics Inc., Maier & Sargent Inc., Winkler & Co., McChesney & Webster; Cruickshank, Murdoch, Suliburk Inc., Murphy Insurance Agency, Paul Burke & Associates Inc., Harold Nowlin Co., Midwest Mortgage Service Co., Kenney Agency, Foreign Credit Brokerage Inc., Thatcher-Patterson.

The firm offers all insurance and employe benefit-related services, including consulting actuarial, risk management, loss control, contract bonding, safety and others. It specializes in construction, wrap-ups, fidelity bonds, aviation, retail stores and other areas.

ALL COVERAGE AGENCY INC.

425 Northern Blvd., Great Neck, N.Y. 11021; 516-487-4000

	1971	1972
Premium vol. ...	\$ 1,250,000	\$ 1,500,000
Gross rev.	180,000	210,000
Employees	10	10

Principal officers: Charles Mandel, president; Harold Harris, secretary; Marvin R. Levine, treasurer. Branch office: Fort Lauderdale.

The company noted that 60% of gross revenue was derived from commercial business last year; compensation is based solely on commissions.

Employe benefits, compensation, New York disability are special services of the firm.

ALLIED BROKERS CO.

135 Willow Road, Menlo Park, Ca. 94025; 415-324-4428

	1971	1972
Premium vol. ...	\$ 789,473	\$ 1,001,013
Gross rev.	145,266	189,000
Employees	7	8

Principal officers: William J. Connor and Ben Ames Grammar.

The company notes that 64.1% of gross revenue was derived from commercial business last year; compensation is based on commissions.

Special services listed include group department, pension profit sharing plans, investments, and commercial and industrial equipment leasing. Specialties include commercial and industrial specialization.

ALPENA AGENCY INC.

102 S. Third, Alpena, Mi. 49707; 517-354-2175.

	1971	1972
Premium vol. ...	\$ 1,250,000	\$ 1,400,000
Gross rev.	250,000	280,000
Employees	14	14

Principal officers: Frank D. Bailey, president; Richard Wilson, vp and treasurer.

The company notes that 60% of gross revenue in 1972 was derived from commercial business; compensation is based entirely on commissions.

ALTMAN-SINGLETON & CO.

114 W. 10th Street, Kansas City, Mo. 64105; 816-842-6670

	1971	1972
Premium vol. ...	\$ 4,500,000	\$ 5,000,000
Gross rev.	879,420	948,260
Employees	42	43

Principal officers: Paul M. Britton, chairman of the board and treasurer; H.A. Sloan, president; H.S. Bump, executive vp; H.L. Nichols, vp and secretary.

The company notes that 70% of gross revenue was derived from commercial business last year; compensation is based on

commissions.

Special services include employe benefits in the field of engineering. Specialties of the firm include coverage for the poultry industry.

ALTOS INSURANCE CENTER INC.

244 State St., P.O. Box BB, Los Altos, Ca. 94022; 415-948-4441

	1971	1972
Premium vol. ...	\$ 500,000	\$ 1,012,000
Gross rev.	96,000	178,000
Employees	5	12

Principal officers: Alexander Marmesh, president; W. Pearson Grane, vp; Marian Madu, secretary-treasurer. Branch offices: San Francisco, Los Angeles. Subsidiaries: National Benefit Consultants Inc. Merger reported during past year: Grane Insurance Agency and Ickes-Marmesh & Co. Inc. merged to form this company.

The firm notes that in the past year, 60% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

Special services offered by the firm include employe benefits, financial consulting, security protection programs for service stations. They specialize in mass merchandising programs in insurance and hard merchandise for banks, oil companies and department store chains; total marketing services for small banks and petroleum companies; marine and aviation coverages.

AMALGAMATED PROGRAMS CORP.

5 Beekman St., New York, N.Y. 10038; 212-964-3044

	1971	1972
Premium vol. ...	\$ 9,000,000	\$ 10,250,000
Gross rev.	900,000	1,100,000
Employees	47	45

Principal officers: Alexander E. Fisher; Stephen J. Lovell. Parent company: Safety Management.

The company reports that last year 95% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

Special services offered include loss control, engineering, OSHA consultation, employe benefits. They specialize in group safety for workmen's compensation and general insurance programs, service self-insured programs.

AMERICAN COMMERCIAL AGENCY INC.

401 Park View Building, 5821 Park Road, Charlotte, N.C. 28201; 704-374-5150

	1971	1972
Premium vol. ...	\$ 5,500,000	\$ 6,000,000
Gross rev.	996,295	1,064,340
Employees	41	47

Principal officers; Donald H. Denton, chairman of the board; Richard H. Eggerding, president; W.L. Felts, executive vp and secretary; John D. Leak, executive vp. Branch offices: Henderson, N.C.

The company notes that 80% of gross revenue was derived from commercial business last year; compensation is based on commissions.

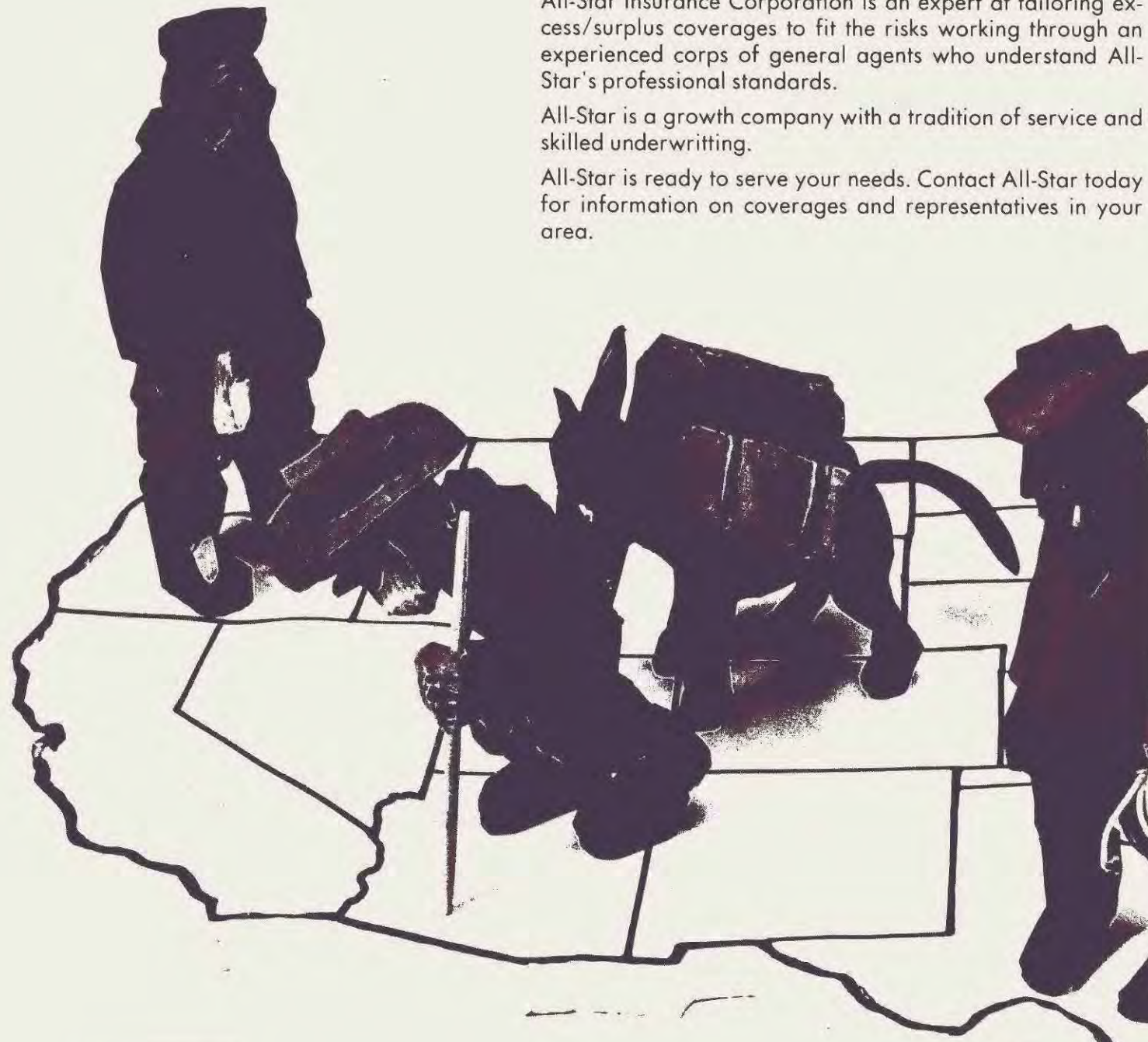
Contractors, surety bonds and HPR risks are listed as the company's specialties.

AMERICAN COVERAGE CORP.

185 Great Neck Rd., Great Neck, N.Y. 11022; 516-487-3800

	1971	1972
Premium vol. ...	\$ 6,000,000	\$ 7,000,000
Gross rev.	600,000	740,000
Employees	22	28

Principal officers: Robert L. Dubofsky, president; William B. Krug, executive vp; Sidney



In the United States

All-Star Insurance Corporation is an expert at tailoring excess/surplus coverages to fit the risks working through an experienced corps of general agents who understand All-Star's professional standards.

All-Star is a growth company with a tradition of service and skilled underwriting.

All-Star is ready to serve your needs. Contact All-Star today for information on coverages and representatives in your area.



ALL-STAR INSURANCE CORPORATION

The domestic company that specializes in excess/surplus lines.

5401 N. 76th Street P.O. Box 2917 Milwaukee, Wis. 53218
(414) 466-8300 CABLE: ALLSTARWIS MILW TELEX: 2-6879

Wolkenberg, CLU, vp; George Warkow, vp; Sharon Colon, secretary. Subsidiaries: J.M. Marshall Co. Inc.; Nat Dubofsky Co. Inc.

This firm noted that in 1972 90% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

Special services listed include loss control, engineering services, fire rating analysis. The specialties listed are real estate, construction, soft goods manufacturing.

AMERICAN INSURANCE AGENCY INC.

223 West Jackson Blvd., Chicago, Ill. 60606; 312-427-4971

	1971	1972
Premium vol.	\$ 2,011,097	\$ 1,919,369
Gross rev.	426,871	376,784
Employees	13	13

Principal officers: Stephen T. Pepich, president; James E.

Leach, vp; Eugene T. Pepich, secretary-treasurer.

The company reports that 45% of gross revenue was derived from commercial business during the past year; compensation is based on commissions only.

AMERICAN INSURANCE MANAGEMENT INC.

511 E. Arcadian Ave., Waukesha, Wis. 53186; 414-547-0411

	1971	1972
Premium vol.	\$ 6,800,000	\$ 9,100,000
Gross rev.	1,800,000	2,400,000
Employees	37	48

Principal officers: John L. Owens, president; Roger C. Abbott, executive vp and chief operating officer; E. Clark Bowerman, vp and secretary; Ronald J. Koeppler, treasurer. Parent company: The American Companies Inc. Branch offices: Menomonee Falls, Oconomowoc. Acquisitions reported in past year: Powers Insurance Agency.

The firm noted that last year, 65% of gross revenue was derived from commercial business; compensation is based on a combination system.

A full range of services are available. Specialties include commercial fire and casualty and group life and health.

AMERICA'S INSURANCE CENTER

562 Blvd. Kenilworth, N.J. 07033; 201-272-6300

	1971	1972
Premium vol.	\$ 2,546,298	\$ 3,229,974
Gross rev.	443,966	697,975
Employees	14	19

Principal officers: Raymond R. Kravetz, president; Solon L. Liberman, vp; Mark M. Popin, vp; Sylvia S. Kravetz, secretary and treasurer. Branch offices: Honolulu, Detroit, Elkins Park, Dallas, Miami, New Orleans, Atlanta, Jackson, New York, Nashville, Las Vegas, Washington, Virginia

Beach, Los Angeles, Memphis, Birmingham, Indianapolis, Holyoke, Baltimore, Salt Lake City, Denver.

This firm noted that in 1972, 88% of gross revenue was derived from commercial business; compensation is based solely on commissions.

Special services listed include employe. benefits, engineering, appraisals, OSHA consultation. They are specialists in the following areas: special risks, package programs in surplus market, reinsurance, association programs, and trade coverages.

AMES, BROPHY & CRANSTON

463 University Ave., Palo Alto, Ca. 94302; 415-326-6111

	1971	1972
Premium vol.	\$ 1,500,000	\$ 1,600,500
Gross rev.	186,000	200,000†
Employees	4	8

Principal officers: William M. Brophy, partner; Robert H. Westly, partner.

50% of gross revenue was derived from commercial business in 1972, according to the firm; compensation is based solely on commissions.

Employe benefits, loss control, OSHA consultation, engineering were listed as special services of the company. Aviation and fidelity bonds were noted as company specialties.

ANCHOR INSURANCE MANAGERS AGENCY

817 Fort Worth National Bank Bldg., Fort Worth, Tx. 76102; 817-335-5548

	1971	1972
Premium vol.	\$ 2,750,000	\$ 3,000,000
Gross rev.	467,500	510,000
Employees	17	19

Principal officers: R.P. Andrews, partner; J. Ralph Bickley, partner; Dan R. Biggins, partner; Richard E. Gilliland, partner; Walter Downing, account executive; C.H. Morgan, account executive; Virgil Armstrong, safety engineer. Mergers reported in 1972: A.W. Samuels and DuBose, Rutledge & Miller.

The company notes that 80% of gross revenue was derived from commercial business last year; compensation is based on commissions.

The company offers a full range of services including a loss control and engineering department as well as employe benefits. Specialties include petro chemical, large commercial and contracting risks, surety and fidelity bonds.

ANCO/THE ANDERSON CO.

6300 Westpark Dr., Houston, Tx. 77027; 713-781-8800

	1971	1972
Premium vol.	\$ 9,800,000	\$10,900,000
Gross rev.	1,800,000	2,400,000
Employees	68	66

Principal officers: Joe E. Vincent, CPCU, president; M.L. Cashion, CPCU, executive vp; Dick B. Haddox, CPCU, executive vp; John L. Van Osdall, CPCU, senior vp; Jack Gardner, CLU, senior vp; J.O. Alexander, senior vp; J. Van Ballard, senior vp; Jack Spence, vp; C.J. Allard, secretary-treasurer. Parent company: Anco Corp. Branch offices: Bryan-College Station, Arlington. Subsidiaries: Anco y Asociados, A.P.O.; Pike/Anco.

The firm indicated that last year, 74% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

Employe benefits, loss control, OSHA consultation, claims service, engineering, property rating are special services offered through this company. Specialties include professional liability, ocean marine and offshore, property innovations, Mexico coverages, Lloyds coverage.

ANDERSON & ANDERSON INSURANCE BROKERS INC.

333 Bayside Drive, Newport Beach, Ca. 92662; 714-675-0350

	1971	1972
Premium vol.	\$ 1,250,000	\$ 1,500,000
Gross rev.	210,000	225,000
Employees	8	8

Principal officers: Robert M. Anderson, C.P.C.U., vp; Donald D. Anderson, president; Dennis N. McQuilliams.

The company reports that 90% of gross revenue was derived from commercial business last year; compensation is based on a combination of commissions and fees.

Special services are noted as

es...It's All-Star



a Post Corporation company

agent/broker profiles

employe benefits and engineering. Specialties include contract surety bonding, professional liability coverage.

CHARLES F. ANDREWS & ASSOCIATES

680 Whitehead Road, Trenton, N.J. 08638; 609-695-6334

	1971	1972
Premium vol.	\$ 1,500,000	\$ 1,700,000
Gross rev.	265,000	300,000
Employees	14	16

Principal officers: Charles F. Andrews, president; Kenneth J. Andrews, vp.

The firm notes that 60% of gross revenue in 1972 was derived from commercial business;

compensation is based solely on commissions.

Special services listed include safety engineering, fire rate analysis and engineering.

ARCHER & GRANT AGENCY INC.

10323 Paramount Blvd., Downey, Ca. 90241; 213-923-0325

	1971	1972
Premium vol.	\$ 1,600,000	\$ 2,009,000
Gross rev.	180,000	220,000
Employees	7	9

Principal officers: Jack A. Archer, president; Ivor M. Grant, vp.

The company reports 80% of gross revenue derived from commercial business in 1972; compensation is based on commissions.

ARCO INSURANCE SERVICE INC.

1045 South Bixel St., Los Angeles, Ca. 90015; 213-748-5551

	1971	1972
Premium vol.	\$ 1,205,000	\$ 1,325,000
Gross rev.	204,828	225,350
Employees	10	11

Principal officers: C.H. Schubert, president; E.W. Millward, vp; J.D. Moore, secretary; G. Gordon Biles, treasurer.

The company reported that 40% of gross revenue was derived from commercial business last year; compensation is based on commissions.

PAUL ARNOLD ASSOCIATES INC.

25 Halsted St., East Orange, N.J. 07018; 201-675-6400

	1971	1972
Premium vol.	\$ 1,250,000	\$ 1,750,000
Gross rev.	100,000	150,000
Employees	3	5

Principal officers: Paul A. Goldman, president; James R.

Masker, vp.

The company reported that 95% of its gross revenue was derived from commercial business last year; compensation is based on a combination of commissions and fees.

The firm specializes in the motor carrier field, public livery field, short and long term commercial vehicle rental and leasing area.

THE ASSOCIATED AGENCIES INC.

Penn 95 Plaza, Newton, Pa. 18940; 215-968-4294

	1971	1972
Premium vol.	\$6,000,000	\$ 6,000,000
Gross rev.	350,000	400,000
Employees	4	5

Principal officers: Philip J. Corso, president; Ronald J. Kellert, vp; William Hellman, vp. Subsidiaries: Associated Corporate Advisory Service Inc.; Grace-

church Associates Inc.

The company reported that 100% of gross revenue was derived from commercial business last year; compensation is based on a combination of commissions and fees.

Special services are listed as brokerage accounts, insurance consultant services. Retail stores, railroad accounts, commercial mass merchandising programs and reinsurance placements are listed as the company's specialties.

ASSOCIATED AGENCIES INC.

175 W. Jackson Blvd., Chicago II. 60604; 312-922-1780

	1971	1972
Premium vol.	\$ 9,600,000	\$10,700,000
Gross rev.	1,680,000	1,810,000
Employees	76	74

Principal officers: Max R. Schrayner, Robert L. Adler, A.A. Freeman, Theodore R. Loeb, Peter M. Wolff, Harry T. Helton.

The company reported that 88% of its gross revenue was derived from commercial business; compensation is based on a combination of fees and commissions.

The company provides a full range of services including OSHA consultation.

ASSOCIATED INSURANCE MANAGERS INC.

1709 Nichol Ave., P.O. Box 940, Anderson, In. 46015; 317-644-3331

	1971	1972
Premium vol.	\$ 1,865,000	\$ 2,400,000
Gross rev.	394,389	448,000
Employees	15	22

Principal officers: William J. Garrity, president; Tom Decker, executive vp; Earl Oaks, treasurer; Marion Withers, secretary. Parent company: Management Advisors Inc. Branch offices: Muncie, Fort Wayne, Lafayette, Dunkirk, Eaton, Fortville, Summitville. Subsidiaries: Agency Premium Finance Inc.; Reality Management Services Inc.; Hoosier Auto/Truck Leasing Inc.; Flameout Inc.

The firm reported that 65% of gross revenue was derived from commercial accounts during the past year; compensation is based on a combination system.

They offer special services in the area of life and group programs, fire and casualty. The firm specializes in soliciting commercial mass merchandising accounts.

ASSOCIATED INSURERS INC.

401 Glenwood Ave., Raleigh, N.C. 27611; 919-833-2861

	1971	1972
Premium vol.	\$ 3,000,000	\$ 4,000,000
Gross rev.	400,000	460,000
Employees	25	27

Principal officers: Hugh H. Murray, president; H.L. Petrey, executive vp; Robert H. King, vp; Lilian E. Murray, secretary-treasurer.

The company reported that 80% of gross revenue was derived from commercial business last year; compensation is based on a combination of fees and commissions.

ASSOCIATED RISK MANAGERS INC.

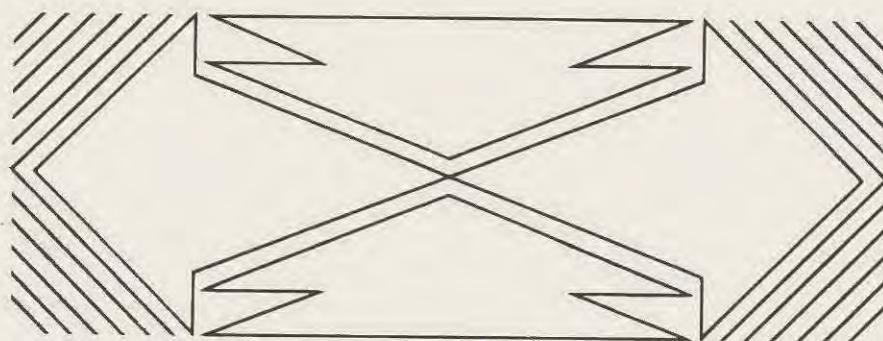
P.O. Box 50184, Indianapolis, In. 46250; 317-849-5014

	1971	1972
Premium vol.	\$40,000,000	\$42,000,000
Gross rev.	6,941,247	7,421,551
Employees	231	243

Principal officers: Wayne W. Hoffman, president; Robert Boughman, vp; Jack Strassweg Sr., secretary-treasurer.

The firm indicated that for

Rollins



a trimmer insurance budget for wider coverage

Since 1898 we have continually sought ways to make the corporate insurance dollar go farther.

In negotiating and placing insurance, our risk presentations to carriers have a reputation for containing detailed, professional and exacting specifications. We will often want to test such alternative approaches as guaranteed cost, retrospective rating, and excess-of-loss insurance.

Placement of insurance by our skilled staff of brokers is based on extensive risk evaluation by engineers, analysts and employee benefits consultants. Our presentations provide detailed specifications for coverage, policy administration, loss control and claim service programs. We utilize our favorable position in world insurance markets to negotiate in your behalf.

However, we know that cost is just one consideration in placing insurance.

Others can be equally important . . . service, service and service.

A total and effective program requires a wide range of insurance professionals. We think you will enjoy talking with ours.

Rollins Burdick Hunter—Growing in service



Multinational Insurance Brokers

Corporate Headquarters: 231 South LaSalle Street, Chicago, Illinois 60604 (312) 263-5C00

- Booth, Potter, Seal & Co., Inc. East
- RBH/Reid & Carr Inc. East
- Cole, Clark & Cunningham, Inc. West
- LaBow, Haynes of Alaska, Inc. West
- Rolibec International

Offices in major cities in the United States and abroad.

1972, 77% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

A full range of services is offered including commercial appraisals. They specialize in state-wide insurance plans for state government, franchise-statewide accounts and associations.

ATHENS INSURANCE AGENCY

110 Washington, N.W., P.O. Box 809, Athens, Ga. 30603; 615-745-3062

	1971	1972
Premium vol.	\$ 2,063,049	\$ 2,468,523
Gross rev.	358,681	426,904
Employees	21	24

Principal officers: Samuel L. Feezell, president; Robert E. Cook, CPCU, vp; J.R. O'Donnell, vp; Nancy J.A. Thornburg, secretary; H.M. Ellis, treasurer. Parent company: Athens Insurance Company Inc. Subsidiaries: Feezell and Associates.

The company reported that last year, 75% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

A full range of services is available. Surety bonds are the firm's specialty.

WALTER S. ATTRIDGE CO.

89 Broad St., Boston, Ma. 02110; 617-482-1345

	1971	1972
Premium vol.	\$ 1,500,000	\$ 1,500,000
Gross rev.	203,600	205,800
Employees	15	16

Principal officers: Walter S. Attridge, chairman; Paul H. Attridge, president; Robert G. Mortimer, vp; John E. McLaughlin, vp. Branches offices Salem. Subsidiaries: Truckmen's Insurance Agency.

The company reported that 70% of gross revenue was derived from commercial business last year; compensation is based on a combination of fees and commissions.

Special services listed include loss control service and analysis for the motor transportation insurance field. The firm specializes in all insurance requirements for the common and contract carrier of motor freight and furniture movers.

BABB INC.

850 Ridge Ave., Pittsburgh, Pa. 15212; 412-237-2020

	1971	1972
Premium vol.	N/A	N/A
Gross rev.	\$ 3,105,000	\$ 4,140,000
Employees	158	200

Principal officers: Chandler G. Ketchum, president; Harold S. Bigler, executive vp; W. M. Waugh Jr., sales vp; R. B. Livingston, sales vp; W. M. Steele, sales vp; M. E. Levi, sales vp; R. M. Hainsfurther, operations vp; C. A. Pearson, sales vp; E. D. Ging.

Branch offices: Pittsburgh, King of Prussia, Plainfield, Cleveland. Subsidiaries: American Investment Guaranty Corp.; Babb Computer Systems Inc.; Higham-Whitridge Securities Inc.; Babb-Ohio Inc.; Babb Investments Inc.; National Management Services Corp.; Planning Dynamics Inc.; Higham, Neilson, Whitridge & Reid Inc. Acquisition in past year: Planning Dynamics Inc.

The firm notes that in 1972, 90% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

Special services described include consulting actuarial, tax shelter research and marketing, benefit administration, OSHA consultation, corporate planning

instruction. Specialties of the company include trade association marketing.

IRVING A. BACKMAN & ASSOCIATES

2 Center Plaza, Boston, Ma. 02108; 617-742-7915

	1971	1972
Premium vol.	\$ 6,000,000	\$ 6,500,000
Gross rev.	450,000	500,000
Employees	12	14

Principal officers: Irving A. Backman, president. Affiliates: Labac Insurance Agency Inc.; Advance Insurance Agency Inc.; Group Service Corp.

The company noted that 98% of gross revenue was derived from commercial business in 1972; compensation is based on commissions.

Special services include employee benefits, and self funding compensation plans. Life insurance and group insurance, deferred compensation and shoe



AMERICAN COVERAGE CORPORATION

CORPORATE INSURANCE SPECIALISTS

185 GREAT NECK ROAD, GREAT NECK, N.Y. 11022 (516) 487-3800

5 compelling reasons for considering The Bankers Life for your Group Pension and Profit-Sharing Plans.

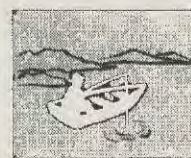
1. Individually Tailored Plans.

We build the plan to fit your firm. We specialize in flexible plan arrangements that give you exactly the program you want.



2. Good Investment Results.

For years we have been a leader in investment return on retirement funds. Ask for our history. Retirement funds can be invested in "fixed-dollar" securities or equities—or any combination to fit your investment preferences.



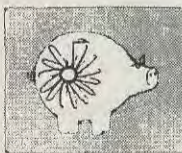
3. Benefit Flexibility.

Participants select the pay-out method they prefer—lifetime annuities, income for a fixed period or lump sum. Benefits based on variable annuities are available in most states.



4. Complete Choice of Plan Services.

The Bankers Life does not require any plan services to be purchased from them. You determine who should do the work—actuarial, record keeping, booklet printing, etc. We offer *all* the services. You choose the ones you need.



5. Low Operating Expenses.

Retirement plans are **BIG BUSINESS** at The Bankers Life—not just a sideline. Combine low expenses with high investment return and watch the *true cost* of your plan go down.

If you insist on one or all of the above features in your pension or profit sharing plan, you know you can get them from The Bankers Life. Contact your nearest group office or Bob Larson, Vice President, in Des Moines.

THE BANKERS LIFE

BANKERS LIFE COMPANY, DES MOINES, IOWA 50307



agent/broker profiles

Employe benefits and engineering are included in the firm's special services. Specialties include aviation and casualty coverage.

They offer a full range of services to their clients. Specialties of the firm include multiple location risks, large lines, and unusual coverage.

Branch offices: San Francisco, Chicago, Philadelphia, Cleveland, Detroit, Charlotte. Subsidiaries: Protective Insurance Co.; Safety Service Agency Inc.; TU Agency Inc.; Baldwin & Lyons California; Customer Service Plan Inc.; Transportation, Underwriters Inc.

	1971	1972
Premium vol.	\$ 3,200,000	\$ 3,700,000
Gross rev.	500,000	600,000
Employees	36	30

Principal officers: Richard L. F. Simons, CPCU, president; Edmund R. Jenks, vp; H. T. Jensen Jr., assistant vp. Subsidiaries: BS&C Financial Services Inc. Acquisition reported in past year: Park Main Agency.

The firm notes that in 1972, 76% of gross revenue was derived from commercial business; compensation is based on a combination system.

Risk management and employe benefits were listed as special services. The firm specializes in construction wrap-ups and trucking risks.

and leather industry association plans are listed as specialties of this firm.

BALDWIN INSURANCE AGENCY INC.

840 Biscayne Blvd., Miami Beach, Fl. 33132; 305-374-8181

	1971	1972
Premium vol.	\$3,000,000+	\$3,000,000+
Gross rev.	500,000+	500,000+
Employees	30	33

Principal officers: C. Jackson Baldwin, president; Richard B. Brown, executive vp; R. E. Caldwell, senior vp; Earl F. Casey, vp; John Harlow, vp. Subsidiaries: Baldwin Insurance of Coral Gables Inc.

The company reported that 90% of its gross revenue was derived from commercial business in 1972; compensation is based on commissions.

BALDWIN & LYONS INC.

3100 N. Meridian St., Indianapolis, In. 46208; 317-925-3501

	1971	1972
Premium vol.	\$19,722,388	\$21,092,393
Gross rev.	2,009,393	2,388,662
Employees	125	126

Principal officers: Harry C. Baldwin, director; Voris Lyons, chairman; Merritt W. Smith, president; F. Gordon Belles, vp (sales); Daniel P. Colombo, vp (sales); James W. Good, vp (bonds); John J. McCormack, vp (sales); Gary W. Miller, vp (claims); Fred C. Peoples, director; John T. Turney, vp; Thomas L. Davis, secretary; Thomas Givan, treasurer; Ralph T. Cooper, controller.

BAKER INSURANCE

810 6 Ave. N., Fargo, N.D. 58102; 701-235-6403

	1971	1972
Premium vol.	\$ 1,600,000	\$ 1,700,000
Gross rev.	215,000	239,000
Employees	10	11

Principal officers: C. H. Simpson, president; Ralph D. Rudrud, vp; John F. Dixon, vp.

The company notes that 70% of gross revenue was derived from commercial business last year; compensation is based on commissions.

The firm notes that 98% of last year's gross revenue was derived from commercial business; compensation is based on a combination system.

Special services described include engineering and safety. The company specializes in placing and underwriting property and casualty insurance for companies in the motor carrier industry.

BALDWIN, SIMONS & CAMPBELL INC.

Box 1808 Valley Bank Tower, Springfield, Ma. 01101; 413-785-1575

BATH INSURANCE AGENCY INC.

413 W. Jefferson Blvd., South Bend, In. 46601; 219-288-2561

	1971	1972
Premium vol.	\$ 1,372,000	\$ 1,400,000
Gross rev.	268,000	265,000
Employees	10	10

Principal officers: Thomas E. Bath, president; Ronald C. Bassett, C.P.C.U., executive vp; Robert D. Sweitzer, C.P.C.U., secretary.

The company reported that 75% of the gross revenue was derived from commercial business in 1972; compensation is based solely on commissions.

BAYLY, MARTIN & FAY INC.

3200 Wilshire Blvd., Los Angeles, Ca. 90010; 213-381-5371

	1971	1972
Premium vol.	\$135,000,000	\$150,000,000
Gross rev.	11,100,000	12,300,000
Employees	450	500

Principal officers: C. R. Warde, president; S. Alcorn, CPCU, vp; A. Surtees, treasurer; J. Seiter, international vp.

Branch offices: Anchorage, Atlanta, Dallas, Honolulu, Houston, London, Los Angeles, Miami, New York, Oakland, Paris, Philadelphia, San Diego, San Francisco, San Pedro, Seattle. Parent company: The Sperry and Hutchinson Co. Acquisitions reported in past year: Poulton & Orr; Byrnes-McCaffrey Inc.

The firm notes that in 1972, 97% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

Special services listed include average adjusting, claims administration, risk management consulting, computer claims service, loss prevention, captive insurance company management, actuarial services, employe benefit pre-paid self-insurance programming and administration, workmen's compensation self-insurance programming and administration, loss funding programs. They specialize in entertainment covers, malpractice programs, city and school district manuscript liability, financial institution programs.

BEACON INSURANCE AGENCY INC.

400 E. Randolph St., Chicago, Il. 60601; 312-467-6000

	1971	1972
Premium vol.	\$ 1,125,000	\$ 1,250,000
Gross rev.	231,000	228,750
Employees	55	55

Principal officers: Don H. Rose-root, president; Ralph Ball, vp. Mergers reported in past year: Beacon Excess & Surplus Lines Inc.

The firm noted that 55% of gross revenue was derived from commercial business last year; compensation is based on commissions only.

Specialties include long term

WHY OUR CLIENTS BUY FROM JSK

- RISK MANAGEMENT . . . TOTAL LOSS CONTROL . . . SELF INSURANCE ADMINISTRATION . . . RE-INSURANCE FOR CAPTIVES
- NO SITUATION IS TOO COMPLEX OR ELEMENTARY TO RECEIVE OUR TOTAL CONCERN
- ATTENTIVE AND RESPONSIVE PERFORMANCE FROM EXPERIENCED STAFF OF SPECIALISTS
- THIRTY-TWO OFFICES LOCATED THROUGHOUT THE UNITED STATES AND CANADA PERMIT NOT ONLY THE EFFECTIVE SERVICING OF OUR CLIENTS BUT ALSO THE IMPLEMENTATION OF DIVIDEND PAYING TRADE ASSOCIATIONS AND SAFETY GROUP PLANS

JAMES S. KEMPER & COMPANY

(established in 1911)

20 NORTH WACKER DRIVE • CHICAGO, ILLINOIS 60606 • (312) 321-3500

Albany • Atlanta • Baltimore • Boston • Buffalo • Chicago • Davenport • Grand Rapids • Indianapolis • Kansas City • Los Angeles • Milwaukee • Montgomery • New York • Omaha • Orlando • Peoria • Philadelphia • Phoenix • Pittsburgh • Rockford • St. Louis • San Antonio • San Mateo • Santa Barbara • South Bend • Springfield, New Jersey • Syracuse • Tampa • Wilmington • Toronto, Canada

OSHA.

Let Aetna show you the sunny side



Think positively about OSHA. You might find that it can help increase your efficiency and productivity.

When you have a workmen's compensation policy with us, Aetna can show you how you can make that happen. It's all in the specially-prepared OSHA Kit available through your Aetna agent. The kit should not only clear up most questions you still have, but will detail the tangible help we can give you to meet your OSHA obligations. *And just as important—how to capitalize on your OSHA-given opportunities.*

You'll also see that Aetna offers direct and

active assistance. And lots of it. We can set up in-house OSHA programs for you. Simulate OSHA inspections. Run tests on noise, air contaminants and radiation levels. And check for chemical, mechanical or electrical hazards. To meet special needs, we also conduct seminars where problem areas can be discussed with our experts.

We think there are sound business reasons why you should take the same positive attitude toward OSHA that we do. It's just another way of showing that Aetna isn't your average insurance company.

You get action with Aetna

Aetna
LIFE & CASUALTY

car leasing and excess and surplus lines.

BEHRENDT-LEVY INSURANCE AGENCY

325 W. 8th St., Los Angeles, Ca. 90014; 213-622-1261

	1971	1972
Premium vol.	\$ 8,000,000	\$10,000,000
Gross rev.	700,000	750,000
Employees	40	40

Principal officers: John W. Searles, president; William R. Schuck, executive vp; Benedict A. Schuck, vp; Philip Jacobs, vp; Herbert L. Strong, vp. Branch office: Newport Beach.

The company reports that 80% of last year's gross revenue was derived from commercial business; compensation is based on a combination of fees and commissions.

Special services include fee consulting in most service areas other than OSHA. The firm of-

fers no specialties except from the Newport office which specializes in yacht and wet marine covers.

BENNETT, WALLACE, WELCH & GREEN INSURANCE INC.

641 1st St. S., P.O. Box 3842, St. Petersburg, Fl. 33731; 813-822-4616

	1971	1972
Premium vol.	\$ 2,300,000	\$ 2,700,000
Gross rev.	425,000	475,000
Employees	23	24

Principal officers: William P. Wallace, president; Stanley C. Shaver, vp; John I. Welch, vp.

The company reported that last year, 60% of gross revenue was derived from commercial accounts; compensation is based entirely on commissions.

Special services include employe benefits, and mutual funds. Specialties of the firm are construction wrap-ups, the poultry

industry, utilities, financial institutions, apartments, hotels, architects and physicians.

I. BERMAN COMPANY INC.

P.O. Box 140, Montgomery, Al. 36101; 205-265-9584

	1971	1972
Premium vol.	\$ 2,400,000	\$ 2,700,000
Gross rev.	400,000	410,000
Employees	12	14

Principal officers: M. J. Rothschild, president; Knight H. Berman, executive vp; Paul A. Miles, senior vp.

The firm reported that 93% of gross revenue was derived from commercial business for the past year; compensation is based on a combination of commissions and fees.

The firm offers a full range of services.

BERRY-BIPPUS-CHISON & FOOSE INC.

1300 Main St., Wheeling, W. V. 26003; 304-232-1300

	1971	1972
Premium vol.	\$ 1,600,000	\$ 1,750,000
Gross rev.	233,000	248,000
Employees	10	10

Principal officers: Edward S. Bippus Jr., president; George W. Berry, executive vp; A. B. Chison, secretary and treasurer; G. Douglas Herndon, vp.

The company reported that 70% of gross revenue was derived from commercial business last year; compensation is based on commissions.

BERTSCHMANN & MALOY INC.

55 John St., New York, N.Y. 10038; 212-233-6560

	1971	1972
Premium vol.	\$ 4,789,604	\$ 4,793,784
Gross rev.	557,680	582,193
Employees	37	42

Principal officers: Edward J.

Maloy Jr., president; John F. Maloy, treasurer; Robert H. Maloy, vp; William J. Maloy Jr., vp; Frank J. Browne, vp; James Dunlop vp. Acquisition reported in past year: Samuel Meyerson Inc.

The company notes that last year, 65% of gross revenue was derived from commercial accounts; compensation is based on a combination system of fees and commissions.

Special services listed include employe benefit policies. They specialize in marine cargo, settlement of marine claims.

ROBERT E. BILL ASSOCIATES INC.

200 Garden City Plaza, Garden City, N.Y. 11530; 517-248-8585

	1971	1972
Premium vol.	\$ 1,000,000+	\$ 1,000,000+
Gross rev.	150,000+	150,000+
Employees	9	9

Principal officers: Robert E. Bill, president; George E. Farnworth, executive vp; George J. Daube, vp.

The company reports that 90% of last year's gross revenue was derived from commercial business; compensation is based on a combination of commissions and fees.

BLEICHROEDER, BING & CO. INC.

127 John St., New York, N.Y. 10038; 212-747-5000

	1971	1972
Premium vol.	\$17,000,000	\$18,000,000
Gross rev.	1,725,000	2,000,000
Employees	95	100

Principal officers: Thomas B. Herzfeld, chairman and executive vp; John W. Bing, president; Ernst L. Nauen, treasurer. Branch office: Chicago. Subsidiaries: Bleichroeder, Bing Life Associates Inc., Bleichroeder, Bing & Co. (Illinois) Inc., Oceanic and General Brokerage Corp.

The company reported that 85% of gross revenue was derived from commercial business in 1972; compensation is based on a combination of commission and fees.

Marine insurance, marine claims adjustment and reinsurance were listed as specialties of the firm.

BOLEY FEATHERSTON HUFFMAN & FRAZEE CO. INC.

703 Lamar St., Wichita Falls, Tx. 76301; 817-723-7111

	1971	1972
Premium vol.	\$1,300,000+	\$2,000,000+
Gross rev.	250,000+	380,000+
Employees	15	17

Principal officers: Don Boley, president; Steve Deal, vp; J. B. Featherston, vp; Eddie Huffman, vp; Robert Frazee, secretary and treasurer.

The firm notes that 65% of gross revenue for 1972 was derived from commercial business; compensation is based on commissions.

Special services include employe benefits, loss control and OSHA. The firm specializes in the fields of construction, wrap-ups, fidelity bonds, and retail manufacturing.

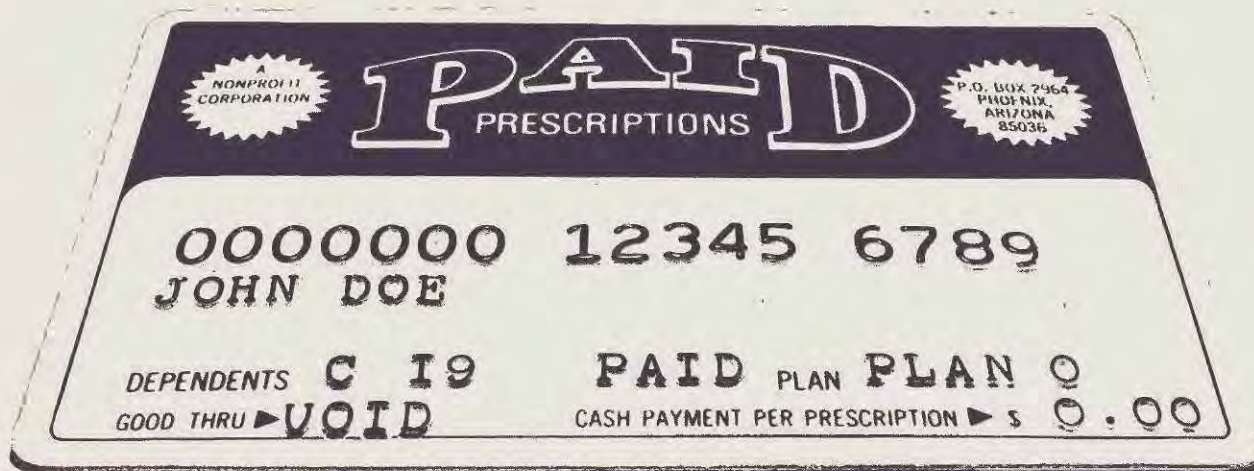
BOOCKFORD & CO.

2021 Spring Rd., Oak Brook, Il. 60521; 312-654-8282

	1971	1972
Premium vol.	\$ 1,218,000	\$ 1,488,000
Gross rev.	180,000	237,000
Employees	5	9

Principal officers: W. D. Boockford, president; Richard L. Brunette, vp; Louis F. Chiodo, vp. Acquisitions: Richard L. Brunette Inc. Agency.

Your complete prescription drug program can be as simple as this



Your organization may be one of the many now considering a prescription drug benefit plan. It's well worth considering. A prescription drug program requires a relatively small premium while providing employees with a frequently-used (and appreciated!) benefit. PAID Prescriptions can provide you with important information about these programs to help you make your decision . . . and implement a program tailored to your needs if you decide to do so.

PAID Prescriptions specializes in the administration of prescription drug benefit programs. We've been in this business since 1964 and have helped to pioneer such major advancements as computerized claim forms, variable

copy to control utilization, automated drug utilization review, plastic identification cards, among others. Currently, PAID Prescriptions administers programs covering over 2,000,000 people through a network of almost 30,000 participating pharmacies in the United States and Puerto Rico. Our clients include state agencies, insurance companies, labor unions, school districts, professional associations, and medical foundations.

We know a great deal about all aspects of administering prescription drug programs . . . how to achieve substantial cost savings . . . how to control program costs . . . how to monitor performance and maintain program efficiency through meaningful

management reports. We would like to put our knowledge and experience to work for you.

For more information about how PAID Prescriptions can help you with your prescription benefit program, please write: Prescription Plan Information Center, PAID Prescriptions, 875 Mahler Road, Burlingame, California 94010, or call (415) 692-3960, Ext. 170.



Other offices in San Bernardino, CA; Raleigh, NC; Chicago, IL; Seattle, WA; Clifton, NJ; Washington, DC.

agent/broker profiles

The firm noted that 88% of gross revenue was derived from commercial business in 1972; compensation is based on a combination of commissions and fees.

Special services listed include employee benefits. Hospital professional liability is the firm's specialty.

BOSWORTH-WEST & CO.

1818 W. SW Loop 323, P.O. Box 659, Tyler, Tx. 75701; 214-592-1621

	1971	1972
Premium vol.	\$ 1,600,000	\$ 1,750,000
Gross rev.	239,697	266,721
Employees	6	7

Principal officers: Fred E. Bosworth, partner; Oscar H. West Jr., partner; Jerry R. Shelton, partner; Glenn Taylor, partner; Leon Kent, partner; Bob Shaw, partner; Claire B. Bledsoe, associate.

This firm announced that last year, 70% of gross revenue was derived from commercial business; compensation is based on a combination system.

They offer a full range of services, specializing in management risks.

BOYLE, FLAGG & SEAMAN INC.

209 S. La Salle St., Chicago, Ill. 60604; 312-726-2511

	1971	1972
Premium vol.	\$ 1,458,644	\$ 1,617,841
Gross rev.	273,567	294,900
Employees	8	8

Principal officers: Roy L. Proctor, president; William T. Carey, vp.

The company reported that 75% of gross revenue was derived from commercial business last year; compensation is based solely on commissions.

A full range of services is available to the client.

BRAUN & BRAUN INC.

7th floor, Sill Bldg., Flint, Mi. 48502; 313-767-6180

	1971	1972
Premium vol.	\$ 2,839,000	\$ 3,013,500
Gross rev.	399,600	469,401
Employees	15	16

Principal officers: Philip J. Braun, president; Robert E. Benson, senior vp; Anthony E. Abaid, vp of sales; John J. Byder, secretary; Michael J. Charboneau, treasurer. Acquisitions: Became equal shareholder in Associated Risk Managers Inc. of Michigan.

The company noted that 70% of gross revenue in 1972 was derived from commercial business; compensation is based on a combination of commissions and fees.

The firm is active in the risk management area on a consulting basis, particularly with banks and governmental bodies. The firm has been a specialist in the field of insurance since 1886.

BREITBART-GELLER INC.

351 Minorca, P.O. Box 100, Coral Gables, Fl. 33134; 305-448-2684

	1971	1972
Premium vol.	\$ 1,500,000+	
Gross rev.	240,000	
Employees	10	

*Business was started in 1972.

Principal officers: Andrew A. Geller, CLU, CPCU, president; Bernard B. Breitbart, vp.

The company announced that last year, 65% of gross revenue was derived from commercial business; compensation is based on a combination of fees and

commissions.

Special services described include risk management, employee benefit plans, financial planning.

BRENNAN & CHEEK COS.

1546 Castleton Ave., Staten Island, N.Y. 10302; 212-442-6000

	1971	1972
Premium vol.	\$ 2,810,000	\$ 3,107,000
Gross rev.	295,000	306,000
Employees	6	6

Principal officers: Richard F. Brennan Jr., president; John A. Schumacher, vp. Branch offices: Andover, London, England; Parent company: Brennan & Cheek Ltd.

The firm notes that 73% of gross revenue for 1972 was derived from commercial business; compensation is based on a combination system.

Special services include employee benefit programs. The company also specializes in the areas of shopping centers, trans-

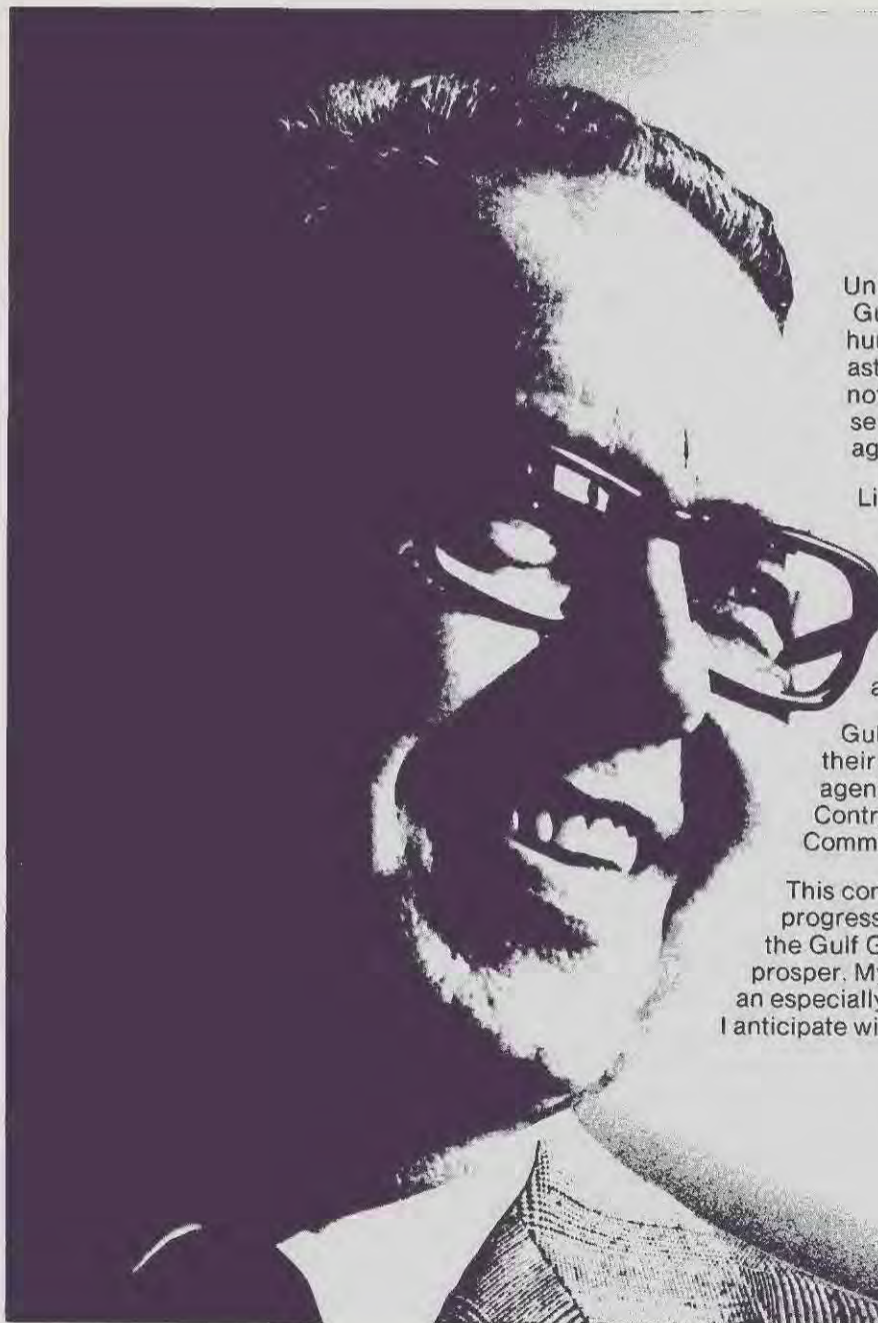
COMPLETE INSURANCE MANAGEMENT and ADVISORY SERVICES Professional - Objective



Herbert L. Jamison & Co.

90 Park Avenue
New York, New York 10016
Area Code 212 — Oxford 7-6678

Gulf is PRO-AGENT!



Unlike so many other large companies, the Gulf Insurance Group has retained those human qualities I find so essential to a lasting business relationship. To Gulf, I'm not a dot on a sales map that sells and services insurance—I'm John Miller, *their* agent in Lee's Summit, Missouri.

Like any agent, I encounter problems. Gulf's response to these problems is one of awareness and understanding—seeing them from the agent's point of view. They also possess the capabilities and facilities to cope with these situations...the results are reasonable and prompt solutions.

Gulf is innovative and contemporary in their approach to solving customer and agent needs...evidenced by their Loss Control Services and new Agents Bonus Commission contract.

This combination of the human touch and progressive management has enabled both the Gulf Group and my agency to grow and prosper. My association with Gulf has been an especially rewarding experience. One I anticipate will continue in the coming years.

John H. Miller

John H. Miller Agency
Lee's Summit, Missouri

Meeting the challenge of change!



GULF INSURANCE GROUP

GULF INSURANCE COMPANY
ATLANTIC INSURANCE COMPANY
SELECT INSURANCE COMPANY
INS. CO. OF THE PACIFIC COAST

EXECUTIVE OFFICES P.O. BOX 1771, DALLAS, TEXAS 75201 (214) 826-8851



portation, and construction wrap-ups.

BROKERAGE RESOURCES INC.

156 William St., New York, N.Y. 10038; 212-233-7171

	1971	1972
Premium vol.	\$30,000,000	\$40,000,000
Gross rev.	3,500,000	5,000,000
Employees	100	120

Principal officers: Donald P. Ferrarini, president; Irving R. Weinraub, executive vp; Murray J. Winter, vp; Howard Miller, vp, director of sales; Burt Matfus, secretary-treasurer; Arthur Ostrow, vp. Parent company: Integrated Resources Inc. Affiliates: Lubin Associates Inc.; Retirement Plans Inc.; McCord & Holdren Inc.; Jenner-Northwestern Inc.; Brokerage Resources Inc. (Miami Beach).

The firm indicated that for the year past, 90% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

Special services listed include employe benefits, loss control, OSHA, consulting, engineering. Specialties include association and group plans, mass merchandising of personal lines, retail stores, shopping centers and ocean marine.

THE BROOKS & STAFFORD CO.

33 Public Square, Cleveland, Oh. 44113; 216-696-3000

	1971	1972
Premium vol.	\$ 8,100,000	\$ 8,875,000
Gross rev.	1,535,000	1,650,000
Employees	66	63

Principal officers: C.C. Paisons, president; E.B. Kunze, chairman of the board; J.E. Mcilvain, first vp; R.E. Kunze, vp and secretary.

The company reported that 63% of gross revenue was derived from commercial business last year; compensation is based on commissions only.

The firm specializes in all service operations in the casualty, surety area.

BRUENING & BOND INSURANCE AGENCY

3171 West Broward Blvd., Fort Lauderdale, Fla. 33312; 305-583-7450

	1971	1972
Premium vol.	\$ 860,000	\$ 1,100,000
Gross rev.	143,704	174,900
Employees	10	13

Principal officers: Ernest J. Jones, CLU, Robert G. Bruening, partner; Roger G. Bond, partner. Subsidiaries: Ernest J. Jones Association Inc. Acquisitions: Ernest J. Jones Association Inc.

The company notes that 60% of gross revenue for 1972 was derived from commercial business; compensation is based on a combination of commissions and fees.

The firm offers special services in the area of employe benefits, pension and profit sharing consultation and filing, total casualty and property survey and programming. Specializations include those areas related to construction and manufacturers, both retail and wholesale.

W.H. BRUNER AGENCY INC.

1002 E. Jefferson Blvd., South Bend, In. 46617; 219-233-9443

	1971	1972
Premium vol.	\$ 975,000	\$ 1,056,145
Gross rev.	190,448	213,286
Employees	8	8

Principal officers: William Fox, president and treasurer; William J. Gorman, executive vp; Nick Stscherban, assistant secretary.

The company reported that

69% of 1972's gross revenue was derived from commercial business; compensation is based on a combination of commissions and fees.

The firm offers special services in the area of independent appraisal services, engineering facilities and OSHA consultation available through contract with ARM of Indiana. Specialties of the company are contract bonds,

fidelity bonds and manufacturer's output.

BRYAN & CO.

1001 S. Higgins, Missoula, Mt. 59801; 406-232-8663

	1971	1972
Premium vol.	\$ 4,550,000	\$ 5,500,000
Gross rev.	695,000	895,000
Employees	26	36

Principal officers: Larry Larson, chairman of the board; Ray Conger, president. Parent company: Larry Larson & Associates. Branch office: Spokane, Helena, Deer Lodge, Coeur d'Alene, Sandpoint.

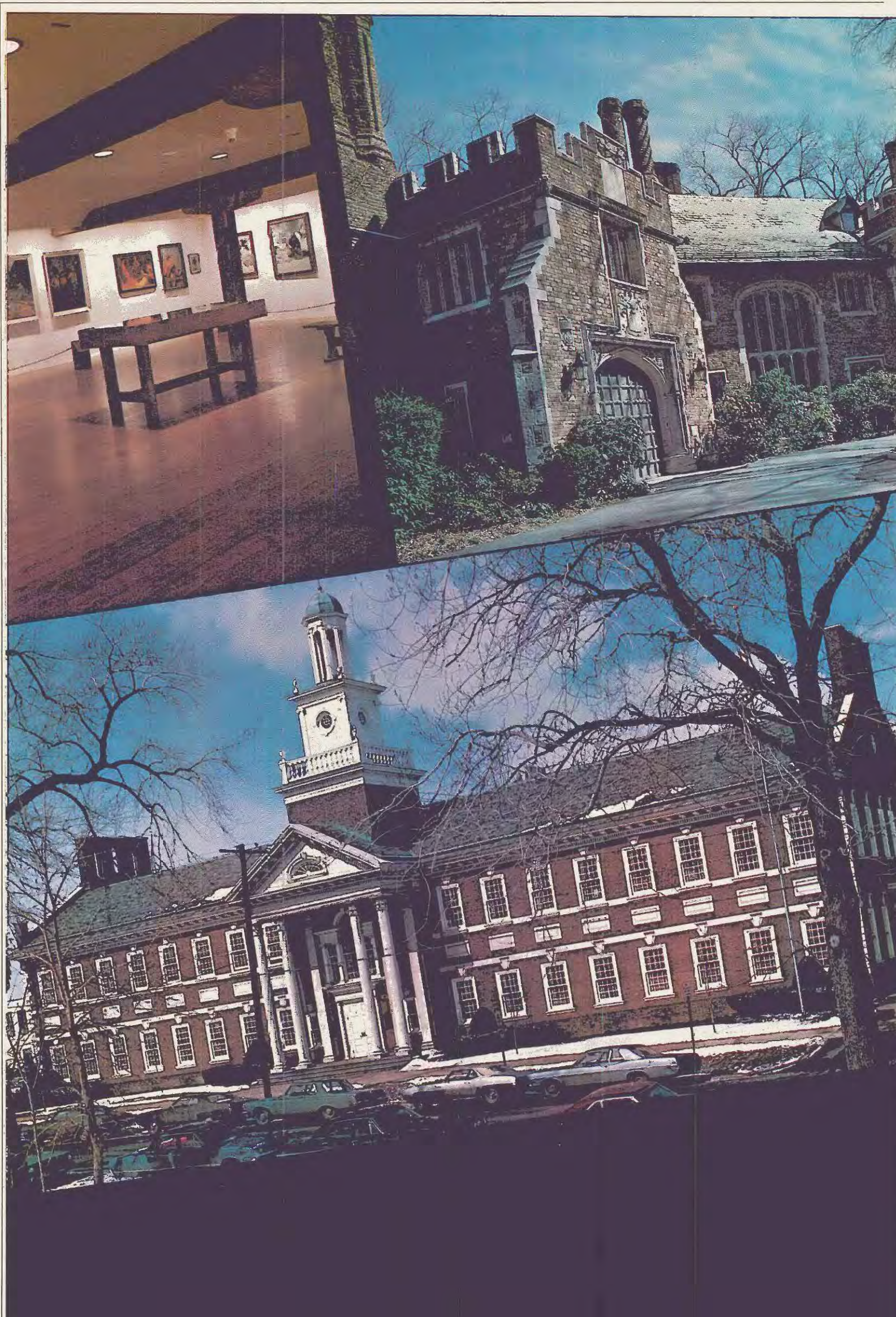
The firm noted that in 1972 50% of gross revenue was derived from commercial business; compensation is based on commissions.

The company offers a full range of services.

BUFFALO FIRE OFFICE INC.

1300 Chamber of Commerce Bldg., Buffalo, N.Y. 14202; 716-856-3450

	1971	1972
Premium vol.	\$ 3,200,000	\$ 3,500,000
Gross rev.	550,000	600,000
Employees	30	30



Principal officers: Robert P. Lentz Jr., chairman; Dana F. Rice, president; Frederick R. Dentinger, executive vp. Branch office: Lockport.

The company indicated that 25% of gross revenue was derived from commercial business in 1972; compensation is based entirely on commissions.

They offer a full range of services.

BURKE-POWERS INSURANCE AGENCY INC.

Twin City Federal Bldg., Bristol, Tn. 37620; 615-764-2112

	1971	1972
Premium vol. ...	\$ 1,085,000	\$ 1,025,000
Gross rev.	211,348	212,256
Employees	8	10

Principal officers: H. Aulick-Burke, president and treasurer; Benjamin R. Powers, vp; John F.

Harty, CPCU, CLU secretary.

The company noted that 62% of gross revenue was derived from commercial business last year; compensation is based solely on commission.

The firm offers special services in the area of OSHA record keeping.

BURNS & HOWLETT INC.

101 River St., Milford, Ct. 06460; 203-878-0631

	1971	1972
Premium vol. ...	\$ 1,075,000	\$ 1,200,000
Gross rev.	165,000	180,000+
Employees	7	9

Principal officers: Bernard J. Burns, president and treasurer; Kathryn M. Burns, secretary; Frank McCarthy, vp.

The company reported that 70% of last year's gross revenue

was derived from commercial business; compensation is based solely on commission.

The firm offers special services in the area of employe benefits and OSHA consultation.

BUSINESS COVERAGE CORP.

Box F, 934 Highway 35, Middletown, N.J. 07748; 201-071-5111

	1971	1972
Premium vol. ...	\$ 1,250,000	\$ 1,500,000
Gross rev.	125,000	165,000
Employees	8	10

Principal officers: Alan N. Curry, president; John F. Baldwin, vp. Subsidiaries: Business Coverage Life Associates.

The company reported that 96% of gross revenue was derived from commercial business last year; compensation is based on a combination of fees and commissions.

The firm offers a full range of services with special services in the area of casualty, fire, life and group insurance. Business insurance, with particular emphasis on manufacturers and contractors, is the company's specialty.

BUSINESS & PROFESSIONAL INSURANCE AGENCY INC.

5558 N. Figueroa St., Los Angeles, Ca. 90042; 213-254-7311

	1971	1972
Premium vol. ...	\$ 1,025,000	\$ 1,150,000
Gross rev.	300,000	350,000
Employees	10	12

Principal officers: L. V. Antista, president; Dolores Antista, secretary-treasurer; L. Antista, vp. Branch offices: California: Costa Mesa, Bakersfield, San Francisco, Walnut Creek, Orange. Mergers reported in past year: L.W. Tomlinson & Son.

The firm notes that 90% of 1972's gross revenue was derived from commercial business; compensation is based on commission.

The company specializes in the area of termite and pest control operators, beauty salons and beauty schools and fumigators.

BUSINESS UNDERWRITERS INC.

230 W. Monroe St., Chicago, Il. 60606; 312-346-5180

	1971	1972
Premium vol. ...	\$ 5,140,000	\$ 5,350,000
Gross rev.	720,000	775,000
Employees	22	23

Principal officers: R. W. Steger, president; A. Irvine, vp; M. G. Jeffris, vp. Subsidiaries: Ref-Con Security Company. Acquisitions in the past year: John D. Martin & Company.

The company reported that 90% of 1972's gross revenue was derived from commercial business; compensation is based on a combination of commissions and fees.

The firm offers special services in the area of loss prevention for retail supermarkets. This includes installation of alarm systems by subsidiary.

BYERLY-McCLURG CO.

1390 Logan, Suite 316, Denver, Co. 80203; 303-292-0070

	1971	1972
Premium vol. ...	\$32,000,000	\$35,000,000
Gross rev.	141,000	200,000
Employees	8	9

Principal officers: Robert Byerly, president; Galt L. McClurg, secretary.

The company noted that 100% of gross revenue for 1972 was derived from commercial business; compensation is based on a combination of commissions and fees.

The firm offers special services in the area of employe benefits consultations, employe communi-



The potential risk presented by fire is staggering, particularly when you are faced with the possibility of loss of high dollar density materials and equipment. It's even worse when you are forced to self-insure or have a large deductible.

Imagine a company having to assume the first \$250,000 of such a loss. Imagine the consequential loss of records, materials and equipment.

You can reduce the risk of such losses with a Pyr-A-Larm system, proven the most sensitive yet reliable early warning fire detection system available anywhere.

The Pyr-A-Larm system is engineered to the specific hazard and offers four individual methods of detection: Ionization Detection (capable of detecting a fire before there is any visible smoke, flame or appreciable heat), Visible Smoke, Flame and Thermal. Each method is available for high or low voltage installations, designed specifically for your application. Which is why Pyr-A-Larm systems are protecting more valuable commercial and industrial property than any other early warning fire system in the world.

If you self-insure or co-insure you can reduce the chances of loss of life, material and money by fire with the help of Pyr-A-Larm. Why risk any less protection than the very best? Write or call today for more information: Bill Columbus, Pyrotronics, A Division of Baker Industries, Inc., Cedar Knolls, N.J. 07927. Or call (201) 267-1300.

Pyr-A-Larm®

170

There's no such thing as a small fire when you have to assume part of the risk.

cations, and tax sheltered annuity consultations.

BYRNE, BYRNE & CO.

120 S. La Salle St., Chicago II. 60609; 312-346-2150

	1971	1972
Premium vol.	\$ 4,100,000	\$ 4,230,000
Gross rev.	324,455	343,004
Employees	13	14

Principal officers: Thomas J. Byrne, partner; William P. Byrne, partner; Richard D. Byrne, partner.

The company reported that 90% of gross revenue was derived from commercial business last year; compensation is based on a combination of commissions and fees.

The firm lists employee benefits consultations as a special service.

They serve as consultants to school districts.

CALCO INSURANCE AGENTS & BROKERS

1900 Alameda de las Pulgas, San Mateo, Ca. 94402; 415-574-4000

	1971	1972
Premium vol.	\$12,900,000	\$13,700,000
Gross rev.	2,178,000	2,260,000
Employees	94	100

Principal officers: Tom Brown, executive vp; Robert Tuthill, 1st vp; Paul Warner, vp; Frank Knapp, assistant vp. Parent company: California Casualty Management Co. Branch offices: Los Angeles, San Francisco, Fresno.

The firm indicated that last year, 98% of gross revenue was derived from commercial accounts; compensation is based on a combination system. The com-

pany offers a full range of services and specializes in mass marketing, commercial lines.

CALDWELL & ASSOCIATES INC.

117 East 7th St., Chattanooga, Tn. 37402; 615-265-8541

	1971	1972
Premium vol.	\$ 3,750,000	\$ 6,600,000
Gross rev.	640,000	940,000
Employees	30	42

Principal officers: James C. Caldwell, C.P.C.U., president; John F. Straussberger, vp; H. Dean Welch, vp; Richard L. Hicks, C.P.C.U., secretary; R.J. Miles, treasurer. Branch offices: Atlanta, Memphis, Nashville, Knoxville, Johnson City. Subsidiaries: C.D.C. Insurance Center Inc., Caldwell & Associates Realty.

The firm noted 85% of gross revenue last year was derived from commercial business; compensation is based on a combination of commissions and fees.

The company offers a full range of services.

CAL-SURANCE ASSOCIATES INC.

3475 Torrance Blvd., Torrance, Ca. 90503; 213-542-7301

	1971	1972
Premium vol.	\$ 4,000,000	\$ 6,000,000
Gross rev.	1,000,000	1,200,000
Employees	44	43

Principal officers: Donald E. Martin, president; David D. Warren, vp; William C. Peters, vp; Mike Bogen, vp. Parent company: Chartered Financial Services Corp. Subsidiaries: Cal-Surance Marine, Assn. & Society Insurance Brokers. Acquisitions in the past year: Blackman-Davies Insurance Agency.

The firm notes 99% of gross revenue was derived from commercial business in 1972; compensation is based on a combination system of fees and commissions.

The company has a full range of services available. It has a full employee benefits department including group, life, pension and profit sharing. It does OSHA consultations and engineering. It also does executive compensation planning and self-insurance administration. The specialty of the firm is in the area of marine insurance. It also has special programs in trucking, municipalities and aerospace industry.

CAMPBELL, HOWARD, LOVE, HASKELL CO.

1400 Woodmen Tower, Omaha, Nb. 68102; 402-341-7080

	1971	1972
Premium vol.	\$ 1,535,000	\$ 1,878,000
Gross rev.	217,000	250,000
Employees	10	11

Principal officers: Warren F. Howard, president; Ralph H. Campbell, chairman of the board; John D. Bush, vp; William J. Kolb, vp; Charles H. Reed, vp. Subsidiaries: Campbell, Howard, Love, Haskell Inc., Economic Security Inc.

The firm notes that 79% of gross revenue for 1972 was derived from commercial business; compensation is based on a combination of fees and commissions.

CANTOR & CO. INC.

174 Central St., Lowell, Ma. 01852; 617-458-3381

	1971	1972
Premium vol.	\$ 2,614,462	\$ 2,821,554
Gross rev.	474,995	533,792
Employees	18	20

Principal officers: William Cantor, president; James Cantor, treasurer; Neil M. Blume, vp; Harold Swartz, vp; William

Do you know the 7 key factors in selecting an insurance agent? WE DO.

AN AGENT SHOULD:

1 BE ABLE TO SELECT THE MOST APPROPRIATE POLICY FOR YOUR NEEDS.

Our broad experience in business insurance qualifies us to identify your requirements and advise you accordingly.

2 GUIDE YOU IN SELECTING ONLY THE NEEDED COVERAGES.

We have the expertise to know what you do and don't need, and the honesty to tell you the difference.

3 ASSIST YOU IN NEGOTIATING DIFFICULT CLAIM SETTLEMENTS.

We've successfully handled losses of all types and sizes. That gives us a vast reservoir of know how in claims work. And we constantly draw from it.

4 HELP YOU COLLECT FROM THE INSURER AFTER A LOSS.

On this one, we know we've got to think like you. Your loss is the most important one in the world to you. And we handle it that way.

5 FIND A COMPANY TO COVER EVERY RISK EXPOSURE.

We have access to (and regularly use) major sources of insurance all around the world. We'll find an insurer—and a good one—to cover every exposure.

6 PROVIDE COVERAGES AT ABSOLUTELY THE LOWEST COST.

Because we're a volume operation, we know what the lowest possible cost is. But we might as well tell you that we put a great deal of value on sound underwriting and ability to pay claims and provide services.

7 BE ABLE TO EXPLAIN COMPLICATED INSURANCE PROBLEMS TO YOU.

Because of our size and diversified service, we've solved problems many people haven't yet discovered. And we take the time to explain them to you in everyday terms.



CTH

COOK-TREADWELL & HARRY, INC.

Memphis, Tennessee • 901/272-3461

A SUBSIDIARY OF COCK INDUSTRIES, INC., MEMPHIS, TENN. 38116

SUBSIDIARIES AND AFFILIATES: FOX-EVERETT, INC., Jackson and Gulfport, MS / S EGFRIED INSURANCE, Tulsa, OK / CADDEN-FOWLER-PAULK INSURANCE AGENCY, INC., Mobile, AL / THOMAS BROADUS & CO., INC., Knoxville, TN / MORAN & WALSH, INC., Beltsville, MD / TURNER-WEAVER & COMPANY, INC., Nashville, TN / COOK-TREADWELL & HARRY, INC., Shreveport, LA / COOK-TREADWELL & HARRY AGENCY, Dallas, TX / AERO WHITE, INC., Portland, OR / COKER AVIATION INSURANCE, Memphis, TN

Why does Hyster insure with AFIA?

Because Hyster is a company on the go. And Hyster products go everywhere. You'll find their lift trucks in places you never dreamed and their trailers and earth compactors on five continents. A leader in the material handling and construction markets, Hyster demands as much performance from the people they do business with as from their heavy duty equipment.

That's why when Hyster needed foreign insurance for plants and equipment abroad, they looked for an organization that could understand their special needs and be responsive to their problems. Together with their brokers, they chose AFIA worldwide insurance, the leading organization of foreign insurance underwriters in the United States.

With more than 3600 employees in over 200 offices in 80 countries, AFIA is able to meet Hyster's heavy duty demands from continent to continent and place to place.

It's one reason why 90 of the top 100 U.S. companies operating abroad insure with AFIA.

The AFIA logo consists of the letters "AFIA" in a bold, sans-serif font, positioned above a series of horizontal lines that form a stylized globe or wave pattern.

WORLDWIDE INSURANCE • World Headquarters: 1700 Valley Road • Wayne, N.J. 07470

U.S. branch offices: New York • Chicago • Dallas • Houston • Los Angeles • Miami • San Francisco • Wash., D.C.

Abramson, vp. Subsidiaries: Cantor & Co. Inc. (A Maine Corp.) Branch office: Boston.

This firm notes in 1972, 80% of gross revenue was derived from commercial accounts; compensation is based entirely on commissions.

They specialize in the area of discount stores and supermarkets.

CANTOR INSURANCE AGENCY INC.

126 State St., Boston, Ma. 02109; 617-523-6428

	1971	1972
Premium vol ...	\$ 1,100,000	\$ 1,210,000
Gross rev	179,754	204,000
Employees	9	10

Principal officers: William Cantor, president; Harold Swartz, executive vp; William Abramson, vp; James Cantor, treasurer. Branch office: Lowell.

The company reported 70% of gross revenue was derived from

commercial business last year; compensation is based on commissions. Special services listed include life and pension and group plans.

Chain store operations are the firm's specialty.

A. L. CARR INC.

101 Mill Dam Rd., Centerport, N.Y. 11721; 516-271-2727

	1971	1972
Premium vol ...	\$ 1,500,000	\$ 2,000,000
Gross rev	410,000	526,000
Employees	14	15

Principal officers: Walter M. Carr, president; Harold J. Carr, vp; Alfred L. Carr, vp bond dept.; Thomas F. Bove, vp; Thomas J. Franzese, manager. Branch offices: New York City, Milburn.

The firm notes in 1972, 79% of gross revenue was derived from commercial accounts; compensation is based on a combination

system.

Special services listed include computer commercial insurance surveys, fire rates. Specialties include contractors, manufacturers, long-haul and short-haul trucking, real estate developers.

JOHN D. CARSWELL COMPANY

112 East Bay St., Savannah, Ga. 31402; 912-234-1671

	1971	1972
Premium vol ...	\$ 7,500,000	\$ 10,000,000
Gross rev	600,000	750,000
Employees	30	40

Principal officers: John W. Carswell, chairman; John D. Carswell, president and treasurer; Marvin G. Davis, senior vp; William H. Brown, executive vp; Henry L. Duke Jr., vp; Ethel J. Black, vp; Julia A. Rouse, secretary. Branch offices: Hilton Head, Fernandina Beach.

The company announced in

1972, 85% of gross revenue was derived from commercial accounts; compensation is based strictly on commissions.

Employee benefits are a service provided by the company.

CATALANO INSURANCE AGENCY INC.

240 Pleasant St., Methuen, Ma. 01844; 617-628-5308

	1971	1972
Premium vol ...	\$ 1,500,000	\$ 2,000,000
Gross rev	270,000	360,000
Employees	8	13

Principal officers: G. Thomas Catalano, president. Branch offices: Georgetown, Salem. Subsidiaries: Salem Insurance Agency Inc., Georgetown Insurance Agency Inc.

The company reported 50% of gross revenue was derived from commercial business; compensation is based on commissions. Special services listed include profit sharing and pensions.

The firm reports that it is a specialist in the field of movie theaters.

CENTRAL INSURANCE BROKERS INC.

P.O. Box 2547 Yakima, Wa. 98902; 509-453-4787

	1971	1972
Premium vol ...	\$ 1,046,883*	\$ 1,072,378*
Gross rev	214,175	251,438
Employees	12	12

*These figures do not include A & H and life insurance.

Principal officers: Fred W. Smith, president; Neil Dickinson, vp; Robert Tenney, secretary-treasurer. Branch office: Wapato. Acquisition reported in past year: L.B. Andrew Agency.

The company announced that first year, 65% of gross revenue was derived from commercial accounts; compensation is based solely on commissions.

Special services listed include employee benefits, rate and loss prevention engineering.

CHARLES & LAUBACH INC.

3550 N. Central Ave., Phoenix, Az. 85012; 602-264-1634

	1971	1972
Premium vol ...	\$ 1,700,000	\$ 2,100,000
Gross rev	269,700	307,105
Employees	8	10

Principal officers: Robert M. Charles, president; Robert A. Laubach, vp and treasurer.

The company notes 85% of gross revenue in 1972 was derived from commercial business; compensation is based solely on commissions.

It offers special services in the area of employee benefits, estate planning and loss control.

CHARLES, RYAN & RIVERS

6399 Wilshire Blvd., Los Angeles, Ca. 90048; 213-653-6030

	1971	1972
Premium vol ...	\$ 5,500,000	\$ 7,000,000
Gross rev	879,000	1,080,000
Employees	38	42

Principal officers: Charles F.S. Ryan, president; Jack Adamson, vp; Spencer Lawson, vp; William B. Stringfellow, vp; G.C. Magenheim, secretary; W.B. Melone, treasurer. Subsidiaries: George P. Cronk & Co.; John Topham & Sons Inc. Acquisitions reported in past year: John Topham & Sons Inc.

The company indicated 67% of 1972 gross revenue was derived from commercial accounts; compensation is based solely on commissions.

The company offers a full range of services. They specialize in professional liability for associations, group property and casualty packages.

CHRISTIE-PHOENIX LTD.

414 W. Pender St., Vancouver, Canada; 604-687-1431

	1971	1972
Premium vol ...	\$ 1,300,000	\$ 1,700,000
Gross rev	220,000	300,000
Employees	20	25

Principal officers: R.B. Wallis, president; K.F. Phoenix, vp; A.M. Fraser, secretary-treasurer. Branch offices: Victoria, Abbotsford, Summerland, Penticton, Kelowna, Vernon, Calgary, Orillia. Subsidiaries: Elgood, Edwards & Co. Ltd., Wheeler Insurance Services. Acquisitions reported in past year: Elgood, Edwards & Co. Ltd.

The firm notes 50% of gross revenue was derived from commercial business in 1972; compensation is based on commissions.

The firm specializes in providing full service for the small to medium size commercial accounts.

New England Mutual Life Insurance Company, Boston.

Capitalizer is a new capital building package. From New England Life, of course. And it's a capital plan, indeed, for the employer who provides qualified profit sharing, money purchase or thrift plans for his employees. Because no matter what kind of allocated fund plan you have, Capitalizer can improve it. Or, it can be installed as a new system. Or, whatever. It's that flexible. In fact, it offers the widest range of investment options. Four, to be precise, including one that guarantees a 7 1/4 % return. What you get is incredible latitude in plan provisions. What your employees get is more for their money, including a death benefit, the first in the industry.* What's more, it's very competitively priced. Sir, your ship has come in. Don't miss Capitalizer. For more information on Capitalizer, contact the New England Life agency nearest you, or write to Arthur J. Brockelman, Jr., Assistant Vice President, New England Life, 501 Boylston St., Boston, Massachusetts 02117. *In those states where it is not prohibited.

New England Life

Charlie, you're going to miss the boat if you don't look into New England Life's Capitalizer.

If your insurance service can't help decorate your company offices, maybe you've outgrown it.

It's not a question of looks.
It's a matter of money.

Specifically: lower insurance rates through the kind of "decorating" that will make your company a safer risk.

It may be nothing more than putting in a few more fire extinguishers. Or shaping up your present sprinkler system.

Or more elaborate safety improvements which our rating specialists and fire protection consultants may recommend after in-depth analysis and evaluation.

The kind that's made Alexander & Alexander one of the world's largest insurance broker/agents and consultants.

But while this service is specifically aimed at putting your company into a lower rate classification, it's also clearly designed for the greater protection of your employees and your equipment.

And, of course, your profits.

For example, through on-the-spot risk analysis by our Loss Control Department, we showed a molded parts



manufacturer how risky it was to rely on a single air compressor. And a glass manufacturer how risky it was to depend on a single oven.

While improvements like these usually mean spending money, we think you'll find that—in the long run—they more than *pay* for what they actually *cost*.

Now if your present insurance service doesn't offer you this kind of risk analysis and safety control, it's likely you have a problem that's pretty common among growing companies.

We call it: outgrowing your insurance service.

In fact, we've written an interesting and informative book on the entire subject: "How To Tell When Your Company Has Outgrown Its Insurance Service." We'll be happy to send you a complimentary copy.

Just write on your company letterhead (please include your title) to:
Alexander & Alexander Inc.,
Dept. F, 1185 Avenue of the Americas, New York, N. Y. 10036.

We've made a name for ourselves.
Now we're making a face for ourselves.

Alexander & Alexander



CIERNIA CO.
900 E. Louisiana, Denver, Co.
80210; 303-744-6337

	1971	1972
Premium vol ...	\$ 1,500,000	\$ 1,750,000
Gross rev	90,000	175,000
Employees	2	5

Principal officers: James R. Ciernia, president.
 The firm notes 100% of its gross revenue in 1972 was derived from commercial business; compensation is based on a combination system of fees and commissions.
 Special services offered by the firm include employe benefits and consultations.

CLAIR INSURANCE AGENCY INC.
14 E. Mill Rd., Flourtown, Pa.
19031; 215-248-1305

	1971	1972
Premium vol ...	\$ 1,500,000	\$ 3,000,000
Gross rev	250,000	500,000
Employees	18	35

Principal officers: Robert A. Clair, president; Milton B. Kohn, first vp; William F. Mohr, first vp. Subsidiaries: Morgan Insurance Agency.
 The company reported 75% of gross revenue was derived from commercial business in 1972; compensation is based on a combination system.
 Special services include life insurance, group insurance, bonds, engineering, property and safety. The firm specializes in the construction industry and meat processing.

E. T. CLAUSS & COMPANY INC.
735 Delaware Ave., Buffalo, N.Y.
14209; 716-886-6600

	1971	1972
Premium vol ...	\$ 3,800,000	\$ 4,500,000
Gross rev	800,000	1,000,000
Employees	40	40

Principal officers: James T. Clauss, Charles J. Clauss, David

F. Clauss, Robert L. Pauly, Philip W. Cowan. Branch offices: Albany, Syracuse. Merger reported in past year: John H. Brogan & Co. Inc. merged to become Clauss Corp.
 The firm reported last year, 47% of gross revenue was derived from commercial accounts; compensation is based on a combination system.
 Special services provided include OSHA programs and other services.

CLEMENS, SHEPHERD & ECKOLS INC.
802 N. Clinton St., Bloomington, Il. 61701; 309-828-1341

	1971	1972
Premium vol ...	\$ 2,000,000	\$ 2,500,000
Gross rev	250,000	300,000
Employees	10	15

Principal officers: Don L. Clemens, president; Gordon L. Shepherd, vp; Aud L. Eckols, secretary-treasurer.

The firm reported 80% of gross revenue was derived from commercial business in 1972; compensation is based on commissions.
 The firm is a specialist in the field of long-haul truck insurance.

CLIFTON & CO.
650 California St., San Francisco, Ca. 94108; 415-434-1500

	1971	1972
Premium vol ...	\$16,000,000	\$20,000,000
Gross rev	1,750,000	2,100,000
Employees	71	70

Principal officers: F.T. Clifton, president; E.A. Flinn, executive vp and treasurer; W.C. Wright, vp and secretary; R.V. Griffith, controller. Branch offices: Los Angeles, Portland, Seattle. Subsidiaries: Clifton & Company of Nevada Inc.
 The firm noted last year, 97%

of gross revenue was derived from commercial business; compensation is based on a combination system.
 Special services offered include industrial security consultants, average adjusters consultants.

COBB, ATKINS, BOYD & EGGLESTON
Suite 1400, Northern Bank Bldg., Little Rock, Ar. 72203; 501-375-9883

	1971	1972
Premium vol ...	\$ 2,000,000	\$ 2,650,000
Gross rev	350,000	450,000
Employees	15	17

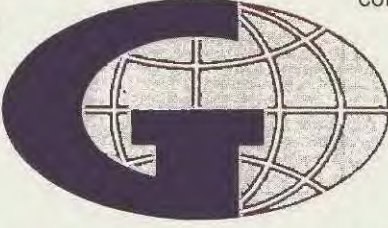
Principal officers: James H. Atkins, president; Richard P. Herget Jr., vp; Hansel Boyd, vp; L.D. Eggleston, vp; Jerry M. Dollins, vp; Bill Cobb Jr., vp. Subsidiaries: Atkins-Herget Agency.
 The firm reported 75% of its gross revenue for 1972 was derived from commercial business; compensation is based on a combination system.
 A full range of services is available.



Your agent may be "comfortable"—but can he show you how to save thousands of premium dollars with the new techniques of self insurance?

You'll increase your cash flow — and get a uniquely better kind of service with Gallagher-assisted self insurance that lets you keep those premium dollars.
 Our services provide something no conventional agent can: great savings at no risk to you. And we offer tailor-made, computerized claims control—with O.S.H.A. compliance inspections—and complete safety engineering. All on a nationwide basis.
 Our clients, corporate and institutional self-insurers, are profiting by these

services. Every day.
 Our coverages? Far beyond workmen's compensation. Property, automobile, general liability, product liability and dishonesty—all are available.
 Last year we handled 21,000 losses and claims and administered in excess of \$10,500,000 for our clients.
 You (and your operating capital) can be much more comfortable with us. We'll gladly prove it with a detailed competitive comparison at no cost or obligation. Just contact us.



ARTHUR J. GALLAGHER & CO.
 1 E. Wacker Drive, Chicago, Illinois 60601 • Phone 312/321-1700

- A Nationwide Organization Providing Excess Coverages and All Related Services for Self Insurers
- Brokers for Commercial, Industrial, and Institutional Insurance Programs

A. JOHN COHEN INSURANCE AGENCY INC.
55 Court St., Boston, Ma.
02108; 617-742-7334

	1971	1972
Premium vol ...	\$ 1,000,000	\$ 1,200,000
Gross rev	150,000	168,000
Employees	5	5

Principal officers: W. Dana Bartlett, president and treasurer; Roy A. Dart Jr., vp and manager; A. John Cohen, vp.
 The firm notes 70% of gross revenue was derived from commercial business last year; compensation is based on a combination of fees and commissions.
 Listed as special services, the firm directs Lloyd's of London brokers with binding and policy issuing authorities for property insurance. The company is a specialist in jewelers block coverage and all-risk covers on fine arts and high-value jewelry.

COLE INSURANCE GROUP
175 W. Jackson Blvd., Chicago, Il. 60604; 312-922-5800

	1971	1972
Premium vol ...	\$ 1,503,000	\$ 1,545,000
Gross rev	158,750	165,000
Employees	2	3

Principal officers: Abe I. Cole, sole proprietor. Subsidiaries: A. I. Cole & Co.; H. W. Gross & Co.; Finder & Finder Co.; W. E. Berkeley & Co.
 The company reported last year, 65% of gross revenue was derived from commercial accounts; compensation is based entirely on commissions.
 Special services include loss adjustments. Dram shop, retail stores, construction risks, charter bus operations are all specialties of this firm.

COLONIAL WESTERN AGENCY INC.
14724 Ventura Blvd., PH 2, Sherman Oaks, Ca. 91403; 213-872-2650

	1971	1972
Premium vol ...	\$ 3,500,000	\$ 4,000,000
Gross rev	500,000+	500,000+
Employees	32	40

Principal officers: William L. Hall, president; E. T. Sevy, secretary-treasurer; Claude D. Rosenthal, vp; Lou Elam, vp; Frank J. Capozzoli, vp. Branch offices: Walnut Creek, San Diego, Lancaster. Subsidiaries: Eastern Agency Inc.
 The firm notes 40% of its gross revenue for the past year was derived from commercial business; compensation is based strictly on commissions.

Included in the list of specialties are those in the field of construction, retail stores, apartment houses, dentists and fire insurance.

COLUMBUS INTERSTATE INSURANCE AGENCY INC.

P.O. Drawer 2488, Columbus, Ga. 31902; 404-324-6634

	1971	1972
Premium vol.	\$ 2,400,000	\$ 2,530,000
Gross rev.	526,000	508,000
Employees	19	20

Principal officers: W. M. Fambrough, president; Paul F. Morrison, executive vp; Gus D. Hinson, vp and assistant manager. Parent company: Interstate Insurers Inc. Subsidiaries: Twin City Insurance Agency, Columbus Interstate Investment Co. Branch offices: Phenix City.

The company notes 80% of its gross revenue last year was derived from commercial business; compensation is based strictly on commissions.

Special services listed include employe benefits, financial services, full countersignature facilities. Specialities of the firm include insurance for the construction industry, contract bonds.

COLWELL, JAMES & HART INC.

120 Professional Bldg., Erie, Pa. 16501; 814-455-0987

	1971	1972
Premium vol.	\$ 1,250,000	\$ 1,250,000
Gross rev.	160,000	175,000
Employees	3	4

Principal officers: H. L. James Jr., president; John T. Colwell, vp and treasurer; Donald J. Hart, secretary.

The company indicated in 1972, 75% of gross revenue was derived from commercial business; compensation is based strictly on commissions.

A full range of services is available.

COMMERCIAL INSURANCE AGENCIES INC.

715 Park Ave., East Orange, N.J. 07017; 201-672-5300

	1971	1972
Premium vol.	\$ 4,000,000	\$ 4,670,000
Gross rev.	619,000	726,000
Employees	47	51

Principal officers: Jerome Feldman, president; Henry Laskin, executive vp; Larry Pawly, second vp; R. J. Schneider, treasurer; M. M. Feldman, secretary. Parent company: FLA International Ltd. Branch offices: New York, North Miami, Pacific Grove. Subsidiaries: Commercial Insurance Underwriters Inc. Acquisitions reported in past year: C.C. Thomas; B. Gordon Nelson Agency.

This firm reported 97.5% of last year's gross revenue was derived from commercial business; compensation is based on a combination system.

Special services listed include employe benefits and OSHA consultations. It specializes in the automobile dealership industry, apartments, tire industry, risk analysis.

COMMONWEALTH INSURANCE AGENCY INC.

112 N. 4th St., St. Louis, Mo. 63102; 314-241-7966

	1971	1972
Premium vol.	\$ 2,100,000	\$ 2,300,000
Gross rev.	239,000	253,000
Employees	8	8

Principal officers: Walter Klein Sr.; Walter Klein Jr.; Mildred Doyle. Subsidiaries: Klein, Sr.; Walter Klein Jr.; Continental American Agency Inc. This firm indicated last year,

95% of gross revenue was derived from commercial accounts; compensation is based on commissions.

A full range of services is available. The firm specializes in commercial and industrial insurance.

COMSTOCK INSURANCE AGENCIES INC.

635 Booth St., Reno, Nv. 89502; 702-323-0392

	1971	1972
Premium vol.	\$ 3,900,000	\$ 5,100,000
Gross rev.	149,000	213,000
Employees	7	9

Principal officers: John W. Sweatt, president; Norman E. Holland, vp. Branch office: Winnemucca.

The company reported 85% of gross revenue in the past year was derived from commercial business; compensation is based solely on commissions.



We're not everybody's cup of tea

If you own a camp, hotel, resort or other recreational facility... if you have race horses or other valuable livestock... if you're involved in construction, whether as an investor, architect, contractor or supplier... if you're in the market for an attractive group life, health and employee pension plan... or if you have an insurance problem that doesn't fit into "standard" categories... the Rhulen Agency is the right specialist for you. We have the expertise it takes to identify all potential hazards and design comprehensive protection at the lowest possible cost. If we're your cup of tea, write for our brochure, "The Specialist Approach to Insurance." Or call us toll free from anywhere in the United States. (800) 431-1270



Rhulen

AGENCY INC. • MONTICELLO, N.Y. 12701
New York City: WATKINS 4-1950
Monticello: (914) 794-8000
TWX 510-240-8385



In golf... or in corporate insurance

FOLLOW THE PROS

"Pro" is our first name: Protection Mutual. Just follow us to the tee and join the real professionals of corporate insurance. The versatile pros from Protection Mutual who are ready to conduct a detailed inspection of your plant... establish employee educational programs... and show you money-saving ways to increase your property protection while you decrease premiums.

Protection Mutual—where the pros are—has applied this creative, "Pre-Engineered Protection" to hundreds of companies. You can join the ranks of real insurance pros yourself... if you let us make your company next.

Follow the pros to Protection Mutual: Write or call for a free copy of our booklet, *Property Conservation*.



PROTECTION MUTUAL Insurance Company

300 South Northwest Highway • Park Ridge, Illinois 60068 • (312) 825-4474



The firm offers special services in the area of employe benefits and pension programs. It specializes in the field of association plans.

CONCORD INSURANCE AGENCIES

6044 Gateway E., El Paso, Tx.
79905; 915-778-9911

	1971	1972
Premium vol.	\$ 5,000,000	\$ 6,000,000
Gross rev.	1,300,000	1,600,000
Employees	42	47

Principal officers: Rex Glimp, CLU; C.C. Krigbaum, Charles Saunders, Robert Smith, Tom McAfee, R. H. Palm, R. A. Lowenfield, CPCU.

The company notes last year 55% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

Special services in the area of employe benefits are included in the firm's list. A full range of services is available including surplus lines.

WILLIAM H. CONNOLLY & CO.

14 South Park St., Montclair, N.J.
07403; 201-744-8500

	1971	1972
Premium vol.	\$ 3,000,000	\$ 3,500,000
Gross rev.	550,000	625,000
Employees	19	19

Principal officers: William H. Connolly, president; John V. Rachel, vp; Martin J. Bross, vp; William H. Connolly Jr., vp.

The company notes in 1972 75% of gross revenue was derived from commercial business; compensation is based on a combination system.

Transportation, manufacturing, association safety groups were listed as industries in which the firm specializes.

COOK TREADWELL & HARRY INC.

1592 Union Ave., Memphis, Tn.
38104; 901-274-4700

	1971	1972
Premium vol.	\$26,850,000	\$44,100,000
Gross rev.	4,023,866	6,610,560
Employees	275	344

Principal officers: Tim Treadwell III, president and chief executive officer; W. G. Phillips III, executive vp; J. E. Patterson, financial vp and treasurer; S. Donaud, vp. Parent company: Cook Industries Inc. Branch offices: Shreveport, Dallas. Local agencies: Coker Aviation Insurance; Turner-Weaver & Company Inc.; Thomas Broadus & Co. Inc.; Moran & Walsh Inc.; Cadden-Fowler-Paulk Insurance Agency Inc.; Fox-Everett Inc.; Siegfried Insurance; Aero White Inc. and White Insurance Inc. General agencies: CTH Aviation Underwriters; Centralia Insurance Managers Inc.; Centralia Insurance Agency Managers of Texas Inc. Underwriting offices: Cotton Belt Insurance Co. Inc.; Associated County Mutual Insurance Co. Acquisitions reported in past year: Coker Insurance Agency; Turner-Weaver & Co.; Thomas Broadus & Co., Inc.; Cadden-Fowler-Paulk Insurance Agency Inc.

A full range of services is available.

THE CORINTH CO.

975 S. Fair Oaks Ave., Pasadena, Ca. 91105; 213-682-3336

	1971	1972
Premium vol.	\$ 1,000,000	\$ 1,150,000
Gross rev.	180,000	200,000
Employees	8	9

Principal officers: W.L. Hoyt, president; W. L. Hoyt Jr., vp; J. M. Greene, vp. Branch office: Beverly Hills.

The firm notes last year 85%

of gross revenue was derived from commercial business; combination system.

A full range of services is available.

CORNWALL & STEVENS CO. INC.

70 Pine St., New York, N.Y.
10005; 212-944-6110

	1971	1972
Premium vol.	\$15,000,000†	\$15,000,000†
Gross rev.	1,500,000	1,500,000
Employees	62	65

Principal officers: Wayne D. Moore, chairman of the board; Richard P. Magrath, president; Fred D. Harger, secretary; Robert A. Heiges, vp; Stevens Peale, vp and treasurer. Branch office: Atlanta. Acquisitions in the past year: Leo Salomon Agency. Subsidiaries: Cornwall & Stevens Southeast Inc.

The firm reports last year 90% of gross revenue was derived

from commercial business; compensation is based on a combination system of commissions and fees.

Special services of the firm are in the area of employe benefits, loss control, OSHA consultation, engineering and appraisals.

CORROON & BLACK CORP.

150 William St., New York, N.Y.
10038; 212-732-4900

	1971	1972
Premium vol.	N/A	N/A
Gross rev.	\$20,972,000	\$22,497,000
Employees	555	575

Principal officers: Richard A. Corroon Jr., chairman; Robert F. Corroon, president; Crawford A. Black, vp; Frank M. Hagan, vp; Edgar O. Stoffels, vp; Joseph V. Ambrose Jr., vp and secretary. Branch offices: Chicago, San Francisco, Los Angeles, Anchorage, Boston, Honolulu, Houston, Lake Tahoe, Milwaukee, Phoe-

nix, Portland, Reno, Sacramento, Salt Lake City, San Diego, Seattle, Washington D.C. Subsidiaries: Corroon & Black Company of New York Inc.; Corroon & Black-Alexander & Company; Corroon & Black-Miller & Ames; Corroon & Black Co. Inc. (Alaska); Corroon & Black of Massachusetts Inc.; Corroon & Black-King & Neel; Corroon & Black of Texas Inc.; Corroon & Black-Meneley & Ames; Carney-Rutter, Inc.; The Roberts Co.; G.L. Hodson & Son Inc.; Corroon & Black (Arizona); Corroon & Black-Forsgren; Corroon & Black (Utah); Corroon & Black-Carter & Higgins; Carroon & Black (Washington); Corroon & Black, Russell Inc. Acquisitions reported in past year: Carney-Rutter Inc.; Charles M. Burton & Co.; Russell, Marsh & Kennedy Inc.; The Roberts Co.

The firm notes in 1972, 97% of gross revenue was derived from commercial accounts; compensa-

tion is based on a combination system.

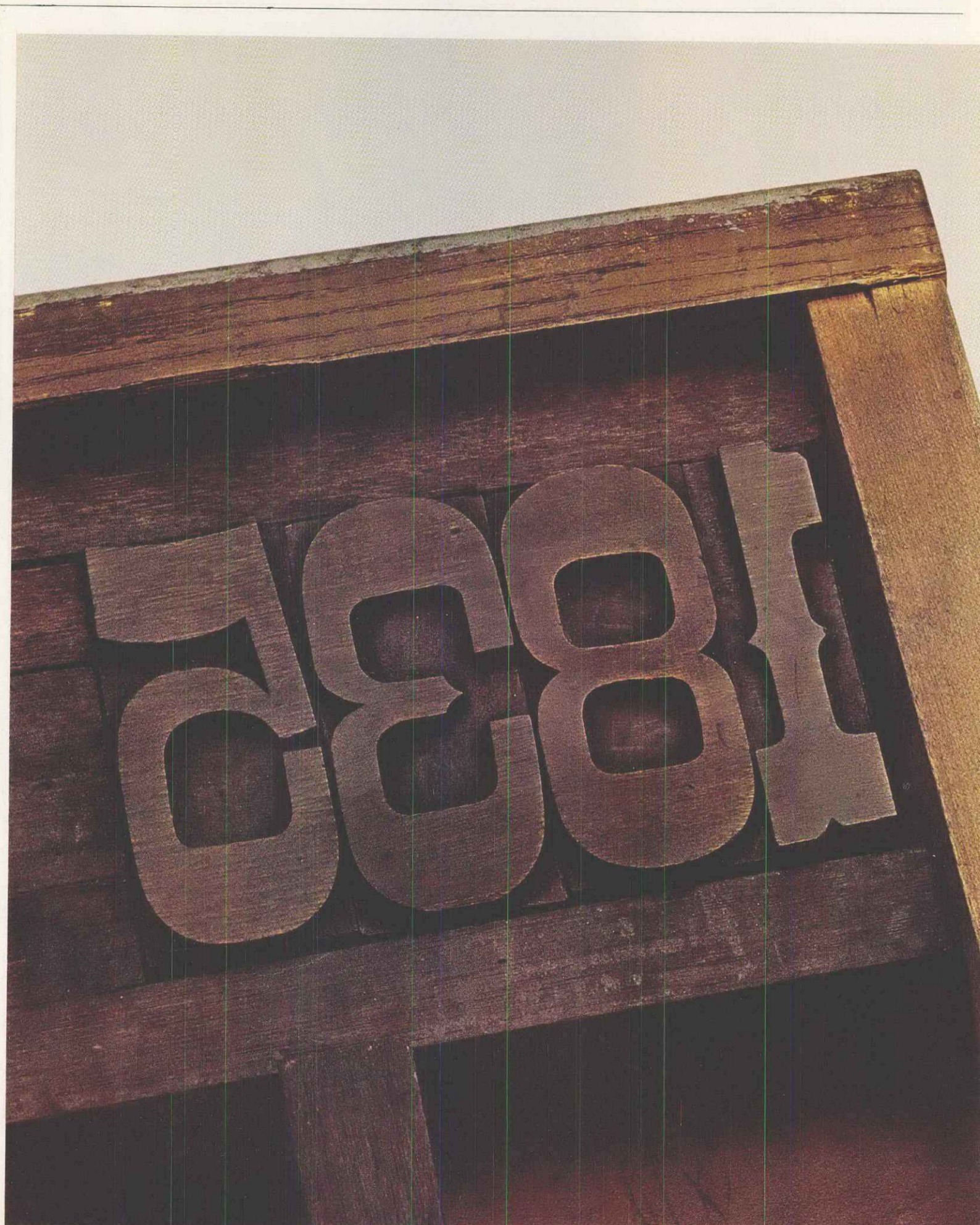
Special services listed include risk management, loss control, average adjusting, OSHA consultant, employe benefits, seamen's claims, full services. This firm specializes in construction wrap-ups, financial bonds, institutional, ocean marine, petroleum risks, heavy manufacturing, reinsurance.

COTTERELL MITCHELL & FIFER INC.

151 William St., New York, N.Y.
10038; 212-233-8911

	1971	1972
Premium vol.	\$ 3,000,000	\$ 4,500,000
Gross rev.	300,000	460,000
Employees	15	26

Principal officers: Calvin E. Fifer, president; Edward D. Babcock, vp. Subsidiaries: Calden Corp. Acquisitions reported in past year: W. W. Waterman Co.;



M. J. Arp & Co. Inc.; Charles L. Diehm & Co.

The firm reported 50% of gross revenue last year was derived from commercial accounts; compensation is based on a combination system of fees and commissions.

The company specializes in errors and omissions coverage and medical malpractice cover.

COUGHLIN-LARCHMONT AGENCY INC.

1415 Boston Post Rd., Larchmont, N.Y. 10538; 914-834-1234

	1971	1972
Premium vol.	\$ 1,230,000	\$ 1,331,000
Gross rev.	212,203	250,826
Employees	9	9

Principal officers: John M. Coughlin, president.

The company notes 54% of gross revenue was derived from commercial accounts last year; compensation is based entirely on commissions.

COULTER & GRONER INC.

125 Parkway Rd., Bronxville, N.Y. 10708; 914-337-9200

	1971	1972
Premium vol.	\$ 1,500,000	\$ 2,000,000
Gross rev.	175,000	200,000
Employees	7	8

Principal officers: Elliott H. Coulter, president; Edward H. Groner, vp. Subsidiaries: Life Agency of America Inc.

The company notes 75% of gross revenue was derived from commercial accounts last year; compensation is based on a combination system. The firm offers a full range of services.

Specialties include the manufacturing industry and real estate.

COUNTRY BROKERAGE SERVICE INC.

70 W. Sunrise Highway, Freeport, N.Y. 11520; 516-379-1000

	1971	1972
Premium vol.	\$ 1,000,000	\$ 1,100,000
Gross rev.	125,000	150,000
Employees	6	6

Principal officers: Donald S. Katz, president; Shirley R. Katz, secretary-treasurer. Subsidiaries: CBS Life Agency Inc.

The firm notes last year 42% of its gross revenue was derived from commercial business; compensation is based solely on commissions.

Special services listed include account analysis and engineering covers. The firm's specialties are life insurance and pension, health plans.

COUPER-ACKERMAN-SAMPSON INC.

P.O. Box 1970, 2 Court St., Binghamton, N.Y. 13902; 607-772-1444

	1971	1972
Premium vol.	\$ 2,275,000	\$ 2,400,000
Gross rev.	486,000	486,000
Employees	24	28

Principal officers: John F. Russell, president; John A. Foley, vp and treasurer; William J. McPhail, secretary; Robert H. White, assistant secretary.

The firm reported in 1972, 60% of gross revenue was derived from commercial business; compensation is based strictly on commissions.

Special services listed include employe benefits, rate analysis, risk management.

JOHN C. COX JR. INC.

170 Highway #35, Red Bank, N.J. 07701; 201-842-7150

	1971	1972
Premium vol.	\$ 1,596,198	\$ 1,868,597
Gross rev.	137,835	171,084
Employees	5	6

Principal officers: John C. Cox Jr., president. Subsidiaries: Off-

shore Service Corp.

The firm notes 99% of gross revenue for 1972 was derived from commercial accounts; compensation is based on a combination of commissions and fees.

Special services are listed as risk management counseling, self-insured and partial self-insured plan administration, OSHA plan installation and supervision, and fire and casualty rate analysis. Multi-location industrial risks, chain stores, and construction are the firm's specializations.

THE CRAFT AGENCY INC.

761 W. Michigan Ave., Jackson, Mi. 49201; 517-787-0077

	1971	1972
Premium vol.	\$ 2,200,367	\$ 2,563,192
Gross rev.	400,907	467,014
Employees	8	9

Principal officers: Robert D. Craft, president; James M. Craft, vp; William R. Zane, account executive.

The firm noted 69% of gross revenue was derived from commercial business last year; compensation is based strictly on commissions.

Special services offered include employe benefits, loss control, engineering and appraisals.

CRUM HALSTED AGENCY INC.

111 E. Elm St., Sycamore, Ill. 60178; 815-895-2111

	1971	1972
Premium vol.	\$ 1,400,000	\$ 1,600,000
Gross rev.	220,000	265,000
Employees	7	9

Principal officers: J. W. Buckner, president; R. L. Wildenrodt, vp; Francis I. Buckner, secretary-treasurer. Branch offices: Dekalb, Waukegan.

The firm notes 65% of its gross revenue in 1972 was derived from commercial accounts; compensation is based solely on commissions.

The firm offers special services in the field of employe benefits. Specialties listed include construction, aviation, bonds and retail stores.

E.H. CRUMP COS. INC.

110 Adams, Memphis, Tn. 38103; 901-523-0100

	1971	1972
Premium vol.	\$30,000,000	\$50,000,000
Gross rev.	4,000,000	7,000,000
Employees	223	318

Principal officers: E.H. Crump Jr., chairman of the board; Sidney A. Stewart Jr., president; Frank C. Pidgeon Jr., executive vp; S.H. Warner, executive vp; James M. Power, senior vp; Robert Smithwick Jr., senior vp; John W. Starks, senior vp; E.R. Legge, vp; Stephen McLaughlin, vp; Edward B. Morrow Jr., vp; C.E. Muller, secretary; H. Franklin Greer, treasurer. Affiliated offices: Memphis, Nashville, Knoxville, Pensacola, New Tazewell, Middlesboro, Atlanta, Los Angeles, New Orleans. Affiliates: E.H. Crump & Co.; Crump London Underwriters Inc.; E.H. Crump of California Inc.; G & M Surplus Lines Inc.; G & M Marine Inc.; Crump Life Underwriters Co.; Barker, Ward, Curtis & Riley Inc.; Powell Insurors; Fisher-Brown Inc.; Stone Insurance Agency Inc.; Insurance Underwriters Inc. of Georgia; Wesley H. Heston & Co. Acquisitions reported in past year: Fisher-Brown Inc.; Stone Insurance Inc.; Davant-Gordon Agency.

The firm notes last year, 78% of gross revenue was derived from commercial business; compensation is based on a combination system.

A full range of services are available. Specialties listed in-

Just because we're old timers in insurance don't think we're not young on ideas.

Some people might think that after 138 years of innovations in insurance, we'd have slowed down a bit.

Not in the least!

You don't keep policyholders an average of 35 years with stale ideas (not to mention become the world's largest mutual insurer of

industrial property). Just as in the past, our energies at Allendale are devoted full time to Zachariah Allen's original concept of a mutual system of fire prevention engineering and property insurance. To updating that concept with new research methods, technology, and scientific standards.

New thinking on insurance. We're old timers at it! Allendale Mutual Insurance Company, Allendale Park, Johnston, Rhode Island 02919. Associates: New Providence Corporation, underwriting manager for Affiliated FM Insurance Company and Appalachian Insurance Company.



Allendale Insurance

agent/broker profiles

clude individually tailored insurance programs, construction insurance, aviation, special risk and large lines department, commercial group and employe benefit group programs.

FRANK CRYSTAL & CO. INC.

61 Broadway, New York, N.Y. 10006; 212-344-2444

	1971	1972
Premium vol.	\$ 7,200,000	\$10,100,000
Gross rev.	410,000	525,000
Employees	8	12

Principal officers: I. Frank Crystal, chairman; James W. Crystal, president. Parent company: Frank Crystal & Co. Inc. Branch offices: 5 other cities.

Subsidiaries: Frank Crystal Associates Inc.

The firm reported 82% of gross revenue was derived from commercial business last year; compensation is based on a combination of fees and commissions.

The company specializes in financial institution insurance programs.

CULNEN & HAMILTON

990 Clifton Ave., Clifton, N.J. 07013; 201-473-6622

	1971	1972
Premium vol.	\$ 1,800,000	\$ 3,000,000
Gross rev.	267,549	291,305
Employees	8	9

Principal officers: Daniel J. Culnen, president; Robert W. Hamilton, C.P.C.U., vp. Branch office: Miami.

The firm notes 100% of their gross revenue in 1972 was derived from commercial business; compensation is based on a combination system.

The company's activities are limited to the construction field, loss adjustment and safety services. They are specialists in the field of surety.

FRANCIS H. CURTIN INSURANCE AGENCY INC.

701 Concord Ave., Cambridge, Ma. 02138; 617-492-4900

	1971	1972
Premium vol.	\$ 8,700,000	\$10,000,000
Gross rev.	1,750,000	2,000,000
Employees	60	59

Principal officers: Francis H. Curtin, chairman; John J. Curtin, president; George E. Curtin, treasurer; Charles D. Kimball, executive vp; D. Marton Gray, executive vp.

The company reported 80% of gross revenue last year was derived from commercial accounts; compensation is based strictly on commissions.

A full range of services is

available. The company specializes in blasting contractors, producers of surety.

DALE & CO. LTD.

P. O. Box 18, Toronto Dominion Centre, Toronto, Ontario, Canada; 416-362-1381

	1971	1972
Premium vol.	\$38,400,000	\$40,900,000
Gross rev.	5,988,559	6,090,834
Employees	423	425

Principal officers: K. Marshall, president and chief executive officer; D. M. Miller, vp; J. R. Lowrie, vp; K. M. Gilbert, vp; R. C. Rolston, vp; I. A. Ballantyne, secretary; J. M. Lewis, treasurer; J. M. Didier, assistant vp. Parent company: Dale-Ross Holdings Ltd. Branch offices: St. Johns, Halifax, Montreal, Ottawa, Hamilton, Winnipeg, Edmonton Alberta. Subsidiaries: Steers Insurance Agencies; Boyd Phillips & Co. Ltd. Acquisitions reported in past year: P. A. Land & Associates; Steers Insurance Agencies; Fairfield & Ellis.

The firm notes that 70% of last year's gross revenue was derived from commercial accounts; compensation is based on a combination system.

A full range of services is available through this agency.

EDWIN R. DANIELS, CLU

Insurance Plaza, Dallas, Tx. 75201; 214-748-3395

	1971	1972
Premium vol.	\$ 5,000,000	\$ 5,000,000
Gross rev.	135,000	150,000
Employees	3	3

Principal officers: Edwin R. Daniels, owner.

The firm notes that last year, 75% of gross revenue was derived from commercial business; compensation is based on a combination of fees and commissions.

Special services include employe benefit plans and counseling.

DAVIS-GROSSE INC.

209 N. York St., Elmhurst, Il. 60126; 312-834-0056

	1971	1972
Premium vol.	\$ 1,159,000	\$ 1,125,000
Gross rev.	213,000	235,000
Employees	10	10

Principal officers: Edward L. Grosse, president; A.D. Davis Jr., treasurer and chairman; A. D. Davis Sr., vice chairman; Al Barr, vp. Branch office: Winnetka. The firm notes that in 1972 70% of its gross revenue was derived from commercial accounts; compensation is based on a combination system. Special services listed include employe benefits, loss control, OSHA consultation.

Malpractice, products, metal workers, printers and group plans are the company's specialties.

J. ROLFE DAVIS INSURANCE AGENCY INC.

14 West Gore St., P.O. Box 8615, Orlando, Fl. 32806; 305-843-5010

	1971	1972
Premium vol.	\$ 1,700,000	\$ 2,000,000
Gross rev.	355,000	400,000
Employees	21	24

Principal officers: Marion F. Hatcher, president; C. E. Hollaway, CLU, executive vp; E. H. Lindblom Jr., CPCU, vp. Branch office: Winter Park.

This firm indicated that 60% of gross revenue was derived from commercial business last year; compensation is based strictly on commissions.

Special services listed include employe benefits. A specialty of the firm is long haul trucking.

DAWSON INSURANCE INC.

19800 Detroit Rd., Cleveland, Oh. 44116; 216-333-9000

	1971	1972
Premium vol.	\$ 1,800,000	\$ 1,900,000
Gross rev.	342,000	328,000
Employees	17	20

Principal officers: Hugh K. Dawson, chairman of the board; Hugh L. Dawson, president; W. A. Schott, vp; G. F. Fuller, vp; Tom L. Schmidt, treasurer; E. J. Raabe, secretary. Subsidiaries: Donald Webster & Associates Inc.

The company indicates for the past year 51% of gross revenue was derived from commercial accounts; compensation is based on commissions only.

A special service offered is employe benefits.

DAWSON, TAYLOR & SHERMAN INC.

943 Reynolds St., Augusta, Ga. 30902; 404-722-8883

	1971	1972
Premium vol.	\$ 1,275,000	\$ 1,390,000
Gross rev.	226,000	265,000
Employees	7	8

Principal officers: Michael J. Taylor, president; M. D. Williams Jr., CPCU, vp and secretary; L. L. Lewis Jr., vp.

The firm reported that 60% of gross revenue was derived from commercial accounts last year; compensation is based strictly on commissions.

DEALEY, RENTON & KELLY INC.

5050 Broadway, Oakland, Ca. 94611; 415-658-3452

	1971	1972
Premium vol.	\$ 1,500,000	\$ 2,000,000
Gross rev.	155,770	190,000
Employees	9	12

Principal officers: Robert G. Kelly, president; Nigel A. Renton, CPCU, vp. Acquisitions: Bought a book of business for engineers and architects.

The company reported that last year 90% of its gross revenue was derived from commercial business; compensation is based on a combination system.

Special services include employe benefits, life insurance and mutual funds. Professional liability and total insurance for engineers architects and surveyors, contract bonds and insurance for the construction industry are the firm's specialties.

DILLINGHAM AGENCY

P. O. Box 1146, Oklahoma City, Ok. 73701; 405-233-2000

	1971	1972
Premium vol.	\$ 1,284,980	\$ 1,360,897
Gross rev.	154,197	163,307
Employees	9	9

Principal officers: Dan L. Dillingham, partner; Tom B. Dillingham, partner; Al Woods, associate. Subsidiaries: Dillingham Claims & Engineering Co.

The company indicated that for the past year, 70% of gross revenue was derived from commercial accounts; compensation is based entirely on commissions.

The specialties of the company are long haul trucking, petroleum industry, construction industry. Special services described include claims service, loss control.

DIVERSIFIED INSURANCE BROKERS

1931 South 11 St., Salt Lake City, Ut. 84106; 801-487-0341

	1971	1972
Premium vol.	\$ 2,150,000	\$ 2,550,000
Gross rev.	143,000	210,000
Employees	5	5

Principal officers: Richard J. Salisbury, president; Kenneth Palmer, secretary-treasurer. Subsidiaries: The Palmer Insurance

First State Insurance Company

Wears well

First State is the largest and oldest domestic company formed to write Surplus Lines, Special-Purpose and Reinsurance Business.

And through the years we've created problem-solving insurance and reinsurance programs for businesses of every description — including over 500 of the world's major corporations. We've also provided them with continuity. Many have been clients since our beginning — many, many more for over twenty years.

First State . . . we're here now and shall be here in the future . . . call us, we're ready to listen, ready to create and assist in areas of common interest to agents, brokers and their insureds.

**MULTINATIONAL
PROPERTY and LIABILITY
MULTIPLE LINE THROUGH
AGENTS AND BROKERS**

A+:AAAAA, Alfred M. Best, Inc.

FIRST STATE INSURANCE COMPANY



60 Battery March St., Boston, Mass. 02110 • Telephone 617/357-8400

If you're losing
ground in the race
against inflation...
cheat



...with Vanguard I.

With inflation running rampant, here's a life insurance plan that provides *real* protection—one where the benefit is tied to the *Consumer Price Index* and not the stock market.

It's a proven concept. The policy automatically is renewed every four years with rates based upon age. . .while the face value "floats" to reflect rises in the cost of living. You do not pay one extra dollar for the increased protection during any four year period.

Catch this outstanding retirement feature! You can purchase a guaranteed lifetime income, at the rates available when you *first* purchased Vanguard I.

Don't continue to strain against a *sprinting* inflation. *Keep pace* with BANKERS SECURITY VANGUARD I: THE PLAN THAT CHEATS INFLATION.

For further information contact your Bankers Security General Agent or write Bankers Security Life Insurance Society: 1701 Pennsylvania Avenue, N.W. Washington, D.C. 20006.

(Home Office: New York City)



Bankers Security
LIFE INSURANCE SOCIETY

Agency. Branch office: Boise.
 The company reported that last year 90% of gross revenue was derived from commercial accounts; compensation is based on a combination system of fees and commissions.
 The firm offers a full range of services including loss control, safety inspections, and safety programs, customized safety films.
 Specialties of the firm include self-insurance and cash conservation for both retail chains and light industry.

DOHRMANN-KING CO.
 1045 N. El Dorado St., Stockton, Ca. 95202; 209-465-5752

	1971	1972
Premium vol.	\$ 1,055,000	\$ 1,250,000
Gross rev.	153,000	165,000
Employees	8	9

Principal officers: Harold C. King, C.P.C.U., president; Lewis D. Skyhawk, vp; Dorothy H.

Thomas, treasurer; Robert E. Lee.
 The company reported that 70% of gross revenue was derived from commercial accounts during the past year; compensation is based solely on commissions.
 Manufacturing, contracting, mercantile and farm industries are the firm's specialties.
 Special services listed include counseling, surveying and risk management services.

WALTER P. DOLLE INC.
 Dixie Terminal Bldg., Cincinnati, Oh. 45202; 513-421-6515

	1971	1972
Premium vol.	\$ 6,800,000	\$ 8,200,000
Gross rev.	1,100,000	1,250,000
Employees	40	42

Principal officers: Jack R. Trainer, president; H. Russell Reigart, vp; Charles Dehne, vp; Donald L. Streit, vp.
 The company notes that in

1972, 82% of gross revenue was derived from commercial accounts; compensation is based on a combination system.
 They specialize in manufacturing risks.
 Special services described include OSHA consultation, engineering.

DORNBERGER INSURANCE INC.
 900 E. 10th St., Sioux Falls, S. D. 57103; 605-336-2793

	1971	1972
Premium vol.	\$ 1,112,000	\$ 1,202,000
Gross rev.	151,232	155,058
Employees	23	28

Principal officers: Wayne L. Dornberger, president; Duane K. Nygaard, secretary. Parent company: Dornberger & Co. Inc.
 The company noted that for 1972 57.8% of gross revenue was derived from commercial business; compensation is based on

commissions only.
 The firm specializes in long-haul trucking risks.

DOWIS AGENCY INC.
 218 South 3rd St., Sterling, Co. 80751; 303-522-6260

	1971	1972
Premium vol.	\$ 1,090,124	\$ 1,310,000
Gross rev.	199,297	275,663
Employees	11	15

Principal officers: Richard W. Dowis, president; Colleen D. Dowis, vp; Lyle D. Graham, secretary-treasurer. Subsidiaries: Dowis Systems Inc.
 The company notes that last year 76.13% of gross revenue was derived from commercial business; commissions only.

THE DOWLER AGENCY INC.
 450 Sunrise Highway, Rockville Center, N. Y. 11570; 516-536-2200

	1971	1972
Premium vol.	\$ 2,250,000	\$ 2,400,000
Gross rev.	400,000	427,000
Employees	22	21

Principal officers: Joseph B. Dowler, president; Robert E. Dowler, vp; T. Richard Cook, vp; Robert A. Lanna, vp. Subsidiaries: T. R. Cook & R. A. Lanna d/b/a Insurance Counseling, Lanna, Dowler, Cook.
 The firm reports that 57% of gross revenue for 1972 was derived from commercial accounts; compensation is based on a combination system.
 Employee benefits and consulting are the firm's special services.

DRINKWINE, MUNSON, ROBERTSON & ZILLGITT INC.
 161 N. La Brea Ave., Inglewood, Ca. 90301; 213-673-3880

	1971	1972
Premium vol.	\$ 1,500,000	\$ 1,700,000
Gross rev.	254,128	287,500
Employees	16	17

Principal officers: Preston B. Zillgitt, president; Harvey A. Drinkwine, secretary-treasurer; Murton L. Munson, vp; Robert Gerughty, vp.
 The company indicated that in 1972, 55% of gross revenue was derived from commercial accounts; compensation is based strictly on commissions.
 They specialize in the city and school area.

ROBERT F. DRIVER CO. INC.
 400 Cedar St., San Diego, Ca. 92112; 714-238-1828

	1971	1972
Premium vol.	\$ 2,750,000	\$ 3,872,000
Gross rev.	757,382	917,516
Employees	44	48

Principal officers: Robert F. Driver, president; Richard M. Brown, senior vp and treasurer; Donald M. Chase, senior vp; Robert H. Herring, secretary; Irwin B. Sklar, vp; John T. Saucier, vp; Albert C. Blatz, vp; Ralph W. McLees, vp; John J. Brennan, vp; Ralph R. Stewart, vp; Charles W. Sisty, vp; Robin M. Shrobbree, vp. Branch office: La Jolla. Merger reported in the past year: Sisty Insurance Agency.
 The firm reported that 70% of gross revenue during the past year was derived from commercial business; compensation is based on a combination of fees and commissions.
 A full range of services are available. Specialties of the firm include contractors bonds, marine insurance, furniture stores, retail stores, mass merchandising programs, group hospitalization and life programs.

DUNBAR-PETERSON INSURANCE AGENCY INC.
 740 Keeling Bldg., Omaha, Nb. 68102; 402-341-2166

	1971	1972
Premium vol.	\$ 1,100,000	\$ 1,300,000
Gross rev.	245,527	284,780
Employees	7	8

Principal officers: Lloyd E. Peterson, president.
 The company indicated that for the year closing 1972, 70% of gross revenue was derived from commercial accounts; compensation is based on salary.

DUNLOP, ONDERDONK & WILSON INC.
 151 William St., New York, N.Y. 10038; 212-227-1800

	1971	1972
Premium vol.	\$ 4,000,000	\$ 6,000,000
Gross rev.	720,000	810,000
Employees	26	30

Principal officers: Henry H. Dunlop, CPCU, chairman of the board; John C. Onderdonk, president; David N. Wilson, vp; Wil-



The part that's standing up can cost you more than the part that burned down.

Today, when fire partially destroys a building, local ordinances sometimes require that the entire building be demolished before reconstruction can begin.
 While property insurance covers the cost of what burned down, it normally doesn't cover the demolition and removal of property that didn't. And as any wrecking contractor can tell you, the expense to your company can be enormous.
 Our company, Continental Insurance, thinks it's in our mutual interest that you

know as much as possible about what you're buying. So our agent would be happy to explain the importance of having not only property insurance, but also contingent liability and demolition insurance to cover the cost of tearing down and removing property that didn't burn.
 But what about the debris from the property that did burn?
 Here again, property insurance alone isn't enough. But as our agent can explain, all you need is a debris removal clause in your standard fire policy—a

clause that's usually free, but could save you thousands.
 There are many other things to understand about property insurance and a Continental agent can point them out.
 Because that's his job.
 To give you the best possible coverage at the least possible cost.
 Our agent is as close as your Yellow Pages.
 He's worth a call.



The Continental Insurance Companies
 Home Office: 80 Maiden Lane, New York, New York 10038

liam C. Hayden, vp; Brian Emerson, vp; Victor Uscinski, treasurer. Acquisitions in past year: Murphy-Sayles.

The company reported that 70% of gross revenue was derived from commercial business last year; compensation is based on a combination system.

The firm offers a full range of services.

EASTMAN & CO.

4405 Riverside Dr., Burbank, Ca. 91506; 213-843-2250

	1971	1972
Premium vol.	\$ 450,000	\$ 1,120,000
Gross rev.	71,000	152,000
Employees	3	6

Principal officers: Robert A. Eastman, president; J. James Woodyard, secretary; James Collier, vp.

The company reported for the year past, 99% of gross revenue was derived from commercial accounts; compensation is based on a combination system of fees and commissions.

Construction workmen's compensation, bonds, casualty, excess unemployment for nonprofit organizations, self-insured workmen's compensation, health, unemployment are the firm's specialties.

Special services include full time construction loss control engineering, emphasis on OSHA compliance.

J. EVERETT EAVES INC.

432 Whitney Bldg., New Orleans, La. 70130; 504-581-5353

	1971	1972
Premium vol.	\$ 2,713,930	\$ 3,368,009
Gross rev.	447,048	525,606
Employees	24	23

Principal officers: J. E. Eaves, president; C. C. Crusel, vp; J. E. Robison, vp; C. E. Kissgen, treasurer; E. A. Smith, secretary.

This company reported in 1972, 73.67% of gross revenue was derived from commercial business; compensation is based on com-

missions.

Specialties include malpractice and hospital coverage.

Special services include hospital coverage, physician malpractice, insurance consultation.

EDWARDS, LONGWELLO & TRAPANI INC.

871 Coleman Ave., San Jose, Ca. 95110; 408-288-8000

	1971	1972
Premium vol.	\$ 1,800,000	\$ 2,200,000
Gross rev.	325,000	375,000
Employees	15	17

Principal officers: Robert E. Edwards, president; Charles J. Longwello, executive vp; Marko J. Trapani, executive vp. Mergers reported in the past year: Edwards & Co. with Longwello, Miller & Trapani Inc.

The company reported 75% of gross revenue was derived from commercial business last year; compensation is based on a combination system.

Their specialty is total risk management for the smaller firm, with heavy emphasis in the high technology industries such as electronics.

Special services listed include risk management analysis and consultation, employe benefits and loss control.

EIFERT, FRENCH & CO. INC.

330 Fifth Ave., Pelham, N.Y. 10803; 914-738-4011

	1971	1972
Premium vol.	\$ 5,000,000	\$ 5,500,000
Gross rev.	545,000	629,000
Employees	35	36

Principal officers: Donald A. Eifert, president; Frank Campana, vp; Robert G. Eifert, secretary-treasurer; Charles S. McAllister, vp. Branch offices: New York City, Teaneck. Subsidiaries: Charles S. McAllister & Co. Inc., Louis J. Aieta & Co. Inc.

The firm notes in 1972, 65% of gross revenue was derived from commercial business; compensation is based on a combination system.

Special services in the field of employe benefits are available.

DAVID G. ELLISON AGENCY

P.O. Box 1300, 1221 Washington St., Columbia, S.C. 29202; 803-256-4387

	1971	1972
Premium vol.	\$ 1,995,873	\$ 2,050,000
Gross rev.	386,641	400,000
Employees	9	10

Principal officers: David G. Ellison, partner; David G. Ellison Jr., CPCU, partner; James H. Ellison, partner; David G. Ellison partner.

The company listed 70% of last year's gross revenue divided from commercial business; compensation is based on a combination system.

They specialize in the construction industry bonds and insurance, package insurance for large apartments and condomini-

ums, manufacturing risks, financial institutions, communications industry coverage.

Special services include loss control, fire rate inspection and analysis, risk management, consultations.

EMETT & CHANDLER

2999 West Sixth St., Los Angeles, Ca. 90020; 213-381-1201

	1971	1972
Premium vol.	N/A	N/A
Gross rev.	\$ 2,000,000	\$ 2,000,000
Employees	61	62

Principal officers: Oren E. Lane, president; Leonard P. Lawrence, executive vp; Clifton A. Klenzing, treasurer; Jimmie Bussio, vp. Parent company: Pinehurst Corp. Branch office: San Francisco. Subsidiaries: All City-All County Insurance Agency; Pinehurst Excess Facilities.

The company indicated for the year past, 95% of gross revenue

was derived from commercial business; compensation is based on a combination system.

A full range of services is available. Finance, transportation, aviation, mass merchandising, construction, wrap-ups are all specialties of the company.

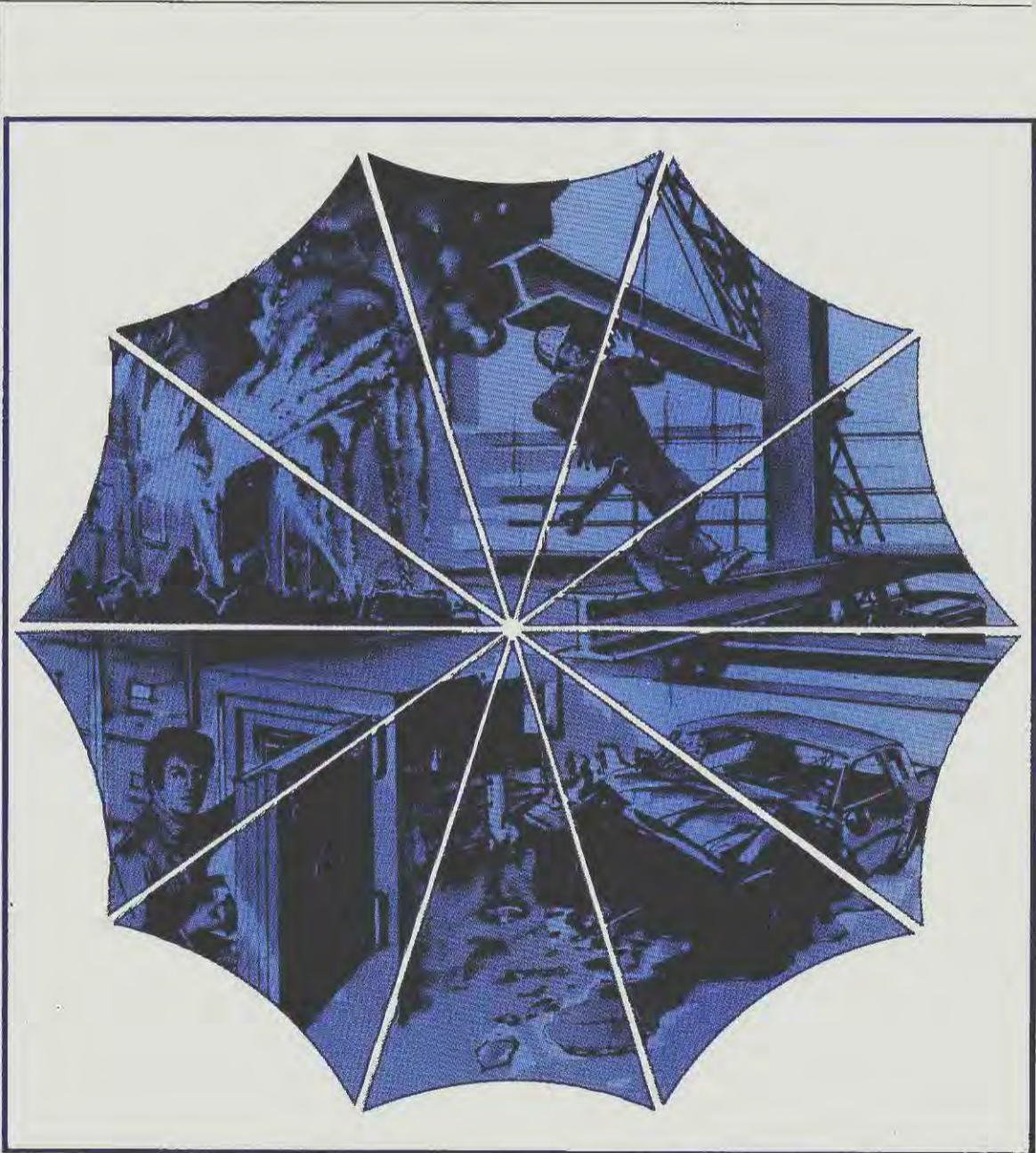
JACOB EMMANUEL INC.

Freehold Plaza Bldg., 303 West Main St., Freehold, N.J. 07728; 212-962-2620

	1971	1972
Premium vol.	\$ 680,000	\$ 1,052,000
Gross rev.	74,300	127,970
Employees	4	8

Principal officers: Manuel J. Emmanuel, president; William Adams, vp. Branch office: New York.

The company notes during this past year, 60% of gross revenue was derived from commercial business; compensation is based entirely on commissions.



What we really salvage is money... yours!

...sharing your problems ...achieving solutions

REINSURANCE—that's our business



SKANDIA GROUP

SKANDIA INSURANCE COMPANY LTD • United States Branch
HUDSON INSURANCE COMPANY
280 Park Avenue, New York 10017 • Telephone (212) 490-0500

UNDERWRITERS SALVAGE COMPANY OF NEW YORK

HEADQUARTERS: 125 ENTIN RD., CLIFTON, N.J. • 201-779-5454 • 212-966-5454

THE QUICK ACTION COMPANY

THE USCO PROFESSIONAL SALVOR ESTABLISHES A CLIMATE OF

- RESPONSIBILITY
- CONTROL
- SECURITY

Adequately Staffed Branch Facilities Provide the Salvor Services You Require.

SEND FOR OUR COPYRIGHTED BOOKLET "SALVOR OPERATION PRINCIPLES"

INSURANCE RENEWAL



We believe insurance renewals should be a decision. Not a ritual.

The St Paul

Sometime within the next 12 months your company is going to make a decision on whether or not to renew its present insurance.

But will it really be a decision, or just a ritual? We suggest you take time to investigate and compare. Review before you renew.

We're The St. Paul Companies. And we believe that if you're serious about finding the most coverage for your insurance dollar, you'll take the time to see how your present insurance company stacks up against The St. Paul.

Compare them on know-how. The St. Paul has pioneered dozens of innovative coverages including multicover package plans, data processing policies and director's and officer's liability.

Compare them on service. The St. Paul offers 8,600 independent agents and 42 service centers across the U.S. to bring you prompt, efficient service. A kind of service that 88.3% of our independent agents rank tops. And The St. Paul also makes it a rule to contact the claimant on the very same day we receive notice of the claim.

Compare them on flexibility. The St. Paul has had nerve enough to research and write unusual risks, such as insuring an elephant on a raft (they swim), or a man riding an ostrich (we paid).

Compare them on stature. The St. Paul is a major subsidiary of The St. Paul Companies, ranked by Fortune Magazine among the top fifty largest diversified financial companies.

Compare. If your present insurance company offers just as much as we do when it comes to coverage, service and reputation, there's no reason to switch.

But if it doesn't, make it a point to call on the company that's been in operation since 1853.

Call your St. Paul Agent. He's listed in the Yellow Pages.



EMPLOYEES INSURANCE REPRESENTATIVES INC.

Suite 1820, 225 Baronne St.,
New Orleans, La. 70112;
504-588-9113

	1971	1972
Premium vol.	\$ 750,000	\$ 1,150,000
Gross rev.	85,000	165,000
Employees	5	8

Principal officers: Felix W. Burnett Jr., president; Victor Lefevre, vp; Robert E. Richmond, secretary-treasurer. Branch office: Baton Rouge.

The company indicated last year's gross revenue was consisted of 100% commercial business; compensation is based strictly on commissions. They specialize in mass marketing of automobile insurance.

P. M. ENDSLEY CO.

801 Nicollet Mall, Mpls., Mn.
55402; 612-372-6201

	1971	1972
Premium vol.	\$ 2,500,000	\$ 3,200,000
Gross rev.	500,000	600,000
Employees	21	24

Principal officers: C. Bruce Solomonson, president; Dale V. Hadtrath, executive vp. Parent company: Greentree Corp. Branch office: Chicago.

The company reported 80% of gross revenue was derived from commercial accounts; compensation is based on commissions.

A full range of services are available to the client. The firm specializes in commercial business, including national accounts and municipal business.

EUCLID INSURANCE AGENCIES INC.

188 Industrial Dr., Elmhurst, Il.
60126; 312-833-4015

	1971	1972
Premium vol.	\$ 2,400,000	\$ 2,900,000
Gross rev.	440,000	502,000
Employees	17	20

Principal officers: Peter G. Colis. Subsidiaries: Second Euclid Life Insurance Agencies Inc., EIA Financial Services Inc.

The firm notes during the past year 82% of gross revenue was derived from commercial business; compensation is based solely on commissions.

The company specializes in discount package programs for restaurants and related risks, franchise packages for qualified groups, which include industrial and commercial.

EUCLID SERVICES INC.

630 Third Ave., New York, N.Y.
10017; 212-661-6200

	1971	1972
Premium vol.	\$ 6,500,000	\$ 6,750,000
Gross rev.	676,000	725,000
Employees	21	22

Principal officers: Frank Peri, president; Alvin Block, vp; Martin Beitler, secretary-treasurer.

Parent company: Euclid Services Corp.

The company reported 85% of gross revenue was derived from commercial accounts; compensation is based on a combination system of fees and commissions.

Specialties include manufacturing and real estate fleet coverage.

Special services listed include loss control and property engineering counseling.

EUSTIS, DEES & OUTZEN

111 S. Walnut St., Greenville, Ms.
38701; 601-335-5221

	1971	1972
Premium vol.	\$ 1,000,000	\$ 1,200,000
Gross rev.	172,187	195,819
Employees	7	7

Principal officers: Harold Eustis, senior partner; Anse J. Dees, partner; Richard M. Outzen, partner.

The firm notes in 1972, 75% of

gross revenue was derived from commercial business; compensation is based on commissions.

They offer special services in the area of employee benefits and engineering. They are specialists in the field of marine insurance and construction cover.

FAIRLANE ASSOCIATES INC.

3307 Greenfield Rd., Dearborn, Mi. 48120; 313-271-8200

	1971	1972
Premium vol.	\$ 1,850,000	\$ 3,000,000
Gross rev.	360,000	550,000
Employees	15	22

Principal officers: Robert Maldegen, president; Raymond R. Chase, secretary-treasurer.

The firm notes 40% of last year's gross revenue was derived from commercial business; compensation is based on a combination system of fees and commissions.

FANWICK & RUBIN

393 Seventh Ave., New York, N.Y. 10001; 212-244-3330

	1971	1972
Premium vol.	\$ 1,600,000	\$ 1,750,000
Gross rev.	292,750	312,980
Employees	4	4

Principal officers: Jacob Fanwick, partner; Aaron Rubin, partner.

The company indicated that in 1972, 90% of gross revenue was derived from commercial business; compensation is based strictly on commission.

Special services include loss control and management in the field of dental malpractice. The firm specializes in dental malpractice and related coverages.

THE FARMER-ORTH AGENCY

6122 N. 7th St., Phoenix, Az.
85014; 602-264-0566

	1971	1972
Premium vol.	\$2,500,000+	\$2,500,000+
Gross rev.	353,000	411,000
Employees	13	16

Principal officers: F. W. Farmer, president and treasurer; Boyd Orth, vp and secretary. Branch office: Flagstaff. Subsidiaries: Northern Arizona Insurance Agencies Inc.

This firm notes that last year, 55% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

Loss control, engineering and OSHA consultation are special services offered by the company.

FEDERATED BROKERAGE CORP.

1776 Broadway, New York, N.Y.
10019; 212-586-4600

	1971	1972
Premium vol.	\$2,000,000+	\$2,000,000+
Gross rev.	300,000+	300,000+
Employees	13	13

Principal officers: Milton Spahn, president; Joseph A. Brand, vp. Parent company: Federated Brokerage Group. Subsidiaries: The Camp Brokerage Co. Inc.

The company indicated that last year, 80% of gross revenue was derived from commercial business; compensation is based on a combination system.

Appraisal services and safety engineering are available through this office. Specialties include children's camps and real estate.

FICKLING & WALKER INSURANCE AGENCY INC.

Georgia Power Bldg., Suite 720,
Macon, Ga. 31201; 912-746-9421

	1971	1972
Premium vol.	\$ 6,000,000	\$ 9,000,000
Gross rev.	900,000	1,115,760
Employees	40	53

ASK YOUR AGENT TO GET A QUOTE FROM AOA

Insurance for every category of aviation
including a complete Helicopter program



AVIATION OFFICE OF AMERICA

INCORPORATED

JACK G. FOLMAR
PRESIDENT

7025 EASTEX FREEWAY/BEAUMONT, TEXAS 77706/TELEPHONE (713) 892-7025/CABLE: FOLMAIRINS/TELEX: 779-411



We do our homework

Consider some of the things that are happening in the insurance industry today...OSHA legislation...a continuing interest in self insurance and the captive company concept...the dramatic increase in the number and size of products liability claims...spiraling court costs and awards...increasing pressures in the area of employee benefits programs...and much, much more. Now consider how these developments can affect your company's exposures. Unnerving, isn't it?

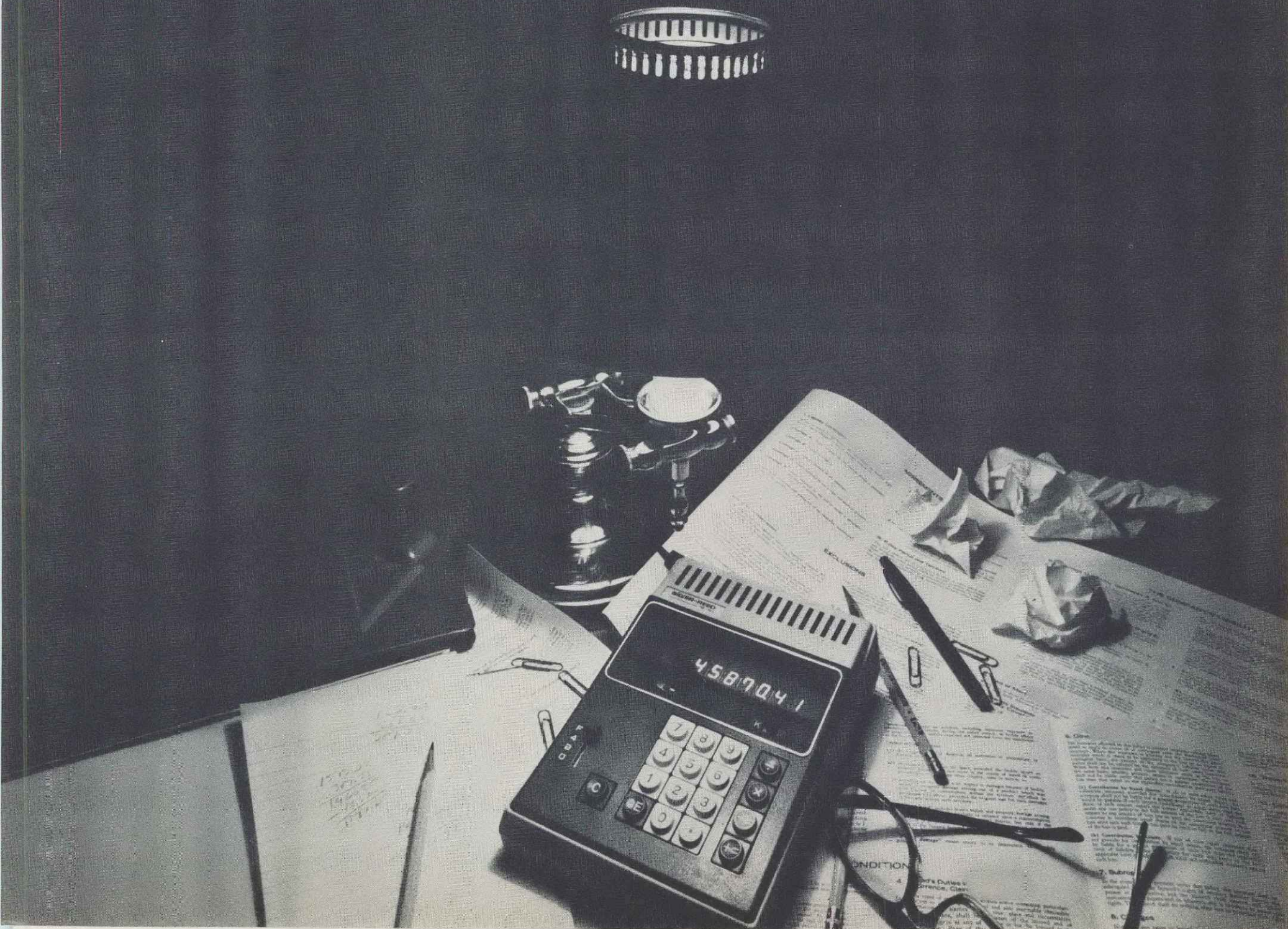
It doesn't have to be. Not if you've got the right insurance broker behind you. Someone who knows the insurance market inside and out...someone who is thoroughly skilled in custom designing the right type of protection plans for your various exposures...someone who can save you additional premium dollars by instituting an effective loss control program...someone who follows through by constantly reviewing your total protection package and makes changes when and where they are needed...someone, in short, who does his homework.

Doing our homework has been a Corroon & Black trademark for nearly 70 years. It's helped us become one of the largest and most knowledgeable brokers in the world today, one fully capable of meeting the insurance challenges of tomorrow.

So, next time you're in the market for a truly professional brokerage service, contact the Corroon & Black office nearest you. You'll find we do a lot more than just buy insurance.

CORROON & BLACK

We make it our business to understand your business.



FRIEDMAN & FRIEDMAN AGENCY INC.

125 Willis Ave., Box 1368, Roslyn Heights, N.Y. 11577; 516-484-4100

	1971	1972
Premium vol. ...	\$ 2,800,000	\$ 3,400,000
Gross rev.	350,000	400,000
Employees	12	14

Principal officers: Maurice Friedman, president and treasurer; Harry D. Friedman, vp and secretary.

Principal officers: W. A. Fickling Sr., chairman; B. S. Walker Sr., president; Charles E. Wooddall Sr., vp. Branch offices: Atlanta, Tampa. Acquisitions reported in past year: Willingham Payne, Muggsey Smith.

The firm noted that 70% of last year's gross revenue was derived from commercial business; compensation is based on a combination system.

The company offers a full

rived from commercial business; compensation is based on commissions.

The firm offers a full range of services.

E.H. FISHMAN INC.
 313 Williamson Bldg., Cleveland, Oh. 44114; 216-621-6700

Premium vol.	1971	1972
	\$ 1,800,000	\$ 1,900,000

FITZGERALD, CLAYTON, NOTES & KASTEN INC.
 757 N. Broadway, Milwaukee, WI. 53202; 414-271-3717

Premium vol.	1971	1972
	\$ 1,750,000	\$ 2,000,000
Gross rev.	325,000	350,000
Employees	14	14

Principal officers: Robert T. Clayton, president; William D. Hoppenjan, vp and secretary; Frederick Kasten, vp and treas-

Premium vol.	1971	1972
	\$ 2,000,000	\$ 2,200,000
Gross rev.	240,000	260,000
Employees	10	10

Principal officers: Edward T. Danahy, president; Hanford W. Serl, vp; J. K. Danahy, secretary-treasurer. Branch office: Rochester.

The firm notes that in the past year, 80% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

Carmichael, vp; Lee B. Jones, vp. Branch office: San Francisco.

The firm notes that in 1972, 74% of gross revenue was derived from commercial business; compensation is based on a combination of fees and commissions.

FLENNIKEN FINANCIAL SERVICES INC.
 515 Market, Knoxville, Tn. 37902;

The company indicated that 80% of gross revenue in 1972 was derived from commercial accounts; compensation is based on commissions.

A full range of services is available. Trucking, construction, retail stores, fur manufacturers are the company's specialties.

FRINGE BENEFIT CONSULTANTS INC.
 #204-3471 N. Federal Highway, Ft. Lauderdale, Fl. 33306; 305-563-2631

Premium vol.	1971	1972
	\$ 7,000,000	\$ 7,500,000
Gross rev.	250,000	275,000
Employees	8	8

Principal officers: George A. Corkum, CLU, president; Bill McCutchen, vp; John Pfau, CLU, vp. Subsidiaries: FBC Insurance Management Inc., Property & Casualty Division.

The company reported 90% of

1972 gross revenue was derived from commercial accounts; compensation is based on a combination of fees and commissions.

The firm offers a full range of employe benefit services, in addition to plan design and administration. It specializes in employe benefit programs, plus annual employe reports for medium and large tax-supported bodies, corporations and trade associations.

FRY-ZELNICKER-MITCHELL INSURANCE AGENCY INC.
 958 Dauphin St., Mobile, Al. 36604; 205-433-1813

Premium vol.	1971	1972
	\$ 1,500,000	\$ 1,800,000
Gross rev.	270,000	300,000
Employees	8	8

Principal officers: Roland G. Fray, CPCU, president; Edwin A. Zelnicker Jr., executive vp; Charles R. Luker, vp.

The firm noted that last year, 75% of gross revenue was derived from commercial accounts; compensation is based on commissions only.

It specializes in coverage for shopping centers, apartments, retail stores, auto paint and bumper shops.

ALAN D. FULTON INSURANCE INC.
 350 Sevilla Ave., Coral Gables, Fl. 33134; 305-445-2627

Premium vol.	1971	1972
	\$ 3,900,000	\$ 4,500,000
Gross rev.	290,000	325,000
Employees	8	10

Principal officers: Alan D. Fulton, president; Septer G. Working, vp; Eileen A. Hubbell, secretary-treasurer. Branch office: Fort Lauderdale. Subsidiaries: Fulton-Apco Insurance Agency, Fulton Insurance of Broward Inc.

The firm noted that in 1972,

96% of gross revenue was derived from commercial accounts; compensation is based solely on commissions.

Computerized claims and loss control are special services provided by the company. It specializes in the area of workmen's compensation in relation to construction, manufacturing, wholesale or retail and restaurants with allied coverages such as public liability and fleet.

GALLAGHER-COLE ASSOCIATES
 4700 Biscayne Blvd., Miami, Fl. 33137; 305-759-1591

Premium vol.	1971	1972
	\$ 1,200,000	\$ 1,800,000
Gross rev.		180,000
Employees		3

*Not in business in 1971

Principal officers: Phil C. Gallagher, partner; Samuel T. Cole,

partner; L. N. Francis, associate. Merger reported in past year: Gallagher-Cole Associates evolved as a result of a merger.

The company notes in 1972, 85% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

Specialties of the firm are shopping centers, multi-unit habitational buildings, radio, television, contracting accounts.

Special services described include employe benefits, loss control, OSHA consultation, engineering, self funding.

ARTHUR J. GALLAGHER & CO.
 One E. Wacker Dr., Chicago, Il. 60601; 312-321-1700

Premium vol.	1971	1972
	N/A	N/A
Gross rev.	\$ 2,841,000	\$ 3,493,000
Employees	108	141

Principal officers: Robert E. Gallagher, president; John P. Gallagher, executive vp; Arthur J. Gallagher, chairman; A. James Gallagher, vice chairman; Edward F. Keating, vp; Daniel P. Wachs, vp; Sterling L. Bassett, vp; Warren G. Van der Voort, vp; Myron A. Clark, unit vp; Louis E. Metzger Jr., unit vp; John C. Danloe, unit vp; Norman S. Anderson, treasurer; Gilbert C. Mochel Jr., president of Mochel Insurance Agency.

Branch offices: Camden, Cincinnati, Columbus, Detroit, Downers Grove, Dubuque, Erie, Evansville, Hamilton, Lansing, Manchester, Miami, Mobile, Orlando, Phoenix, Portland, Sacramento, San Antonio, South Bend, St. Louis, Syracuse, Toledo.

Subsidiaries: Gallagher Basset Insurance Service, Enrollment Service Center, Mochel Insurance Agency, Arthur J. Gallagher Management Ltd. Acquisition reported in past year: Mochel Insurance Agency.

The firm reported that in 1972, 96% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

The firm specializes in excess coverages for commercial, industrial and institutional self-insurance programs, mass marketing, combined aggregate excess coverages for property and casualty.

Special services listed include computer claims control programs, property and casualty safety engineering, property appraisals, captive insurance management, OSHA compliance inspection, property and casualty loss adjustments and related services for the self-insurer.

GARIBALDI AGENCY
 2 Edison Place, Springfield, N.J. 07081; 201-467-3000

Premium vol.	1971	1972
	\$ 945,345	\$ 1,032,000
Gross rev.	122,984	155,082
Employees	5.5	6

Principal officers: Joseph J. Garibaldi Jr., president; Frank D. Garibaldi, executive vp; Leopold J. Gattel, CPCU, vp and agency manager. Parent company: Garibaldi Realty Corp., Industrial Realtors.

The company notes 79% of gross revenue was derived from commercial business last year; compensation is based on a combination of fees and commissions.

Special services listed include loss control, fire engineering, employe benefits, insurance programs analyses. The firm specializes in the field of financial institutions, contract and performance bonds, manufacturing operations and garment contractors.



R. W. Raymond
 VICE PRESIDENT

35 GROUP OFFICES *
 TO SERVE YOU

Next time you need assistance with a
GROUP INSURANCE
 matter, give us a call.

We are accessible and will do our utmost to be responsive to your group insurance needs.



A. C. CLIFTON
 National Director
 Industrial Business
 (Ext. 428)



E. R. COSTELLO
 National Director
 Teacher Business
 (Ext. 422)



R. A. HERMANN, CLU
 Director of
 Marketing
 (Ext. 421)



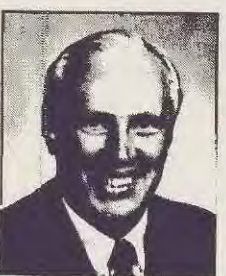
R. L. RAMEY, CLU
 Regional Director
 (Ext. 429) for

- *Detroit
- *Eau Claire
- *Milwaukee
- *Minneapolis
- *Portland, Ore.
- *Seattle
- *Spokane



C. T. MC EWEN
 Regional Director
 (Ext. 426) for

- *Dallas
- *Denver
- *Houston
- *Los Angeles
- *Phoenix
- *San Francisco



D. R. DAVIS
 Regional Director
 (Ext. 427) for

- *Chicago
- *Columbus
- *Indianapolis
- *Kansas City
- *Omaha
- *Rockford
- *St. Louis



R. P. SCHATZ
 Regional Director
 (Ext. 424) for

- *Boston
- *East Orange
- *New Haven
- *Philadelphia
- *Pittsburgh
- *Portland, Me.
- *Washington, D.C.



W. S. JOHNSTON
 Regional Director
 (Ext. 423) for

- *Atlanta
- *Charlotte
- *Lafayette
- *Louisville
- *Miami
- *New Orleans
- *Shreveport
- *Tampa

For competitive "group quotes," contact

GROUP DEPARTMENT
Washington National Insurance Company
 A Washington National Corporation Financial Service Company
 Evanston, Illinois 60201 / PHONE 312; 866-7900



C. D. SMITH
 Second Vice
 President
 (Ext. 425)

EVEN IF YOU HAVE 100 HOTELS ALL OVER THE WORLD, WE CAN INSURE THEM IN ONE POLICY PACKAGE, FOR ONE PREMIUM, AND FROM ONE OFFICE.



Building and operating overseas hotels can be a pretty complicated matter.

And insuring them *used to be*.
But no more.

AIU has changed all that.

Because we operate in more than 130 countries and jurisdictions around the world. With extensive engineering services in Europe, the Far East, Africa, and Latin America. And—just in case—we can handle and settle claims *locally and quickly*.

All this means you no longer have to work with a different insurance company in each country. AIU has the capacity, the experience, and the wide range of coverages to handle *all* the insurance needs of an international operation. All by itself. Whether the coverage involves hotels. Motels. Or even condominiums.

Our Basic plan provides coverage for real and personal property from either named perils or all-risks. As well as liability protection for premises and products against third party bodily injury and property damage claims.

And our Optional Coverages protect against a variety of specialized exposures. Crime and fidelity, for instance. Boiler and machinery. And automobile.

Want more facts? We have them. Just mail the coupon, and we'll rush them to you.

**American International
Underwriters Corporation**

Dept. BI073, 102 Maiden Lane, New York, N.Y. 10005

Please send me more information about AIU's International Hotel Insurance Program.


Name _____
(PLEASE PRINT)

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

 A member company of
American International Group

AIU IS AN
ALLIED MEMBER
OF THE
HOTEL AND MOTEL
ASSOCIATION

We welcome inquiries from any licensed agent or broker. You don't have to be a regular producer to place business with AIU.

agent/broker profiles

GAR-LIN ASSOCIATES

150 N. Wacker Drive, Suite 2000, Chicago, Ill. 60606; 312-332-5995

	1971	1972
Premium vol. ...	\$ 1,600,000	\$ 2,000,000
Gross rev.	155,000	175,000
Employees	4	4

Principal officers: Gary L. Karlin, president; Edna Johnson, vp and treasurer.

The company notes that in 1972, 95% of gross revenue was derived from commercial accounts; compensation is based strictly on commissions.

Employe benefits, estate analysis and financial planning, retirement and tax sheltered planning are special services offered by the firm. They are specialists in

the field of estate creation and conservation for corporate executives.

GARRETT-BROMFIELD CORP.

2600 Wilshire Blvd., Suite 221, Los Angeles, Ca. 90057; 213-386-3713

	1971	1972
Premium vol. ...	\$ 1,835,000	\$ 2,530,000
Gross rev.	289,000	330,000
Employees	5	8

Principal officers: Donald C. Bromfield Jr., president; Guy A. Main, executive vp and chief executive officer; Les Amoy, vp marketing; Larry W. Thrower, vp and secretary-treasurer. Parent company: Garrett-Bromfield & Co.-Colorado. Branch offices: Denver, Hartford.

This company reported in 1972, 80% of gross revenue was derived from commercial business; compensation is based on a combination system.

They specialize in nationwide trade and safety associations.

Special service of the firm is organizing loss control programs for multi-state insureds.

DUANE GARTNER & CO.

23760 Lyons Ave., Newhall, Ca. 91321; 213-365-9187

	1971	1972
Premium vol. ...	\$ 1,500,000	\$ 1,700,000
Gross rev.	225,000	250,000
Employees	8	9

Principal officers: F. Duane Gartner, CLU, president; Claude E. Stephenson, vp. Subsidiaries: Duane Gartner, Associates.

The firm noted last year 95% of gross revenue was derived from commercial business; compensation is based on a combination system.

Employe benefits and estate planning are two special services available to the client.

They are specialists in the field

of manufacturing risk.

GENERAL INSURANCE EXCHANGE

258 So. Main St., Fond du Lac, Wi. 54935; 414-921-5921

	1971	1972
Premium vol. ...	\$ 1,050,000	\$ 1,630,000
Gross rev.	165,000	252,000
Employees	10	16

Principal officers: H. Thomas Hierl, partner; Edward W. Dana, partner; Jerome A. Schuchardt, partner; Albert Timm, partner. Subsidiaries: Ross Insurance Inc. Acquisition reported in past year: Ross Insurance Inc.

The firm notes that 60% of last year's gross revenue was derived from commercial accounts; compensation is based on a combination system.

Special services include commercial fire and casualty, employe benefits and life insurance, and personal lines.

THE GLEASON AGENCY INC.

200 Fisher Bldg., Johnstown, Pa. 17101; 814-535-1586

	1971	1972
Premium vol. ...	\$ 864,000	\$ 1,050,000
Gross rev.	151,000	160,000
Employees	6	8

Principal officers: Robert A. Gleason, president; Robert A. Gleason Jr., vp.

The company notes in 1972, 80% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

Risk management analysis, employe benefits, counseling, property and liability placement are offered as special services.

RICHARD N. GOLDMAN & CO.

Alcoa Bldg., One Maritime Plaza, San Francisco, Ca. 94111; 415-981-1141

	1971	1972
Premium vol. ...	\$ 21,000,000	\$ 25,000,000
Gross rev.	800,000	900,000
Employees	29	32

Principal officers: Richard N. Goldman, president, and chairman of the board; Stuart W. Seiler, senior vp and treasurer; Chester W. King, senior vp; Kenneth M. Hilker, senior vp; Richard T. Holmes, vp; Romano S. Andreini, vp; Peter L. Herman, vp.

The firm notes in 1972, 88% of gross revenue was derived from commercial accounts; compensation is based on a combination of fees and commissions.

Special services include employe benefits and related services.

GODWIN INSURANCE AGENCY

P.O. Box 9695, Greensboro, N.C. 27408; 919-275-9881

	1971	1972
Premium vol. ...	\$ 1,000,000	\$ 1,200,000
Gross rev.	150,000	190,000
Employees	8	10

Principal officers: Grover C. Godwin, CPCU, president; Louis P. Godwin, CPCU, vp.

The company reported 55% of last year's gross revenue was derived from commercial business; compensation is based entirely on commissions.

L. J. GOLDSTEIN & CO. INC.

1212 Avenue of the Americas, New York, N.Y. 10036; 212-765-7000

	1971	1972
Premium vol. ...	\$ 5,000,000	\$ 6,000,000
Gross rev.	300,000	375,000
Employees	21	34

Principal officers: Louis J. Goldstein, president; Donald R. Geery, CLU, vp; Richard S. Card, assistant vp. Subsidiaries: Katsh Brokerage Inc., Eastern Coverage Corp., Harry Hankin Co., Morris Kulok Co. Inc. Overseas Brokerage Corp.

The company notes during the past year, 90% of gross revenue was derived from commercial business; compensation is based on a combination of fees and commissions.

Special services are offered in the field of employe benefits, loss control and general engineering.

GOODE & WEBSTER INC.

206 East Seneca St., Manlius, N.Y. 13104; 315-682-9141

	1971	1972
Premium vol. ...	\$ 1,181,300	\$ 1,435,000
Gross rev.	200,770	242,450
Employees	13	14

Principal officers: Donald W. Goode, president; Maxwell L. Griffith, vp; Robert C. Webster, secretary and treasurer.

The firm notes in 1972, 45% of gross revenue was derived from

Working harder now and getting nowhere faster?

Our "Do-Nothing" toy is a lot like some companies. So big they seem to accomplish very little.

The toy has no practical function other than to call attention to itself. You work hard at the handle, the parts fly back and forth and you think you're making progress—but nothing ever happens. Nothing.

If that's the feeling you get handling some of your lines, maybe you should take a closer look at ours.

We're specialists in workmen's comp, general liability, commercial property, surety, and surplus.

We're unique because our men take time to hear your needs.

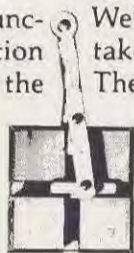
They're professionals who give you on-the-spot decisions that help you serve your clients better and faster.

To end that do-nothing frustration, you have to

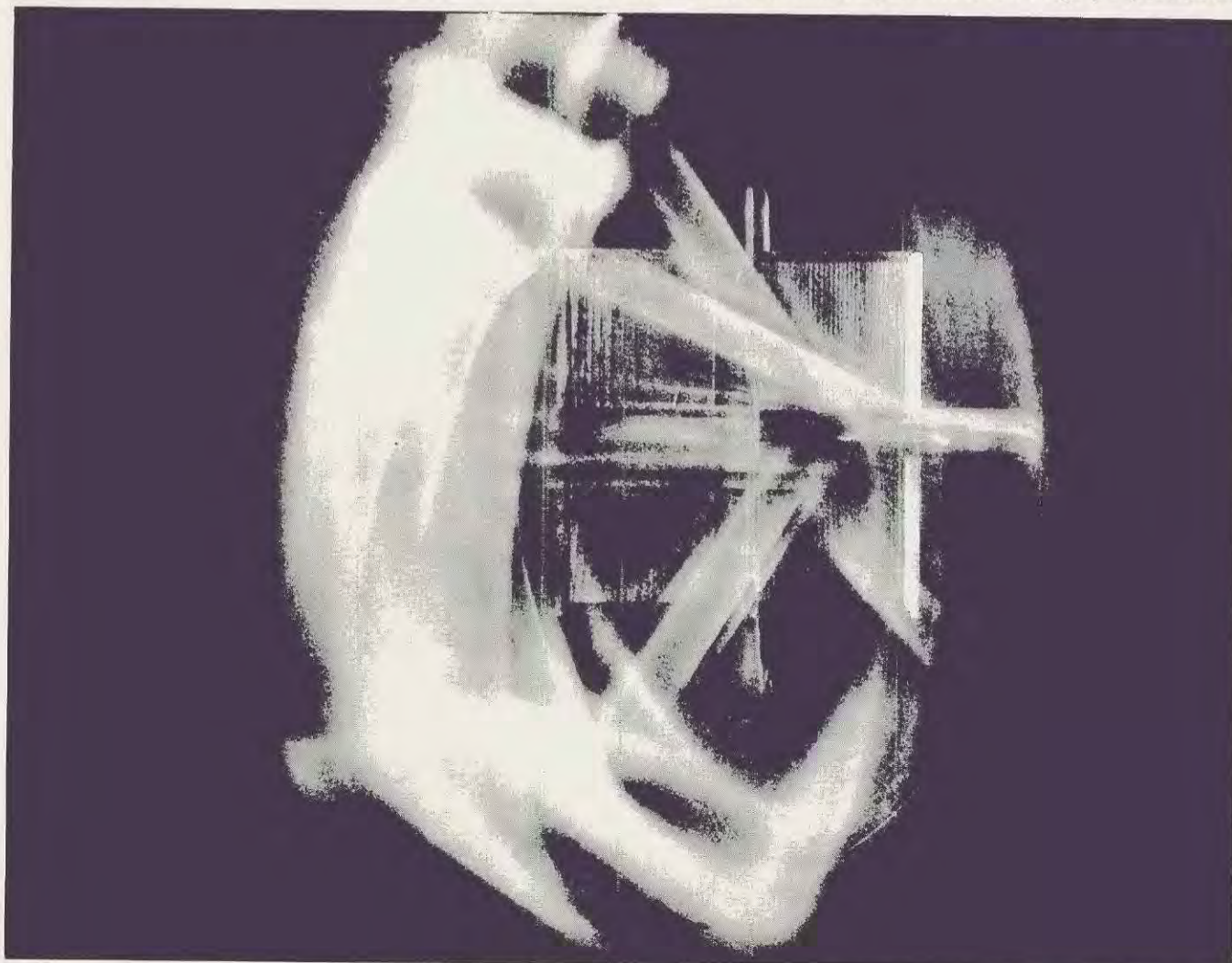
do something. Simply call your nearest Mission office and our representative will visit with details showing how Mission can

help your business grow.

He'll also give you a free Do-Nothing toy. That's all the frustration you'll get from us.

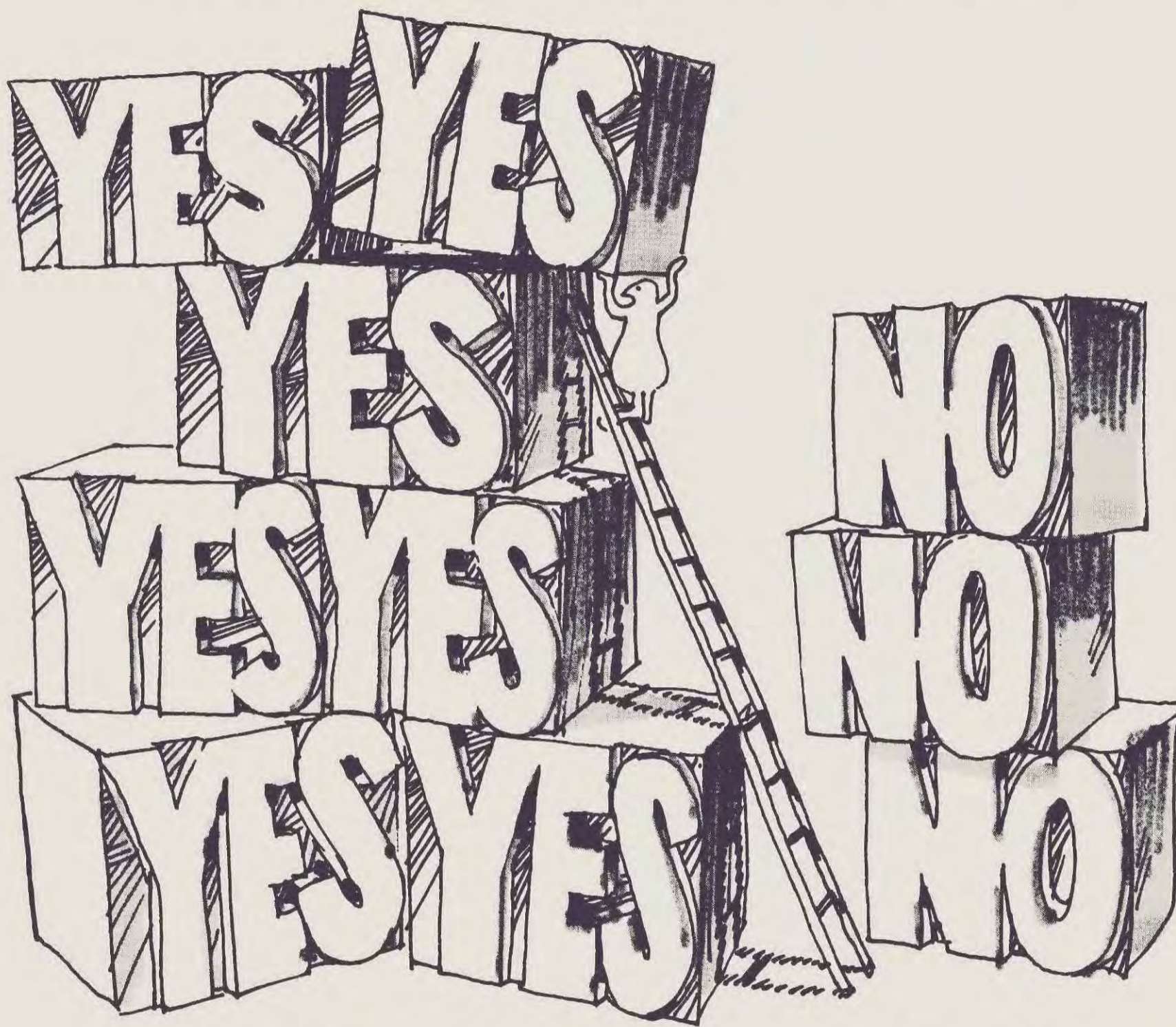


California's Largest Publicly Owned, Independently Operated Property & Casualty Carrier, Headquarters: Los Angeles (213) 381-6811; San Francisco (415) 982-2940; Fresno (209) 222-2237; Seattle (206) 622-2072; Portland (503) 222-4471; Denver (303) 892-6606; New Orleans (504) 581-4600; Houston (713) 623-8780; Phoenix (602) 254-6621; San Diego (714) 234-8295.



**our offers are a well-accepted fact
in the brokerage business.**

brokers say yes to 7 out of 10



That's quite an underwriting record. But then, we're not exactly new to the business. North American Life and Casualty has been successfully serving brokers for more than twelve years, more than twice as long as 90% of our competitors. And we take great pride in our ability to provide fast, fair, knowledgeable answers to any questions that you may have about Liberal Substandard Underwriting practices. So call your local NALAC office. Or call us directly at (612) 377-5511. Chances are, you'll like what we have to offer.



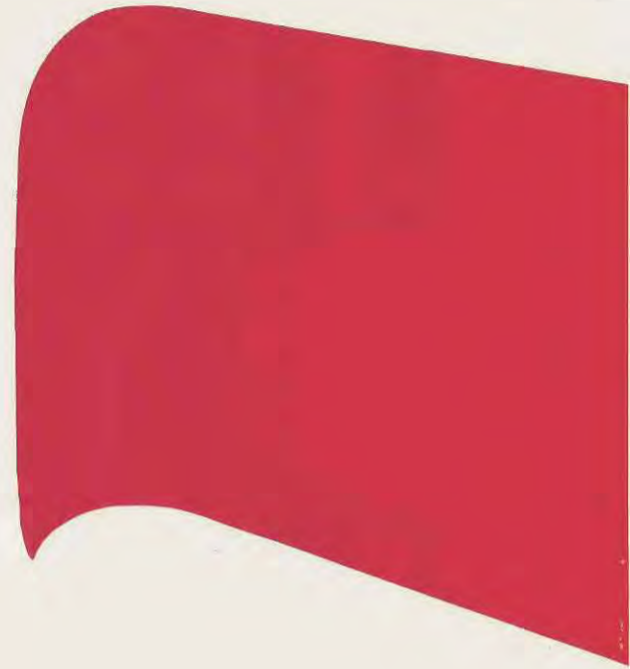
north american
LIFE AND CASUALTY COMPANY
1750 Hennepin Avenue, Minneapolis, Minnesota 55403

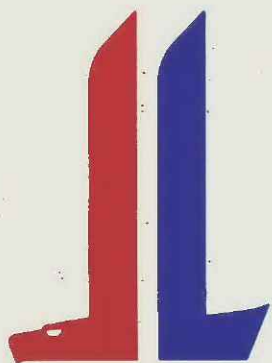
**We have a loss prevention
service for big risks.
Doesn't everybody?**

**We're also ready, willing
and staffed to counsel the kind
of company that's in the
awkward stage: big enough
to be exposed; not big
enough to have an inside,
professional loss control staff.**

**Insurance is more than
paying claims. We really
believe that.**

Doesn't everybody?





GREAT AMERICAN INSURANCE COMPANY
(The brand new hundred year old company.)

agent/broker profiles

commercial accounts; compensation is based on commissions only.

Farm business, medium sized commercial and industrial accounts are the company's specialties.

GORGES & CO. INC.

5710 Bellona Ave., Baltimore, Md. 21212; 301-433-6600

	1971	1972
Premium vol.	\$ 1,300,000	\$ 1,600,000
Gross rev.	228,000	270,000
Employees	12	12

Principal officers: James H. Gorges, president; John A. Kerney, vp; F. David McNamara Jr., CPCU, vp. Subsidiaries: Homeland Underwriters.

The firm notes in 1972, 65% of gross revenue was derived from commercial business; compensation is based on a combination system.

Counseling, risk management surveys are special services provided by this firm. Construction wrap-ups, crane accounts, restaurant accounts are specialties of this company.

GRANDY-PRATT CO.

915 Pierce St., Sioux City, Ia. 51101; 712-252-4026

	1971	1972
Premium vol.	\$ 2,200,000	\$ 2,350,000
Gross rev.	360,000	390,000
Employees	12	14

Principal officers: H. P. Pratt, partner; Byron Deck, partner; Harlan Davis, partner; Barry Loughridge, partner; Peter MacFarlane, partner. Acquisitions in past year: purchased Andrews Agency.

The company noted in 1972, 75% of gross revenue was derived from commercial business; compensation is based on commissions only.

The firm now has a full-time marketing and underwriting manager for commercial lines only.

JOSEPH G. GRAY & CO. INC.

111 John St., New York, N.Y. 10038; 212-349-3280

	1971	1972
Premium vol.	\$ 4,500,000	\$ 5,500,000
Gross rev.	500,000	600,000
Employees	15	18

Principal officers: Joseph G. Gray, chairman; Jules I. Epstein, president; Edward T. Kennedy, vp; Marion Love, secretary.

The firm notes in 1972, 80% of gross revenue was derived from commercial accounts; compensation is based on a combination system of fees and commissions.

The firm specializes in real estate, wrap-ups, and medium sized manufacturers.

GRAYSON & DICKINSON

2000 L St. N.W., Washington, D.C. 20036; 202-833-2876

	1971	1972
Premium vol.	\$ 1,300,000	\$ 1,500,000
Gross rev.	136,000	160,000
Employees	2	3

Principal officers: Robert W. Dickinson, partner; Louis J. Grayson, partner. Subsidiaries: Wilby J. Pritchett Jr.

The firm notes in 1972, 50% of gross revenue was derived from commercial business; compensation is based on commissions only.

Special services offered include commercial mass merchandising of workmen's compensation, liability coverages and related lines through a safety dividend program.

GREAT BAY BROKERAGE CO. INC.

111 John St., New York, N.Y. 10038; 212-267-5258

	1971	1972
Premium vol.	\$ 1,300,000	\$ 1,450,000
Gross rev.	142,000	156,000
Employees	4	4

Principal officers: George Friedberg, president. Subsidiaries: Grubman Agency.

The company reported 80% of gross revenue was derived from commercial accounts last year; compensation is based strictly on commissions.

The company specializes in the field of chain stores, trucking fleets, rental properties and pensions.

S. GREEN & CO. INC.

Lafayette Bldg. #506, 5th & Chestnut St., Philadelphia, Pa. 19106; 215-925-3700

	1971	1972
Premium vol.	\$ 3,000,000	\$ 2,950,000
Gross rev.	475,000	465,000
Employees	19	21

Principal officers: Harold L. Landesberg, president and treasurer; Max Lipshutz, vp and secretary.

The firm notes last year, 90% of gross revenue was derived from commercial accounts; compensation is based on a combination of fees and commissions.

Special services listed include OSHA consultation, loss control, engineering and rate analysis.

They are specialists in the field of indoor tennis centers, construction, shopping centers, apartments and light manufacturing.

LOUIS GREENBERG INC.

1335 Tilton Rd., Northfield, N.J. 08225; 609-645-1700

	1971	1972
Premium vol.	\$ 1,100,000	\$ 1,320,000
Gross rev.	123,000	167,000
Employees	8	11

Principal officers: Louis Greenberg, president; Jerome M. Greenberg, CLU, vp; Thomas S. Markowski, vp; Edith Greenberg, secretary. Branch office: Atlantic City. Subsidiaries: Bartram Excess Co. Acquisitions reported in past year: Walter Myers, Rosenblit Realty.

The firm noted 55% of gross revenue was derived from commercial accounts last year; compensation is based on commissions only.

Fire, engineering, employee benefits are offered as special services.

GRIER & CO. INC.

901 S. Pine St., P.O. Box 5139, Spartanburg, S.C. 29301; 803-582-7243

	1971	1972
Premium vol.	\$ 1,375,000	\$ 1,613,706
Gross rev.	268,728	295,192
Employees	17	18

Principal officers: J. T. Grier, president; L. A. Grier Jr., secretary and treasurer.

The company reported in the past year, 80% of gross revenue was derived from commercial accounts; compensation is based solely on commissions.

They specialize in all forms of business and industrial coverages.

GULF CENTRAL GROUP OF TEXAS INC.

801 Main St., Franklin, La. 70538; 318-828-5867

	1971	1972
Premium vol.	\$11,000,000	\$12,000,000
Gross rev.	1,000,000	1,400,000
Employees	N/A	65

Principal officers: David Stiel Jr., president; Gene Sorrell, vp; William L. Hill, vp; John Reeder,



LLOYD AUBREY
Regional Manager
Los Angeles, California
Chairman



HUGH GILES
Regional Manager
Gastonia, North Carolina



HARRY WHITE
Associate Regional Manager
Atlanta, Georgia



DON WARD
Associate Regional Manager
Columbia, South Carolina

Provident Proudly Announces Members of its 1973 Group Field Advisory Council

Congratulations, Lloyd, Hugh, Harry and Don, on being selected for this important assignment. Your recommendations to the Home Office not only improved your own sales performance, but that of all of your associates. You put it all together to help make 1972 the best production year Provident has ever had. And, it looks like you're pouring it on again for 1973.

Keep talking!

GROUP DEPARTMENT



CHATTANOOGA



's 1-2 punch for commercial needs

1 XL-term for the executive/owner*

... \$20,000 to \$100,000-or-more life policy protects family
... can serve as added collateral for expansion or development loans ... pays off mortgages in case of death.

Monthly decreasing term ... Protection never drops below 20 per cent. of original ... New, competitive rates—and step-rating makes larger policies even more economical ... Premiums payable annually, semi-annually, quarterly, or by convenient Zalomatic monthly payment ... waiver of premium optional benefit ... conversion without medical exam optional.

2 GPO (group purchased ordinary) for the employees*

... is portable life insurance ... They can take it with them
... It combines the cash value of ordinary life with the low

cost of term ... a package of term and whole life coverage ... available through group purchase ... Offered on voluntary payroll deduction basis ... A company representative will help your agent with enrollment.

Your benefits: Good will ... No premium contribution ... Significantly increased coverage over and above any existing benefits programs ... better morale ... less turnover ... higher incentive to prospective employees ... Greater profits through job stability ... Liberal underwriting.

*Available in most states



ZURICH-AMERICAN INSURANCE COMPANIES® 's
**commercial package
in life**

TO: Zurich American Life Insurance Company
111 West Jackson Boulevard • Chicago, Illinois 60604

Send me details on XL-Term and GPO.

Name _____

Company _____

Title _____

City _____ State _____ Zip _____

Type of business _____

Name of agent or broker _____

agent/broker profiles

vp; W. K. Dupree, vp. Parent company: Gulf Central Group Inc. Branch offices: Dallas, Lafayette, Crowley, Morgan City, Patterson, New Orleans, Jeanerette, New Iberia, Rayne, Baton Rouge.

Mergers reported in past year: National Insurance Association with all the Louisiana Agencies to form Gulf Central Group Inc. Gulf Central Group of Louisiana and Gulf Central Group of Texas.

The firm reported last year, 70% of gross revenue was derived from commercial business; compensation is based on commissions only.

Special services listed include employe communications hand-

books, defensive driving courses and mass merchandising. They are specialists in the field of recreation accident insurance, excess and surplus, and wet marine covers.

HAAS & WILKERSON INC.
3101 Broadway, Kansas City, Mo. 64111; 816-756-1600

	1971	1972
Premium vol.	\$10,800,000	\$12,900,000
Gross rev.	1,772,411	2,074,129
Emploees	54	59

Principal officers: Albert E. Haas, chairman of the board; W. Ralph Wilkerson Jr., president; Howard F. Walter, secretary; Neil R. Poupirt, vp and treasurer. Branch offices: St. Louis, Flint, Sacramento. Subsidiaries: Haas-Wilkerson-Wohlberg Inc.; Land Speed Insurers Agency Inc.; Americana Services Inc.

The company noted 92% of

gross revenue in 1972 was derived from commercial business; compensation is based on a combination system.

A full range of services are available, including engineering, employe benefits, loss control, feasibility studies and development of off-shore captive insurance companies. The firm specializes in automobile racing, warehousing, outdoor amusement business, taxicab and public transportation, professional liability coverages.

HACKETT, VALINE & MACDONALD INC.

198 College St., Burlington, Vt. 05401; 802-658-1100

	1971	1972
Premium vol.	\$ 1,750,000	\$ 2,000,000
Gross rev.	360,000	400,000
Emploees	16	18

Principal officers: Luther C. Hackett, president; Luther F.

Hackett, vp; Donald R. MacDonald, vp; Duane A. Valine, vp. Subsidiaries: Hackett & Company Inc.; Hackett-Ward Associates Inc.

The firm indicated 75% of gross revenue in 1972 was derived from commercial accounts; compensation is based solely on commissions.

Commercial lines, contractors, surety bonds, aviation are the firm's specialties.

HAGNER INSURANCE CORP.

1321 Connecticut Ave. N.W., Washington, D.C. 20036; 202-659-8700

	1971	1972
Premium vol.	\$ 1,400,000	\$ 1,800,000
Gross rev.	250,000	250,000
Emploees	8	8

Principal officers: Randall H. Hagner, president; A. Britton Browne, executive vp; James A. Twigger, vp and manager; Jack

L. Heckman, treasurer; Jesse M. Robinson, assistant treasurer. Parent company: Randall H. Hagner Co. Inc. Acquisition in past year: Daniel Cronin Agency.

The firm reported 80% of gross revenue in 1972 was derived from commercial accounts; compensation is based on commissions.

The company specializes in condominium format from construction through permanent; developed total insurance concept for condominiums.

HAINES-CRAFT AGENCY INC.

160 W. 144 St., Riverdale, Ill. 60627; 312-841-7000

	1971	1972
Premium vol.	\$ 1,100,000	\$ 1,100,000
Gross rev.	220,000	220,000
Emploees	10	10

Principal officers: James Craft, chairman of the board; Clyde Wells, president.

The company reported 60% of gross revenue last year was derived from commercial accounts; compensation is based solely on commissions.

FRANK B. HALL & CO. INC.

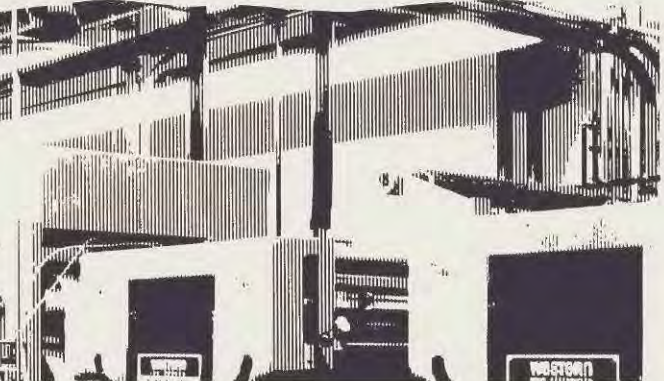
88 Pine St., New York, N.Y. 10005; 212-952-1200

	1971	1972
Premium vol.	N/A	N/A
Gross rev.	\$44,070,000	\$62,392,000
Emploees	1,700	2,100

Principal officers: James Stewart, chairman and chief executive officer; William C. Bartholomay, president and chief operating officer; Melvin A. Holmes, chairman of executive committee and director; James F. Stathakos, Sr. vp and director; Thomas Livingston, director, vp; Roger D. Lapham Jr., director, senior vp; C.A. Sporn, director, vp; Frank J. Sartore, director, vp; M.F. McCaffrey, director, vp; Colby Hewitt, Jr., director, vp; Richard A. Archer, director, senior vp; Richard W. Davidson, director, senior vp; Henry E. Froebel, director; Douglas L. King, vp, secretary-treasurer. Branch offices: Anchorage, Atlanta, Boston, Cedar Rapids, Chicago, Coral Gables, Dallas, Denver, Detroit, East Chicago (In.), Fairbanks, Honolulu, Jacksonville, Las Vegas, Los Angeles, Milwaukee, New Orleans, New York, Oak Brook, Oakland, Orlando, Philadelphia, Pittsburgh, Portland, Providence, Salinas, Salt Lake City, San Francisco, Santa Ana, Seattle, St. Louis, Adelaide, Brisbane, Caracas, Hamilton, Hong Kong, London, Melbourne, Mexico City, Oslo, Perth, Sydney, Tel Aviv. Subsidiaries: Frank B. Hall & Co.; Frank B. Hall & Co. of California.

Frank B. Hall & Co. of Colorado; Frank B. Hall & Co. of Fairbanks; Frank B. Hall & Co. of Hawaii Inc.; Frank B. Hall & Co. of Illinois; Frank B. Hall & Co. of Indiana; Frank B. Hall & Co. of Louisiana Inc.; Frank B. Hall & Co. of New York Inc.; Frank B. Hall & Co. of Orange County; Frank B. Hall & Co. of Oregon; Frank B. Hall & Co. of Texas; Frank B. Hall & Co. of Utah; Frank B. Hall & Co. of Washington; FBH Equity Corp.; Frank B. Hall Management Co.; Boit, Dalton, & Church Inc.; Insurance Management Inc.; Keeler and Associates Inc.; W.H. Markham & Co.; Whipple, Winterberg & Shepard; Parker & Co. of Florida; Parker & Co. of Georgia; Parker & Co. International Inc.; Parker & Co. Inc. of Pennsylvania; Martin Boyer Co. Inc.; Sixty-Seven Brokerage Corp.; Frank B. Hall & Co. (Far East Ltd.); Frank B. Hall & Co. Consultants Inc. Acquisitions reported in past year: Allen T. Archer Co.; Bowden-Callahan & Co.; Growers Insurance Agency Inc.; Harris-Sloan &

Printing Plants lease "Automatic" Sprinkler Systems



Compucolor, Inc. Stratford, Connecticut, producer of high-fidelity, direct mail printing, avoids large capital outlay; saves on insurance premiums; protects production.

As recommended by their Consulting Engineer, Mr. Edward Schultz, Greenwich, Conn., Compucolor Inc. leased a complete "Automatic" Sprinkler Fire Protection System to protect their 25,000 sq. ft. plant. Their entire facility is fully sprinklered including executive offices, paper storage warehouse, and printing production areas.

Heart of Compucolor Inc. is their computerized, electronically-controlled, 10-color, web offset press. Says Mr. Tom Kelsey, General Manager, "Automatic" Sprinklers protect our production. Depending on the extent of damage, we could lose several months of operation on this machine in case of a fire."

According to Mr. John M. Davis, Executive Vice President, "It makes good business sense to lease an "Automatic" Sprinkler System; more companies should take advantage of this feature. The installation was expert, fast and professional, too. No interference with production!"

Substantiated by Compucolor's insurance broker, Glover Agency, Norwalk, Conn., this summary of costs and savings applies.

Here are the facts:	
Annual fire insurance premiums if not sprinklered	\$21,700.00
Annual fire insurance premiums as sprinklered	6,700.00
Annual Premium Savings	15,000.00
Annual Lease Costs	4,333.52
Net Savings	10,666.48

As with Compucolor, Inc., where insurance premium savings more than cover sprinkler systems lease costs, it can pay you well in protection and premium reduction to install "Automatic" Sprinklers. We can tailor the job to both your physical and fiscal requirements.

For complete information, contact Mr. R. L. Pardee, Manager of Marketing Services, "Automatic" Sprinkler Corporation of America, Box 180, Cleveland, Ohio 44147.



Finn Inc.; Loiseau/Neiswanger; Martin Boyer Co.; Clark Carroll Insurance; Insurance Management Inc.; Surety Underwriters Inc.; W.H. Markham & Co.; Legrand Insurance Counsellors; Hospital Insurance Associates Inc.; Fairbanks Insurance Agency; Whipple, Winterberg & Shepard; Boit, Dalton & Church Inc.; Lyman Agency Inc.; McIlhenny Insurance Agency Inc.; Elmer F. Laysen, Jr. Insurance Agency Inc.

A full range of services are available. The firm specializes in association/franchise programs, employe benefits communications, mass merchandising of personal insurance, captive insurance company evaluation and management; actuarial consulting.

HAMILTON-DORSEY-ALSTON CO.

1380 West Paces Ferry Rd. N.W., Atlanta, Ga. 30327; 404-262-1722

	1971	1972
Premium vol.	N/A*	\$ 1,560,000
Gross rev.	N/A	300,000
Emploees	N/A	14

*Figures are not available because firm was not formed as such in 1971.

Principal officers: Joseph W. Hamilton Jr., partner; Robert C. Alston, partner; Roy A. Dorsey, partner; Robert A. Rives, partner. Merger reported in past year: Hamilton Insurance Agency and Dorsey Alston Company.

This firm reported 50% of 1972's gross revenue was derived from commercial business; compensation is based on a combination system.

A full range of services are available.

HANSEN-NATALIZIO INC.

13825 W. National Ave., New Berlin, Wi. 53151; 414-782-3940

	1971	1972
Premium vol.	\$ 1,100,000	\$ 1,400,000
Gross rev.	149,000	190,000
Emploees	14	13

Principal officers: Paul R. Hansen, president; Richard A. Natalizio, vp and secretary; C. Richard Snook, treasurer. Subsidiaries: Aero Insurance Inc., Truckers Insurance Agency Inc. Acquisition: formation of the Truckers Insurance Agency Inc.

The firm notes 65% of 1972 gross revenue was derived from commercial business; compensation is based on a combination system.

The firm specializes in aviation, trucking, malpractice contractors, manufacturing and employe benefits.

HANKS & BUSH INC.

122 West Washington Ave., Madison, Wi. 53703; 608-255-4828

	1971	1972
Premium vol.	\$ 1,100,000	\$ 1,300,000
Gross rev.	198,000	220,000
Emploees	10	10

Principal officers: Henry H. Bush, president; Henry H. Bush, Jr. CPCU, vp; William J. Bush, secretary.

The firm notes 80% of 1972 gross revenue was derived from commercial accounts; compensation is based strictly on commissions.

The firm specializes in the fields of contractors insurance and surety, and retail stores.

HARLAN INC.

2000 Cullen Center Bank Bldg., 600 Jefferson Ave., Houston, Tx. 77002; 713-224-8711

	1971	1972
Premium vol.	\$66,846,000	\$72,526,000
Gross rev.	8,980,060	10,179,496
Emploees	405	413

Principal officers: James D. Baker, executive vp; William A. Mizell Jr., vp, administration;

Joseph B. Parlongo, vp, treasurer and secretary; Joseph G. McCorkle, vp, national accounts development; Howard E. Bacon Jr., vp; Raymond C. Beckner, vp; Jerome S. Fletcher, vp; Floyd P. Kelley, vp; Hartwell A. Lewis, vp; Larmon R. Salmon, vp; Joseph N. Tate, vp. Branch offices: Alexandria, Augusta, Baltimore, Dallas, Denver Glenwood Springs, Grand Junction, Houma, Houston, Jacksonvillle, Lafayette, Lake Charles, Morgan City, Philadelphia, Reno, Sulphur, St. Louis, St. Petersburg, Tucson, Tulsa. Subsidiaries: Harlan Inc. of Virginia; Harlan Inc. of Augusta; Harlan Inc. of Maryland; Hartley & Harvey Insurance dba Harlan Insurance Services; Harlan Inc. of Colorado; Harlan Inc. of Colorado; Harlan Insurance; Harlan-Louisiana Inc.; Harlan Inc. of Florida; Harlan Inc. of Pennsylvania; Harlan Inc. of Nevada; Harlan Insurance Services of St. Louis Inc.; Nabers, Crane &



In markets you may not realize: Workmen's Compensation



Ask the Group group at Prudential about the extra dimension in fringe benefits: Prudential's Group Survivor Benefits Life Insurance.

A Prudential Group Survivor Benefits Plan gives you an extra dimension in fringe benefits which not only boosts morale but also helps you retain valued employees.

This plan lets you give your people the advantages of group insurance but at the same time gives them more personalized protection. Benefits are based on the employee's monthly earnings at the time of death and provide monthly income for the spouse and children.

In addition, a Prudential Group Survivor Benefits Plan can be designed to dovetail with other death benefits in order to

keep the cost down. Such benefits taken into consideration might include Social Security, Group Life Insurance and death benefits that come under Pension Plans.

For further information about Prudential's Group Survivor Benefits Life Insurance—the extra dimension in fringe benefits that relates insurance coverage directly to employee and beneficiary needs—talk to your Prudential agent or broker . . . or call the Prudential Group Office or Home Office nearest you. While you're at it, ask for a free copy of our informative booklet on Group Survivor Benefits.



Prudential
Group Insurance

Siver Inc.; Harlan Inc. of Tucson; Harlan Agents & Brokers Inc. Mergers and acquisitions reported in past year: Batzer Insurance Service Inc., Steven J. Batzer Insurance Agency Inc., Ron Edwards, Hackstaff & Co., Commercial Insurance Agency. Compensation is based on a combination system.

A full range of services are available including employe benefits, automated agency accounting, OSHA record-keeping and "Retroservice," a premium loss accounting system for retrospectively rated accounts.

L.E. HARRIS AGENCY INC.

1511 K St. N.W., Washington, D.C. 20005; 202-393-4200

	1971	1972
Premium vol. ...	\$ 2,000,000	\$ 2,600,000
Gross rev.	260,000	310,000
Employees	21	21

Principal officers: L.E. Harris, board chairman; M.R. Harris, president; J.J. Harris, CPCU, secretary-treasurer. Subsidiaries: Insurance Underwriters Inc.

This company noted 85% of gross revenue in 1972 was derived from commercial accounts; compensation is based strictly on commissions.

Specialties of the firm include fire and casualty insurance.

HARVAL AGENCY

182-04 Horace Harding Expressway, Harval Insurance Bldg., Flushing, N.Y. 11365; 212-403-3611

	1971	1972
Premium vol. ...	\$ 775,000	\$ 1,000,000
Gross rev.	161,000	175,000
Employees	5	7

Principal officers: Doris Shaw, Louis Shaw.

The company indicated for the year past, 31% of gross revenue was derived from commercial business; compensation is based strictly on commissions.

Special services provided include sublicensing, errors and omissions for travel agents. Package policies for retail businesses are the firm's specialty.

HASKINS & LOVE INC.

300 E. Las Olas Blvd., Ft. Lauderdale, Fl. 33301; 305-524-8474

	1971	1972
Premium vol. ...	\$ 1,500,000	\$ 1,700,000
Gross rev.	272,000	320,000
Employees	14	15

Principal officers: H.H. Love, president; F.A. Greve, vp; Herman C. Schumm, treasurer.

The firm reported 60% of gross revenue in 1972 was derived from commercial accounts; compensation is based solely on a commission basis.

HASTINGS-TAPLEY INSURANCE AGENCY INC.

271 Cambridge St., Cambridge, Ma. 02141; 617-876-7510

	1971	1972
Premium vol. ...	\$ 4,500,000	\$ 6,000,000
Gross rev.	750,000	1,000,000
Employees	47	50

Principal officers: Charles S. Tapley, chairman of the board; Frederick J. England, president; David J. Lane, CPCU, executive vp; Frederick J. England Jr., CPCU, executive vp. Branch offices: Danvers, Essex, Ipswich, Saugus, Stoneham, Topsfield, Woburn. Subsidiaries: W.B. Hastings & Co. Inc., C.R. Tapley Insurance Agency Inc., Joseph A. Story Insurance Agency Inc., F.N. Carter Insurance Agency Inc., Wilcox-Hodges Insurance Agency Inc. Merger in past year: Walter H. Wilcox Inc. merged with David

A. Hodges Agency Inc.

The firm reported 40% of 1972 gross revenue was derived from commercial business; compensation is based on commissions.

Special services listed include employe benefits, E.D.P. services, advisor services, franchise services for AIM and ADA. They specialize in all fields of general insurance.

HATCH-LEONARD INC.

40 Franklin St., Rochester, N.Y. 14604; 716-546-3747

	1971	1972
Premium vol. ...	\$ 2,504,000	\$ 2,400,000
Gross rev.	434,000	429,000
Employees	21	22

Principal officers: Lester H. Leonard, chairman; R. Bruce Davey, president.

The firm indicated 65% of gross revenue in 1972 was derived from commercial accounts; compensation is based on a combination system.

HATFIELD INSURANCE AGENCY INC.

1070 Park Avenue, Bridgeport, Ct. 06604; 203-366-3626

	1971	1972
Premium vol. ...	\$ 6,000,000	\$ 6,500,000
Gross rev.	260,000	270,000
Employees	10	10

Principal officers: W.W. Hatfield, president; H.C. Dunn, treasurer. Parent company: Hatfield & Dunn Inc.

The firm noted 80% of last year's gross revenue was derived from commercial accounts; compensation is based on a combination system.

The company offers special services in the area of employe benefits.

JACOB HAUCK & SON INC.

P.O. Box 90, Hamburg, N.Y. 14075; 716-649-4174

	1971	1972
Premium vol. ...	\$ 3,550,000	\$ 3,750,000
Gross rev.	695,759	723,279
Employees	38	39

Principal officers: Richard W. Michaels, president; Paul H. Peterson, secretary. Branch office: Buffalo. Subsidiaries: Michaels & Reed Inc., R.W. Michaels Agency Inc.

The firm indicated 70% of gross revenue in 1972 was derived from commercial accounts; compensation is based on a combination of fees and commissions.

Consulting, engineering, employe benefits, pension and estate planning, mass merchandising, trade and professional groups are special services offered by the firm. It specializes in trade and professional association groups.

H.C. HAUTH CO. INC.

99 John St., New York, N.Y. 10038; 212-964-2244

	1971	1972
Premium vol. ...	\$ 4,500,000	\$ 4,500,000
Gross rev.	413,068	453,881
Employees	10	10

Principal officers: H. Douglas Hauth, chairman of the board; Daniel Roth, president. Subsidiaries: Knickerbocker Associates Inc., D.L. Prager & Co. Inc.

The company noted 95% of gross revenue was derived from commercial business last year; compensation is based on a combination system.

The firm offers a full range of services. It specializes in construction, wrap-ups, surety bonds, professional architects and engineers.

HAYS AND HUTCHINS

685 Carondelet St., Los Angeles, Ca. 90057; 213-383-2168

	1971	1972
Premium vol. ...	\$ 1,500,000	\$ 2,000,000
Gross rev.	200,000	250,000
Employees	12	12

If anyone can help you line up the perfect Excess insurance program, it's Tony Christian. He's the insurer to the top ten in the Fortune "500"

Home Senior Vice President Anthony "Tony" Christian (left) discusses part of the Excess insurance program of the Columbia Broadcasting System with CBS Director, Insurance, Mr. Joseph J. Carazzone. Looking on in a television control room is Mr. Hilliard Feldman, Executive Vice President of Schiff Terhune, the broker who writes the business.



Principal officers: Al Hays, partner; Stuart Hutchins, partner.

The firm notes 85% of last year's gross revenue was derived from commercial accounts; compensation is based on commissions only.

They specialize in the construction field.

HEBBARD & CHARLES INC.

4851 E. Washington, Phoenix, Az. 85034; 602-275-8588

	1971	1972
Premium vol.	\$ 1,250,000	\$ 1,500,000
Gross rev.	237,869	263,650
Employees	5	5

Principal officers: Donald P. Charles, president and treasurer; Don M. Erekson, associate; Marilyn J. Haag, secretary. Subsidiaries: Hebbard & Charles Inc.-Urban Loans.

The company noted 70% of gross revenue, last year, was derived from commercial accounts;

compensation is based strictly on commissions.

The firm are agri-business specialists, dealing with feed mills, grain elevators, ranches, farms, and crop hail.

HEFFERNAN, KEILER & DOBLE INC.

One Embarcadero Center Suite 1009, San Francisco, Ca. 94111; 415-781-5990

	1971	1972
Premium vol.	\$ 3,500,000	\$ 4,000,000
Gross rev.	325,000	375,000
Employees	14	16

Principal officers: Frank M. Heffernan Jr., president; Theodore R. Keiler, vp; Henry Doole, chairman.

The company reported 93% of 1972 gross revenue was derived from commercial business; compensation is based on a combination system.

Special services listed include employe benefits, OSHA consultations, self-insured medical plans, fire engineering. Administration of institutional facilities insurance programs, ocean marine covers, trucking are listed as the firm's specialties.

HEKTNER-LYBECK-ERICKSON INSURANCE

1331 So. U. Drive, Fargo, N.D. 51802; 701-232-3278

	1971	1972
Premium vol.	\$ 1,190,000	\$ 1,250,000
Gross rev.	117,706	111,811
Employees	8	10

Principal officers: Al Hektner, president; Wallace Erickson, vp; Dorlan Lybeck, secretary and treasurer.

The company reported 33% of 1972 gross revenue was derived from commercial business; compensation is based strictly on commissions.

One special service available is surveying customer's risk and recommending a program for him.

HEMISPHERE INSURANCE AGENCY INC.

40 Broad St., Boston, Ma. 02109; 617-357-8330

	1971	1972
Premium vol.	\$ 7,000,000	\$ 7,300,000
Gross rev.	850,000	900,000
Employees	32	35

Principal officers: Warren H. Burrough, president and treasurer. Parent company: Penn General Agencies Inc.

The firm reported 75% of gross revenue in 1972 was derived from commercial business; compensation is based on a combination system. It specializes in all types of large retail and commercial risks.

It offers a full range of services.

HENDERSON BROTHERS INC.

700 Arrott Bldg., 401 Wood St., Pittsburgh, Pa. 15222; 412-261-1842

	1971	1972
Premium vol.	\$ 2,042,114	\$ 2,500,000
Gross rev.	352,890	368,318
Employees	11	14

Principal officers: Thomas E. Grealish, president; John P. Philbin, vp; Leon F. Zinger, vp; Douglas A. Reichert, vp. Branch office: Bridgeville. Acquisitions in 1972: J. Lalor Agency; J. Miller Agency.

The firm notes 70% of 1972 gross revenue was derived from commercial business; compensation is based on a combination system.

The company specializes in marine insurance and fire cover.

HERBERICH-HALL-HARTER AGENCY INC.

2872 W. Market St., Akron, Oh. 44313; 216-867-2020

	1971	1972
Premium vol.	N/A	N/A
Gross rev.	\$ 1,500,000	\$ 1,640,000
Employees	79	84

Principal officers: William C. Hall, chairman; Charles L. Horn, CPCU, president; Keith C. Ruffner, executive vp and treasurer; Richard N. Staiger, executive vp and secretary; W. William Herberich, vp. Branch office: Hudson, Akron.

The company reported 40% of gross 1972 revenue was derived from commercial business; compensation is based on commissions only.

Product liability, loss control are special services listed. It specializes in handling manufacturing, contracting and department store risks.

In fact, nearly half the Fortune "500" companies choose The Home for Excess coverage. Why?

One reason is Tony Christian—and all of The Home's other highly experienced Excess specialists. Working with you and your agent or broker, they know how to develop the most complete and economical Excess program.

Time and time again, the Home-plus-broker team succeeds for business. Whether yours is a multi-location company or a relatively small enterprise, you'll find The Home makes the special protection of Excess coverage available at very attractive rates.

With The Home, you get it all—the capacity, the program, the price and the people. Why not contact your broker now or look for your local Home agent in the Yellow Pages!

People make the difference.



HEREFORD CORP.

3707 Rawlins, Dallas, Tx., 75219; 214-526-8851

	1971	1972
Premium vol.	\$ 1,340,000	\$ 1,360,000
Gross rev.	128,000	153,000
Employees	5	5

Principal officers: Lloyd T. Otto, president; Karla G. Smith, vp and secretary-treasurer.

The company reported 75% of 1972 gross revenue was derived from commercial business; compensation is based on a combination system.

Special services listed include loss control, OSHA consultations, employe benefits. It specializes in aviation, personal accident, umbrellas, professional liability, and apartment projects.

HERNDON, ILES & SCOTT INC.

P.O. Box 2307, 400 East Church St., Orlando, Fl. 32801; 305-841-2250

	1971	1972
Premium vol.	\$ 3,060,000	\$ 3,574,000
Gross rev.	642,000	732,000
Employees	23	26

Principal officers: A.B. Herndon Jr., president and chairman of the board; William A. Iles, executive vp; Edgar J. Frankum, Jr. vp and secretary; William Schaffner, vp and treasurer; Jack Guignard, vp; Parent company: Insurance Management Corp. Branch office: Sanford; Merger reported in past year: Agency merged with Insurance Management Corp.

The company announced 80% of 1972 gross revenue was derived from commercial business; compensation is based on a combination system.

Special services described include employe benefits, business life, profit sharing and pension plans. It specializes in contract

agent/broker profiles

bonding and insurance programs for the contractor account, complete insurance analysis and survey programs and safety programs for hospital accounts.

PAUL HERTEL & CO. INC.

NE Corner of 3rd & Chestnut St., Philadelphia, Pa. 19106; 215-925-7656

	1971	1972
Premium vol.	\$ 2,900,000	\$ 4,100,000
Gross rev.	500,000	610,000
Employees	31	29

Principal officers: Paul R. Hertel Jr., president; Robert T. Antosh, vp; James McLaughlin, vp. Branch offices: Media, Ft. Washington. Subsidiaries: Crawford, Lukens & Lord Inc.; J. Howard

Brown Inc.; Heermann Agency Inc.

The firm reported 70% of gross revenue in 1972 was derived from commercial accounts; compensation is based on a combination system.

Special services are available in the field of employe benefits and insurance counseling.

HESS, MORRIS, LEBENSON INC.

1615 Northern Blvd., Manhasset, N.Y. 11030; 516-627-7330

	1971	1972
Premium vol.	\$ 3,000,000	\$ 3,000,000
Gross rev.	540,000	600,000
Employees	21	21

Principal officers: Jeffrey Hess, president; Robert Morris, vp and secretary; Jay Levenson vp and treasurer. Subsidiaries: Henry A. Sahn Associates Inc.; Baum Brokerage Corp.

The firm notes 85% of 1972

gross revenue was derived from commercial accounts; compensation is based solely on a commission basis.

THE HIRSHORN CO.

8333 Germantown Ave., Philadelphia, Pa. 19118 215-248-8200

	1971	1972
Premium vol.	\$ 980,000	\$ 1,168,750
Gross rev.	168,000	187,000
Employees	9	10

Principal officers: Ralph S. Hirshorn, president; B. Graeme Frazier III vp; Francis J. Supiot Jr., associate. Parent company: Harry R. Hirshorn & Company Inc.

The company noted 80% of gross revenue in 1972 was derived from commercial accounts; compensation is based on a combination system.

Listed as special services are property engineering, loss control, counseling.

GEORGE H. HOLLEY INSURANCE AGENCY INC.

216 South Cooper St., Memphis, Tn. 38104; 901-272-9622

	1971	1972
Premium vol.	\$ 1,207,967	\$ 1,455,387
Gross rev.	266,025	293,160
Employees	15	14

Principal officers: George R. Holley, president; William L. Bettison, vp; Ann Bingham, treasurer; Patricia Massey, secretary. Subsidiaries: Riverside Insurance Service.

The company reported 62% of 1972 gross revenue was derived from commercial business; compensation is based on commissions.

Special services listed include employe benefits and OSHA consultation.

HOLMES, MURPHY AND ASSOCIATES INC.

1022 High St., Des Moines, Ia. 50309; 515-243-8116

	1971	1972
Premium vol.	\$ 5,500,000	\$ 6,000,000
Gross rev.	1,000,000	1,100,000
Employees	31	32

Principal officers: Max L. Holmes, chairman; Ray Murphy Jr., president; Harry Barrows, vp; Roy Heggen, vp; Daniel Grimm, vp; Robert Dee, treasurer; Richard Noyce, secretary.

The company reported 65% of last year's revenue was derived from commercial accounts; compensation is based on commissions only.

Special services of the firm are employe benefits, loss control, engineering, financial planning. Construction and highway contractors, bonds, aviation, professional group coverages are the company's specialties.

THE RANDOLPH W. HOPE CO. INC.

3202 Devine St., Columbia, S. C. 29205; 803-254-1466

	1971	1972
Premium vol.	\$ 2,200,000	\$ 3,244,000
Gross rev.	253,443	344,614
Employees	10	13

Principal officers: Randolph W. Hope, president and treasurer; Rebecca H. Hope, vp and secretary.

The firm indicated 96% of 1972 gross revenue was derived from commercial business; compensation is based on a combination system.

A full range of services is available. One specialty listed was provision of complete services for self-insured workmen's compensation risks.

HOWALT-McDOWELL INSURANCE INC.

100 S. Dakota Ave., Box 986, Sioux Falls, S.D. 57102; 605-339-3874

	1971	1972
Premium vol.	\$ 878,000	\$ 1,020,000
Gross rev.	143,000	157,000
Employees	6	7

Principal officers: L.W. Scherschligt, CPCU, president; G.R. Farmer, CPCU, vp; J.E. Jencks, secretary.

The firm noted 82% of 1972 gross revenue was derived from commercial accounts; compensation is based strictly on commissions.

The company specializes in insurance and bonds for the construction industry, insurance surveys and programs for manufacturers, analysis of insurance needs for the professions and varied and complex individual insurance programs.

ROBERT HULL & CO. INC.

10 E. 40th St., New York, N.Y. 10016; 212-889-5650

	1971	1972
Premium vol.	\$ 3,000,000	\$ 3,500,000
Gross rev.	400,000	450,000
Employees	16	16

Principal officers: David J. Hurwitz, president; Jack Hurwitz, treasurer; Elliot E. Cohen, secretary; David Rabin, vp.

The company reported 90% of gross revenue was derived from commercial business in 1972; compensation is based on a combination system and fees.

It offers a full range of services to small and medium sized accounts.

HUSSEY AGENCY INC.

Suite 1212, Merchants National Bank Bldg., Topeka, Ks. 66612; 913-235-0011

	1971	1972
Premium vol.	\$ 4,000,000	\$ 4,500,000
Gross rev.	579,740	635,671
Employees	30	32

Continental Assurance Co. announces:

(1/4 MILLION)

\$250,000

MAJOR MEDICAL COVERAGE

©1973 Continental Assurance Co.

We Add Assurance To Life In An Unsure World and this is one of the many ways in which we do it!

Coverage of exceptional medical expense makes a group plan a great deal more valuable to every individual covered. And it is easier to add this \$250,000 medical coverage to your plan than you might imagine. Find out.

Contact your local Continental Assurance Account Executive. He is located in the following cities: Atlanta, Boston, Chicago, Dallas, Detroit, Indianapolis, Kansas City, Los Angeles, New York, Pittsburgh, Salt Lake City and San Francisco. See your Yellow Pages.

Life
CONTINENTAL ASSURANCE CO.

A PART OF CNA FINANCIAL CORPORATION

Principal officers: Paul H. Heinz, president; Charles R. Fisk, vp; Deane V. Woolpert, vp; Harry A. Denbicki, secretary-treasurer; William E. Scott, vp. Subsidiaries: Store Guardian Inc; Store Guardian Agency of Oklahoma Inc.

The firm indicated 90% of gross revenue, last year, was derived from commercial business; compensation is based solely on commission.

Special services available include employe benefits and OSHA consultation. The firm specializes in supermarket insurance programs for large wholesale grocery operations.

IFS CORP.

First National Bank Bldg., Lincoln, Nb. 68508; 402-432-4234

	1971	1972
Premium vol.	\$ 3,000,000	\$ 3,500,000
Gross rev.	700,000	800,000
Employees	26	34

Principal officers: Robert Howey, president; Edward Cantwell, vp and secretary; Howard Fletcher, vp. Branch offices: Chicago, Cleveland, Atlanta, Dallas. Subsidiaries: IFS Ltd., Planned Benefits Inc.

The firm noted in 1972, 90% of gross revenue was derived from commercial accounts; compensation is based on commissions only.

The firm specializes in automobile rental insurance, general equipment rental insurance, and automobile and truck leasing insurance.

IMCO CORP.

18500 W. 12 Mile Rd., Southfield, Mi. 48076; 313-358-2255

	1971	1972
Premium vol.	\$ 2,500,000	\$ 3,400,000
Gross rev.	300,000	420,000
Employees	14	18

Principal officers: Jerome M. Shaw, president. Subsidiaries: Agency Marketing Inc.; Coverex Corp.; Triple S Agency. Acquisition reported in past year: Gerald J. Kennedy & Associates.

This company announced in 1972, 95% of gross revenue was derived from commercial business; compensation is based on a combination system.

Large commercial risk analysis, design and implementation of self-insured and quasi-self-insured programs are listed as special services of this company. The firm specializes in the design and marketing of commercial mass marketing of commercial mass merchandised insurance programs for trade associations, dealer-distributorships and franchises.

IMCO INSURANCE MANAGEMENT CORP.

22 Battery St., Suite 700, San Francisco, Ca. 94111; 415-433-5634

	1971	1972
Premium vol.	\$ 2,400,000	\$ 2,800,000
Gross rev.	379,000	414,000
Employees	31	24

Principal officers: William A. Worthington, president; Jack Seawell, vp; Donald Bechtel, vp; Albert A. Sindici, vp; Loren O. Sommer, secretary-treasurer. Branch office: Stockton. Subsidiaries: Sims & Grupe; R.G. Langford Co.

The company reported 70% of gross revenue was derived from commercial business last year; compensation is based on a combination system.

A full range of services are available. Foster parents liability program and resorts are listed as specialties of the company.

INDEPENDENT INSURANCE SERVICE CORP.

801 Cleve-Tusc Bldg., Canton, Oh. 44702; 216-453-7721

	1971	1972
Premium vol.	\$ 3,200,000	\$ 4,000,000
Gross rev.	700,000	725,000
Employees	38	40

Principal officers: Thomas A. Schauer, CPCU, CLU, president; John M. Gabl, CPCU, CLU, vp; George B. Crawford, CPCU, CLU, vp; David Pierce, vp; Robert Kennedy, vp. Branch office: Akron. Subsidiaries: Kitzmiller, Tudor & Shauer; Webb-Broda & Co.; Schauer & Reed Agency; Foglesong Agency. Acquisition reported in past year: Foglesong Agency.

The firm reported 80% of gross revenue for 1972 was derived from commercial accounts; compensation is based on a combination system. Special services listed include property and liability cover, hazard studies, analytical

Specializing in multiple employer groups and employers with multiple locations.

JOHN O. FELKER ADMINISTRATORS

J. O. Felker, CLU, CPCU; J. L. McKown, Jr.; William Togias; Charles Ambrosia

P.O. Box 8895, Jefferson Memorial Station, St. Louis, Mo. 63102

Phone: 314 621-0040 (telex # 044-7228)

Associated with Lawton-Byrne-Bruner



Maybe the best company to buy insurance from is your own.

Self-insurance isn't for everyone. But if your company can afford it, the best place to get insurance might be from yourself.

Because self-insurance can be an economical means of self-protection. Without tying up large sums of money in insurance payments.

If self-insurance interests you, we should too.

We're the largest administrator of self-insurance in the United States. With offices in 160 cities.

And we've got more experience in the business than any other self-insurance service.

We'll work with your agent or broker to reduce your costs by efficiently administering claims, loss control and handling related clerical work usually involved in insurance coverage.

Our business is taking care of your self-insurance program. To leave you free for your own business.

For further information write: ESIS, INC., 4050 Wilshire Blvd., Los Angeles, California 90005.



ESIS, INC.

Employers Self Insurance Service.

an INA Corporation Company

insurance surveys, pension, profit sharing, deferred compensation, group and other employe benefit plan studies.

INDUSTRIAL INSURANCE AGENCY INC.

300 S. Wacker Dr., Chicago, Ill. 60606; 312-786-9080

	1971	1972
Premium vol.	\$ 1,558,000	\$ 2,100,000
Gross rev.	235,379	343,401
Employees	8	8

Principal officers: Melvin E. Rodney Sr., president; Melvin E. Rodney Jr., vp and secretary; Richard A. Rodney, vp and treasurer. Branch office: Milwaukee.

The firm reported in 1972, 85% of gross revenue was derived from commercial business; compensation is based entirely on commissions.

Fire protection and engineering are two special services available. They specialize in commercial fire and casualty cover.

INSURANCE CENTER OF SOUTHERN CONNECTICUT INC.

2307 Main St., Bridgeport, Ct. 06606; 203-368-2511

	1971	1972
Premium vol.	\$ 700,000	\$ 1,085,660
Gross rev.	143,702	193,916
Employees	5	8

Principal officers: Arnold Kaplan, CLU, CPCU, president; Charles E. Gregg, vp; Gertrude R. Kaplan, secretary-treasurer. Subsidiaries: Life Insurance Center Inc. Acquisitions in past year: Harold J. Walsh Agency Inc. and Maritime Service Corp.

The company reported in 1972, 55% of gross revenue was derived from commercial accounts; compensation is based strictly on commissions.

Special services are available in the employe benefits area, mass merchandising, and fire safety engineering.

INSURANCE CONSULTANTS INC.

1010 Collingwood Dr., St. Louis, Mo. 63132; 314-997-7800

	1971	1972
Premium vol.	\$37,100,000	\$50,200,000
Gross rev.	6,185,000	8,377,000
Employees	260	286

Principal officers: Lee Kling, president; Jack Zimmer, vp; Tim King, vp; Darwin Gervais, vp; H.A. Pautler, treasurer. Parent company: Weil-McLain Co. Inc. Branch offices: Chicago, Kansas City, Pittsburgh, Orlando, Ft. Lauderdale.

Subsidiaries: Fast & Co. Insurance Consultants Inc. of Pennsylvania. Acquisitions in past year: Fast & Co.; Fast & Co. of Orlando; Baum & Son Inc.

The firm reported in 1972, 75% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

Special services listed include

risk management departments servicing large corporate accounts in all areas.

INSURANCE & FINANCIAL MANAGERS INC.

600 Main Bldg., P.O. Box 526, Tupelo, Ms. 38801; 601-842-1321

	1971	1972
Premium vol.	\$ 1,300,000	\$ 1,500,000
Gross rev.	230,000	270,000
Employees	15	13

Principal officers: James A. High Jr., president; Lloyd Oneil Tate, vp; David M. Megginson, secretary-treasurer.

The company reported last year, 50% of gross revenue was derived from commercial business; compensation is based solely on commissions.

INSURANCE INC.

4805 Garrison Blvd., Baltimore, Md. 21215; 301-466-6500

	1971	1972
Premium vol.	\$ 3,035,600	\$ 3,298,451
Gross rev.	475,430	501,584
Employees	14	15

Principal officers: Benedict L. Rosenberg, president; Stewart H. Rosenberg, CLU, CPCU, vp; Alvin Tamres, secretary-treasurer.

The firm notes last year, 81% of gross revenue was derived from commercial business; compensation is based solely on commissions.

The firm offers extensive use of survey for coverages and updating customers' coverage.

INSURANCE MANAGEMENT CORP.

908 N. Thompson St., Richmond, Va. 23230; 703-359-0267

	1971	1972
Premium vol.	\$15,000,000	N/A
Gross rev.	2,250,000	\$ 6,000,000
Employees	100	264

Principal officers: William B.

INLAND UNDERWRITERS INSURANCE AGENCY INC.

41 Commercial Wharf, Boston, Ma. 02110; 617-742-8560

	1971	1972
Premium vol.	\$ 2,000,000	\$ 2,600,000
Gross rev.	180,000	225,000
Employees	6	8

Principal officers: Leon M. Cangiano Jr., president; David E. Sargent, vp; Leon Cangiano, treasurer. Branch office: Atlanta. Subsidiaries: Inland Overseas Marine Associates; Leon Cangiano Insurance Agency Inc.

The company indicated for the year ending 1972, 80% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

Special services listed include employe benefits consultation, fire loss prevention engineering services. Specialization of the company is ocean cargo placements.

INSURANCE AGENTS INCORPORATED

25 Pearl St., Council Bluffs, Ia. 51501; 712-322-6693

	1971	1972
Premium vol.	\$ 1,700,000	\$ 2,132,000
Gross rev.	334,000	402,000
Employees	22	26

Principal officers: H.H. Nelson, chairman; John P. Nelson, president. Branch offices: Omaha, Bellevue, Sioux City. Acquisitions reported in 1972: one in Bellevue, one in Omaha.

The firm noted last year, 70% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

Special services listed include employe benefits, group pensions, funds, mass marketing, counseling, programming risk analysis, loss control, OSHA engineering, rating, design and architecture. They are specialists in the field of excess and surplus, aircraft products.

INSURANCE CENTER OF GREENWICH INC.

283 Greenwich Ave., P.O. Box 683, Greenwich, Ct. 06830; 203-869-2202

	1971	1972
Premium vol.	\$ 1,089,000	\$ 1,150,000
Gross rev.	204,000	213,000
Employees	9	10

Principal officers: Albert Henry Silvi, president; Peter H. Imbres, executive vp; Walter E. Chard Jr., vp.

This company announced in 1972, 40% of gross revenue was derived from commercial accounts; compensation is based solely on commissions.

Why settle for an ordinary adjuster when you can get an expert from UAC.



agent/broker profiles

Graham, president; Marvin R. Blum, assistant to the president. Parent company: Richmond Corp. Subsidiaries: Brown-Underwood Inc.; Commercial Insurance Agency of Norfolk Inc.; Fort Myers Insurance Agency Inc.; Hamilton & Shackelford Insurance; Herndon, Iles & Scott Inc.; Insurance Management Corp. of Charlottesville; Jones-Mulvihill Co.; McKay-Clarke Insurance Agency Inc.; Meuche, Hickman & Snow Agency; Mutual Insurers Inc.; Rogal Co. Inc.; Insurance Management Corp. of Florida. Compensation is based on both commissions and fees. Acquisitions reported in past year: Eleven.

The firm offers special services

in the area of engineering, claims, employe benefits, self-insured programs, property/casualty products and services.

INSURANCE MANAGEMENT OF WASHINGTON INC.

8401 Connecticut Ave., Chevy Chase, Md. 20015; 301-654-8100

	1971	1972
Premium vol.	\$ 6,000,000	\$ 8,000,000
Gross rev.	650,000	815,000
Employees	64	73

Principal officers: John J. Maternas, president; Warren R. Dodson, executive vp; Robert L. Graul, vp; John B. Roy, vp; George L. Watt, vp; Henry Y. Cassel, vp; C. Donn Ainslie, secretary. Branch offices: Philadelphia, Lancaster, Reading. Subsidiaries: Astroflight Insurance.

The company reported in 1972, 75% of gross revenue was derived from commercial business; compensation is based on a com-

ination system.

A full range of services is available. Special services are offered involving credit financing. Construction, aviation, mass merchandising of commercial and personal lines are the firm's specialties.

INSURANCE MARKETING ASSOCIATES

1200 Mechanics National Tower, Worcester, Ma. 01608; 617-753-7234

	1971	1972
Premium vol.	\$ 3,000,000	\$ 3,000,000
Gross rev.	350,000	380,000
Employees	16	16

Principal officers: Sumner W. Herman, president and treasurer; Arnold S. Horowitz, vp and clerk; John J. Kelly, vp; Edward Faulkner. Parent company: Harold Fielding Insurance Agency Inc. Subsidiaries: Chase-Worcester Insurance Agency Inc., Construction Insurance Agency

Inc., C. Nelson Mintz Insurance Agency Inc.; Louis G. Payne Insurance Agency.

The company reported that last year, 80% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

The firm offers special insurance advisory services. One specialty of the firm is in the area of contract and construction bonds.

INSURANCE & RISK MANAGEMENT

8th Floor, Indiana Bank Bldg., P.O. Box 1705, Fort Wayne, In. 46801; 219-743-4771

	1971	1972
Premium vol.	\$ 3,975,000	\$ 4,700,000
Gross rev.	722,000	861,038
Employees	38	42

Principal officers: Julian M. Bowers, partner; Harry A. Crawford, partner; G. Parker Gee, partner; James O. Gilbert, part-

ner; Leonard B. Koeller, partner; Roland E. Weber, partner. Branch office: Churubusco Acquisition reported in past year: McGuire Insurance Agency.

This firm notes last year, 75% of gross revenue was derived from commercial business; compensation is based on a combination system.

A full range of services is available. Company specialty is commercial lines.

INSURANCE SERVICES

500 Washington St., Columbus, In. 47201; 812-372-0111

	1971	1972
Premium vol.	\$ 1,007,000	\$ 1,165,000
Gross rev.	179,400	207,700
Employees	8	8

Principal officers: J. Irwin Miller, chairman; Paul N. Dinkins, executive vp; John A. Nash, vp; Josh C. Cox Jr., vp; William E. Emmert, assistant vp; William W. Robertson, officer. Branch office: Hope. Parent company: Irwin Union Bank & Trust Co.

The firm notes last year, 53% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

Employe benefits programs and OSHA consultations are offered as special services by the firm. Specialties listed include surety bonds, mobile homes, farm insurance programs and recreational vehicles.

INSURERS SERVICE CORP.

706 Chestnut St., St. Louis, Mo. 63101; 314-421-5100

	1971	1972
Premium vol.	\$15,833,000	\$20,750,000
Gross rev.	2,692,000	3,528,000
Employees	21	25

Principal officers: E.L. Werner, president and treasurer; B.K. Werner, executive vp and secretary; E. Louis Werner Jr., vp and general counsel.

This company reported in 1972, 90% of gross revenue was derived from commercial business; compensation is based on a combination system.

Workmen's compensation loss control and claims handling; OSHA consultation; engineering and related services for self-insured programs of workmen's compensation, employe benefits and unemployment compensation were listed as special services offered by this office.

Specialties listed include administration of self-insured programs for workmen's compensation, employe benefits and placement of aggregate and/or specific excess insurance for such programs as well as bonds where required.

INTERNATIONAL RISKS INC.

1701 Pennsylvania Ave., N.W., Washington, D.C. 20006; 202-298-6285

	1971	1972
Premium vol.	\$ 9,100,000	\$ 8,720,000
Gross rev.	922,067	841,557
Employees	41	42

Principal officers: Thomas C. Breen Jr., president; Lester M. Frank, vp; William A. Harvell, vp; Benjamin Conrad, assistant vp; Harold A. Noblit, treasurer; Earl Morris, assistant vp. Parent company: National Industrial-Credit Corp. Branch offices: Upland, McLean. Subsidiaries: Industrial Broker Inc.; Industrial Agency Inc.

This company reported 98% of last year's gross revenue was derived from commercial business; compensation is based on commissions.

One special service offered by the firm is employe benefits. Bank coverages including bonds, directors and officers liability,

Suppose you're faced with an automobile fender-bender. Call UAC and we'll send an adjuster who's an automobile physical damage expert. With his training, he can write his own estimate. And because of his experience, he'll know if the damaged part can be repaired instead of replaced. And just how much the total cost should be.

What's more, he'll make sure you only pay for the damage caused by that accident.

Besides automobile specialists, we have adjusters who are experts in trucks. Others in heavy-duty equipment. Or mobile homes. Or motorcycles.

In fact, we have an entire division—Quality Adjustment Service—which handles nothing but physical damage claims.

Efficient physical damage claims service is only part of our story. There's a UAC adjuster who's trained to apply the same in-depth skills to practically any assignment you have. From property and liability claims to workmen's compensation.

And with 375 service locations across the country, our adjusters will get to the scene of an accident fast. And settle it fairly at a low cost to you.

Controlling claims costs is one big reason why over 850 insurance companies and self-insureds used UAC services last year. For more information—and more reasons—send the coupon. Or write our head office in Chicago.

UNDERWRITERS ADJUSTING COMPANY

224 S. Wacker Drive
Chicago, Illinois 60606



- Send me information on UAC and a directory of offices.
- Have a UAC account executive contact me.

Name _____

Company _____

Address _____

City _____ State _____ Zip _____





EST. 1899

DAVIS, DORLAND & CO.
INSURANCE BROKERS

99 CHURCH ST., N.Y., N.Y. 10007

TEL: (212) 964-2500

and other related coverages; manufacturing risks and franchise property and casualty covers.

FRED. S. JAMES & CO. INC.

230 W. Monroe St., Chicago, Ill.
60606; 312-346-3000

	1971	1972
Premium vol. ...	\$485,000,000	\$535,000,000
Gross rev.	48,519,207	53,534,339
Employees	1,330	1,900

Principal officers: Arthur M. Jens Jr., chairman; Thomas J. Ryan, president and chief executive officer; Leo C. Havey, chairman of the executive committee; Charles A. O'Malley, executive vp; James H. Vaughn, senior vp; Sherman W. Finger, vp, administration and finance and secretary; C. J. Christie, treasurer.

Branch offices: Atlanta, Arlington, Boise, Boston, Chicago, Dallas, Detroit, Ft. Lauderdale, Fresno, Harrisburg, Hartford, Laguna Beach, Little Rock, Los

Angeles, Moses Lake, Newark, New York, Ogden, Palm Beach, Philadelphia, Pittsburgh, Portland, (Me.), Portland, (Or.), Rochester, Rosemont, San Francisco, Seattle, Spokane, Tucson, Tulsa, Toronto.

Subsidiaries: James Life-Funds Inc.; Jos. M. Byrne Co.; Communitronics Inc.; Joseph K. Dennis Co. Inc.; East, Casion & East Inc.; Eubank Insurance & Bonds; Grow, Keller & Freese Inc.; A. F. Irby & Co.; Johnston-Paviour-Sibley Inc.; Keystone Credit Investors Corp.; Kuhn-Hansen & Co. Insurance; Latham-Stevens Company; Mobile Home Division Inc.; John C. Paige & Co.; John F. Sullivan Co. of Canada Ltd.; John F. Sullivan Co.; Walker & Co.; Walker Insurance Associates Inc.

Mergers & Acquisitions reported in past year: John C. Paige & Co.; John F. Sullivan Co.; Benjamin, Connor & Walker Inc.; Grant & Company Inc.; Grow, Keller & Freese Inc.; Oscar F. Lengacher Co., Lindgren, Lupton, Ryland and Associates Inc.; Williams & Mauseth Insurance Brokers Inc.; Johnston-Paviour-Sibley Inc.

The company reported that last year, 90% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

A full range of services is available.

HERBERT L. JAMISON & CO.

90 Park Ave., New York, N.Y.
10016; 212-697-6678

	1971	1972
Premium vol. ...	\$15,000,000	\$16,000,000
Gross rev.	1,456,000	1,750,000
Employees	65	65

Principal officers: Herbert L. Jamison Sr., senior partner; Herbert L. Jamison Jr., managing partner; Arthur M. Van De Water, partner; Elwin B. Schoen, partner; William A. McManus III, partner; Charles G. Weaver, partner; Richard G. Jamison, partner.

The company notes in 1972, 93% of gross revenue was derived from commercial accounts; compensation is based on a combination of fees and commissions.

Special services of the firm include insurance survey and audit, insurance management and advisory services, employe benefits, plan design and administration, group claim paying facility, pension plan actuarial services.

The firm specializes in administration of association group programs, franchise and trustee.

JENNER-NORTHWESTERN INC.

300 Park Place Bldg., 1200 Sixth Ave., Seattle, Wa. 98109; 206-292-3000

	1971	1972
Premium vol. ...	\$ 3,000,000	\$ 3,500,000
Gross rev.	400,000	550,000
Empoyes	30	30

Principal officers: Dexter Whittle, president; Robert Traff, vp and treasurer; Stephen Conners, vp. Parent company: Integrated Resources. Affiliates: Lubin Associates Inc.; Brokerage Resources; McCord & Holdren Inc.; Retirement Plans Inc.

The firm notes last year, 70% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

Special services listed include employe benefits, loss control, OSHA, engineering and consulting.

Specialties include association and group plans, mass merchandising of personal lines and ocean marine cover.



Is that all there IS?

If an employee has ever asked you, "What's left for me after paying premiums all these years?", we have an extraordinary answer: Extra Group Ordinary (EGO) Life Insurance.

EGO adds the advantages of permanent insurance to your group term plan, benefiting both you and your employees. Return the coupon for a free EGO Primer.

Name _____ Title _____

Company _____ Address _____

City _____ State _____ Zip _____



NORTHWESTERN NATIONAL LIFE INSURANCE COMPANY
20 Washington Avenue South, Dept. EB 7, Minneapolis, Minnesota 55440

You can get back every cent you pay for this life insurance, anytime you want it.

ICV 100TM

Immediate Cash Value = 100% of Premiums Paid

Now, for the first time, you can own a life insurance policy whose cash value is never less than or greater than the total amount you have paid in premiums.

For example: Let's assume that you are age 35 and that you are a standard insurance risk. If you make premium payments of \$18.70 per month, we will pay your beneficiary \$10,000 in the event of your death. If you live, we guarantee to give you all your money back anytime you ask for it—even after just one monthly premium payment.

You say I can get back all of my money at any time. This sounds like free life insurance. What's the catch?

There is no catch. The money you pay in premiums has earning power. We invest the money and use the earnings to pay the costs of your life insurance. You get the insurance in return for the use of your money. It's like having a savings account that gives you life insurance, instead of interest on your money.

When you purchase an ICV 100 policy, you deal directly with us by mail. We have eliminated commissions and the costs of recruiting and training a sales force. These savings help make possible the full immediate cash value feature of ICV 100.

How much does an ICV 100 policy cost? And how long do I pay?

ICV 100 is a "paid-up-at-65" policy (non-participating)—you pay premiums (which never increase) only until you are 65 years old and your insurance remains in effect for the rest of your life. ICV 100 premiums compare favorably with other paid-up-at-65 policies. The following table shows examples of standard premiums for a \$10,000 policy at various purchase ages:

Age at Issue	Coverage	Monthly Premium	Quarterly Premium	Yearly Premium
20	\$10,000	\$10.20	\$ 30.60	\$122.40
25	10,000	12.30	36.90	147.60
30	10,000	15.10	45.30	181.20
35	10,000	18.70	56.10	224.40
40	10,000	24.50	73.50	294.00
45	10,000	30.60	91.80	367.20
50	10,000	40.80	122.40	489.60
55	10,000	61.30	183.90	735.60

(Sorry, ICV 100 is not available above issue age 55.)

You will note that there is no extra charge for paying your premiums on a monthly basis. While some policyholders prefer to pay their premiums annually or quarterly, we do not penalize those who choose to pay monthly. And premiums are the same for men and women.

I've seen some life insurance advertised at lower rates. What's the difference between these plans and ICV 100?

Many of the insurance programs you read about are *term* insurance plans. Term insurance covers you only for a specified period of time and rarely has any cash value.

Another type of lower-cost insurance is *whole life*. This type covers you for your entire life, but you also pay for it as long as you live. ICV 100 becomes paid up at age 65. And no other policy lets you get back all the money you've paid in premiums, *any time you want it*.

I notice that your table is for a \$10,000 policy. Can I buy more?

You can apply for as much or as little protection as you wish. The only requirement is that the monthly premium payment must be at least \$10.00. For policies issued at ages 51 through 55, the minimum monthly premium payment is \$25.00.

Do I have to take a physical examination?

That depends upon your age and how much insurance you want. If you are 30 years of age or younger, \$35,000 of life insurance usually can be issued with the completion of a short health statement. Normal maximum amounts of insurance at all ages without a physical examination are:

Non-Medical Limits	
To age 30	\$35,000
31 through 35	25,000
36 through 40	15,000
41 through 45	10,000
46 through 50	5,000
51 through 55	-0-

If a physical examination is required, we will ask you to visit your own doctor for a physical examination at no cost to you.

You say I can get 100% of my money back, at any time. Do I have to cancel my insurance to get it?

No. You may borrow all or part of your cash value, at an interest rate of 5.7% in advance, and your policy will remain in force. Your insurance coverage, however, will be reduced by the amount you have borrowed. You may repay your policy loan at any time, but you are never required to do so.

Is ICV 100 suitable for business insurance purposes?

ICV 100 is ideal for such business insurance applications as partnership buy-and-sell agreements and key-man insurance. Because the total premiums paid always are available for refund, no depletion of business assets is required.

If I take out an ICV 100 policy, when does my coverage begin?

You are insured for the full face value from the day your policy is issued (except for death by suicide during the first one or two years, depending on state law).

How can I find out more about ICV 100?

Simply fill out the coupon below, and mail it to us. We will send you complete information, including a sample policy, and a projection showing you exactly how much your premiums will be for the amount of insurance you want, and the cash value of your policy at various points.

ICV 100TM

Form 8369

Financial Assurance, Inc.
900 Grant Street, P.O. Box 2040, Denver, Colo. 80201

Gentlemen:
Please mail me the free information on ICV 100 insurance. I understand that filling out this coupon does not obligate me to purchase anything, or to take any other action.

Name _____

Address _____

City _____ State _____ Zip _____

Age _____ Birth Date _____

Occupation _____

I want to see full details on S _____ of ICV 100.
4-BI-2-6-1

FINANCIAL ASSURANCE, INCORPORATED

A legal reserve life insurance company
Denver, Colorado



A Subsidiary of The Gates Rubber Company

Not available in all states.

**JOHANNESSEN-FARRAR
INSURANCE AGENCY INC.**110 S. Third St., Delavan, Wi.
53115; 414-728-2631

	1971	1972
Premium vol.	\$ 1,556,000	\$ 1,501,000
Gross rev.	285,400	290,100
Employees	13	16

Principal officers: Joseph J. Walters, president; Eugene F. Groth, secretary; John M. Rielly, treasurer. Subsidiaries: Schwartz Insurance Agency. Branch office: East Troy.

The firm noted last year 65% of gross revenue was derived from commercial accounts; compensation is based strictly on commissions.

Special services include employe benefits, appraisal service, risk analysis and consultation.

The firm specializes in marine cover, professional liability, mill and elevator cover, manufacturing contractors, and restaurant safety groups.

JOHNSON & HIGGINS95 Wall St., New York, N.Y.
10005; 212-944-3160

	1971	1972
Premium vol.	N/A	N/A
Gross rev.	\$76,000,000*	\$82,000,000*
Employees	2,850	3,000*

*Business Insurance estimate

Principal officers: Richard I. Purnell, president and chief executive officer; Richard T. Henshaw Jr., executive vp; Thomas E. Barton, vp; Lloyd H. Benedict, vp; William J. Bumsted, vp; Prescott S. Bush Jr., vp; Hawley T. Chester Jr., vp; William T. Dunn Jr., Edward F. Feuge, vp; Kenneth K. Keene, vp; John H. McEown, vp; Richard A. Mitnacht, vp; John N. Robinson, vp; Gustave S. Werner, vp; David H. Winton, vp; Thomas L. Avegno, president, Johnson & Higgins of Louisiana Inc.; John L. Baringer, president, Willcox, Baringer & Co. Inc.; Henry E. Cabaud Jr., president, Johnson & Higgins of California Inc.; John H. Dowling,

president, Johnson & Higgins of Illinois Inc.; Beverly M. DuBose Jr., president, Johnson & Higgins of Georgia Inc.; Edmond S. Gillette Jr., executive vp, Johnson & Higgins of California Inc.; Denver C. Ginsey, president, Johnson & Higgins of Washington Inc.; Robert L. Hannon Jr., president, Johnson & Higgins (Michigan); Edwin L. Knetzer Jr., president, Johnson & Higgins of Pennsylvania Inc.; E. Eric Johnson, executive vp, Johnson & Higgins of California Inc.; Dickinson C. Ross, executive vp, Johnson & Higgins of California Inc.

Branch offices: Atlanta, Boston, Buffalo, Chicago, Denver, Detroit, Hartford, Honolulu, Houston, Los Angeles, Minneapolis, New Orleans, Philadelphia, Pittsburgh, Portland, Richmond, San Francisco, Seattle, Wilmington, Montreal, Quebec, Toronto, Winnipeg, Vancouver, Auckland, Christchurch, Wellington, Hobart, Perth, Brisbane, Adelaide,

Melbourne, Sydney, Singapore, Tokyo, Milan, Rome, Bermuda, Caracas, Maracaibo, Puerto La Cruz, Rio de Janeiro, Sao Paulo, Belo Horizonte, Campinas, Curitiba, Salvadore, Buenos Aires, Bogota, Cali, Lima, Santiago, representative office in Cleveland and correspondent offices throughout the world.

Subsidiaries: Shipowners Claims Bureau; Willcox, Baringer and Co. Inc.; Willcox, Peck and Hughes Inc.; J&H Equity Corp.; J&H Limited.

Johnson and Higgins established offices in Denver, Hartford, Singapore and Rome last year and acquired a 49% interest in Wilson, McBride & Co. Cleveland.

This firm provides a full range of insurance, brokerage, employe benefit planning, and average adjusting services, including risk and loss analysis and brokerage and marketing in all areas of insurance and employe benefits, full

time property loss control consultants, liability loss control including nuclear, product, financial risk, pollution and OSHA, loss reserve and analysts reviewing experience rated programs, marine loss control including cargo packing and containerization, marine average adjusting, claim settling services, employe benefit actuaries providing valuation and consulting for pension, profit sharing and thrift plans, coordinated employe benefit plan consulting including claims cost control, communications, market research, international and estate planning, mutual funds, variable annuities, investment measurement and investment manager selection through J&H Equity Corp.

**JOHNSON-HOFFMAN
INSURANCE AGENCY INC.**P.O. Box 1006, 408 Iroquois Bldg.,
Marion, In. 46952; 317-664-0741

	1971	1972
Premium vol.	\$ 1,221,506	\$ 1,283,230
Gross rev.	242,985	260,158
Employees	12	14

Principal officers: Wayne W. Hoffman, president; C. David Sandberg, secretary-treasurer; William H. Pritchett, CPCU, vp. Subsidiaries: Grant County Underwriters. Branch office: Gas City.

The company notes 65% of gross revenue was derived from commercial accounts last year; compensation is based on commissions. Special services include employe benefits, loss control, building and equipment evaluations, OSHA consultation, fire and casualty and rate surveys.

They specialize in construction wrap-ups, commercial and industrial packages, state and national franchise group packages.

**NEWTON H. JOHNSON &
ASSOCIATES**7654 W. Bancroft St., Toledo, Oh.
43617; 419-841-2424

	1971	1972
Premium vol.	\$ 2,500,000	\$ 2,500,000
Gross rev.	200,000	200,000
Employees	5	6

Principal officers: Newton H. Johnson Sr., partner; Newton H. Johnson Jr., partner.

The company reported 90% of gross revenue for 1972 was derived from commercial business; compensation is based both on commissions and fees.

Special services are available in the area of employe benefits, retirement plans, group insurance, labor and management consultation. The company specializes in design and administration of profit sharing and pension plans.

JOINER ASSOCIATES INC.1212 Park Ave., P.O. Box 98,
Orange, Tx. 77630; 713-883-9381

	1971	1972
Premium vol.	\$ 2,000,000	\$ 2,250,000
Gross rev.	309,000	368,000
Employees	20	23

Principal officers: J. D. Joiner, president; W. S. Joiner, secretary; T. O. Sorrels, vp; Joe C. Gilmore, vp; W. E. Harrison, vp. Branch offices: Beaumont, Port Neches. Acquisition in past year: Bill Vawter & Co.

This company noted that last year 51% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

R. B. JONES CORP.301 W. 11 St., Kansas City, Mo.
64105; 816-842-1230

	1971	1972
Premium vol.	N/A	N/A
Gross rev.	\$12,264,604	\$13,588,672
Employees	480	576

equitable / group profile

EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES

1285 Avenue of the Americas,
New York City, N.Y. 10019; 212-
554-1234.

Group Operations: Three thousand four hundred employees.

Home Office — executive vice president, James A. Attwood; senior vp, S. Jerold Duran. Department heads: benefits, Raymond G. McCullough, vp; financial, Robert M. Johnstone, Jr., vp; insurance, John H. Goddard, vp; pension, Leo M. Walsh, Jr., vp.

Regional Vice Presidents — Atlanta, John K. McKee, Jr.; Boston, Howard W. Roth; Chicago, John G. Whiteside; Cleveland, Lou E. Carroll; Los Angeles,

Robert E. Alberts; New York, John J. Fuller; Philadelphia, Frank J. Raimo, Jr.; San Francisco, Ralph T. Gordon.

Branch offices, group sales, service and benefits — in sixty major cities throughout the country.

Group Operations Results—1972:
Group life in force—\$60.4 billion.
Group policyholders—11,400.

Coverage	Premiums
Life	\$ 414 million
Health	656 million
Pensions	400 million
Total	\$1,470 million

Services: Offers all actuarial claims, insurance and pension services.

Specialties: Communications; direct claim service with employees and providers; computerized claim payments and printed explanation of benefits; investment guarantees, principal and interest; individual life record keeping and administration.

Principal officers: Cliff C. Jones, chairman of the board and president; James P. Metzler, chairman of the executive committee; Joseph M. Crahan, executive vp; Robert H. Lange, senior vp; H. Gerald Bishop, vp; H.B. Ingebretsen, vp and secretary; Cary W. Jones Jr., vp; Louis Lange Jr., vp; Charles R. Morrell, vp; John W. Tucker, vp; J. Philip Starr, vp; finance and treasurer; Duane A. Norby, assistant treasurer.

Branch offices: Atlanta, Chattanooga, Chicago, Dallas, Jefferson City, Joplin, Kansas City, Los Angeles, New York, North Kansas City, St. Louis, San Diego, Tulsa, Waterloo, Wichita, Sydney, Brisbane.

Subsidiaries: R. B. Jones of California Inc.; R.B. Jones Inc. of Chicago; Fuson & Cowherd Insurance Agency; R.B. Jones of Georgia Inc.; Illinois R.B. Jones Inc.; R.B. Jones Inc. (Missouri); R.B. Jones Insurance (Chattanooga); R.B. Jones Insurance Inc. (Kansas); R.B. Jones of Iowa Inc.; R.B. Jones of New York Inc.; R.B. Jones of Oklahoma Inc.; R.B. Jones of St. Louis Inc.; R.B. Jones of Texas Inc.; Wallace Wilson Agency Inc.; R.B. Jones (Australia) Ltd.; International Employee Benefit Services, Pty., Ltd.

Mergers and acquisitions reported in past year: Ken Campbell Co., Charles S. Kopp Agency; C.W. Buschman; Cliff Johnston & Associates Inc.; Chas. M. Young Associates Inc.; Edw. H. Walters & Co. Inc.; S.N. Eben Corp.

In 1972, 88% of gross revenue was derived from commercial business; compensation is based on a combination system.

A full range of services is available through this firm.

H. W. KAUFMAN FINANCIAL GROUP INC.

24209 Northwestern Highway, Southfield, Mi. 48075; 313-354-5300

	1971	1972
Premium vol.	\$ 3,800,000	\$ 4,600,000
Gross rev.	900,000	1,000,000
Employees	30	34

Principal officers: Herbert W. Kaufman, president; Wallace B. Hudson, senior vp; Edwin J. Eckert, Jr., vp; Eleanor R. Wick, secretary. Branch offices: Grand Rapids, Scottdale. Subsidiaries: Marketfinders Inc.; Commdore Insurance Co.; Life & Pension Planners Inc. Acquisitions reported in past year: Life & Pension Planners Inc.; Commdore Insurance Co.

The firm notes last year 70% of gross revenue was derived from commercial accounts; compensation is based on commissions.

Special services include employe benefits, life and group in pension and profit sharing plans.

KEATOR SMITH INC.

1312 Post Rd., Fairfield, Ct. 06430; 203-259-8331

	1971	1972
Premium vol.	\$ 1,800,000	\$ 2,000,000
Gross rev.	300,000	340,000
Employees	16	16

Principal officers: Gardiner F. Smith, Alice J. Porter, William C. Keator, Edward R. Fitzgerald, Paul E. Williams. Subsidiaries: G. W. Goodsell & Son Inc.

The company reported last year 40% of gross commissions were derived from commercial business; compensation is based strictly on commissions.

It offers special services in the area of commercial surveys, competitive biddings on full lines and employe benefits.

It specializes in the restaurant business, banks and non-profit organizations.

KEENAN & ASSOCIATES

22330 Hawthorne Blvd., Suite 218, Torrance, Ca. 90505; 213-378-0338

	1971	1972
Premium vol.	\$ 5,000,000	\$ 5,000,000
Gross rev.	210,000	210,000
Employees	9	9

*Keenan & Associates was part of Cal-Sur in 1971.

Principal officers: John R. Keenan, president; R. T. L. Littlefair, vp; Glenn D. Miller, vp; Beverly Baskin, vp. Branch office: Laguna Niguel.

Acquisitions reported in past year: School Insurance Department purchased from Cal-Sur.

This firm notes in 1972, 92% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

The company offers special services in the area of employe benefits to school districts in California.

It specializes in the field of medical, dental, life, long term disability, vision care, prescription drug and annuity plans for school districts.

KEHOE-KAVANAUGH AGENCY INC.

701 Kalamazoo Bldg., Kalamazoo, Mi. 49006; 616-343-1671

	1971	1972
Premium vol.	\$ 980,840	\$ 1,190,373
Gross rev.	151,436	184,666
Employees	9	9

Principal officers: John Kehoe, CPCU, president; Ed Lisak, vp; Margaret Kehoe, secretary.

The company notes in 1972, 75% of gross revenue was derived from commercial accounts; compensation is based on commissions.

Property and casualty plans and professional liability are the company's specialty.

WESLEY J. KELLEY CO.


1704 First National Bank Bldg., Minneapolis, Mn. 55402; 612-332-3487

	1971	1972
Premium vol.	\$ 2,200,000	\$ 2,600,000
Gross rev.	287,239	327,140
Employees	9	9

Principal officers: Wesley J. Kelley, president; John W. Kelley, vp; Richard G. Kelley, vp.

we don't believe in


GUESSTIMATING



And neither should you!

If you have any doubt about the replacement cost of your property . . . or its actual cash value . . . call the professionals.

No guesstimates . . . just sound certified appraisals that you can rely on.




INDUSTRIAL APPRAISAL COMPANY

Nationwide Service


Executive Offices:
Chicago/Los Angeles/New York
23 Sales and Service Offices

Recognized Valuation Authorities

HOME OFFICE:
222 Boulevard of Allies
Pittsburgh, Pa. 15222
412 471-2566



Coverage Classics



The Hundred And One Dalmatians

New "in-house" facilities have been designed to provide protection for mortality on one animal . . . or a hundred . . . or more.

We can handle up to \$100,000 any one animal or \$150,000 any one occurrence immediately and arrange for higher limits if necessary within twenty-four hours. This new facility is designed for horses and cattle either on an individual or multiple basis. We also do canine coverage up to \$10,000 any one animal—\$50,000 any one loss, with higher limits upon request.

Hogs, sheep and goats can also be handled on either a full animal mortality basis or on a special named perils floater.

This new facility can be used either to "beef-up" your regular animal mortality capacity or as an alternative to the usual markets for this class.

For further information, contact your local W&A Branch Manager or Mr. Anthony C. Bova, C.P.C.U., Senior Vice President-Marketing at our New York Home Office.

Special Risks and Unusual Situations • Exclusively Through Agents and Brokers

Members of the Howden Swann Group

New York
Wohlreich & Anderson Ltd.
55 John Street
New York, N.Y. 10038
(212) 349-3020

Pennsylvania
Wohlreich & Anderson, Ltd. (Inc.)
570 DeKalb Pike
King of Prussia, Pa. 19406
(215) 265-6210

New Jersey
Wohlreich & Anderson, Ltd.
1 Grand Union Plaza
North Arlington, N.J. 07032
(201) 991-5611

Ohio
Wohlreich & Anderson Agency
662 Hanna Building
Cleveland, Ohio 44115
(216) 241-2917

D.C. Area
Wohlreich & Anderson (D.C.) Ltd.
The Teachers Building
10221 Winopin Circle
Columbia, Md. 21044
(301) 997-1272

New England
Wohlreich & Anderson (New England) Inc.
One Boston Place
Boston, Mass. 02108
(617) 723-5770

Correspondents in All Other States

The company indicated 85% of gross revenue was derived from commercial business; compensation is based on commissions.

KENNEDY INSURANCE AGENCIES LTD.

The Trust Bldg., North Bay, Ontario, Canada. 705-472-5950

	1971	1972
Premium vol.	\$ 923,000	\$ 1,083,000
Gross rev.	175,000	193,000
Employees	8	8

Principal officers: P. C. M. Kennedy, president; R. E. Kennedy, F.I.I.C., vp.

The company reported 35% of gross revenue was derived from commercial business; compensation is based on commissions. Special services listed include employe benefits.

KEOUGH-KIRBY ASSOCIATES INC.

1625 Diamond Hill Rd., Woonsocket, R.I. 02895; 401-769-8100

	1971	1972
Premium vol.	\$ 2,100,000	\$ 2,500,000
Gross rev.	410,000	440,000
Employees	17	20

Principal officers: Walter C. Ahern, Paul C. Fay, Joseph H. O'Donnell Jr. Branch office: Dedham. Subsidiaries: Ahern, O'Donnell, Fay Insurance Agency Inc.

The company indicated last year, 65% of gross revenue was derived from commercial business; compensation is based on commissions. Special services listed include risk analysis, risk management, employe benefit plans, and OSHA assistance.

KESSLER-BODENHEIMER INC.

344 Camp St., New Orleans, La. 70130; 504-524-1431

	1971	1972
Premium vol.	\$ 3,500,000	\$ 4,000,000
Gross rev.	550,000	580,000
Employees	25	26

Principal officers: Marion Kessler, president; Henry J. Bodenheimer, executive vp; Kenneth E. Newburger, CPCU, vp; Clyde W. Raymond, assistant vp; Maurice E. Rooney, treasurer.

The company notes 70% of gross revenue was derived from commercial accounts during the past year; compensation is based on a combination system. Special services include loss control, OSHA and employe benefits.

LEONARD C. KETCHUM & SON INC.

350 Main St., Armonk, N.Y. 10504; 914-273-9100

	1971	1972
Premium vol.	\$ 2,000,000	\$ 2,500,000
Gross rev.	316,000	357,000
Employees	12	16

Principal officers: Robert F. Mauer, president; Edward C. Devine, vp; James B. Gilman, vp and secretary; Joseph Renton, vp. Subsidiaries: Renton Assoc. Inc.

The company reported 80% of gross revenue was derived from commercial business last year; compensation is based on a combination system. Employe benefits and consultations are the firm's special services. The firm specializes in bonds and wrap-ups.

KING & NEEL INC.

735 Bishop St., Suite 327, Honolulu, Hi. 96813; 808-521-8311

	1971	1972
Premium vol.	\$ 818,400*	\$ 625,400*
Gross rev.	142,561	234,508
Employees	6	7

*Doesn't include substantial company billed business.

Principal officers: Harvey C. King, president; D. Ted Neel, vp; Robert C. M. Yuen, assistant treasurer; Jack S. Wilmoth.

The company reported in 1972, 98% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

The firm specializes in the construction industry.

KINNEY, PIKE, BELL & CONNER INC.

Mead Bldg., 98 Merchants Row, Rutland, Vt. 05701; 802-775-2311

	1971	1972
Premium vol.	\$ 3,000,000	\$ 3,500,000
Gross rev.	450,000	530,000
Employees	28	26

Principal officers: Robert C. Kinney, president; Edward S. Pike, senior vp; Edward C. Pike, vp; Charles W. Conner, vp; Roger M. Pike, treasurer; Warren Eastwick, assistant vp. Branch

office: Brattleboro. Subsidiaries: Kinney, Pike, Bell & Conner of Brattleboro Inc., Taylor Insurance Agency. Acquisitions reported in 1972: Warren Eastwick Agency.

The company reported 75% of gross revenue was derived from commercial business last year; compensation is based on commissions only.

Nuclear power plants, public utilities, large commercial risks, construction wrap-ups are the firm's specialties.

J. I. KISLAK AGENCY INC.

581 Broad St., Newark, N.J. 07102; 201-624-8000

	1971	1972
Premium vol.	\$ 2,300,000	\$ 3,200,000
Gross rev.	375,000	600,000
Employees	23	30

Principal officers: George P. Mahler, president; Ronald A. Pasquariello, senior vp. Parent

company: J. I. Kislak Inc. Branch offices: Miami, Tucson-Phoenix, Boston.

The firm notes 93% of gross revenue last year, was derived from commercial accounts; compensation is based on a combination system. Special services listed include employe benefits, financial planning, actuarial, pure consulting, fire safety, and system engineering.

They specialize in retail stores.

R. C. KNOX & CO.

300 Pearl St., P.O. Box 930, Hartford, Ct. 06101; 203-549-5010

	1971	1972
Premium vol.	\$ 5,500,000	\$ 6,000,000
Gross rev.	560,000	640,000
Employees	26	29

Principal officers: Robert C. Knox Jr., senior partner; Herbert R. Bland, CPCU, managing partner; Edward J. Casey, partner; Andrew W. Milligan, partner;

Norman C. Kayser, CPCU, partner; E. Robert Zenke, partner; H. W. B. Donnegan II, partner; James B. Slimmon Jr., partner. Acquisitions reported in 1972: James B. Slimmon Agency.

The firm notes last year 65% of gross revenue was derived from commercial business; compensation is based on a combination system.

A full range of services is available. Financial institutions, manufacturing, contracting and distributing are the company's specialties.

KNUTSON INSURANCE AGENCY

17 Washington Ave., No. Minneapolis, Mn. 55401; 612-333-2111

	1971	1972
Premium vol.	\$ 2,200,000	\$ 2,630,000
Gross rev.	329,000	372,000
Employees	16	20



In 1948 veteran driver Mauri Rose was back at the Brickyard for a try at what few men accomplish. Back to back victories in the Indianapolis 500.

They said it made no sense to insure the Indy.

That same year CNA/insurance was there for the first time with a comprehensive insurance package that not only covered the drivers, but included mechanics and pit crews as well. For the first time since the race began in 1911, a single insurance company was able to insure drivers, their reliefs and crews, every participant in the race. Insured in a way that made good economic sense for all.

CNA has been making sense of it for 25 years.

Principal officers: Harlan K. Nygaard, president. Parent company: Knutson Company. Branch office: San Diego.

The company notes last year 60% of gross revenue was derived from commercial accounts; compensation is based strictly on commissions.

Special services listed include personal lines, employe benefits, commercial lines. The firm specializes in fidelity bonds, construction and employe benefits.

HARRY A. KOCH CO.

2121 South 44 St., Omaha, Nb.
68105; 402-558-7000

	1971	1972
Premium vol.	\$ 3,870,023	\$ 4,353,075
Gross rev.	657,731	722,305
Employees	32	34

Principal officers: Harry A. Koch Jr., president and treasurer; Jan D. Desmet, executive vp; Larry A. Franzen, vp and secretary. Acquisitions in past year:

brokerage branch office of Continental Assurance Company.

The firm notes 73% of gross revenue was derived from commercial business last year; compensation is based on both fees and commissions.

The firm offers special services in the area of life and employe benefits, loss control, construction, bonding, financing, trucking, mass marketing, hospitals and financial institutions.

KOHLER-MACBEAN AGENCY

126 South Ave. E., Cranford, N.J.
07016; 201-276-3000

	1971	1972
Premium vol.	\$ 2,081,800	\$ 2,197,775
Gross rev.	365,583	389,700
Employees	11	11

Principal officers: Roy H. MacBean, president and treasurer; Winfield J. Kohler, vp. This company indicated for the

year past 75% of gross revenue was derived from commercial business; compensation is based strictly on commissions.

LOUIS D. KRASNER INC.

116 John St., New York, N.Y.
10038; 212-233-4328

	1971	1972
Premium vol.	\$ 1,200,000*	\$ 1,500,000*
Gross Rev.	300,000	350,000
Employees	15	15

Principal officers: Bernard Evans, president; Michael B. Krasner, vp; Murray Strauss, vp; Percy Paget, secretary.

The company reported in 1972, 70% of gross revenue was derived from commercial business; compensation is based on a combination system.

Special services described include estate planning, business life insurance, buy out, pensions. They are specialists in real estate, packaging and rate schedule work.

KROH, MILLER & KNIGHT INC.

21 W. Susquehanna Ave.,
Baltimore, Md. 21204;
301-821-6060

	1971	1972
Premium vol.	\$ 2,700,000	\$ 3,000,000
Gross rev.	455,000	541,000

Principal officers: Robert S. Knight, president; Ellsworth C. Knight, vp and secretary; Clarence E. Ritter, vp and treasurer. Subsidiaries: Knight & Ritter.

The company notes 60% of gross revenue was derived from commercial accounts last year; compensation is based on commissions.

LAC INDUSTRIES LTD.

54 Station Plaza, Hempstead, N.Y.
11550; 516-485-1600

	1971	1972
Premium vol.	\$ 2,900,000	\$ 3,400,000
Gross rev.	590,200	653,198
Employees	24	26

Principal officers: Alvin Adler, president; Edward Levy, chairman of the board and treasurer; Morris L. Cohen, executive vp and secretary; Morris M. Goldstein, vp; Gerald Adler, vp; Carl J. Ingrassia, sr. vp. Subsidiaries: Intercounty Credit Corp. Acquisition reported in past year: Mermelstein Brokerage.

The company noted 85% of 1972 gross revenue was derived from commercial accounts; compensation is based strictly on commissions.

A full range of services is available. It specializes in marine aviation, catering, bowling, leisure, plastics, electronics, textile mills and real estate plus pension and profit-sharing programs and related affairs.

LaCHANCE, BERTRAND, BENOIT & LAVIGNE LTD.

7000 Park Ave., Montreal, P. Quebec, Canada; 514-297-7283

	1971	1972
Premium vol.	\$ 1,600,000	\$ 1,900,000
Gross rev.	340,000	375,000
Employees	18	21

Principal officers: Robert LaChance, president; Andre Bertrand, vp.

The firm noted 35% of gross revenue was derived from commercial business in 1972; compensation is based on commissions.

The specialty of the firm is in the textile manufacturing industry, and garages and auto leasing.

LACHMAN & ASSOCIATES INC.

3435 Mt. Diablo Blvd., P.O. Box 606, Lafayette, Ca. 94549; 415-283-8000

	1971	1972
Premium vol.	\$ 900,000	\$ 1,250,000
Gross rev.	N/A	188,000
Employees	5	9

Principal officers: John A. Lachman, president; Robin M. Skevington, president; Jack R. Drucker, vp; John A. Lachman, vp; Roberta J. Meighan, secretary. Subsidiaries: Skivington-Lachman & Associates Ltd.

The firm indicated 90% of 1972 gross revenue was derived from commercial business; compensation is based strictly on commission.

Special services listed include employe benefits, aviation, packages, field services. Specialties include construction, aviation and workmen's compensation.

STANLEY LACHMAN CO. INC.

1214 Hamilton Bank Bldg.; Chattanooga, Tn. 37402; 615-266-6191

	1971	1972
Premium vol.	\$ 1,000,000	\$ 1,100,000
Gross rev.	190,000	205,000
Employees	12	12

Principal officers: Lawrence D. Levine, president; John M. Love, secretary; Joseph C. Kemp, office manager, Edward Springman, account executive. Acquisition in 1972: Poss Brothers Agency.

The company reported 80% of 1972 gross revenue was derived from commercial accounts; compensation is based on commissions.

Special services listed include safety meetings for workmen's compensation and automobile liability loss control; fire hazards. The company specializes in excess workmen's compensation and commercial excess liability.

W.C. LADD & SONS

14 School St., Rockland, Me.
04841; 207-594-2111

	1971	1972
Premium vol.	\$ 2,197,364	\$ 2,559,610
Gross rev.	458,846	519,321
Employees	24	24



Official Photo Indianapolis Motor Speedway

The experts never expected us to accomplish what we did. Just as they never expected Mauri Rose to win his second victory in a row. But he did. Piloting his Blue Crown Spark Plug Special to a then record 119.814 mph. Mauri Rose never came back to win another 500.

But we've come back to insure them ever since. Adding extra protection in coverage and benefits to the participants of America's oldest major auto race.

We've insured every Indianapolis 500 since 1948. And every sanctioned USAC race since 1956. Not because insuring auto racing is our specialty. But because writing the best insurance coverage possible is. Coverage that offers more value for each insurance dollar.

It's what made us the major part of a growing three billion dollar corporation. Growing because we've got the special skills to write insurance where others can't. Or

won't. For the biggest or smallest of companies. And the special kind of people and CNA agents that make it possible. Aggressive, innovative, creative. People who write insurance not to be first. But to set precedents. To go where insurance never was. Do what insurance never did. And do it better than anyone else.

To learn more about how we can help solve your insurance problems, call your CNA agent. We're listed in the Yellow Pages.

GOING WHERE INSURANCE NEVER WAS
 **CNA/insurance**
 A PART OF CNA FINANCIAL CORPORATION

Principal officers: Edward R. Ladd, president; E. Clifford Ladd, treasurer. Branch offices: Waldoboro, New Harbor, Vinalhaven. Subsidiaries: Budget Plan Division. Acquisition in 1972: Davis-Lovejoy Agency.

The company indicated 50% of 1972 gross revenue was derived from commercial business; compensation is based on commissions only.

Special services listed include financial services, antiques and fine art appraisals, dwelling appraisals. Marine insurance, trusts, nursing home consultations are the company's specialties.

BRUCE M. LaFRANCE INC.

500 W. Eleven Mile Rd., Royal Oak, Mi. 48067; 313-399-8300

	1971	1972
Premium vol.	\$ 1,350,000	\$ 1,550,000
Gross rev.	265,000	295,000
Employees	10	11

Principal officers: Marvin E. Howell, president; Richard H. Snyder, vp; James P. Zickel, secretary-treasurer.

The firm reported 70% of gross revenue in 1972 was derived from commercial business; compensation is based on commissions only.

The company offers special services in the area of employee benefit programs and rate engineering.

LAMB, LITTLE & CO.

164 W. Jackson Blvd., Chicago, Il. 60604; 312-427-9339

	1971	1972
Premium vol.	\$ 4,000,000	\$ 4,300,000
Gross rev.	825,000	900,000
Employees	30	29

Principal officers: Raymond J. Clancy, president; David B. Peck III, vp and treasurer; Frank L. Hoffeller, vp and secretary.

The company notes 75% of

gross revenue was derived from commercial business during the past year; compensation is based on a combination system.

Special services listed include consultations in group and casualty self-insurance programs.

It's specialty is the field of institutional bakeries.

JOHN G. LAMBROS CO. INC.

1088 Central Park Ave., Scarsdale, N.Y. 10583; 914-723-0088

	1971	1972
Premium vol.	\$ 936,000	\$ 1,175,000
Gross rev.	129,000	165,000
Employees	7	9

Principal officers: John G. Lambros, president.

The firm notes 79% of 1972 gross revenue was derived from commercial accounts; compensation is based on a combination system.

The company offers special services in the field of mass mer-

chandising, union and employe groups, fire engineering analysis and experience modification analysis. The specialty of the company is in real estate packages.

LATTER & BLUM INC.

919 Gravier St., New Orleans, La. 70112; 504-525-1311

	1971	1972
Premium vol.	\$ 1,250,000	\$ 1,400,000
Gross rev.	180,000	200,000
Employees	5	3

Principal officers: Sherpard M. Latter, chairman; Charles A. Prechter, president; A. L. Schlesinger, CPCU, vp. Branch offices: Houma.

The company reported 65% of 1972 gross revenue was derived from commercial business; compensation is based on commissions only.

Specialties of the firm include contractor's lines.

THE LAUB GROUP INC.

324 E. Wisconsin Ave., Milwaukee, Wi. 53202; 414-271-4292

	1971	1972
Premium vol.	\$ 4,000,000	\$ 5,000,000
Gross rev.	600,000	700,000
Employees	40	40

Principal officers: Raymond H. Laub, president; George Steroff, vp; Robert Borland, vp; Charles McNulty, manager; Joseph Brown, vp; Richard Lorey, vp. Branch offices: Wausau, Janesville, Madison, Rockton.

The company notes 70% of 1972 gross revenue was derived from commercial accounts; compensation is based on commissions.

LEAVITT INSURANCE AGENCY

823 S. 6th St., Las Vegas, Nv. 89101; 702-382-4010

	1971	1972
Premium vol.	\$ 1,300,000	\$ 2,200,000
Gross rev.	220,000	315,000
Employees	16	19

Principal officers: Bert J. Leavitt, president; Joseph Carpenter, vp; Robert Alling, vp; Dixie Leavitt, secretary.

The company indicated 70% of 1972 gross revenue was derived from commercial accounts; compensation is based on a combination system.

Employee benefits, loss control, engineering are all listed as special services of the company. Specialties consist of construction bonds, aviation, larger commercial risks.

LEVINSON BROS. INC.

235 Montgomery St., San Francisco, Ca. 94104; 415-434-3200

	1971	1972
Premium vol.	\$ 7,000,000	\$ 7,680,000
Gross rev.	520,000	680,000
Employees	35	37

Principal officers: Fred Levinson, president; Morton I. Levinson, vp; David J. Levinson, secretary. Branch office: Chicago. Subsidiaries: Commercial Risk Agency; Levinson Bros. Financial.

The firm reported 88% of gross revenue was derived from commercial business last year; compensation is based on a combination of fees and commissions.

The firm maintains a special division to handle financial services only. The services include employee benefits such as pension, profit-sharing plans, health, life and long-term disability packages. Other services are also available. The firm specializes in coverage in the area of governmental bodies, construction industry and mercantile industry.

LIBERTY AGENCIES INC.

9060 Santa Monica Blvd., Los Angeles, Ca. 90069; 213-278-1410

	1971	1972
Premium vol.	\$ 2,500,000	\$ 3,500,000
Gross rev.	850,000	750,000
Employees	24	27

Principal officers: Maury Shapiro, president; Julian Wolf, vp; Kenneth Goodwin, vp; Arthur Weiss, vp; Edward Rosemark, vp; Mort Yates, vp. Acquisition reported in 1972: one agency acquired.

The company notes 60% of 1972 gross revenue was derived from commercial accounts; compensation is based on a combination system. A full range of services is available.

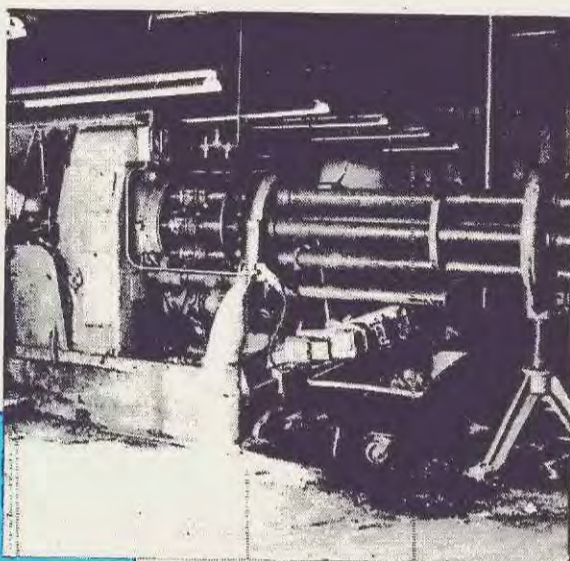
DON LIEBERT INC.

172 S. Middletown Rd., Nanuet, N.Y. 10954; 914-623-3434

	1971	1972
Premium vol.	\$ 1,710,000	\$ 2,150,000
Gross rev.	266,196	340,790
Employees	10	14

What
is it
worth?

cost price?
book value?
amortized value?
tax value?
replacement value?



If it is a complete loss!

You have probably given a lot of thought to valuing your equipment so that there would be sufficient funds to carry on your business in the event of a catastrophic loss. But no matter how carefully you figure, can you be sure there will be enough to cover replacements when the loss occurs? For instance, a machine purchased twenty years ago for \$10,000 may have been depreciated to nothing today, but a used replacement in poor condition costs \$18,000 and a new one \$36,000. To help you solve these perplexing valuation problems Chubb can provide functional replacement cost—if replaced at the time of loss.

Think it over.

The more complex your requirements, the more extensive your operations, the more it will pay you to "THINK CHUBB."



CHUBB/PACIFIC INDEMNITY GROUP

Subsidiary of The Chubb Corporation, 90 John Street, New York, N.Y. 10038

CHUBB & SON INC., Manager Federal Insurance Company • Vigilant Insurance Company • Great Northern Insurance Company • The Sea Insurance Company Limited • The London Assurance • Alliance Assurance Company Limited • Sun Insurance Office Limited • The Sumitomo Marine and Fire Insurance Company, Limited • Affiliated with Pacific Indemnity Group through The Chubb Corporation • The Colonial Life Insurance Company of America • United Life and Accident Insurance Company • Aviation Insurance through Associated Aviation Underwriters.

Principal officers: Donald F. Liebert, CPCU, president; Richard Hiller, vp.

The firm noted 45% of 1972 gross revenue was derived from commercial accounts; compensation is based on commissions.

LIGON, GUMP & LIGON INC.

Town North Plaza, 4230 LBJ at Midway, Dallas, Tx. 75234; 214-661-5050

	1971	1972
Premium vol.	\$ 1,900,000	\$ 2,225,000
Gross rev.	360,000	450,000
Employees	12	14

Principal officers: Max D. Ligon, president; Harry A. Gump, CPCU, vp; Fred F. Ligon, CPCU, vp.

The company noted 67% of 1972 gross revenue was derived from commercial accounts; compensation is based solely on commissions.

The firm offers a full range of services.

LITCHFIELD COUNTY AGENCY INC.

175 Prospect St., Torrington, Ct. 06790; 203-482-6566

	1971	1972
Premium vol.	\$ 2,072,050	\$ 2,235,541
Gross rev.	395,399	438,325
Employees	19	22

Principal officers: Robert V. Carr Jr., president and treasurer; Joseph E. Oigny, vp of commercial lines; John L. Donovan, secretary. Branch offices: Winsted, Litchfield, Thomaston.

The company notes 44% of 1972 gross revenue was derived from commercial accounts; compensation is based on commissions.

Employee benefits was listed as a special service of the firm. Specialties include personal lines and commercial lines, mass marketing programs and OSHA record keeping.

LIVINGSTON ASSOCIATES

28000 Middlebelt Rd., Farmington, Mi. 48024; 313-851-0200

	1971	1972
Premium vol.	\$ 4,000,000	\$ 4,665,265
Gross rev.	375,000	475,699
Employees	9	13

Principal officers: Paul F. Livingston, president. Parent company: Paul F. Livingston Inc.

The firm reported 99% of 1972 gross revenue was derived from commercial accounts; compensation is based on a combination system.

Special services listed include employee benefit administration, and problem industry property casualty.

C. LOFBERG INC.

363 Cedar Lane, Teaneck, N.J. 07666; 201-836-2100

	1971	1972
Premium vol.	\$ 1,204,331	\$ 1,500,000
Gross rev.	245,000	300,000
Employees	12	14

Principal officers: Richard C. Lofberg, CPCU; Paul W. Lofberg, CPCU; Franklin D. Lutz. Subsidiaries: V.I.P. Agency Inc.

The firm notes 60% of 1972 gross revenue was derived from commercial accounts; compensation is based on a combination system of fees and commissions.

Special services listed include employee benefits, municipal, school board, community college consultants and bid specifications.

LONDON BROKER INC.

801 Nicollet Mall, Minneapolis, Mn. 55402; 612-332-5571

	1971	1972
Premium vol.	\$ 750,000	\$ 1,500,000
Gross rev.	75,000	150,000
Employees	4	7

The firm notes 98% of 1972 gross revenue was derived from commercial accounts; compensation is based on a combination of fees and commissions.

A full range of services is available. Specialties include liquor liability, aviation, fire, errors and omissions, directors and officers, bonds.

L.G. LOOMIS & CO. INC.

311 Alexander St., Rochester, N.Y. 14604; 716-546-1700

	1971	1972
Premium vol.	\$ 1,458,000	\$ 1,919,000
Gross rev.	306,218	401,449
Employees	17	24

Principal officers: Leslie G. Loomis, CPCU, president and treasurer; Willard C. Parker, CPCU, vp; Barbara B. Walker, secretary. Branch office: Watkins



Dale & Company

Limited
PO BOX 18
TORONTO DOMINION CENTRE
TORONTO



For complete insurance planning & protection from coast to coast in Canada

Vancouver • Edmonton • Calgary • Winnipeg • Toronto • Hamilton • Montreal • Halifax • St. John's.

A church. A shoe store. An ice cream franchise. We designed an insurance policy for each.



Atlantic has a flexible, designed-for-the-purpose insurance policy. We call it The Atlantic Companies' Safeguard Policy.

We created it to handle different insurance needs in different ways. That means one kind of policy for an all-glass church, another kind for a brick church. In fact, we've put The Atlantic Companies' Safeguard Policy to work for 600 different churches... 1,000 shoe stores... 1,640 ice cream shops and scores and scores of other businesses.

Whatever your business, it's likely that you, too, could benefit from The Atlantic Companies' creative approach to solving insurance problems. Let us put our experience to work for you.

The Atlantic Companies

ATLANTIC MUTUAL INSURANCE COMPANY • CENTENNIAL INSURANCE COMPANY
45 Wall Street, New York, New York 10005 • Underwriters of property, casualty, marine insurance

Glen. Subsidiaries: E. C. Cooper Agency.

This company reported 70% of last year's gross revenue was derived from commercial business; compensation is based on a combination system.

The firm offers special services in the area of employe benefits, OSHA consultation, engineering. It specializes in construction wrap-ups, fidelity bonds, and property coverage.

T. LORANT & CIA, S.C.

Presidente Masaryk 191, 8th floor, Mexico City, 5, Mexico; 531-81-60

	1971	1972
Premium vol. ...	\$ 800,000	\$ 1,100,000
Gross rev.	160,000	220,000
Employees	10	14

Principal officers: Tom L. Lorant, president; Benito Martinez, managing partner.

This firm reported 85% of gross revenue was derived from commercial business last year; compensation is based on a combination system.

Special services offered include employe benefits, actuarial services, engineering, fire protection. It specializes in fidelity and other types of bonds.

LOVENTHAL BROTHERS INC.

P.O. Box 530, 208 23rd Ave., N. Nashville, Tn. 37202; 615-327-0602

	1971	1972
Premium vol. ...	\$ 1,150,000	\$ 1,250,000
Gross rev.	210,000	240,000
Employees	12	13

Principal officers: Samuel C. Loventhal; John C. Ralston; Irwin Ross. Subsidiaries: M & W. Corp.

The firm notes 67% of 1972 gross revenue was derived from commercial accounts; compensation is based strictly on commissions.

Special services listed include employe benefits.

LUBIN ASSOCIATES INC.

327 S. LaSalle St., Chicago, Il. 60604; 312-427-1323

	1971	1972
Premium vol. ...	\$ 3,500,000	\$ 4,500,000
Gross rev.	600,000	700,000
Employees	21	24

Principal officers: Milton A. Lubin, president; Robert L. Lubin, vp and treasurer; Hyman A. Lubin, chairman of the board. Parent company: Integrated Resources Inc. Affiliates: Brokerage Resources Inc.; Retirement Plans Inc.; McCord & Holdren Inc.; Jenner-Northwestern Inc.

The firm notes 90% of 1972 gross revenue was derived from commercial business; compensation is based on a combination system.

Special services listed include employe benefits, loss control, OSHA, consulting and engineering. Specialties include ocean marine cover, mass merchandising of personal lines and association and group plans.

LYON & LYON INC.

10 Commerce Court, Newark, N.J. 07102; 201-623-3225

	1971	1972
Premium vol. ...	\$ 3,000,000	\$ 3,300,000
Gross rev.	450,000	500,000
Employees	21	21

Principal officers: Arthur Luppy, president; Warren B. Cook, executive vp; Richard J. Burke, vp; John J. Knight, vp; John F. Giegerich III, assistant vp; Richard T. Hebert, secretary; Nicholas V. Funicelli, treasurer. Branch office: Ridgewood. Subsidiaries: Lyco. Acquisitions reported in 1972: five acquisitions.

The firm notes 70% of 1972 gross revenue was derived from commercial accounts; compensation is based on a combination system.

Data processing is offered as a special service through the firm's subsidiary. Specialties listed include manufacturing, institutional, contractors and safety groups, associations, franchises and fraternal organizations.

SPENCER M. MABEN INC.

39 Beechwood Rd., Summit, N.J. 07901; 201-273-1900

	1971	1972
Premium vol. ...	\$ 1,999,000	\$ 2,229,000
Gross rev.	443,555	477,673
Employees	10	11

Principal officers: Spencer M. Maben, president; F. Chandler Coddington Jr., vp; E.P. Rochat Jr., vp; Mary S. Arrants, secretary. Compensation is based on commissions only.

The firm specializes in construction, light manufacturing, hospitals, churches, employe benefits, pension, profit sharing, individual insurance planning services.

JOHN L. MACBETH CO.

Suite 2160 Winters Bank Tower, Dayton, Oh. 45402; 513-461-4745

	1971	1972
Premium vol. ...	\$ 2,100,000	\$ 2,300,000
Gross rev.	399,000	425,500
Employees	17	19

Principal officers: E. Phillip Klum, executive vp; James E. Payson, secretary; James J. Brinkmoeller, manager. Subsidiaries: John L. MacBeth Life Insurance Co.

The company reported that in 1972, 63% of gross revenue was derived from commercial accounts; compensation is based strictly on a commission basis.

They offer a full range of services, specializing in contractors, DIC bonds, manufacturers and general mercantile risks.

MacINTYRE, FAY & THAYER INSURANCE AGENCY INC.

1 Wells Ave., Newton, Ma. 02159; 617-332-5100

	1971	1972
Premium vol. ...	\$ 8,200,000	\$ 8,730,000
Gross rev.	1,210,000	1,320,000
Employees	54	55

Principal officers: Joseph J. Fay, president; Richard E. Eagan, executive vp.

The company reported that 57% of gross revenue was derived from commercial accounts last year; compensation is based on a combination system of fees and commission.

MACK AND PARKER INC.

209 S. La Salle St., Chicago, Il. 60604; 312-346-1221

	1971	1972
Premium vol. ...	\$ 33,000,000	\$ 35,000,000
Gross rev.	540,000	680,000
Employees	24	25

Principal officers: Edward E. Mack Jr., COB and president; Charles S. Mack, vp and secretary; John P. Mack, vp and treasurer; William O'Keefe, vp; Edward E. Mack III, vp. Subsidiaries: IDC-Mack Inc.

The firm reports that last year, 98% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

Special services listed include employe benefit consulting and administration. They are specialists in mass marketing of professional liability insurance, commercial safety group programs, auto for single employers or affinity groups, and welfare and pension trustee errors and omissions.

THE MAHONEY-O'DONNELL AGENCIES

3620 N. Third Ave., Phoenix, Az. 85013; 602-264-3200

	1971	1972
Premium vol. ...	\$ 5,700,000	\$ 6,500,000
Gross rev.	995,000	1,400,000
Employees	61	67

Principal officers: John W. McEvoy, CPCU, president; John E. O'Donnell, vp. Branch offices: Phoenix, Tucson, Superior, Eloy, Coolidge, Kearny, Casa Grande. Subsidiaries: The Don Mahoney Agency, The John E. O'Donnell Agency. Acquisitions in past year: Gerhardt Insurance Agency and Ray Creighton Agency.

The firm notes that last year, 65% of gross revenue was derived from commercial business; compensation is based on a combination of fees and commissions.

They offer a full range of services including separate investment and employe benefits departments. They specialize in residential contractors.

MAN, LEVY & NOGI INC.

Scranton National Bank Bldg., Scranton, Pa. 18503; 717-342-0500

	1971	1972
Premium vol. ...	\$ 2,300,000	\$ 3,100,000
Gross rev.	375,000	500,000
Employees	15	20

Principal officers: Seymour Nogi, CPCU, chairman; Nat E. Levy, president; George E. Mayson, vp; Brian J. Murray, vp. Branch office: Paoli. Subsidiaries: Robling Insurance Agency. Acquisitions in past year: Robling Insurance Agency.

The company indicated that in 1972, 90% of its gross revenue was derived from commercial business; compensation is based



There's one in every crowd.

In any group there's sure to be someone who does things a little differently.

His group insurance, for example. No conventional group term for *him*. His company offers Pilot Group Permanent as an option to its regular plan, and that's what he chooses.

It's a wise choice. He gets permanent life insurance with its living benefits for about half the price of an individual policy. That's because he and his company share premium payments.

He's one smart guy, and more and more employees are following his example. They've found that when you have the

option of choosing Pilot Group Permanent, it pays to be different.

And you'll find it will pay you to sell Pilot Group Permanent. It'll pay you about 8 times more in commissions than conventional group term because you're converting group term policyowners or prospects into permanent policyowners. It may be added to an existing plan or made the basis of a new one.

Write for more information.



PILOT LIFE INSURANCE COMPANY
BOX 20727 GREENSBORO, N.C. 27420 OUR 70TH YEAR

American Aviation Underwriters

Writing aviation insurance for over a quarter of a century
Policies issued in Republic-Vanguard-Companies, Dallas
We give you our personal attention and stable markets.

- Hull and Liability, Individual and Corporate Aircraft Including Excess Liability
- Commercial Aircraft Including FBO's,
- Airport Liability Including Excess and Products, Hangarkeepers, Contractual
- Workmen's Compensation and Employers' Liability (When Written With Commercial Risks)
- Personal Accident—Pilot and Crew

Also London Markets

American Aviation Underwriters

P. O. Box 1680, Houston, Texas 77001

Phone (713) 524-2131

A Cravens, Dargan Enterprise

Offices:

Dallas/Fort Worth, Lubbock, Kansas City, San Antonio, Tulsa, New Orleans
(Dealing only through agents or brokers)

strictly on commission.
The firm offers special service in the area of engineering.

MANRY-RAWLS CORP.

Main St., P.O. Box 106, Courtland, Va. 23837; 703-653-2131

	1971	1972
Premium vol.	\$ 1,121,000	\$ 1,278,000
Gross rev.	228,000	257,347
Employees	13	15

Principal officers: Edward H. Brooks Jr., chairman of the board and chief executive officer; R. Ashby Rawls, president; Joseph W. Hutt Jr., vp; Arnold A. Dempsey Jr., secretary; Louis P. Jersey Jr., treasurer. Branch office: Franklin.

The company notes that 50% of last year's gross revenue was derived from commercial accounts; compensation is based entirely on commissions.

Employee benefits and counseling were listed as special services. Specialties listed were estate planning, marine, commercial fleet, meat packers, farm property, commercial package policies, group coverage.

PHILLIP MARGOLIS & CO.

26311 Woodward, Huntington Woods, Mi. 48070; 313-398-1700

	1971	1972
Premium vol.	\$ 1,100,000	\$ 1,400,000
Gross rev.	150,000	175,000
Employees	7	10

Principal officers: Phillip Margolis, president; Melvyn Goldstein, vp; Estelle Smith, treasurer. Parent company: Central Agency Corp. Subsidiaries: North Central Underwriters, Zeiger Insurance Agency, Standard Premium Budget Co.

The company notes that last year, 90% of gross revenue was derived from commercial accounts; compensation is based solely on commissions.

Special services listed include loss control and limited engineering.

MARSH & MCLENNAN INC.

1221 Avenue of the Americas, New York, N.Y. 10020; 212-997-2000

	1971	1972
Premium vol.	N/A	N/A
Gross rev.	\$156,225,000	\$167,789,000
Employees	6,090	6,295

Principal officers: John M. Regan Jr., chairman; Robert J. Newhouse Jr., president. Parent company: Marlennan Corp. Branch offices: 54 offices throughout U.S.A., 12 offices throughout Canada, 22 offices throughout the rest of the world. Subsidiaries: too numerous to list. Acquisitions reported in past year: Ackerman-Chillingworth & Associates Inc.; Smith, Sternau Organization.

Compensation is based on a combination system.

A full range of services is available.

The firm specializes in all insurance brokerage and employee benefit services.

MARTIN INSURANCE INC.

1461 Broadway, Longview, Wa. 98632; 206-423-3700

	1971	1972
Premium vol.	\$ 1,900,000	\$ 2,250,000
Gross rev.	363,000	398,000
Employees	18	19

Principal officers: Joe S. Rosenzweig, president; Pete Kirk, vp; Ray Strange, secretary. Branch offices: Kelso, Cathlamet.

The company notes that 80% of gross revenue in 1972 was derived from commercial business; compensation is based on commissions.

They specialize in industrial plants and manufacturers.

MAURY DONNELLY & PARR INC.

Commerce & Water Sts., Baltimore, Md. 21202; 301-685-4625

	1971	1972
Premium vol.	\$ 2,000,000	\$ 2,000,000+
Gross rev.	300,000	300,000
Employees	19	19

Principal officers: Henry A. Parr III, chairman; Henry A. Part IV, president and secretary; Thomas D.R.Parr, CPCU, executive vp and treasurer.

The firm indicates that for the year past, 60% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

They offer claims and administrative services for group coverages.

MAYERSTEIN-BURNELL CO. INC.

407 Robertson Bldg., Lafayette, In. 47902; 317-423-2591



JOHN F. CURRY AGENCY, INC.

Offering insurance related services to national and international clients for more than 60 years.

Insurance Brokers—Average Adjusters & Life Insurance Consultants, Benefit Plans

Home Office, 225 Broadway, New York, N.Y. 10007
Telephone: (212) 374-1500

CGT 


trust us...

Trust Crown Life to come up with a completely practical Group Life and Accidental Death and Dismemberment package for the employer with 1 - 24 employees.

Called the "Crown Group Trust" it includes a choice of term or cash-value life coverage, plus matching amounts of 24-hour Accidental Death and Dismemberment benefits.


The basic schedule provides a maximum of \$25,000 for the top class, with \$10,000 and \$5,000 in the other two. Optional additional coverage brings the totals to \$50,000, \$20,000 and \$10,000. Total coverage is subject to individual state requirements. Evidence of insurability is required for groups of 1 - 4 employees and for the optional additional coverage on any size group.

The cash-value coverage can be elected by the individual employee. It is Crown Life's BI-GOLI-plus, which offers the retiring employee an annuity option as an alternative to the cash-out.

Straightforward and uncluttered in concept and operation, CGT  is just right for "trust-worthy" companies and their employee benefit counselors.

Your Crown Life General Agents and Group Offices can give you the full story, or you can get it by sending us the coupon!



TO FIND OUT more about CGT , please mail us this coupon.

(This coverage not available to employers located in the state of New York.)

GROUP MARKETING DEPARTMENT

CROWN

LIFE INSURANCE COMPANY / TORONTO, CANADA

NAME

COMPANY

ADDRESS

CITY

STATE ZIP

	1971	1972
Premium vol. ...	\$ 2,000,000	\$ 2,150,000
Gross rev.	360,000	380,000
Employees	14	17

Principal officers: R.M. Mayerstein, president; G.W. Burnell, vp and treasurer; R.E. Mayerstein, secretary. Subsidiaries: Mayerstein-Brunnell Co., R.M. Mayerstein Co.

The company reported that 85% of gross revenue was derived from commercial accounts during the past year; compensation is based on commissions only.

RAYMOND G. McCARTHY & CO. INC.

502 Bloomfield Ave., Verona, N.J. 07044; 201-239-9404

	1971	1972
Premium vol. ...	\$ 1,100,000	\$ 1,200,000
Gross rev.	205,000	220,000
Employees	9	9

Principal officers: Raymond G. McCarthy, president; John E. Pop-

owich, vp; William D. Rogers, vp. The company reported that in 1972, 70% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

The company offers special services in the area of loss control, OSHA consultation, appraisal, fire insurance, schedule rating.

MCCORD & HOLDREN INC.

12716 Riverside Dr., N. Hollywood; Ca. 91607; 213-877-9934

	1971	1972
Premium vol. ...	\$ 3,500,000	\$ 5,200,000
Gross rev.	500,000	750,000
Employees	30	35

Principal officers: Jerry L. McCord, president and treasurer; William W. Holdren, vp and secretary; David Hoskins, vp; Ronald Stewart, vp. Parent company: Integrated Resources Inc. Branch offices: Fresno, San Jose, Tustin. Affiliates: Lubin Associates Inc.,

Brokerage Resources Inc., Retirement Plan Inc., Jenner-Northwestern Inc.

The firm notes that in the past year, 95% of gross revenue was derived from commercial business; compensation is based on a combination system.

Special services listed include employe benefits, loss control, OSHA, consulting and engineering. Listed as specialties of the firm are ocean marine insurance, association and group plans, and mass merchandising of personal lines.

MCCORMICK INSURANCE AGENCY

2100 McCormick Place, Akron, Oh. 44313; 216-867-6175

	1971	1972
Premium vol. ...	\$ 1,100,000	\$ 1,200,000
Gross rev.	290,089	393,210
Employees	12	13

Principal officers: E.C. McCormick Jr., chairman executive

committee; Robert D. Putvin, president; J.R. Clement Jr., executive vp. Merger reported in 1972; E.C. McCormick Jr. Insurance Agency and Allison-Weis Insurance Agency Inc. were merged into present agency.

The firm noted that in 1972, 70% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

Special services are provided in the area of employe benefits and OSHA consultation.

THE McELROY-MINISTER CO.

250 E. Broad St., Columbus, Oh. 43215; 614-228-5565

	1971	1972
Premium vol. ...	\$12,200,000	\$13,805,242
Gross rev.	1,227,911	1,464,480
Employees	52	59

Principal officers: John C. Glandon, president and treasurer; Richard P. Banks, vp; Hugh M. Hadley, vp and secretary;

William D. Kientz, vp; Hall B. Liles Jr., vp; Austin McElroy vp; H. Thorp Minister Jr., vp; Henry H. Pierce Jr., vp.

The firm indicated that 57% of last year's gross revenue was derived from commercial business in the property, casualty and surety area; compensation is based on a combination system.

MCGRIFF & SEIBELS INC.

2217 7th Ave. South, P.O. Box 10265, Birmingham, Al. 35233; 205-252-9871

	1971	1972
Premium vol. ...	\$ 4,600,000	\$ 5,000,000
Gross rev.	750,000	820,080
Employees	42	38

Principal officers: Lee McGriff, chairman of the board; Richard Womack, president; Henry G. Seibels Jr., executive vp. Subsidiaries: Insurers Services Inc.

The company reported that 65% of gross revenue was derived from commercial accounts last year; compensation is based on a combination system.

Special services are offered in the fields of aircraft insurance, banks, OSHA consultation, self-insurance programs, employe services and benefits. The firm specializes in the field of banks and aviation.

T.B. MCKNIGHT AGENCY

1956 Dallas Drive, P.O. Box 15768, Baton Rouge, La. 70815; 504-924-3601

	1971	1972
Premium vol. ...	\$ 1,200,000	\$ 1,250,000
Gross rev.	180,000	192,000
Employees	7	7

Principal officers: Tullis B. McKnight Jr., owner; Daniel A. Stark, general manager.

The company notes that in 1972, 80% of gross revenue was derived from commercial business; compensation is based strictly on commissions.

They are specialists in the industrial contracting field, principally in the area of industrial plants.

THE McLAUGHLIN CO.

2000 L St., N.W., Washington, D.C. 20036; 202-293-5566

	1971	1972
Premium vol. ...	\$ 3,400,000	\$ 3,900,000
Gross rev.	621,000	660,000
Employees	23	24

Principal officers: Victor Galin, executive vp; Thaddeus S. Clark, executive vp.

The company notes that last year, 80% of gross revenue was derived from commercial accounts; compensation is based solely on commissions.

McMANUS & PELLOUCHOUD INC.

141 W. Jackson Blvd., Chicago, Il. 60604; 312-427-1961

	1971	1972
Premium vol. ...	\$12,000,000	\$15,000,000
Gross rev.	1,200,000	1,500,000
Employees	24	27

Principal officers: R.B. McManus, president; V.J. Pellouchoud, vp and secretary.

The firm reported that in 1972, 95% of gross revenue was derived from commercial business; compensation is based strictly on commissions.

They specialize in wrap-ups and self-insurance programs.

D.R. MEAD & CO.

1900 Biscayne Blvd., Miami, Fl. 33132; 305-576-1101

	1971	1972
Premium vol. ...	\$ 4,675,000	\$ 4,850,000
Gross rev.	933,400	951,000
Employees	50	41

Principal officers; D.R. Mead Sr., chairman; D. Richard Mead

Are you aware we're one of the tops in market stability?



"We won't do it."

Our own Agency Round Table talks and our Agency Visitation program indicated people thought well of us. Then an unsolicited survey confirmed it. The Francis D. Barrett, Jr. & Associates Study.*

Of the country's top 20 stock agency companies rated, Reliance ranked high on the market stability rating. It was the nationwide opinion of more than 2,000 agents.

We've got a hunch we rated high simply because we always have provided consistent underwriting practices. Drawn up from facts too, not just opinion. Looking for new horizons? Call us and let's talk. Today.

Reliance. We're the performance people. And we can prove it.



RELIANCE
 RELIANCE • UNITED PACIFK • RELIANCE STANDARD LIFE
 INSURANCE COMPANIES

RELIANCE INSURANCE COMPANIES, PHILADELPHIA, PENNSYLVANIA 19103



*Study headed up by one of the nation's foremost research and marketing consultants to the insurance community. Francis D. Barrett, Jr. Mr. Barrett, president of his firm, Francis D. Barrett, Jr. & Associates, has held top positions in the Underwriting, Marketing and Research Departments of some of America's top insurance firms.

Jr., president; A.J. Hosea, executive vp. Branch offices: Ft. Lauderdale, West Palm Beach, Orlando.

This company indicated that in 1972, 66% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

Special services described include mass marketing and employee benefits, including life, group and mutual funds, loss control service and counseling. Multi-unit habitational buildings are the firm's specialty.

Acquisitions reported in past year: Nolta-Quail-Sauer & Associates Inc.; Mattingly-Chew & Associates Inc.

This firm reported 95% of last year's gross revenue was derived from commercial business; compensation is based entirely on commissions.

A full range of services is available. Specialties listed include residential and commercial construction, surety bonds, associated casualty and life and group benefits, property insurance for apartment, offices, shopping centers.

urer; James P. Seaton, vp and secretary; Harry A. Kearney, CPCU, associate. Parent company: Merrill, Applegate & Seaton Inc. Acquisition reported in 1972: Alison Kelsey Agency.

This firm reported that last year 74% of gross revenue was derived from commercial business; compensation is based on a combination system.

Specialties listed include group

and association mass merchandising, contractors, public and institutional properties.

MIDDLETON & CO.

120 Route 206 North, P.O. Box 17, Newton, N.J. 07860; 201-383-5525

	1971	1972
Premium vol.	\$ 1,108,922	\$ 1,150,999
Gross rev.	149,215	177,249
Employees	6	8

Principal officers: Arthur H. Middleton, president; Eli A. Gaynor, vp; Edith O. Middleton, secretary and treasurer; Donald H. Westbrook, comptroller; Carol M. Bennett, claims.

The firm reported 87% of gross revenue in 1972 was derived from commercial business; compensation is based on commission only.

It specializes in aviation insur-

MEADOWBROOK INC.

24370 Northwestern Hwy., Southfield, Mi. 48075; 313-358-1100

	1971	1972
Premium vol.	\$12,500,000	\$20,000,000
Gross rev.	1,850,000	3,200,000
Employees	80	120

Principal officers: Merton J. Segal, president; Frank E. Gobel, executive vp; Kenneth R. Hale, senior vp; Ian Stevenson, vp, finance; Joy A. Maurer, secretary. Branch offices: Chicago, Cincinnati, White Plains, Buffalo. Subsidiaries: Meadowbrook Insurance Agency Inc. (Chicago), Meadowbrook Insurance Agency Inc. (Cincinnati), Meadowyork Inc. (Buffalo), Meadowyork Inc. (White Plains), Meadowbrook Insurance Agency Inc. (Pittsburgh), Meadowbrook Insurance Agency Inc. (Boston), Meadowbonds Inc. (Cincinnati), Meadowbrook Insurance Agency Inc. (Phoenix), Meadowbrook Insurance Agency Inc. (Tampa), Meadowbrook Insurance Agency Inc. (Hartford), Nolta-Quail-Sauer & Associates Inc. (Southfield), Mattingly-Chew & Associates Inc. (Pontiac), Meadowlife Inc. (Southfield).

MERKLEIN, FERON & PAGE INC.

1533 Marshall St., Shreveport, La. 71101; 318-424-4461

	1971	1972
Premium vol.	\$ 1,392,851	\$ 1,726,508
Gross rev.	228,055	274,804
Employees	20	21

Principal officers: R.C. Page Jr., president; E.A. Merklein Jr., vp; Robert E. Feron, secretary-treasurer.

The firm indicated that last year, 67% of gross revenue was derived from commercial business; compensation is based on a combination system.

A full range of services is offered.

MERRILL, APPLGATE, SEATON & KEARNEY

10 Sloan St., South Orange, N.J. 07079; 201-763-4100

	1971	1972
Premium vol.	\$ 2,500,000	\$ 2,600,000
Gross rev.	380,000	395,000
Employees	14	13

Principal officers: Frederick S. Applegate, president and treas-



VANCOUVER • CALGARY • EDMONTON • TORONTO • SEATTLE

63% GROWTH IN 1973!

J. T. O'Bryan & Co.

999 West Pender Street, Vancouver, Canada



***ALL PRO... and even more amazing when you remember he's only 8 years old!**

Insurance Consultants, Inc... or ICI as we're known from coast-to-coast... is something of a precocious child! ICI is only 8 years old - yet it's already a member of the "ALL PROS" - the nation's largest publicly held insurance underwriting organizations.

ICI's phenomenal growth is no accident - no stroke of luck - for the

organization was founded on the principle of filling every position with dedicated professionals offering only the broadest insurance coverage available at the lowest possible cost - combined with quality and integrity.

ICI... one of the "big boys" at 8 years old... offering risk management on a national scope - anywhere our clients operate.

**YOU CAN CONTACT A MEMBER OF OUR TEAM IN
St. Louis • Chicago • Kansas City • Pittsburgh • Orlando • Ft. Lauderdale**

***One of the nation's largest publicly-held insurance underwriting firms.**

Insurance Consultants, Inc.
1010 COLLINGWOOD DRIVE • ST. LOUIS, MISSOURI 63132 • (314) 997-7800



ance, paving contractors, special multi-peril on apartments, merchandise, manufacturer's risks, shopping centers and retail stores, contract bonds.

MID-STATES UNDERWRITERS INC.

1209 Euclid Ave., Knoxville, Tn. 37921; 615-524-3461

	1971	1972
Premium vol. ...	\$ 4,500,000	\$ 4,500,000
Gross rev.	444,000	444,000
Employees	17	17

*Not in business in 1971

Principal officers: Roy E. Bearden, CPCU, president; Don Hurley, CPCU, secretary.

The firm notes 55% of gross revenue in 1972 was derived from commercial business; compensation is based in a combination system.

Special services offered through the firm are employe benefits, OSHA consultation, risk management surveys and consultations. Its specialty is associations.

MILLHISER-SMITH AGENCY INC.

526 Second Ave. S.E., Cedar Rapids, Ia. 52401; 319-365-8611

	1971	1972
Premium vol. ...	\$ 3,000,000	\$ 3,200,000
Gross rev.	550,000	590,000
Employees	18	18

Principal officers: Forrest Smith, president; Charles King, vp and secretary.

The company reported that in 1972 60% of gross revenue was derived from commercial accounts; compensation is based on commissions only.

J.H. MINET & CO. PTY. LTD.

155 Queen St., Melbourne Vic. 3000, P.O. Box 1220K G.P.O., Australia

	1971	1972
Premium vol. ...	\$10,000,000*	\$11,500,000*
Gross rev.	987,533*	1,158,364*
Employees	97	110

*Figures in Australian dollars.

Principal officers: Joel A. Crow, chairman and managing director; John Stone, director; J.F. Chappell, director; G.W. Cox, director; I.M. Lochtie, director; A.A. Gavelis, secretary. Parent company: J.H. Minet Ltd. Branch offices: Sydney, Adelaide, Brisbane, Perth. Subsidiaries: Minet Superannuation Ltd.; J.H. Minet & Co. Reinsurance Pty. Ltd.

The company announced 85% of gross revenue in 1972 was derived from commercial business; compensation is based on a combination system.

Special services described include life, superannuation and employe benefits, fire and accident prevention, engineering, survey and risk management. It specializes in contractors all risks, marine, aviation, professional indemnity, reinsurance.

MONTGOMERY & MONTGOMERY INC.

111 Fulton St., New York, N.Y. 10038; 212-227-1300

	1971	1972
Premium vol. ...	\$ 6,300,000	\$ 7,000,000
Gross rev.	623,000	735,000
Employees	30	26

Principal officers: Frederick H. Montgomery, president and treasurer; David B. Montgomery, vp and secretary; Howard E. Smith, vp; Robert A. Nolan, vp; Lawrence E. Brown, vp. Branch office: Los Angeles.

The firm reported 75% of gross revenue was derived from commercial accounts during the past year; compensation is based on a combination system.

A full range of services is available. Product liability, trans-

portation, bankers and stockbroker's blanket bonds, trading companies are its specialties.

T.E. MOOR & CO.

Calder at Oakland, P.O. Box 2173, Beaumont, Tx. 77701; 713-832-0221

	1971	1972
Premium vol. ...	\$ 3,051,000	\$ 4,014,000
Gross rev.	504,843	715,667
Employees	25	32

Principal officers: T.E. Moor, chairman; Ted E. Moor Jr., CPCU, president; T.W. Brooks, CPCU, senior vp; Barry Kunz, vp; Charles Hoffman, vp; Vivian R. Hulsopple, CPCU, secretary-treasurer. Branch offices: Houston, San Antonio. Subsidiaries: Southeast Surplus Underwriters Agency.

The firm reported that in 1972 80% of gross revenue was derived from commercial accounts; compensation is based strictly on commissions.

Special services include engineering and OSHA consultations.

MOORE & JOHNSON AGENCY INC.

10th Floor, Insurance Bldg., Raleigh, N.C. 27602; 919-833-4619

	1971	1972
Premium vol. ...	\$ 1,850,000	\$ 2,000,000
Gross rev.	351,323	403,818
Employees	14	15

Principal officers: Earl Johnson, president; Harry W. Moore, secretary; William J. Ward, treasurer. Subsidiaries: Moore & Johnson Financial Services.

The company noted that 60% of gross revenue was derived from commercial; compensation is based on commissions only.

The firm specializes in employe benefits.

MOSS & SULLIVAN INC.

Suite 909, 1 W. Genesee St., Buffalo, N.Y. 14202; 716-853-5450

	1971	1972
Premium vol. ...	\$ 2,400,000	\$ 2,100,000
Gross rev.	375,000	350,000
Employees	18	17

Principal officers: D.S. Moss, president and treasurer; J.E. Escott, vp; J.F. Haas, vp; E.K. Landefeld, CPCU, vp.

The company indicated that last year 77% of gross revenue was derived from commercial accounts; compensation is based on commissions.

The firm offers a full range of services; specializing in contractor's coverage.

THE MUTUAL INSURANCE AGENCY INC.

5010 Wisconsin Ave., N.W. Washington, D.C. 20016; 202-362-9840

	1971	1972
Premium vol. ...	\$ 2,797,442	\$ 3,170,566
Gross rev.	458,578	534,504
Employees	25	25

Principal officers: Henry A. Kroll, CPCU, president; Morris

W. Wells, CPCU, executive vp.

The company notes that 60% of gross revenue was derived from commercial business last year; compensation is based solely on commissions.

Churches and trade associations are its specialties.

NAHM, TURNER, VAUGHAN & LANDRUM INC.

29th floor First National Tower, Louisville, Ky. 40202; 502-589-6070

	1971	1972
Premium vol. ...	\$ 5,500,000	\$ 9,600,000
Gross rev.	821,472	1,399,197
Employees	26	57

Principal officers: C. S. Nahm, managing director; G. L. Turner, managing director; R. W. Vaughan, managing director; Baylor Landrum, managing director. Acquisitions reported in past year: Booker & Kinnaird; First Kentucky Fire

\$100,000,000

CAPACITY

FIRE &

Capacity, Capacity, Capacity . . .

Devonshire underwriters really underwrite. Devonshire engineers really engineer.

Devonshire production people really produce. Devonshire claims people really know what claims are all about.

Our underwriters don't rely on manuals, but use a creative approach to large lines; they look for solutions to problems, not just problems.

If you really want action on large Devonshire man a call!!!

DEVONSHIRE COVER

Los Angeles

Jan Krajewski, President
630 S. Shatto Place
Los Angeles, California 90005
(213) 380-6151

Insurance Agency; Henry Chambers; Jack L. Shapero; John A. Stough.

The firm reported 82% of 1972 gross revenue was derived from commercial accounts; compensation is based on a combination system consisting mainly of commissions.

Special services listed include employe benefits, loss control, OSHA consultation, engineering and surety bonds.

NARCAP AGENCY INC.

10 Dorrance St., Providence, R.I. 02903; 401-331-2370

	1971	1972
Premium vol.	\$ 500,000	\$ 1,500,000
Gross rev.	93,000	262,000
Employees	7	13

Principal officers: Peter L. Dunkle, president and treasurer; Michael E. Bromage, vp; Howard W. McVay Jr., asst. vp and secretary. Branch office: Denver.

Subsidiaries: Narcap Inc. of Denver; Beach & Sweet Inc. Acquisitions reported in past year: Beach & Sweet Inc., Denver office.

The firm reported 65% of 1972 gross revenue was derived from commercial business; compensation is based on commissions.

Marine, banks, communications and bottling risks are the firm's specialty.

NATIONAL INSURANCE ASSOCIATES

66 Route 17, Paramus, N.J. 07652; 201-845-6600

	1971	1972
Premium vol.	\$3,500,000	\$3,900,000
Gross rev.	400,000+	500,000+
Employees	23	31

Principal officers: Paul L. Gross, president; William F. Meade, vp; Joseph Madden, vp. Subsidiaries: Northamerican Ad-

visors; Nelson Insurance Agency; NIA.

The company stated 7% of 1972 gross revenue was derived from commercial accounts; compensation is based on a combination system.

A full range of services is available. They specialize in the contracting and trucking fields.

NATIONAL PREFERRED RISKS INC.

45 North Station Plaza, Great Neck, N.Y. 11022; 516-482-6215

	1971	1972
Premium vol.	\$ 7,985,884	\$ 8,176,064
Gross rev.	1,093,406	1,124,038
Employees	37	38

Principal officers: Arnold M. Cohn, president; Ronald F. Friedenthal, executive vp and treasurer; Merk Di Marco, senior vp, casualty; William Spaar Jr., senior vp, surety; Harry Rankin Jr., resident vp, New Jersey. Parent

company: Cohn Enterprises Inc. Branch offices: East Orange, New Rochelle. Subsidiaries: International Risk Managers Ltd.; Newtown Programming Corp.; Raymond Schlessel Associates Inc.

This firm notes 92.5% of 1972 gross revenue was derived from commercial business; compensation is based on commissions only.

Rating analysis, safety engineering, loss analysis and control, credit and finance, claims adjustment were all listed as special services available through this office. Specialties listed include surety and casualty and the construction industry.

NEILSON-BREITHAUP & DANIEL INC.

P.O. Box 4408, 1785 Jackson St., Alexandria, La. 71301; 318-443-4511

	1971	1972
Premium vol.	\$ 1,350,000	\$ 1,500,000
Gross rev.	214,000	225,000
Employees	12	12

Principal officers: James D. Neilson Jr., president; L. E. Breithaupt Jr., secretary; Frank Daniel, treasurer; J. D. Neilson Sr., vp.

The company indicated 60% of last year's gross revenue was derived from commercial accounts; compensation is based on commissions.

NEW ENGLAND SECURITY INSURANCE AGENCY INC.

100 N. Main St., Mansfield, Ma. 02048; 617-339-8991

	1971	1972
Premium vol.	\$ 1,200,000	\$ 1,320,000
Gross rev.	215,000	240,000
Employees	12	13

Principal officers: Ralph H. Seifert, president; Charles A. Wheeler, treasurer; Fred E. Wills, vp; James A. Wills, vp. Parent company: Financial Security Corp. Branch office: Hyannis. Subsidiaries: Interest in Key Financial Services.

The firm notes 65% of 1972 gross revenue was derived from commercial accounts; compensation is based strictly on commissions.

The company offers a full line of employe benefit consultation and risk management services. It specializes in transportation risks for the New England area.

JAMES F. NOLAN & ASSOCIATES INC.

Box 4160, Overland Park, Ks. 66204; 913-642-3133

	1971	1972
Premium vol.	\$ 1,050,000	\$ 1,200,000
Gross rev.	178,600	189,922
Employees	7	8

Principal officers: James F. Nolan, president; Edward J. Halpin, secretary-treasurer.

The company notes 50% of 1972 gross revenue was derived from commercial business; compensation is based on commission only.

Association group property and casualty coverage is the company's specialty.

NORTHLAND AGENCY INC.

432 Hamm Bldg., St. Paul, Mn. 55102; 612-224-4614

	1971	1972
Premium vol.	\$ 1,550,000	\$ 1,780,000
Gross rev.	250,000	271,000
Employees	13	14

Principal officers: Huck Tompkins, president; S. A. Myhre, vp. Parent company: The Northland Co. Subsidiaries: Northfield General Agency.

The company indicated 70% of gross revenue was derived from commercial business last year; compensation is based on commissions only.

NOTESS & SCHECHTER INC.

280 N. Central Ave., Hartsdale, N.Y. 10530; 914-946-1951

	1971	1972
Premium vol.	\$ 2,800,000	\$ 4,000,000
Gross rev.	265,000	360,800
Employees	9	11

Principal officers: Donald E. Notess, president; Thomas D. Lewison, vp; Norman Kahn, vp. Parent company: United National Corp. Branch office: New York City. Subsidiaries: United National Agencies Inc.

The firm notes 85% of 1972 gross revenue was derived from commercial accounts; compensation is based on a combination system.

Employe benefits, loss control, insurance management and consultation and OSHA consultations are the firm's special serv-

10,000,000.00 SECURITY FOR & SMP

The Devonshire Secret is PEOPLE

There are no written rules for engineering at Devonshire; our engineers study a risk from an asset protection standpoint.

Our production people have authority in the field; they know their business; they help the broker prepare the risk for acceptance, not rejection.

When our claims people handle a claim, they handle it for the client and the broker. What ever the claim, they've been there before.

Fire and SMP coverage, give your

RAGE CORPORATION

New York

Henry Dunn, Vice President
Suite 2500
116 John St.
New York, New York 10036
(212) 964-1900

Chicago

James Carroll, General Manager
102 E. Chestnut
Chicago, Ill. 60611
(312) 944-4012

ices. Specialties include insurance for real estate industry, and for the marketing industry.

LUDWIG NUSSBAUM AND ASSOCIATES INC.

11 W. 42 St., New York, N.Y. 10036; 212-563-6690

	1971	1972
Premium vol.	\$ 900,000	\$ 1,200,000
Gross rev.	150,000	195,000
Employees	7	7

Principal officers: Ludwig Nussbaum, president; Alred Nussbaum, vp.

The firm notes 60% of 1972 gross revenue was derived from commercial accounts; compensation is based on a combination system.

A full range of services is available.

O'CONNOR-McLAUGHLIN CO.

549 W. Elm, Lima, Oh. 45802; 419-227-3421

	1971	1972
Premium vol.	\$ 700,000	\$ 1,000,000
Gross rev.	150,000	175,000
Employees	8	9

Principal officers: T. D. McLaughlin Jr., president; W. R. Shanahan, vp; J. J. Hagood, secretary. Acquisition in past year: Gooding Insurance.

The firm reported last year, 70% of the gross revenue was derived from commercial accounts; compensation is based on commissions only.

Employe benefits, engineering, appraisals, loss adjustments are available as special services. The company specializes in the construction industry, bonds.

GUY B. ODUM & CO. INC.

121 N. Ridgewood Ave., Daytona Beach, Fl. 32015; 904-252-3701

	1971	1972
Premium vol.	\$ 1,100,000	\$ 1,350,000
Gross rev.	205,000	235,000
Employees	10	15

Principal officers: J. C. Adams Jr., president; Charles Bultman, vp; H. D. Lucey, vp; William M. Stevenson, vp; Lois D. Kimball, secretary. Acquisitions reported in past year: Austin O. Combs, Insurers; Simpson-Conlon Agency Inc.

The company indicated 70% of gross revenue for 1972 was derived from commercial business; compensation is based strictly on a commission basis.

Special services listed include aviation and accommodations,

commercial accounts; contract bonds and personal accounts.

OKLAHOMA GENERAL AGENCY INC.

1029 N. Walker, Oklahoma City, Ok. 73105; 235-0485

	1971	1972
Premium vol.	\$ 4,443,230	\$ 5,129,664
Gross rev.	306,700	348,320
Employees	20	24

Principal officers: Marie E. Welch, president; Donald S. Dreher, secretary; Rick Welch, vp. Parent company: Oklahoma General United Corp. Branch office: Tulsa. Subsidiaries: Oklahoma General Premium Finance.

The company reported 28% of 1972's gross revenue was derived from commercial accounts; compensation is based strictly on

commission.

Special services offered include retirement plans, office employees, limited engineering.

O'ROURKE ANDREWS & MARONEY INC.

1200 Commerce Bldg., Fort Wayne, In. 46802; 219-423-2424

	1971	1972
Premium vol.	\$ 3,400,000	\$ 4,500,000+
Gross rev.	735,000	850,000
Employees	47	50

Principal officers: Bernard M. Niezer, Louis H. Andrews, G. C. Kramer.

The company reported in 1972, 85% of gross revenue was derived from commercial accounts; compensation is based on a combination of commissions and fees.

The firm offers special services in the area of safety and engineering, and employe benefits.

ORWAY-SAUNDERS CO.

701 Amarillo Building, Amarillo, Tx. 79105; 806-376-4764

	1971	1972
Premium vol.	\$ 3,663,667	\$ 4,824,689
Gross rev.	278,396	425,905
Employees	22	29

Principal officers: Guy C. Saunders, partner; Guyon H. Saunders, partner; Ed A. Fancher, partner; J. Dawson Little, partner; Dan B. Flemming, partner; S. L. Napier Jr., partner. Subsidiaries: R. L. Watson Co.

The company reported in 1972, 80% of gross revenue was derived from commercial business; compensation is based on commissions.

Special services described include loss control, OSHA consultation, employe benefits. Specialties include construction, cattle feedyards and related operations, beef packing industry.

OSBORN & LANGE INC.

759 Victoria Square, Montreal, Canada; 514-922-7620

	1971	1972
Premium vol.	\$ 1,489,423	\$ 1,489,423
Gross rev.	159,838	141,269
Employees	7	6

Principal officers: Harry Bennett, president. Parent Company: Osborne & Lange Ltd. Branch office: New York.

This firm noted last year's gross revenue consisted of 90% commercial business; compensation is based on commissions only.

Their specialization is wet marine coverage.

JOHN T. OSTHEIMER AGENCY INC.

12 E. 37th St., New York, N.Y. 10016; 212-679-2060

	1971	1972
Premium vol.	\$ 3,400,000	\$ 3,210,000
Gross rev.	624,447	672,977
Employees	28	30

Principal officers: John T. Ostheimer, president; John J. Nettis. Branch office: Stamford.

The company reported last year, 80% of gross revenue was derived from commercial business; compensation is based on commissions.

The office specializes in the construction industry.

ARTHUR L. OWEN CO. INC.

1710 Empire Life Bldg., 1712 Commerce St., Dallas, Tx. 75201; 214-741-5921

	1971	1972
Premium vol.	\$ 3,600,000	\$ 4,050,000
Gross rev.	600,000	665,000
Employees	16	20

Principal officers: Arthur L. Owen, CPCU, president; Mike Cook, vp; Henry Bell, vp; Kent McKinney, manager, employe benefit dept.; Hugh Grandstaff,

Bankers new **wife insurance** strengthens employee benefits, reduces turnover and absenteeism...no cost to your company

WHEN AN EMPLOYEE LOSES HIS WIFE, YOU LOSE PART OF YOUR EMPLOYEE

Free brochure tells how Wife Insurance helps keep your employees on the job

Most company benefit plans do an excellent job of insuring the employee . . . but when an employee's wife (or husband) dies, there's often no protection at all. Now you can show your concern—not just with flowers, sympathy and a few days off—but in a more meaningful way with Bankers remarkable new Wife Insurance Plan . . . and do it at no cost to your company!

Wife Insurance gives you and your employees these important advantages:

1. Pays up to \$30,000 life insurance benefits on wives (or up to \$18,720 on husbands) depending on age.
2. Costs the employee only \$1 a week on an easy-to-administer payroll deduction plan. This low rate stays the same regardless of age.
3. Your company pays nothing at all for this added employee benefit.
4. Strengthens your benefit program without disturbing or duplicating any plans you now have.
5. No medical exam required. Starts as soon as the employee signs the enrollment card.

The problem is, 40% of all married women have little or no life insurance. If the wife dies and there are small children involved, the husband may be forced to hire a full-time housekeeper at \$300 to \$400 a month, or let his job suffer while he takes care of the many household jobs his wife used to do. Often, the added pressure at home can cause excessive tardiness and absenteeism. At best, the added financial worries can keep the employee from working as efficiently as he should.

Wife Insurance—presently available in most states—fills this serious protection gap and helps minimize absenteeism and reduced efficiency; with benefits up to \$30,000 to help the family through the difficult readjustment period. And the premiums are so low, no employee can afford to pass up this protection bargain.

If your company has 150 employees or more, send for our free brochure and full details on Wife Insurance . . . the newest plan in Bankers modern group insurance portfolio.

Bankers Life and Casualty Company

4444 Lawrence Avenue • Chicago, Illinois 60630

Insuring many of the top 500 companies as listed by "Fortune" magazine.

WIFE INSURANCE • VOLUNTARY ACCIDENT TRAVEL • REGULAR GROUP • SPECIAL PLANS



MAIL THIS COUPON TODAY

William J. Carroll
Send Group Division General Manager
To: Bankers Life & Casualty Company
4444 W. Lawrence Ave., Chicago, Ill. 60630

We have 150 (or more) employees. Please send us the free brochure on your new Wife Insurance Plan that offers big dollar protection and is 100% paid by the employee.

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Bl 7-73

BROKERS INQUIRIES INVITED

manager of Oil & Gas dept. Branch offices: Calgary, Orlando. Subsidiaries: Arthur L. Owen Co. Inc.; Indemnitors Inc.; Owen Agency Inc.

The company notes in 1972, 93% of gross revenue was derived from commercial business; compensation is based on commissions only.

Special services listed include risk and loss analysis and brokerage and marketing, property loss control, rating plans, self-insurance programs, claims, employe benefits. The firm specializes in corporate insurance and risk management, emphasis in the oil and gas industry.

PALMER & CARY INC.

622 Drayton St., Savannah, Ga. 31401; 912-234-6621

	1971	1972
Premium vol.	\$ 4,200,000	\$ 5,000,000
Gross rev.	550,000	600,000
Employees	40	42

Principal officers: J.E. Cary Jr., chairman; John E. Cary III, president; Betty C. Halligan, vp; J.O. Hatch, executive vp; Charles F. Wood Sr., vp; C.R. MacGill, secretary-treasurer; James F. Roberts, vp, sales. Branch office: Hilton Head. Subsidiaries: Palmer & Cary Mortgage Co. Inc.; Palmer & Cary Real Estate Co. Inc.; Cary Economy Inc.

The company notes in 1972, 79% of gross revenue was derived from commercial business; compensation is based on a combination system.

They offer a full range of services including engineering, mass merchandising, employe benefits. The firm lists its specialty as marine insurance.

PANHANDLE INSURANCE AGENCY

1201 W. 8th Ave., P.O. Box 2169, Amarillo, Tx. 79105; 806-374-4621

	1971	1972
Premium vol.	\$ 5,987,543	\$ 6,862,492
Gross rev.	1,033,527	1,169,908
Employees	54	54

Principal officers: S. Wayne O'Keefe, partner; Jack E. Bryant, partner; Robert N. Burks, partner; Don J. Crumbley, partner; Leslie H. Hart, partner; Kay L. Fancher, partner; Henry W. Gruben, partner; C.C. Bogan Jr., partner; Hugh Dickey, partner. Branch offices: Pampa, Borger.

This company indicated 84% of last year's gross revenue was derived from commercial accounts; compensation is based entirely on commissions.

Employe benefits and OSHA consultations are offered as special services. Commercial lines, full mortality coverage on cattle in feed yards, complete life and group coverage were listed as the company's specialties.

PANTIN INSURANCE AGENCY

1401 S.W. 1st St., Miami, Fl. 33135; 305-643-2111

	1971	1972
Premium vol.	\$ 900,000	\$ 1,600,000
Gross rev.	150,000	250,000
Employees	10	9

Principal officers: Leslie Pantin, Victor Pantin. Subsidiaries: Guaranty Credit Corp.

The company noted in 1972, 65% of gross revenue was derived from commercial business; compensation is based strictly on commissions.

PARIS O'DAY & REED INC.

1040 Lake St., Oak Park, Il. 60301; 312-379-7676

	1971	1972
Premium vol.	\$ 2,000,000	\$ 3,000,000
Gross rev.	254,000	295,000
Employees	10	12

Principal officers: Frank M. Paris, secretary-treasurer; Frederick L. Reed, president.

The firm notes last year, 97% of gross revenue was derived from commercial accounts; compensation is based on a combination of fees and commissions.

Special services offered include loss control and underwriting programs. They specialize in the area of product liability and workman's compensation.

PARKER BROKERAGE CO. INC.

100-15 Queens Blvd., Forest Hills, N.Y. 11375; 212-275-1330

	1971	1972
Premium vol.	\$ 1,200,000	\$ 1,300,000
Gross rev.	200,000	400,062
Employees	6	14

Principal officers: Sam E. Belter, CLU, chairman; Arthur I. Moll, president; Samuel Sugar, secretary-treasurer. Parent com-

Why are so Many Companies Talking About Risk Management Today?

... Because they're discovering that a sound risk management program can reduce or stamp out altogether many of the risks that swallow millions of dollars each year in corporate profits.

Of all our services, risk management is the most in demand—it's our specialty and has been for years.

Why risk your company's profit. Let's get in touch.



Insurance Brokers • also Employee Benefits • Life Insurance
220 Bush Street, San Francisco, CA 94104 (415) 391-5422

To his friends, he's mild mannered Joe Ippoliti. To Scott Paper Company, he's Sherlock Holmes, the Secret Service and Harry Houdini rolled into one.

At home, Joe Ippoliti is just an ordinary Joe.

At his desk in Scott Paper Company of Philadelphia, he's a super-Joe. Joe Ippoliti can see through walls — to spy out a would-be intruder 500 yards away. He can open distant doors with the flick of a



finger. Detect a leaking sprinkler in the blink of an eye. And he can do all this without even moving from his desk.

You see, Joe's desk is really the nerve-center of an ultra-sophisticated ADT security system. Through it, he keeps an eye on all 700,000 square feet of Scott's

corporate headquarters. And a finger on everything from the steam pressure to the sewage pumps. At a hint of trouble he'll dispatch a guard to the scene almost as fast as you can say "ADT".

Naturally, we built the very latest solid-state technology into our system at Scott. But we built in something else besides: 99 years' experience. And the knowledge that total security means making people more totally efficient.

Maybe that's why we get to design systems for the people at General Motors, the U.S. Treasury and leading companies throughout Europe and Canada. For less than you think, we'll design one for your home or office, too.

Our local office is listed in your Yellow Pages.

Our main office is ADT, 155 Sixth Avenue, New York, N.Y. 10013.

Our business is peace of mind. It's our only business, so when you get in touch you'll get our full attention.



W. Clement Stone
Chairman
Clement Stone
President

agents and brokers:

if you have client companies
with 10 to 40 employees . . .

or . . . if you'd like to tap this
"by-passed" part of the market . . .

ASK ABOUT OUR NEW IMAGE 10/40

the most exciting long-term disability "small group" insurance plan available
... HERE'S WHY

- * **non-integrated** . . . benefits payable on top of Workmen's Compensation, Social Security, etc.
- * **no health "turn downs"** . . . provides coverage for pre-existing health conditions
- no problem with "problem" groups with high blue collar or female participation
- fulfills IRS requirements as a deductible business expense employee benefit program
- flexibility to meet the employer's needs
- a "snap" to install, generous commissions . . . and with no administrative hang-ups to eat away your time (better spent in production)

We've kept our secret to these high volume sales long enough. Now we want to share it with you.

The small employer has a big problem in providing long-term disability insurance . . . at reasonable group rates he (or his employees) can afford. Protection both employer and employees genuinely need.

Other big group insurers have failed to reach this market. Those few companies that do provide coverage, too often over-complicate the underwriting or do not offer true group rates.

We recognized this opportunity, and have been serving this small-employer market for a number of years (and very well). Our 10/40 product is a "natural" for the agent or broker who already has small employer clients . . . or who should have.

Find out the facts for yourself.



ACT NOW . . . TODAY

Don't keep your clients waiting. Help them and help yourself . . . with IMAGE 10/40.

All you need do, to get started, is to ask me for the facts on this virtually competition-free, easy to sell, easy to install, "runs-itself" plan.

WRITE me . . . Ralph H. Jensen
Assistant Vice President
Agency Division

or CALL me . . . (312) 275-8000

pany: Diversified Programs. Subsidiaries: C.R. Martin Ltd.; Parker Funding Corp.

The company notes that in 1972, 30% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

Special services listed include employe benefits, pensions, property and casualty. Contract bonds, ocean marine are the firm's specialties.

LEE C. PAULL INSURANCE INC.

12th & Chapline Sts., Wheeling, W.Va. 26003; 304-232-0600

	1971	1972
Premium vol.	\$ 3,500,000	\$ 4,000,000
Gross rev.	633,004	621,144
Employees	35	36

Principal officers: Lee C. Paull Jr., chairman; A.F. Marshall, Jr., president. Branch office: Washington, Pa. Subsidiaries: Belmont Industrial Park Inc., Lee C. Paull Insurance Agency Inc. of Pennsylvania; The Guaranty Co.

The company indicated 74% of gross revenue in 1972 was derived from commercial business; compensation is based strictly on commission.

Special services include loss control and engineering.

HARRISON PEARSON AGENCY INC.

305 W. 6th St., P.O. Box 1987, Austin, Tx. 78767; 512-472-6201

	1971	1972
Premium vol.	\$1,000,000+	\$1,000,000+
Gross rev.	170,000	205,000
Employees	10	11

Principal officers: Forest S. Pearson, president; Curtis Wooten, vp.

This company noted last year's gross revenue was comprised of 67% commercial business; compensation is based strictly on commission.

They offer a broad range of general services.

PERKINS & GEOGHEGAN INC.

414 Walnut St., Suite 515, Cincinnati, Oh. 45202; 513-621-0511

	1971	1972
Premium vol.	\$ 2,000,000	\$ 2,500,000
Gross rev.	350,000	400,000
Employees	12	11

Principal officers: Thomas H. Geoghegan, chairman of the board; Joseph P. Adams, president and treasurer; Jack M. Abbott, vp; Paul E. Fielding, secretary; Douglas Harrison, vp.

The firm noted in 1972, 75% of gross revenue was derived from commercial business; compensation is based strictly on commission.

Employe benefits, engineering, loss control and OSHA consultation are the firm's special services available. Hospital liability, professional sporting teams, group travel accident, excess coverages relating to self-insurance are the firm's specialties.

PERRY & SWARTWOOD INC.

350 W. Church St., P.O. Box 345, Elmira, N.Y. 14902; 607-734-5277

	1971	1972
Premium vol.	\$ 1,400,000	\$ 1,800,000
Gross rev.	380,000	400,000
Employees	14	13

Principal officers: George Murphy, president; Harry Buehler, vp; William Tryon, vp; J. Peter Bedzyk, secretary-treasurer.

Name your Element where coverage is needed



Southern Marine is there with skill, resources
and the ability to meet unusual risks!

SOUTHERN MARINE & AVIATION UNDERWRITERS, INC.

610 POYDRAS ST., (504) 524-4131, NEW ORLEANS 70130

Branch Offices in LOS ANGELES / HOUSTON / ATLANTA / TULSA

Serving insurance agents and brokers only — no direct business

The company notes 85% of gross revenue last year was derived from commercial accounts; compensation is based on a combination system.

PERSING, DYCKMAN & TOYNBEE

705 S. 9th St., Tacoma, Wa. 98405; 206-627-7183

	1971	1972
Premium vol.	\$ 2,100,000	\$ 2,120,000
Gross rev.	380,000	392,000
Employees	21	22

Principal officers: Doug Dyckman Jr.; John Toynbee, Mike Persing Subsidiaries: Persing, Dyckman & Toynbee Inc.; R. E. Anderson & Co. Inc.

This firm reported last year, 80% of gross revenue was derived from commercial accounts; compensation is based on commissions only.

PETERS AND REIMERS INSURORS INC.

800 Grand Ave., Spencer, Ia. 51301; 712-262-5496

	1971	1972
Premium vol.	\$ 1,547,000	\$ 2,177,000
Gross rev.	142,500	262,000
Employees	11	11

Principal officers: Richard H. Reimers, president; Donald R. Peters, vp and secretary; Donald J. Blink, treasurer. Merger reported in past year: Reimers First Agency Inc. and Don Peters Insurors Inc.

The firm notes in 1972, 81% of gross revenue was derived from commercial business; compensation is based on a combination of fees and commissions.

JAMES T. PHELPS & CO. INC.

148 State St., Boston, Ma. 02109; 617-523-4930

	1971	1972
Premium vol.	\$ 3,083,000	\$ 3,580,000
Gross rev.	615,000	730,000*
Employees	23	28

*This figure does not include subsidiary.

Principal officers: H. Phelps Edwards Jr., president and treasurer; Leo T. Goodrich, vp; William J. Sweeney, vp; J. Paul Goodrich, vp. Subsidiaries: Davey Insurance Associates Inc. Branch office: Milton.

This firm notes in 1972, 65% of gross revenue was derived from commercial accounts; compensation is based entirely on commissions.

A full range of services is available including risk consulting and employe benefit consulting.

THE PHOENIX CO.

3040 Trenwest Dr., S.W., Winston-Salem, N.C. 27103; 919-765-9332

	1971	1972
Premium vol.	\$ 1,010,000	\$ 1,100,000
Gross rev.	168,677	187,358
Employees	7	8

Principal officers: George W. Morgan, president and treasurer; William T. McSwain, vp; Billy O. Brown, secretary.

This company reported last year, 50% of gross revenue was derived from commercial business; compensation is based strictly on commissions.

PILOT INSURANCE AGENCY

10 W. Third St., Winston-Salem, N.C. 27101; 919-722-6123

	1971	1972
Premium vol.	\$ 2,756,000	\$ 4,331,735
Gross rev.	372,595	480,243
Employees	7	8

Principal officers: Forrest J. Wright, partner; E.T. Pullen Jr., partner; R.H. Witherington, partner; Robert P. Whaling, partner.

N.L. Dunn, partner; J.C. Bethune Jr., partner.

This company indicates 75% of gross revenue for 1972 was derived from commercial business; compensation is based on a combination system.

Special services listed include loss control and engineering. Risk management and workman's compensation casualty are listed as the firm's specialties.

PINSON-CALHOUN

416 Petroleum Tower, Shreveport, La. 71101; 318-425-5385

	1971	1972
Premium vol.	\$ 732,648	\$ 874,210
Gross rev.	143,000	153,485
Employees	7	7

Principal officers: F.H. Pinson, president; Fielden Calhoun, vp.

This firm reported in the past year 61% of gross revenue was derived from commercial accounts; compensation is based on commissions only.

REUBEN WARNER ASSOC. INC.

General Agents, New York, N.Y.

**Specialists in Group Travel
And All Forms of Accident & Health**

(212) 964-3670

**THE GROUP LIFE
DILEMMA**



Too many Group life insurance plans give the most to the employee who needs it the least, the one who's older, has a grown up family, money in the bank and decreasing financial responsibilities.

The Travelers new Survivors' Income Plan gives the most to the ones who need it the most, the younger employees with long-term family responsibilities and little chance to have saved up a financial cushion.

Because The Travelers Survivors' Income Plan doesn't pay just a flat amount, but a regular income as long as any employee's survivors need it.

Sound expensive? It's not. Remember, the larger amounts needed for this coverage are applicable to the younger groups where costs per thousand are lowest. What's more, Survivors' Income needn't replace your existing Group insurance. Indeed, it works best as a supplement.

If young people coming up are important to you, you owe your company's future a good, hard look at our Survivors' Income Plan. See your Travelers Group Representative right away. Or send the coupon below for more details.

BI

Please send me your brochure, "SURVIVORS' INCOME"



THE TRAVELERS

NAME

TITLE

COMPANY

ADDRESS

SEND TO: The Travelers Insurance Companies • Group Department, 11 M.S. • One Tower Square • Hartford, Connecticut 06115

Specialties include coverage for bowling lanes and heavy commercial.

POE AND ASSOCIATES INC.

P.O. Box 1348, 110 N. Franklin St., Tampa, Fl. 33601; 813-228-7361

	1971	1972
Premium vol. ...	N/A	N/A
Gross rev.	\$ 1,113,086	\$ 1,691,262
Employees	37	51

Principal officers: William F. Poe, president; V.C. Jordan Jr., vp; J.E. Brown, secretary-treasurer. Branch office: Maitland. Subsidiaries: W.F. Poe Associates Inc.

The company reported in 1972, 90% of gross revenue was derived from commercial business; compensation is based on commissions only.

Commercial accounts, group marketing, surety, insurance for the construction industry are the firm's specialties.

POYLE ASSOCIATES INC.

26211 Central Park Blvd., Suite 318, Southfield, MI. 48076; 313-358-1833

	1971	1972
Premium vol. ...	\$ 873,000	\$ 1,010,000
Gross rev.	142,000	171,000
Employees	7	9

Principal officers: Philip Poyle, president; Richard Poyle, executive vp; Richard A. Berkfield Jr., director of marketing. Subsidiaries: Diversified Financial Services.

The company indicated for the year past, 80% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

Special services listed include financial and management consulting. They specialize in contract bonds, ocean cargo, supermarkets.

PRATT INSURANCE INC.

13 W. Commerce St., Smyrna, De. 19977; 302-653-8595

	1971	1972
Premium vol. ...	\$ 825,000	\$ 1,260,000
Gross rev.	160,000	250,000
Employees	10	13

Principal officers: Verne M. McGrew, president; Mayretta M. Bailey, secretary-treasurer, James F. Hartstein, vp. Branch office: Dover. Subsidiaries: Dover Insurance Agency Inc.

This company notes 65% of gross revenue was derived from commercial accounts; compensation is based on commissions.

Special services are employe benefits, loss control, condominium consultation. Surety bonds, automobile dealerships, fleets, condominium packages, farms and marinas are the firm's specialties.

PROPRIETORS INSURANCE INC.

14545 Friar St., Van Nuys, Ca. 91401; 213-787-3300

	1971	1972
Premium vol. ...	\$ 600,000	\$ 1,050,000
Gross rev.	98,000	152,000
Employees	4	7

Principal officers: R.H. Wright, president; J.W. Gillingham, senior vp; J.M. Keeler, regional vp. Branch office: San Francisco.

The firm noted in 1972, 100% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

The company specializes in the trade association area.

PROTECTED INSURANCE AGENCY INC.

6000 W. Pico Blvd., Los Angeles, Ca. 90036; 213-937-7200

	1971	1972
Premium vol. ...	\$ 1,836,365	\$ 2,032,927
Gross rev.	376,000	394,000
Employs	13	15

Principal officers: Gilbert F. Grosslight, president; Barry Wilk, vp; Dona Grosslight, secretary-treasurer. Subsidiaries: Affiliates in Northern California.

This company indicated last year, 65% of gross revenue was derived from commercial business; compensation is based on a combination system.

A full range of services is available.

RALEIGH, MANN & POWELL, SCHWARZ, SHERA & ASSOCIATES INC.

819 S. K. St., Tacoma, Wa. 98405; 206-383-5566

	1971	1972
Premium vol. ...	\$11,824,000	\$13,568,000
Gross rev.	1,227,000	1,382,000
Employees	50	54

Principal officers: J.D. Powell, chairman; V.A. Schwarz, president; E.C. Shera, executive vp; R. DeVine, executive vp; R. DeLorenzo, executive vp. Branch office: Seattle. Subsidiaries: Trusteed Palsn Service Corp.

The company reported 80% of last year's gross revenue was derived from commercial business; compensation is based on a combination system.

Special services listed are employe benefits, engineering, risk management, loss control, bonding, contract design, consulting. It specializes in the manufacturing industry, retailing and financial institutions.

RAMEY-MANNAN & CO. INC.

1117 Circle Tower, Indianapolis, In. 46204; 317-634-7884

	1971	1972
Premium vol. ...	\$ 2,100,000	\$ 2,275,000
Gross rev.	275,639	298,420
Employees	10	10

Principal officers: William S. Ramey, president; John E. Dinnsen, vp; Sariann Gressel, secretary.

The company notes 80% of 1972's gross revenue was derived from commercial accounts; compensation is based strictly on commissions.

ARTHUR G. RANDOL INSURANCE

1405 N. Main Ave., Suite 237, San Antonio, Tx. 78212; 512-222-2327

	1971	1972
Premium vol. ...	\$ 650,000	\$ 1,100,000
Gross rev.	118,000	152,000
Employees	3	6

Principal officers: Edwin M. Randol, Barney P. Randol. Subsidiaries: Meyer & Burttschell Insurance.

The company indicated 80% of gross revenue was derived from commercial accounts; compensation is based on commissions.

A full range of services is available. Specialties include construction, surety bonds, mass marketing products.

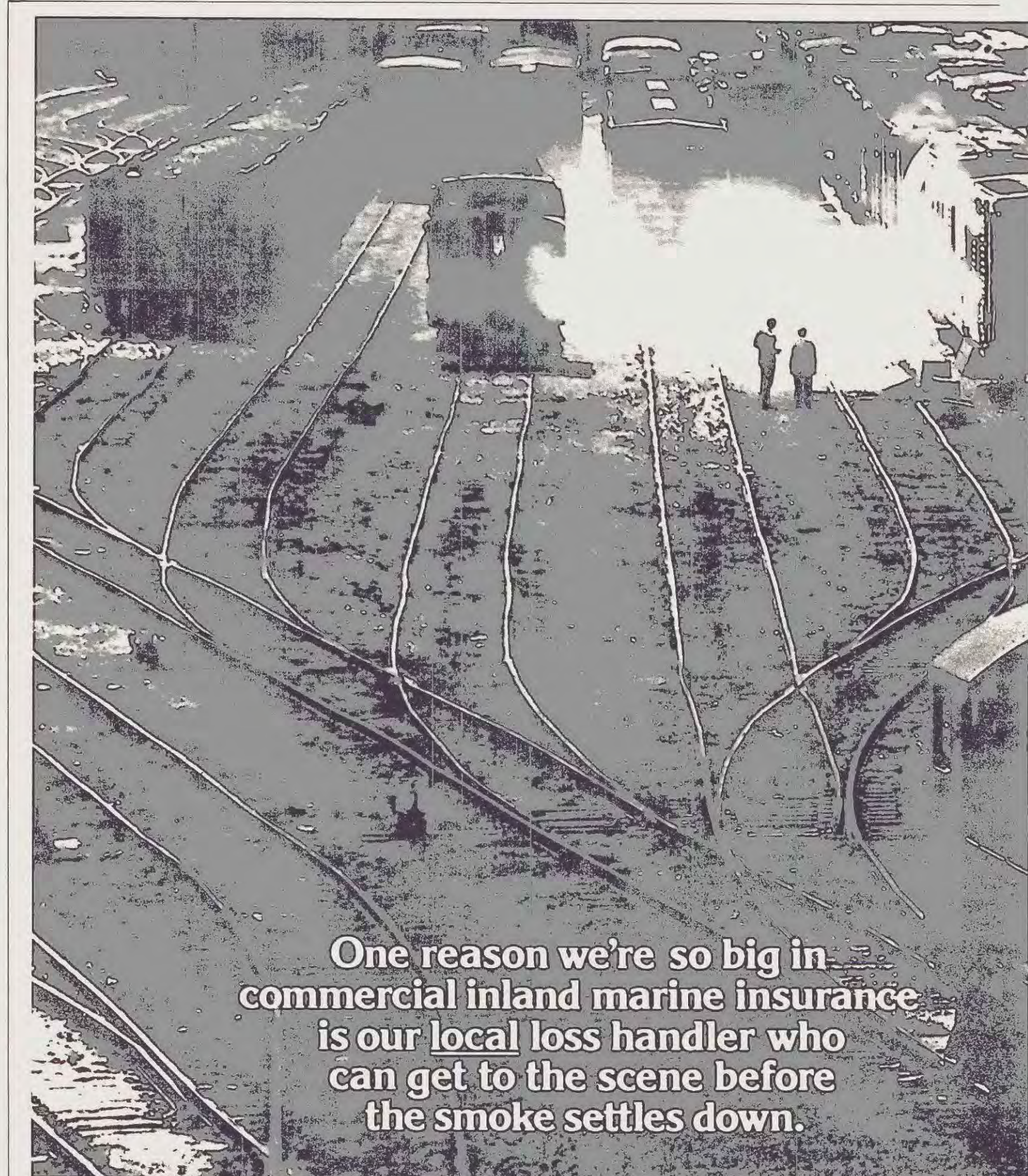
JAY B. RAPPAPORT CORP.

239 Great Neck Rd., Great Neck, N.Y. 11021; 212-759-2300

	1971	1972
Premium vol. ...	\$16,000,000	\$17,000,000
Gross rev.	1,300,000	1,500,000
Employees	28	35

Principal officers: Fred D. Rappaport, president; Jay B. Rappaport, chairman; Fred D. Fehrenbach, executive vp; E. Redmon Bowler, senior vp. Branch office: New York City. Subsidiaries: Coverage Planning Corp.; American Brokerage Services Corp.; Associated Group Claim Administration Corp.; Tauren 5 Corp.

The firm notes 99% of gross revenue was derived from commercial business; compensation is based on a combination of fees



One reason we're so big in commercial inland marine insurance is our local loss handler who can get to the scene before the smoke settles down.

Marine Office-Appleton & Cox Corp., 80 Maiden Lane, New York, N.Y. 10038. Other offices in: Atlanta, Baltimore, Boston, Calgary (Alberta), Chicago, Cleveland, Columbus, Corpus Christi, Dallas, Detroit, Glens Falls, Greensboro (N.C.), Houston, Indianapolis, Kansas City (Mo.), Little Rock, Los Angeles, Louisville, Milwaukee, Minneapolis, Montreal, New Orleans, Philadelphia, Pittsburgh, Portland (Ore.), Richmond

and commissions.

A full range of services is available through this office.

REED SHAW OSLER LTD.

Suite 3600, Royal Trust Tower, Toronto-Dominion Centre, Toronto, Ontario; 416-868-5500

	1971	1972
Premium vol. \$100,000,000+	\$100,000,000+	\$100,000,000+
Gross rev.	17,904,689	22,028,761
Employees	1,000	1,150

Principal officers: The Honorable John Aired, Q.C., vice chairman; Eric G. Bale, secretary-treasurer; Gavin Boyd, chairman; James W. Whittall, president and chief executive officer; William M. Wilson, vp (finance) and chief financial officer; Daniel Sydor, assistant secretary; Phillip Goodman, assistant treasurer. Branch offices: Vancouver, Prince George, Calgary, Edmonton, Yellowknife, Saskatoon, Regina, Winnipeg, London, Toronto, Ottawa, Montreal, Halifax. Sub-

sidiaries: R.S. Henderson & Co. Ltd.; Laurin Beaudry Filion Dansereau Ltee.; Ducketts Ltd; Charles A. Kench & Associates Ltd.; Insurance Risk Management of Canada Ltd.; Insurance Managers Ltd.; Armstrong & Taylor of Ireland Ltd. Acquisitions reported in past year: Lanky Agencies Ltd.

The firm notes 90% of 1972 gross revenue was derived from commercial accounts; compensation is based solely on commissions.

A full range of services is available through this office.

REICHART-SILVERSMITH INC.

606 Insurance Exchange Bldg., Denver, Co. 80202; 222-2683

	1971	1972
Premium vol.	\$ 1,100,000	\$ 1,200,000
Gross rev.	217,000	227,000
Employees	9	9

Principal officers: Ernest S. Abramson, president; Murray P.

Hayutin, vp.

The firm notes 60% of last year's gross revenue was derived from commercial business; compensation is based solely on commissions.

Special services listed include employe benefits, OSHA consultation, life insurance and mutual funds.

REISS-PLEASANT INSURANCE AGENCY INC.

3118 Richmond Ave., Suite 103, Houston, Tx. 77006; 713-526-1725

	1971	1972
Premium vol.	\$ 1,100,000	\$ 1,800,000
Gross rev.	165,000	227,000
Employees	6	7

Principal officers: Neal E. Pleasant, CLU, president; Joe J. Reiss, CIC, vp.

The company reported 70% of gross revenue in 1972 was derived from commercial business; compensation is based on commissions only.

The firm offers services in the area of risk management, marketing, loss control, individualized claims control and analysis. It specializes in apartment house coverage and funeral home insurance.

RHODES-GALLAGHER & ASSOCIATES INC.

1400 E. Washington Ave., Madison Wi. 53703; 608-257-0636

	1971	1972
Premium vol.	\$ 1,100,000	\$ 1,250,000
Gross rev.	180,000	200,000
Employees	11	13

Principal officers: Walter C. Rhodes, president; J.W. Sidney Gallagher, vp; Floyd E. Schock, treasurer and secretary. Subsidiaries: Aetna Agency Inc.

The company reported 80% of last year's gross revenue was derived from commercial business; compensation is based strictly on commissions.

Special services provided include fire inspection and rating, surveying and analysis of accounts, OSHA engineering and consultation, safety engineering. Contract bonds, silo manufacturing accounts, general business are all specialties of the company.

RICH & CARTMILL

3365 E. Skelly Dr., Tulsa, Ok. 74135; 918-743-8811

	1971	1972
Premium vol.	\$ 3,000,000	\$ 3,500,000
Gross rev.	392,000	478,458
Employees	17	20

Principal officers: Edward L. Bentley, CPCU, partner; Richard D. Teubner, CPCU, partner; Jack L. Mandeville, CPCU, partner; Robert C. Bates, partner; Robert E.D. Harper, partner. Subsidiaries: Indemnity Investment Co.; Auto Agency Inc.

The company reported 65% of 1972 gross revenue was derived from commercial business; compensation is based on commissions.

Special services offered include administration of self-insurance programs, loss control, risk management. The company specializes in the education field, construction industry, transportation, and apartment covers.

THE RICHARD-THOMAS AGENCY

1 Linden Pl., Great Neck, N.Y. 11021; 516-487-6584

	1971	1972
Premium vol.	\$ 3,000,000	\$ 3,500,000
Gross rev.	300,000	350,000
Employees	5	5

Principal officers: Richard T. Sklover, Steven A. Genatt. Subsidiaries: Trade Show Insurance Consultants; Steven A. Gennatt Associates Inc.

The company indicated 90% of 1972 gross revenue was derived from commercial accounts; compensation is based on a combination system.

Loss control and employe benefits are offered as special services by the firm. Specializations include auto fleets, leasing and rental companies, trade show coverage.

RICHARDSON INSURANCE AGENCY

22 E. Main St., Clifton Springs, N.Y. 14432; 315-462-7474

	1971	1972
Premium vol.	\$ 550,000	\$ 1,100,000
Gross rev.	110,000	220,000
Employees	6	10

Principal officers: John S. Richardson, partner; Alan L. Hagerman, CPCU, partner. Branch offices: Phelps, East Rochester. Subsidiaries: Branch-Thompson Agency Inc. Acquisitions reported in past year: Richardson Insurance Agency merged with Branch-Thompson Agency Inc.

The firm notes 40% of 1972 gross revenue was derived from commercial business; compensation is based on commissions.

The company specializes in municipal, institutional, retail and contracting insurance.

JOHN M. RIEHLE & CO. INC.

41 E. 42nd St., New York, N.Y. 10017; 212-687-4500

	1971	1972
Premium vol.	\$ 6,000,000	\$ 7,000,000
Gross rev.	750,000	750,000
Employees	26	30

Principal officers: Joseph D. Tooker Jr., president; Gaspar J. Morell, executive vp. Branch offices: Bedford, New Canaan.

The company indicated 80% of gross revenue was derived from commercial business; compensation is based on commissions.

Special services listed include employe benefits.



Sacramento, San Francisco, Seattle, St. Louis, Summit (N.J.), Syracuse, Tampa, Toronto, Tulsa, Vancouver (B.C.), Winnipeg. Aviation insurance through Associated Aviation Underwriters.

NOAC Marine insurance is our only business

RISK CONTROLS INC.

9665 Wilshire Blvd., Beverly Hills, Ca. 90212; 213-278-5260

	1971	1972
Premium vol.	\$ 7,000,000	\$ 7,500,000
Gross rev.	539,000	610,579
Employees	13	17

Principal officers: Guy D. Cofelt, president; Richard T. Miller, vp and manager; James F. Keating, vp. Parent company: Signal Companies. Branch offices: Union, Houston.

This company announced 95% of 1972 gross revenue was derived from commercial business; compensation is based on a combination system.

Special services described include mass merchandising, computerized claims control, self-insurance administration, OSHA consulting and reporting. Specialties of the firm include aircraft liability, hull and products; petroleum exploration and related industries; automotive

manufacturing and marketing; general industrial including products.

RISK MANAGEMENT & INSURANCE INC.

840 Insurance Exchange Bldg., Denver, Co. 80202; 303-892-6633

	1971	1972
Premium vol.	\$ 1,700,000	\$ 1,800,000
Gross rev.	350,000	375,000
Employees	12	13

Principal officers: Gerard R. TeBockhorst, president; Jack Miller, vp; C. VanBuskirk, vp; John E. Zook, treasurer; Earl Colglazier, secretary. Acquisition reported in past year: Ray Fisher Agency.

The company notes 60% of gross revenue for the past year was derived from commercial accounts; compensation is based on a combination system.

Special services offered include fire rate engineering, risk man-

agement services, employe benefits, appraisal services.

RISK MANAGEMENT SERVICES INC.

P.O. Box 20654, Orlando, Fl. 32814; 305-894-2031

	1971	1972
Premium vol.	\$ 4,881,481	\$ 5,918,043
Gross rev.	721,971	901,603
Employees	24	32

Principal officers: William R. Dorminy, president; Bobby R. Smith, secretary-treasurer; John N. Sneed, vp. Branch offices: Miami, Birmingham. Subsidiaries: Risk Management Inc.; Risk Management Insurance Agency Inc.; Risk Management Services of Alabama Inc.

The company noted 98% of 1972 gross revenue was derived from commercial accounts; compensation is based on a combination system.

Special services include loss

control and OSHA consultations. It specializes in safety group dividend plans and self-insurance plans for trade associations, all lines of commercial insurance, bonds, employe benefits, and pension services.

ROBINSON-ADAMS AGENCY INC.

2130 Highland Ave., Birmingham, Al. 35205; 205-933-8161

	1971	1972
Premium vol.	\$ 2,550,000	\$ 2,750,000
Gross rev.	535,000	560,000
Employees	18	19

Principal officers: Tom Adams, president; Hugh Alford, vp; Tom Adams Jr., vp; Richard Adams, vp. Subsidiaries: Auction Insurance Agency Inc.

The company indicates 83% of gross revenue for 1972 was derived from commercial business; compensation is based primarily on commissions.

Special services listed include employe benefits, loss control and OSHA consultations. Auto auction check and title, auto auction and recondition centers general insurance, bank non-recording and single interest are areas in which the firm specializes.

ROBINSON & JULIENNE INC.

2102 Capital Tower, Jackson, Ms. 39209; 601-352-4061

	1971	1972
Premium vol.	\$ 1,350,000	\$ 1,275,000
Gross rev.	244,981	279,216
Employees	11	12

Principal officers: Frank J. Reilly Jr., president; John W. Robinson Jr., president.

The firm notes 70% of 1972 gross revenue was derived from commercial business; compensation is based on commissions.

ROBSON, CAVIGNAC & FLETCHER

1035 Bank of America Bldg., San Diego, Ca. 92101; 714-235-6301

	1971	1972
Premium vol.	\$ 2,500,000	\$ 2,600,000
Gross rev.	400,000	400,000
Employees	19	17

Principal officers: Jon R. Robson, president; Frank G. Carignac, vp; Kenneth Bohlander, vp. Subsidiaries: RCS Life Agency Corp.

This firm reported 85% of 1972's gross revenue was derived from commercial accounts; compensation is based on a combination system.

Employe benefits, claims, bonds, personal lines, trucking, commercial underwriting are all listed as special services provided by the company. Construction, manufacturing, trucking, architects and engineers are specialties of the firm.

RODGERS & CUMMINGS INC.

119 S. Ft. Harrison Ave., Clearwater, Fl. 33517; 813-442-4111

	1971	1972
Premium vol.	\$ 1,500,000	\$ 2,100,000
Gross rev.	663,456	828,978
Employees	30	38

Principal officers: W. Rodgers, president; J.R. Harper, vp; R.W. Cope, vp; M.A. Cummings, secretary and treasurer. Branch offices: New Port Richey, Safety Harbor. Subsidiaries: Brennan's Insurance; New Port Richey Agency Inc. Acquisitions reported in past year: Brennan's Insurance; New Port Richey Agency Inc.

The firm notes 70% of 1972 gross revenue was derived from commercial accounts; compensation is based on commissions.

Wrap-ups and large development projects are the firm's specialties.

1450 Secor Rd., Toledo, Oh. 43607; 419-531-4661

	1971	1972
Premium vol.	\$10,307,610	\$10,543,957
Gross rev.	1,094,232	1,170,348
Employees	59	61

Principal officers: W.F. Roemer, chairman of the board; W.F. Roemer II, president. Branch offices: Ft. Lauderdale, Charlotte.

This company reported 65% of 1972 gross revenue was derived from commercial accounts; compensation is based on a combination system.

Special services described include employe benefit programs, loss control and safety engineering, administration of self-insurance programs.

ROLLINS BURDICK HUNTER CO.

231 S. LaSalle St., Chicago, Ill. 60604; 312-263-5000

	1971	1972
Premium vol.	N/A	N/A
Gross rev.	\$13,467,172	\$14,583,625
Employees	529	526

Principal officers: Adrian B. Palmer, chief executive officer; A. Norman Freeman, president; George S. Burrows, executive vp; Karl R. Palmer, executive vp; Paul L. Kohn, senior vp; Max W. Beam, senior vp; William C. Snyder Jr., senior vp; Michael J. Starshak, vp, finance and administration; Raymond J. Kenny, treasurer-secretary; Thomas F. Asher, controller. Branch offices: Anchorage, Detroit, New York, Philadelphia, Portland, St. Louis, Seattle. Subsidiaries: Booth, Potter, Seal & Co. Inc.; Cole, Clark & Cunningham Inc.; LaBow Haynes of Alaska Inc., RBH Equities Inc.; Reid & Carr Inc.; Rollins Burdick Hunter of Bermuda Ltd. Acquisitions reported in past year: Booth, Potter, Seal & Co. Inc.; Reid & Carr Inc.

The firm notes 97% of 1972 gross revenue was derived from commercial accounts; compensation is based on a combination system.

Special services listed include planning of insurance and loss control programs, evaluation, planning and implementation of self-insurance programs, captive company feasibility studies, captive company management services, reinsurance consulting, fire protection engineering consulting, safety engineering consulting including OSHA compliance studies, product liability loss control consulting, aircraft operation and maintenance safety counseling, marine average adjusting and other claim settlement services, pension and employe benefit counselling, mass marketing, design, negotiation and servicing of insurance required in individual foreign countries and of worldwide master programs. The firm specializes in all areas of coverage.

ROME INSURANCE AGENCY INC.

769 Main St., P.O. Box 49, Fitchburg, Ma. 01420; 617-342-6056

	1971	1972
Premium vol.	\$ 1,325,080	\$ 1,583,381
Gross rev.	210,000	229,449
Employees	9	9

Principal officers: Howard J. Rome, president; Lester H. Rome, treasurer; Allan I. Rome, vp.

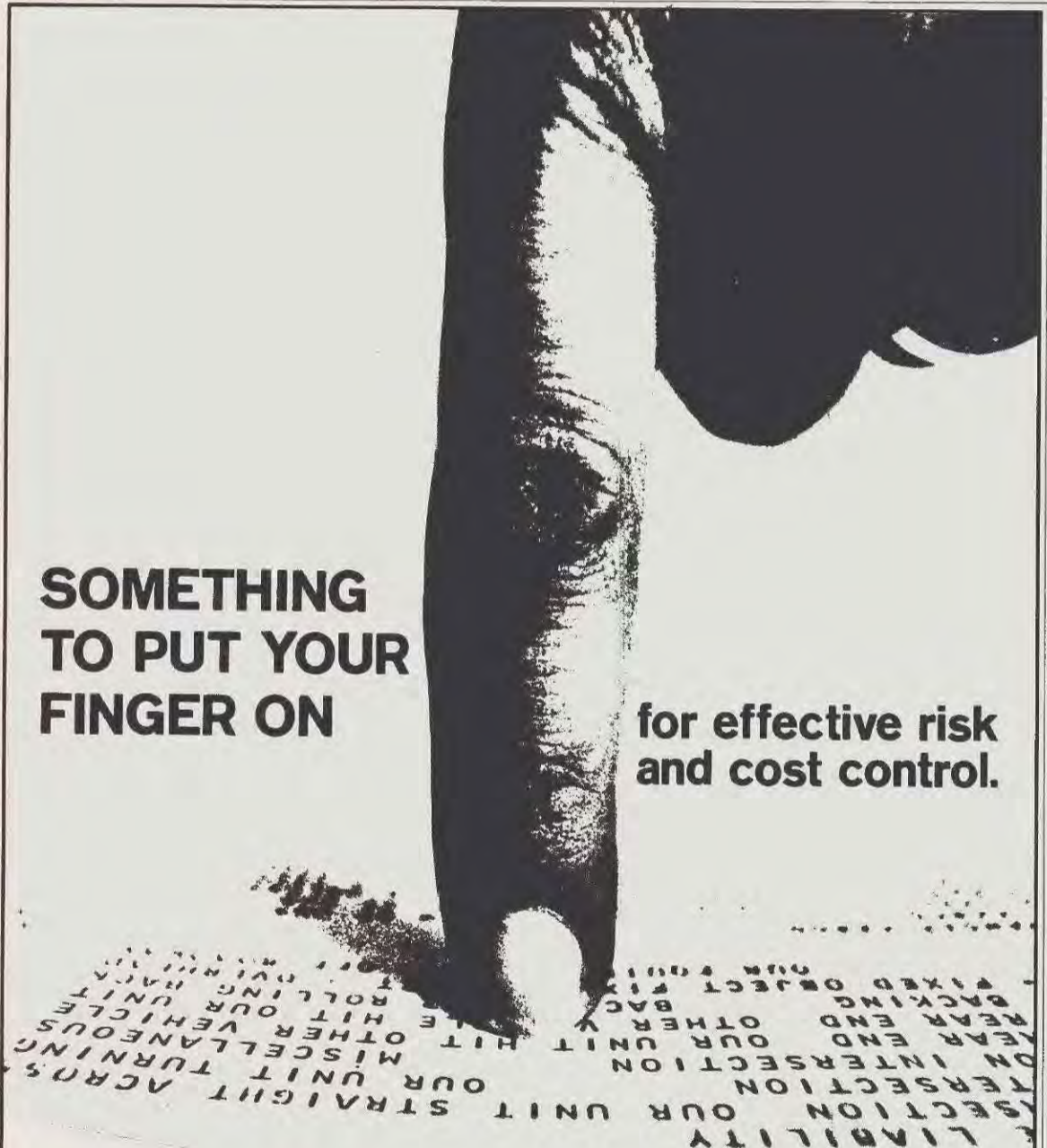
The company notes 65% of gross revenue in 1972 was derived from commercial business; compensation is based on a combination system.

The firm specializes in the plastics industry.

ROONEY & McARTHUR

1600 St. Julian Pl., Columbia, S.C. 29204; 803-779-3490

WELLINGTON F. ROEMER INSURANCE INC.



SOMETHING TO PUT YOUR FINGER ON

for effective risk and cost control.

Information. Timely. Accurate. Understandable. And at your finger tips. That's the risk management tool that enables a corporation to effectively control risks and costs of accidental loss. And that's what our computerized RISK MANAGEMENT TOTAL INFORMATION SYSTEM provides. It provides you with the information for an effective:

- CASUALTY RISK MANAGEMENT SYSTEM • PROPERTY RISK MANAGEMENT SYSTEM
- LOSS CONTROL AND SAFETY MANAGEMENT SYSTEM • OSHA RECORDS MANAGEMENT SYSTEM

More than 500 major corporations are using our service to reduce risks and costs of accidental loss. Ask your insurance agent or broker about our system, or contact us for complete information.



COMPUTER CLAIMS CONTROL A Division of

corporate systems corporation

	1971	1972
Premium vol. ...	\$ 819,575	\$ 1,000,925
Gross rev.	148,442	194,898
Employees	6	6

Principal officers: Robert Ross Rooney, CPCU, partner; B. Palmer McArthur, CPCU, partner.

The company reported 65% of 1972 gross revenue was derived from commercial accounts; compensation is based on commissions.

Employe benefits and risk management are offered as special services.

ROSS, LOMBARD & BALLARD INSURANCE INC.

920 North Federal Hwy., Ft. Lauderdale, Fl. 33304; 305-763-7800

	1971	1972
Premium vol. ...	\$ 1,300,000	\$ 1,500,000
Gross rev.	236,000	286,000
Employees	7	10

Principal officers: Robert Ross, Jr., president; Rocci Lombard, vp; E.D. Ballard, secretary-treasurer.

The company reported 55% of last year's gross revenue was derived from commercial accounts; compensation is based strictly on commissions.

Special services listed include OSHA consultation and appraisals.

ALBERT G. RUBEN & CO. INC.

9601 Wilshire Blvd., Suite 627, Beverly Hills, Ca. 90210; 213-273-1101

	1971	1972
Premium vol. ...	\$12,148,000	\$13,230,000
Gross rev.	1,837,500	1,744,250
Employees	78	73

Principal officers: Robert H. Williams, president-treasurer; C. Scott Milne Jr., vp and secretary; Ted H. Butler, vp. Branch office: New York, Santa Ana. Subsidiaries: Transpacific Insurance Sales Inc.; Aztlan Insurance Associates Inc.; Dealer Cover Inc.

The firm notes 85% of 1972 gross revenue was derived from commercial business; compensation is based on a combination system.

The firm handles the marketing for Fireman's Fund entertainment business; surety bonds, Mexican-American insurance facilities.

RUCKER & ASSOCIATES

5311 E. Mockingbird Ln., Dallas, Tx. 75206; 214-823-9861

	1971	1972
Premium vol. ...	\$ 810,000	\$ 1,230,000
Gross rev.	142,700	214,100
Employees	11	14

Principal officers: W.R. Rucker, president; D.L. Arthur, vp; C.E. Patterson, vp. Subsidiaries: Employee Security Plans Inc.

The company reported 71% of 1972 gross revenue was derived from commercial business; compensation is based on a combination system.

Special services listed include employe benefit plans and specialized marine covers. Manufacturing and educational institutions are the firm's specialties.

DWIGHT RUDD & CO. INC.

176 Milk St., Boston, Ma. 02109; 617-542-1915

	1971	1972
Premium vol. ...	\$ 1,200,000	\$ 1,200,000
Gross rev.	201,000	232,000
Employees	6	7

Principal officers; Leonard H. Dowse, president; John D. MacLeod, treasurer; C. Haven Ladd, vp.

The firm notes 40% of 1972 gross revenue was derived from commercial business; compensation is based on commissions.

RUPERT-HAGER-CROWELL AGENCY INC.

420 2nd National Bank Bldg., Ashland, Ky. 41101; 606-325-4444

	1971	1972
Premium vol. ...	\$ 1,523,000	\$ 1,633,000
Gross rev.	253,843	324,715
Employees	13	13

Principal officers: Joe F. Rupert, chairman; George G. Rupert, president; J. Tom Rupert, executive vp; Tim Salmons, vp; Willena G. Rupert, treasurer; G.B. Johnson Jr., secretary; J. Joel Watson, manager. Branch offices: Over 200 servicing correspondents located throughout U.S. through Marketing Management Inc. Subsidiaries: Ashland Insurance Services; Unisure Corp.; Financial Dynamics Inc.; Riskshift Inc.

This firm reported 65% of gross revenue was derived from commercial accounts last year; compensation is based on a combination system. Special services listed include total risk management, policy audit, claims control, safety and engineering services, OSHA compliance, employe benefits planning and counseling, coverage development and market making, executive compensation plans, industry and association group marketing, riskshift deployment. Financial institutions, manufacturers, contractors, auto dealers, municipalities, schools and churches, vendors, wholesalers, retailers and processors are the specialties of this firm.

THOMAS M. RYAN & CO.

711 Baker Bldg., Fort Worth, Tx. 76102; 817-335-1276

	1971	1972
Premium vol. ...	\$ 1,800,000	\$ 2,000,000
Gross rev.	280,000	325,000
Employees	13	14

Principal officers: Thomas M. Ryan, partner; Edwin S. Ryan, partner; Clay J. Berry Jr., partner; John P. Ryan, partner.

The company reported 70% of

Our Unwritten Policy for New York Brokers.

Writing property liability business in New York isn't the same as it is in the rest of the country.

With all our rambling apartment complexes, mushrooming fast-food industry, new beauty shops, taverns, independent grocers, and who-knows-what-else, you've got to be able to get your hands on some pretty specialized policies if you're going to make out in this growth.

And that's what our Unwritten Policy is all about.

In most cases, it lets us put together the specific coverage package that's perfect for each of your clients. Whatever the individual needs are.

You just furnish us with the pertinent data, and we'll come right back to you with a package to present to the client.

It's that simple.

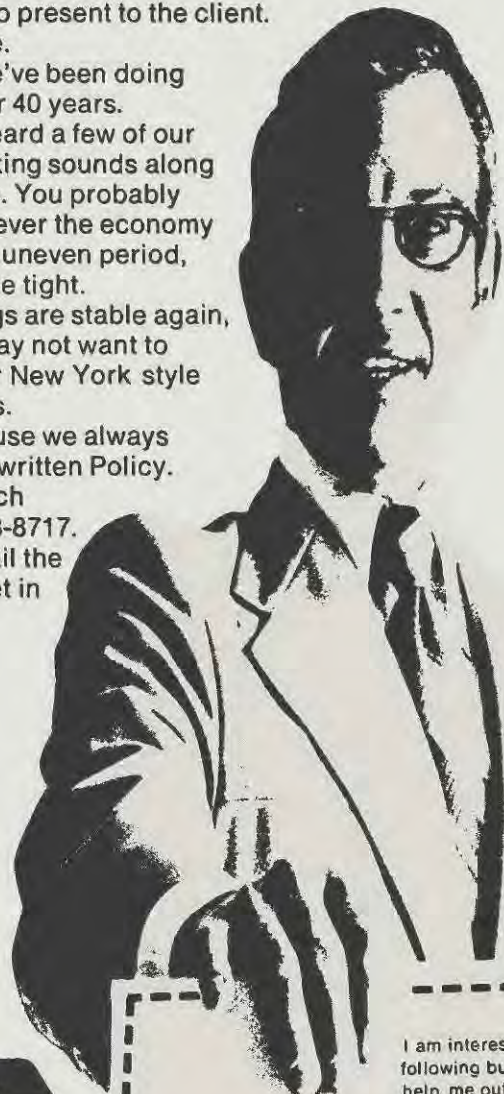
It's the way we've been doing business for over 40 years.

True, we've heard a few of our competitors making sounds along these same lines. You probably have, too. Whenever the economy goes through an uneven period, and cash is a little tight.

But once things are stable again, many carriers may not want to know about your New York style book of business.

We will. Because we always have. It's our Unwritten Policy.

Give Sy Endlich a call at 212/643-8717, or fill out and mail the coupon. We'll get in touch.



I am interested in writing the following business(es). Can you help me out?

Category of business _____

Location of business _____

Coverage needed _____

Additional information _____

Producer's name _____

Business or trade affiliation _____

Address _____ Phone _____

City _____ State _____ Zip _____

Mr. Sy Endlich
Consolidated Mutual Insurance Company
345 Adams Street, Brooklyn, New York 11201

Publish Agent/Broker Profiles as Directory

Because of the demand for the profiles, tables, charts and analyses contained in the July 30 issue, this information will be published in the form of a 6" x 9" desk-top directory. The second annual *Business Insurance Directory of Commercial Insurance Agents & Brokers*, September, 1973, edition will contain this important information for use by corporate insurance buyers, financial institutions, consultants and government officials. Readers may order copies by filling in this coupon and mailing it to: *Business Insurance*, 740 Rush Street, Chicago, Ill. 60611. Please send me _____ copy (s) of the *Business Insurance Directory of Commercial Insurance Agents & Brokers*, September 1973 edition.

NAME _____

COMPANY _____

CITY _____

STATE _____

ZIP _____

Bill me at the above address

COST
1-9 copies \$4.95 each
10 or more \$3.95 each

Consolidated Mutual Insurance Company

345 Adams St.
Brooklyn, N.Y. 11201

When you need a company. Not just a policy.

Offices in Albany, Boston, Chicago, East Orange, Miami and Rochester

agent/broker profiles

gross revenue for 1972 was derived from commercial accounts; compensation is based strictly on commissions.

THE W. F. RYAN CORP.

3940 Euclid Ave., Cleveland, Oh. 44115; 216-361-2200

	1971	1972
Premium vol.	\$ 8,466,000	\$ 9,082,000
Gross rev.	1,058,000	1,292,000
Employees	47	51

Principal officers: E.S. Rogers Jr., chairman of the board; J.B. John, president and chief executive officer; J.W. Mervar, executive vp; H.W. McKee, vp; E.W. Smith, vp; B.R. Schwegler, vp and secretary-treasurer.

This company notes 93.2% of 1972 gross revenue was derived from commercial business; compensation is based on a combination system.

Special services listed include employe benefits, loss control and complete risk analysis.

SACRAMENTO VALLEY INSURANCE

455 Capitol Mall, Suite 125, Sacramento, Ca. 95814; 916-444-5400

	1971	1972
Premium vol.	\$ 2,200,000	\$ 2,800,000
Gross rev.	335,000	429,000
Employees	11	13

Principal officers: H.H. Hendren president; Tom Hobday Jr., secretary; James Chenu, treasurer.

The company reported in 1972 75% of gross revenue was derived from commercial accounts; compensation is based on commissions only.

Special services include estate planning, group accident and health, pension and profit sharing.

R.J. SAEX INSURANCE AGENCY INC.

474 Appleton St., Holyoke, Ma. 01040; 413-538-8261

	1971	1972
Premium vol.	\$ 3,500,000	\$ 6,000,000
Gross rev.	500,000	700,000
Employees	35	55

Principal officers: Robert J. Saex, chairman of the board; Richard Z. Sinclair, president; Maurice Weissman, treasurer; Harold Stern, CPCU, executive vp. Subsidiaries: Michael W. Metras Insurance Agency Inc.; Everett J. O'Connor Insurance Agency Inc.; Cowles & Connell Inc.; Special Risk Covers of Massachusetts Inc.; Special Risk Covers of New England Inc.

Acquisitions reported in past year: Cowles & Connell Inc.; Risk Covers of Massachusetts Inc.

The firm notes in 1972, 60% of gross revenue was derived from

commercial business; compensation is based strictly on a commission basis.

SAGINAW UNDERWRITERS INC.

1213 S. Washington, Saginaw, Mi. 48601; 517-754-0421

	1971	1972
Premium vol.	\$ 2,200,000*	\$ 2,470,000*
Gross rev.	450,000	476,000
Employees	15	15

*These figures do not include group commissions.

Principal officers: John I. Toft, president; A.J. Marxhausen, executive vp; Frank Johnson, vp and treasurer; Louis E. Hanisko, Jr. CPCU, vp and secretary; Kurt Ewend, CPCU, vp; James H. McLennan, vp. Mergers reported in past year: Richard J. Wendland Agency merged into this company.

The company reported last year, 70% of gross revenue was derived from commercial accounts; compensation is based on commissions only.

Pension counseling, rate engineering, risk management, comprehensive surveys, contract bonding are special services offered by this company. Specialties include pensions, mutual funds, tax sheltered equities, directors and officers liability, professional liability, errors and omissions, umbrella liability and long term disability.

ST. PAUL AGENCY INC.

1200 Pioneer Bldg., St. Paul, Mn. 55101; 612-227-9457

	1971	1972
Premium vol.	\$ 864,089	\$ 1,018,656
Gross rev.	151,568	181,648
Employees	7	13

Principal officers: James R. Treanor, CLU, president; W. Thomas Jefferson, treasurer; John H. Hanna, vp; Henry Yoerg, CLU, vp. Branch office: Minneapolis. Subsidiaries: Jefferson-Treanor-Yoerg Inc.; Life and Mutual Funds H & A.

The company notes last year, 52% of gross revenue was derived from commercial business; compensation is based on commissions. The firm specializes in contractor's bonds.

SANDERS & SULLIVAN

12 S. First St., Suite 900, San Jose, Ca. 95113; 408-297-2960

	1971	1972
Premium vol.	\$ 3,000,000	\$ 4,000,000
Gross rev.	450,000	600,000
Employees	10	15

Principal officers: James C. Sanders, president; Louis B. Sullivan, secretary-treasurer; John E. Turco, vp. Branch office: Salinas. Subsidiaries: Dayton-Johnson Co.

The company reported last year, 80% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

Engineering, general construction and educational institutions are special areas in which the firm deals. They are specialists in accident insurance programs for groups of colleges and universities whose common interest is intercollegiate athletic and student activities.

SAVILL-SCHNIEDERS-KUEHR

1919 E. 52 St., Indianapolis, In. 46205; 317-253-1256

	1971	1972
Premium vol.	\$ 2,250,000	\$ 2,750,000
Gross rev.	425,000	475,000
Employees	16	19

Principal officers: George Schnieders, partner; Albert Savill, partner; Donald Kuehr, partner; Milton Savill, partner.

The company indicated 60% of gross revenue was derived from commercial business during 1972; compensation is based strictly on commissions.

SCHADOW AGENCY INC.

6100 Excelsior Blvd., St. Louis Park, Mn. 55416; 612-929-4685

	1971	1972
Premium vol.	\$ 1,054,000	\$ 1,210,000
Gross rev.	159,000	174,000
Employees	8	9

Principal officers: Gene E. Schadow, president; Bruce W. Schadow, vp; Mark J. Schadow, secretary-treasurer.

The company notes in 1972, 70% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

Special services listed include employe benefits, legal, accounting and tax advice. General contracting and all related sub-contractors, retail stores, supper clubs, cabarets, night clubs are the firm's specialties.

JOSEPH H. SCHANFELD CO.

250 Builders Exchange Bldg., Minneapolis, Mn. 55402; 612-332-7501

	1971	1972
Premium vol.	\$ 1,900,000	\$ 2,090,000
Gross rev.	323,000	358,000
Employees	15	16

Principal officers: Maurice J. Schanfield, president; Robert I. Weil, vp; M.M. Goldman, vp; Pierre H. d'Albertis, treasurer.

The firm notes in the past year, 82% of gross revenue was

derived from commercial business; compensation is based on a combination system.

Special services include group insurance, life, A & H, OSHA consultation.

SCHIFF TERHUNE INTERNATIONAL INC.

125 Maiden Lane, New York, N.Y. 10038; 212-944-3700

	1971	1972
Premium vol.	\$35,000,000	\$45,000,000
Gross rev.	3,750,000	5,100,000
Employees	175	200

Principal officers: Frank Schiff, president; Hilliard Feldman, vp; Bert Linder, treasurer and vp; Edward C. Healy, vp; Albert Jacob, vp; William Olson, vp; James Christie, vp; John Ross, vp; Herbert Segall, vp; Arnold Powell, vp. Branch offices: Philadelphia, Los Angeles, Verona, Haddon Heights.

Subsidiaries: Schiff Terhune Inc.; Schiff Terhune of Pa.; Schiff Terhune of California; Schiff Terhune of Illinois; Schiff Terhune of Wisconsin; Actuarial Analysts Inc.; Data Life Associates Inc.

The firm notes in the past year, 96% of gross revenue was derived from commercial business; compensation is based on a combination system.

A full range of services is available.

SCHUSTER INSURANCE AGENCY

5934 W. Lawrence Ave., Chicago, Il. 60630; 312-736-5270

	1971	1972
Premium vol.	\$ 800,000	\$ 1,000,000
Gross rev.	120,000	150,000
Employees	2	2

Principal officers: Irwin M. Schuster, president.

The company indicated in 1972 65% of gross revenue was derived from commercial business; compensation is based on commissions.

Special services described include professional insurance consultations.

C.A. SCHUTZE AGENCY

306 Littlefield Bldg., Austin Tx. 78701; 512-478-8549

	1971	1972
Premium vol.	\$ 1,000,000	\$ 1,100,000
Gross rev.	177,000	185,000
Employees	7	8

Principal officers: C.A. Schutze Jr., CPCU, managing partner; Sam Lucchese, associate. Subsidiaries: Schutze Insurance Specialists.

The company indicates for 1972, 87% of gross revenue was derived from commercial business; compensation is based solely on commissions.

Contractors' bonds and insurance are the company's specialties.

SCHWARTZ, HIRTENSTEIN & CO. INC.

310 Madison Ave., New York, N.Y. 10017; 212-697-2615

	1971	1972
Premium vol.	\$ 1,750,000	250,000
Gross rev.		
Employees		12

*Firm formed 1/1/72.

Principal officers: Daniel Hirtenstein, president; Barnet Schwartz, vp; Arthur A. Schwartz, treasurer. Subsidiaries: Dan Brokerage. Acquisition reported in past year: Arthur S. Weber & Associates.

The company indicated last year, 80% of gross revenue was derived from commercial business compensation is based strictly on commissions.

Special services listed include employe benefits, business life insurance and commercial insur-



We'll wrap it up for you.

It's our business, providing complete insurance packages for offshore and land enterprises. We can tie down your casualty needs securely and safely, in the fields of construction, oil, industry, commerce and transportation.

We have the wrappings for workmen's compensation, employer's liability, general and excess liability, property, fire, and marine risks involving offshore platforms, drilling rigs, shipping, pipelines and ocean tows. We excel in special risks coverage and reinsurance.

Come to us for the big wrap-up. There's no extra charge for our delivery service.



Cullen Center Bank Building Houston, Texas 77002
A HALLIBURTON Company

Atlanta / Austin / Corpus Christi / Dallas / London / Los Angeles / New Orleans
New York / San Antonio / San Francisco / Singapore

ance services. Specialties include commercial inland marine and manufacturing and retail operations.

JAMES A. SCOTT & SON INC.

2241 Langhorne Rd., Lynchburg, Va. 24501; 703-845-4577

	1971	1972
Premium vol.	\$ 2,165,000	\$ 2,405,000
Gross rev.	433,000	481,000
Employees	21	23

Principal officers: C. Raine Sydnor, president; Robert Nein, vp; Clayton Chapman, vp; William McBratney, vp.

The company notes last year, 60% of gross revenue was derived from commercial accounts; compensation is based on a combination of fees and commissions.

A full range of services is offered through this firm.

SEITLIN & CO.

990 S.W. First St., Miami, Fl. 33130; 305-377-8311

	1971	1972
Premium vol.	\$ 3,800,000	\$ 4,800,000
Gross rev.	665,000	825,000
Employees	28	31

Principal officers: Sam Seitlin, president; R. Louis Seitlin, secretary; Fannie Levitt, treasurer; M. Stephen Jackman, vp; Daniel L. Harris, vp; Anthony W. Lane, vp; Arthur Jacowitz, vp; Charles A. Beattie, vp.

The company noted 85% of gross revenue was derived from commercial accounts; compensation is based on commissions.

Surety bonds and garment industry coverages are listed as the firm's specialty.

SELDEN, PULIK & TELLER INC.

31 Union Square West, New York, N.Y. 10003; 212-989-8777

	1971	1972
Premium vol.	\$ 3,500,000	\$ 4,000,000
Gross rev.	340,000	360,000
Employees	17	18

Principal officers: Louis Selden, president; Barnett Pulik, secretary; Alan Teller, treasurer. Merger reported in past year: Selden, Pulik & Co. Inc. merged with Henry Teller & Co. Inc.

This company notes 60% of gross revenue was derived from commercial business; compensation is based on a combination of fees and commissions.

Special services listed include loss control and engineering. Inland and ocean marine covers are the firm's specialties.

SEYMOUR INSURANCE AGENCY INC.

1609 Stubbs Ave., Monroe, La. 71201; 318-388-2400

	1971	1972
Premium vol.	\$ 1,400,000	\$ 1,600,000
Gross rev.	240,000	275,000
Employees	11	12

Principal officers: Edward J. Seymour, chairman of the board; Edward J. Seymour Jr., president; James R. Lawler, secretary-treasurer. Subsidiaries: Northwest Louisiana Insurance Agency Inc.

The firm reported in 1972, 70% of gross revenue was derived from commercial accounts; compensation is based on commissions.

Engineering, technical services for OSHA compliance, group employe benefits were listed as special services of the company. They are specialists in the field of aviation, wet marine, and commercial packages.

DONALD SHAFFER LIFE ASSOCIATES INC.

75 Powerhouse Rd., Roslyn Heights, N.Y. 11577; 516-621-7100

	1971	1972
Premium vol.	\$ 1,500,000	\$ 2,000,000
Gross rev.	300,000	500,000
Employees	3	4

Principal officers: Donald Shaffer, CLU, president.

The company notes 80% of gross revenue was derived from commercial accounts during 1972; compensation is based on a combination of fees and commissions.

Special services offered include employe benefits, pension plans, mass marketing.

J.H. SILVERSMITH INC.

200 Insurance Bldg., Denver, Co. 80202; 303-893-2222

	1971	1972
Premium vol.	\$ 1,142,000	\$ 1,666,000
Gross rev.	202,061	247,775
Employees	16	21

Principal officers: J.H. Silversmith Jr., president; John Munn, vp; J. Darrell White, vp; Edwin C. O'Keefe, secretary. Branch office: Cheyenne. Subsidiaries: Professional Insurance Management Co.

The firm reported 81% of gross revenue in 1972 was derived from commercial business; compensation is based on a combination system.

Special services include employe benefits, engineering and appraisals. Listed as specialties of the firm are hospitals, banks, contractors, and retail store chain coverage.

THE SIMKISS AGENCY INC.

76 Rittenhouse Pl., Ardmore, Pa. 19003; 215-649-6610

	1971	1972
Premium vol.	\$ 1,200,000	\$ 3,000,000
Gross rev.	276,000	600,000
Employees	3	9

Principal officers: John A. Simkiss Jr., CPU, CLU, chairman; Edward H. Devine III, CPCU, CLU, president; William F. O'Brien, vp. Acquisition re-

ported in past year: Frankenfield & Co.

The firm reported last year, 90% of gross revenue was derived from commercial business; compensation is based on a combination system.

Special services listed include surety bonding and risk management. Construction insurance and surety bonding are the firm's specialty.

C.J. SIMONS & CO.

563 Broad St., Newark, N.J. 07102; 201-623-8100

	1971	1972
Premium vol.	\$ 7,000,000	\$ 8,000,000
Gross rev.	750,000	830,000
Employees	40	45

Principal officers: C.J. Simons, president; J.E. Gerry, vp; J.W. Covert, vp; F.D. Dooley, vp; W.L. Shonect, vp; C.P. Lupke, vp.

The company reported in 1972, 90% of gross revenue was de-

rived from commercial business; compensation is based on a combination system.

The company offers a full range of services.

SJV INSURANCE INC.

429 S. Main St., Elkhart, In. 46514; 219-293-4565

	1971	1972
Premium vol.	\$ 6,100,000	\$ 7,800,000
Gross rev.	996,000	1,141,000
Employees	24	26

Principal officers: Ward J. Merchant, senior vp; Roger A. Etter, assistant vp. Parent company: SJV Corp. Branch office: Goshen.

Subsidiaries: SJV Life Insurance Agency Inc. (not a subsidiary; a separate corporation).

The firm notes in 1972, 83% of gross revenue was derived from commercial accounts; compensation is based strictly on commissions.

Fire rate inspection and analysis, property valuations, casualty

“The information explosion starts here.”

“This year, we’ll insure \$2.5 billion worth of papermaking equipment.” Carlton Goodney, a Johnson & Higgins vice president, specializes in insurance on complex machinery for paper production. “Paper makes the world go round,” says Carlton. “We help the mills go on rolling.”

What’s true of papermaking is true of every industry, your own included. Johnson & Higgins has offices in major cities here and abroad. Call us. We’ll make your insurance work for you.

Johnson & Higgins
the paper industry’s insurance broker

inspections, qualified boiler and machinery are all special services offered by the firm.

SLAWSBY INSURANCE

90 Main St., Nashua, N.H. 03060; 603-882-2731

	1971	1972
Premium vol. ...	\$ 4,772,360	\$ 4,900,000
Gross rev.	771,063	781,013
Employees	47	47

Principal officers: A.M. Slawsby, chairman; W.C. Cogswell, CPCU, president; F.J. O'Gara Jr., executive vp; J.V. Chesson, senior vp; D.P. Lavoie, treasurer; T. Mullen, assistant treasurer; Eliot B. Ware, vp, casualty; Robert Hart, vp, boiler and machinery. Branch offices: Manchester, Lawrence, Boston. Subsidiaries: Surplus Lines Managers Inc.; Minutemen Adjustment Service

Inc.; E-Z Budget Plan Inc., Minutemen Leasing Co. Inc.

The company reported in 1972, 80% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

Special services listed include OSHA consultation, rate analysis, loss prevention engineering, C.L.U. services, casualty claims adjustments, computer claims analysis. Specialties include financial institutions, educational institutions, municipalities, transportation, industry, interstate risks servicing via AIIA and MAVE.

BERT SMITH INSURANCE INC.

3359 38th Ave. N., St. Petersburg, Fl. 33733; 813-527-1111

	1971	1972
Premium vol. ...	\$ 4,250,000	\$ 4,500,000
Gross rev.	724,000	905,700
Employees	29	41

Principal officers: E.W. Smith Jr., chairman of the board and president; James R. Dunathan, executive vp and secretary; Robert A. Dunathan, vp. Branch offices: New Port Richey, Winter Haven, Tampa, Greensboro. Subsidiaries: B.S.I. Special Lines, Bert Smith Life Insurance Co.; Insurance Premiums Service

Agency of St. Petersburg Inc.

This firm notes in 1972 60% of gross revenue was derived from commercial accounts; compensation is based strictly on commissions.

Airport liability, aviation, camp ground packaging, dealers open lot, marine mobile home, recreational vehicles, special events, student accident cover are all specialties of the firm.

LEE SMITH AND CO. INC.

1840 E. 17 St., Suite 240, Santa Ana, Ca. 92701; 714-547-5631

	1971	1972
Premium vol. ...	\$ 1,966,060	\$ 2,119,248
Gross rev.	368,009	405,998
Employees	17	18

Principal officers: James Gilmore, chairman of the board; Lee Smith, president; John Tweedie, vp; Edward Reiter, treasurer; Paul Hileman, secretary.

The company reported in 1972, 65% of gross revenue was derived from commercial business; compensation is based strictly on commissions.

Special services listed include life insurance and employe benefit programming. They specialize in political sub-divisions, large retail centers, industrial land development firms, construction trades, and performance bonds.

SMITH, HOWARD & McCOY INC.

604 Ricou-Brewster Bldg., Shreveport, La. 71101; 318-422-8422

	1971	1972
Premium vol. ...	\$ 1,200,000	\$ 1,400,000
Gross rev.	210,000	240,000
Employees	8	8

Principal officers: A.G. Howard, executive vp.

The company notes 60% of gross revenue, in 1972, was derived from commercial accounts; compensation is based strictly on commissions.

SMITH TOWLE & CO. INC.

591 Lytton Ave., P.O. Box 1000, Palo Alto, Ca. 94302; 415-328-4400

	1971	1972
Premium vol. ...	\$ 730,000	\$ 1,141,000
Gross rev.	220,000	250,000
Employees	8	18

Principal officers: Herb S. Towle, Jr. president; John H. Sylvester, vp and secretary; Tom R. Rudd, vp and treasurer; Ned Shapker, vp. Subsidiaries: Johnson Freeberg Insurance Agency, Klingbeil Insurance Agency, Shipkey-Shapker Insurance Agency, Incline Insurance Agency. Parent company: STI Companies.

Acquisitions reported in past year: Shipkey-Shapker Insurance Agency, Klingbeil Insurance Agency, Incline Insurance Agency.

The company notes in 1972 70% of gross revenue was derived from commercial accounts; compensation is based strictly on commissions.

The firm offers full financial planning services.

SMITH, WILSON BROS., INSURISTS INC.

Marine Midland Bldg., 99 Collier St., Binghamton, N.Y. 13901; 607-722-5377

	1971	1972
Premium vol. ...	\$ 1,200,000	\$ 1,350,000
Gross rev.	203,000	231,000
Employees	13	14

Principal officers: A.D. Wilson II, president; Robert C. Beaty Jr., vp; William C. McVaugh, vp; Robert H. Hill, secretary-treasurer.

The company reports 60% of gross revenue was derived from commercial business last year; compensation is based solely on

commissions.

Included in their special services are employe benefits.

SNODGRASS, LOVITT & DOWNEY INC.

4431 E. Broadway, Tucson, Az. 85711; 602-327-6685

	1971	1972
Premium vol. ...	\$ 3,700,000	\$ 4,600,000
Gross rev.	585,000	690,000
Employees	29	37

Principal officers: David M. Lovitt Sr., president; John L. Downey, vp; James R. Spring, vp; Marvin K. Snodgrass, vp; Drew Shumway, vp. Branch office: Holbrook. Merger reported in past year: Shumway Insurance merged with this company.

The firm noted in 1972, 83% of gross revenue was derived from commercial business; compensation is based on a combination system.

Special services described include risk management and consulting, complete loss control, safety engineering, OSHA consultation, appraisals, valuations. Specialties of the firm include association group and mass merchandising, specialized design manuscript programs, OSHA consulting, aviation, agriculture, loss control, and professional fields.

SNYDER-IRWIN AGENCY

93 N. Farview Ave., Paramus, N.J. 07652; 201-265-7110

	1971	1972
Premium vol. ...	\$ 1,597,000	\$ 1,800,000
Gross rev.	271,000	206,000
Employees	9	12

Principal officers: James L. Irwin, president; Anthony N. Pett, vp; John A. Jones, secretary-treasurer. Subsidiaries: S.I. Life Associates; S.I. Leasing.

The firm notes 90% of gross revenue was derived from commercial business last year; compensation is based on fees and commissions.

A full range of services is available.

SOUTHLAND ASSOCIATES

212 Corcoran St., Durham, N.C. 27701; 919-688-8121

	1971	1972
Premium vol. ...	\$ 2,481,000	\$ 2,666,000
Gross rev.	493,513	518,102
Employees	18	20

Principal officers: G. Watts Carr, Jr., president; John N. Chatham, vp.

The company indicated in 1972, 65% of gross revenue was derived from commercial business; compensation is based on commissions only.

A full range of services is offered.

SOUTHWEST INSURANCE AGENCY INC.

504 Second St. N.W., Albuquerque, N.M. 87101; 505-247-4256

	1971	1972
Premium vol. ...	\$ 982,540	\$ 1,212,776
Gross rev.	184,720	233,543
Employees	9	11

Principal officers: A.E. Thomas, president; L.F. Weaver, executive vp; R.I. Faber, vp.

The firm indicated 68% of gross revenue, in 1972, was derived from commercial accounts; compensation is based solely on commissions.

Employe benefits, OSHA consultations, internal claims, and loss control were listed as special services offered by the firm.

They are specialists in the area of real estate, community developments, lumber manufacturing, apartment house complexes, restaurants and moving and storage cover.

Umbrellas ...
if it's big or unusual we'd like to quote.

J.H. BLADES & CO., INC.
713/526-6551 P. O. BOX 22003 HOUSTON 77027
512/826-2378 P. O. BOX 12085 SAN ANTONIO 78212

J.H. BLADES & CO. (INTERNATIONAL) LTD.
2-6971 P. O. BOX 691 HAMILTON, BERMUDA

J.H. BLADES & CO. PTE. LTD.
377295 P. O. BOX 60 TANGLIN P. O. SINGAPORE 10

We're tooting our horn as America's fastest-growing* specialty insurers!

We're 9 years old—young, vigorous and financially healthy. During the past year, Yosemite has entered over a dozen new states (total now over 30).

Great Falls is in more than 20 on non-admitted status. Combined surplus last year increased by over 100%, assets 53%. On a nationwide basis, can anyone else compare*?

Here's why. An accelerating list of select general agents coast-to-coast serving as our Partners-in-Progress-and-Production. And, our carefully-chosen tomorrow-thinking staff who continually and competitively update such offerings as ...

PROPERTY First Loss Excess D.I.C. Earthquake Blocks Contractors Equipment Floaters Inland Marine	CASUALTY General Liability Excess Liability Umbrellas Products Liability Truck Physical Damage Auto Physical Damage	MISCELLANEOUS Restaurant/Bar Package Cargo Crime (primary and excess) Commercial Auto Motorcycle Small Boat Mobile Home V.S.I.
---	--	---

Want the name of our general agent nearest you? Write ...

yosemite-great falls
INSURANCE COMPANIES

HOME OFFICE: 717 Market St., San Francisco, CA 94103 (415) 392-3110
Branch Offices: 717 Market St., P.O. Box 3926, SAN FRANCISCO, CA (415) 398-8787
611 S. Catalina St., P.O. Box 54482, LOS ANGELES, CA 90054 (213) 384-1181
200 First Ave. West, SEATTLE, WA 98119 (206) 285-3001
4570 W. 77th St., MINNEAPOLIS, MN 55435 (612) 920-9644



*IF ANY NATIONWIDE SPECIALTY INSURER(S) COME UP WITH MORE IMPRESSIVE FIGURES, WE'LL ADMIT TO BEING NO. 2!

EVERETT W. STARK & CO.

240 Montgomery St., San Francisco, Ca. 94104; 415-421-1492

	1971	1972
Premium vol.	\$ 3,200,000	\$ 3,100,000
Gross rev.	320,000	300,000
Employees	13	13

Principal officers: Everett W. Stark, president and treasurer; James E. Stark, executive vp and secretary; George V. Halloran, vp; Donald W. Monson, vp; Jay M. Hutchinson, vp. Subsidiaries: Kentwood Insurance Agencies; Gilroy Investment Company.

The firm notes in the past year, 88% of gross revenue was derived from commercial business; compensation is based on commissions only.

Special services listed include construction surety bonds, workmen's compensation cost control services. The company specializes in the area of workmen's compensation, hotels, motels, apartments, condominiums, construction surety bonds and wrap-ups.

ald S. Hanstein, vp. Branch offices: New York City, Miami. Subsidiaries: Sterling & Sterling of Florida Inc.; Smiley-Richman Associates Inc. Acquisitions reported in past year: American Eagle Services.

The firm notes last year, 90% of gross revenue was derived from commercial business; compensation is based on a combination system.

Special services described include employe benefits, pension and profit sharing, loss control, engineering and consulting. Construction wrap-ups, retail stores, shopping centers, real estate, graphic arts industry and other safety groups, as well as importing were listed as the company's specialties.

STEVENS & COMPANY INC.

34 North St., Pittsfield, Ma. 01201; 413-443-6481

Continued on page 112

CAN YOUR COMPANY USE THE CASH THAT YOU PAY IN PREMIUMS?

GROUP VII SERVICES

Self Insurance Administrators

127 John Street
New York, N.Y. 10038
(212) 248-1570

175 West Jackson Blvd.
Chicago, Ill. 60604
(312) 922-1400

3807 Wilshire Boulevard
Los Angeles, California 90010
(213) 380-1331

STECK-COOPER & CO.

1135 Main, Alton, Il. 62002; 618-465-4266

	1971	1972
Premium vol.	\$ 1,017,000	\$ 1,175,000
Gross rev.	152,000	171,000
Employees	7	9

Principal officers: O.L. Cooper, owner.

The firm notes last year, 71% of gross revenue was derived from commercial business; compensation is based on a combination system.

Included in their special services are appraisals, loss control, and OSHA consultations. They are specialists in the construction industry and bonds.

STEEL, JACOBS & ASSOCIATES INC.

2460 W. 26 Ave., Denver, Co. 80211; 303-458-8181

	1971	1972
Premium vol.	\$ 1,800,000	\$ 2,000,000
Gross rev.	290,000	320,000
Employees	14	15

Principal officers: Ned M. Steel, president; Rollo E. Jacobs Jr., vp and treasurer; Patricia C. Collier, secretary.

The firm notes last year, 60% of gross revenue was derived from commercial accounts; compensation is based strictly on commissions.

Employe benefits is offered as a special service. Specialties are engineering and consulting.

STEPHENS RYDER WENGER

211 W. Third, Box 1226, Grand Island, Nb. 68801; 308-382-2330

	1971	1972
Premium vol.	\$ 1,200,000	\$ 1,450,000
Gross rev.	180,000	212,000
Employees	8	8

Principal officers: Del W. Ryder, president; James E. Wenger, vp; R.E. Stephens Jr., secretary-treasurer.

The company notes 70% of gross revenue was derived from commercial accounts last year; compensation is based on a combination system.

A full range of services is available. The company specializes in construction wrap-ups, fidelity bonds, and aviation cover.

STERLING & STERLING INC.

161 Great Neck Rd., Great Neck, N.Y. 11021; 516-487-0300

	1971	1972
Premium vol.	\$ 7,000,000+	\$20,000,000+
Gross rev.	1,000,000	2,500,000
Employees	45	75

Principal officers: Daniel S. Sterling, president; Joel J. Sterling, executive vp and secretary; Benjamin Richman Sr., vp; Ron-



"Today's the day I sell old sourpuss our new survivor income group benefit."

Our hero's determination is admirable. But Mutual Benefit's new Survivor Income Benefit is not that tough a sale, as he'll find out.

Most employers recognize it as a valuable option, since it provides widows and children of deceased employees with a continuous income that lets them do more than survive.

Benefits can be as much as 20%, 30% or 40% of an employee's salary, up to \$4,000 a month. * And they're payable every month until the spouse remarries, dies or reaches age 62 or 65, depending on the plan. To qualify, only twenty married employees must be insured.

The nicest part is that our Survivor Income Benefit can be added to most of our Group Life insurance policies. An important point when selling a new policy. And a good opportunity for you to go back to old policyholders with something new.

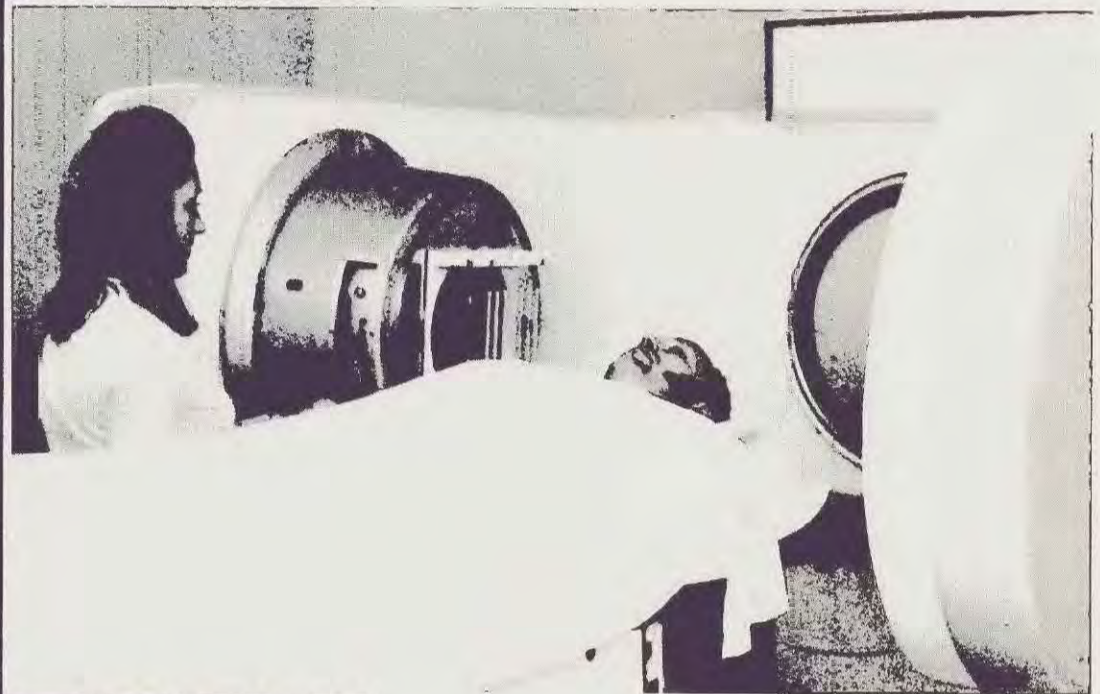
Look into this new approach to family security planning. Get all the details from your nearest Mutual Benefit General Agency or Group Office. See what it can do for your sales.

*Subject to applicable state insurance laws.
MUTUAL BENEFIT LIFE
THE MUTUAL BENEFIT LIFE INSURANCE COMPANY NEWARK, N.J./SINCE 1845

Hospital Administrators demand a Professional Approach to their Safety and Insurance Requirements.



That's why Argonaut serves 26 state hospital associations and many individual hospitals.



Among the hospitals that have taken the "Argonaut Approach" is Chicago's Northwestern Memorial. A consolidation of Chicago's Wesley and Passavant Memorial Hospitals, it is the largest private hospital in the state of Illinois.

With the complex operational problems of a modern hospital, a 24-hour a day, 365 days a year safety program is essential for maximum results.

With the Argonaut Approach all physical aspects of the individual hospital are taken into consideration. For example, its size, location and special hazards. Argonaut specialists are trained to recognize safety and claims problems of the hospital and to work with management and safety committees to organize safety programs to include and educate all personnel, encouraging willing participation by everyone.

The result of this cooperation is to provide a safer environment for hospital staff, patients and the visiting public.

Why Argonaut?

"The handling of workmen's compensation, liability and malpractice claims against a hospital requires unique skill on the part of the insurance company claims department," says Northwestern Memorial's Administrative Vice President, Donald Bloom. "The individuals assigned to this work must understand how the hospital is organized and functions to perform satisfactorily.

"The claims handling by Argonaut has been consistently good and their Safety Engineering service has been valuable to the hospital."

Take the Argonaut Approach to positive safety engineering and prompt handling of claims.

Ask your agent or broker.

CELEBRATING
A QUARTER
CENTURY
OF SERVICE
AND GROWTH



Argonaut Insurance Companies

Home Office: Menlo Park, California

Principal Offices: Atlanta • Boise • Boston • Chicago • Cranford, N. J. • Dallas • Detroit • Honolulu • Kansas City, Mo. • Los Angeles • Miami • Minneapolis • New Orleans • New York • Philadelphia • Portland • San Francisco.

business insurance

PERSPECTIVE

Sophistication

BY TOM WALSH

THE SOPHISTICATION of the corporate insurance consumer and his resultant demand for more for his insurance dollar has lowered broker and agent commissions but has also provided the policy middlemen with more business than ever.

Responding to an informal *Business Insurance* poll, a number of small brokers said risk managers are now more demanding than ever but noted they are often demanding sophisticated coverages with high premiums.

"I think there's no question that risk men have grown more sophisticated and that the impact of this is in the direction of lower commissions," John P. Nelson, president of Insurance Agents Inc. of Council Bluffs, Ia., said. "However, we don't really feel the reductions because of the astronomical increase in values that's taking place now with this period of inflation. This, to a large extent, has offset the commission losses."

Some 70% of the firm's \$402,000 gross revenue in 1972 was derived from commercial accounts, and Mr. Nelson's business has quadrupled in recent years.

"**RIGHT NOW** we're being paid less dollars per \$1,000, and our commissions are probably 40% to 50% below what they were 15 years ago," he said. "But our business has grown tremendously as has the complexity of the business we handle. I think the number of dollars you receive

should be related to the time spent on the account, and most of ours are handled on this basis. As the account grows in complexity, the fees go up."

Like other brokers responding to *Business Insurance* inquiries, Alan N. Swimmer, president of the Swimmer-Wolf Co. in Chester, Pa., has found increased risk manager awareness has forced his firm's dozen employees to work harder than ever.

"Things have changed," he said. "I had to give up golf seven years ago and take up tennis because I needed the time. Client awareness keeps you on your toes more than ever, but I think that's good. I enjoy the challenges and the opportunities presented by demanding consumers."

The Swimmer-Wolf Co.'s gross revenues in 1972 were more than \$225,000 and some 82%, the firm claims, resulted from commercial business.

"**NO MATTER** what the demands, you have to keep up and do the job," he said. "You have to be more aware of the markets and spend more time knowing who's doing what at what time."

Charles E. McKenzie Jr., president of McKenzie & Mouk Inc. of Monroe, La., has found the new, demanding risk manager is often not seeking the lowest prices, but service as sophisticated as his demands.

"I've found risk men are becoming very service-oriented, and they won't buy from the man who charges the least, but the man who can provide them with the most sophisticated services," he said. "They know

they might be able to save a few thousand dollars on installation coverage, for example, but they know, too, it might end up costing them more in the long run."

RISK MANAGERS have come a long way, Mr. McKenzie believes, noting that it wasn't too long ago he was "being asked by naive buyers to sell them unobtainable coverages."

"We've found," he said, "that the sophisticated risk manager actually buys more sophisticated coverages and, by doing so, forces us to become more sophisticated, too. It's made us shop more closely to obtain coverages, and, in that sense, we're a lot more sophisticated."

Mr. McKenzie's firm's business last year was 90% commercial and earned revenues of better than \$300,000.

Risk managers used to be as rare as nuns in Las Vegas, Bert J. Leavitt, president of the Leavitt Insurance Agency, told *Business Insurance*, but today their numbers are growing, and the growth is apparently boosting insurance business in the desert mecca.

"There is a definite place for them here, and they are becoming more and more common," he said. "With a rise in the number of risk managers who have a good grasp of insurance has come increased competition between insurance companies, agents and brokers," he added. "These guys are going out and saying, 'Here's what I want, you tell me what you can do,' to a number of agents and brokers and then sitting back to see what comes in."

Have the corporate insurance consumer's growing demands slashed into brokers' tills? Maybe it's not all that black and white . . .

Some 70% of the agency's 1972 gross revenues of \$315,000 was the result of commercial business, he said.

"I think sophisticated risk managers are good for business, and help open up new lines. Our volume has increased, and some of the business we're writing now involves lines we never heard of three or four years ago."

Ainsworth Insurance Services Inc., of St. Louis, derived 70% of its 1972 gross revenue of \$416,000 from commercial lines, but it deals with very few risk managers, vp James G. Lattimore said.

"It seems that most of our clients are small corporations without risk managers," he said. "We mostly deal with controllers and treasurers who may not know a lot about insurance, and they usually go after the lowest price by pitting one agent against another."

MR. LATTIMORE, like other agents interviewed, has found the more sophisticated the insurance buyer becomes, the more coverage he tends to buy.

"One of the greatest advantages of dealing with an insurance manager with some expertise is that you don't have to waste a lot of time explaining basics or convincing him of the need of things like co-insurance or fringe coverages. These little companies—the people without risk men—very seldom realize what coverages they need or what coverages they have or don't have. As a rule, they'll buy whatever is the cheapest regardless of whether it's sufficient or not." ■

Direct writers

BY LESLIE MURRAY

BROKERS AND independent agents surveyed by *Business Insurance* view the growth of direct writing insurers—and an increasing service orientation on the part of large insurers—as either an ignorable knot or a fetal behemoth. Few took a moderate stance.

Cliff C. Jones, chairman of the board of R. B. Jones Corp., told this magazine, "We always tend to make the mistake of thinking first of how a new development, in this case, direct writing, will affect us. What we should question is whether the new development is more efficient to the ultimate consumer."

"As a professional," he continued, "I'm convinced direct writing is not. A professional agent knows how to fit the cover to a particular client and how to advise him on his cover. A direct writer and his salesman seem to be less professional in the regard."

Mr. Jones also stressed the advantage of a broker being able to communicate on a peer level with carriers, something an individual insured cannot always do.

"**A GOOD** professional intermediary is worth every cent he's paid," he commented. "And a professional risk manager can well judge that worth when considering the large number of services it takes to create and maintain a well-designed insurance program."

Mr. Jones branded the cost appeal of direct writing "illusory."

"Direct writers will probably always be with us," commented Larry Cox of Western Service Agency in Denver, "but I don't think the independent agent or broker has much to worry about."

"**IT'S** the agent who's providing services that go along with the policy and who acts as interpreter between client and carrier," he added. "We're very service-oriented, and a professional agent should provide sufficient advice as to whether or not a client should buy a policy in the first place, or go to self-insurance. It just makes for better customer relationships than shoving a policy down his throat he really doesn't need."

E. R. Ledbetter Jr., vp-treasurer of Ledbetter Insurance Agency Inc., Moore, Ok., stated, "Direct writers haven't caused any particular problem for us. They just don't have the multiple facilities needed to handle commercial accounts. We've never lost an account to a direct writer—actually, we've gotten some business away from them."

Nonetheless, he asserted, direct writers just may develop into a headache "if they do extend to areas other than the ones they're into now. In our part of the country, though," he continued, "they just haven't been that much of a problem."

Another Southwesterner, an officer of a large brokerage firm, agreed, saying, "Direct writers are a danger in the personal lines field, but I can't see them making

any great inroads into the commercial field. They'd be hard put to establish personal contacts with commercial clients."

Frank Miller, president of United General Insurance Agency Inc., Dallas, expressed the opposite view: "We specialize mainly in oil field coverage, and, so, we just have not been affected that much by direct writers. But," he added, "I'd say overall they're making inroads. In Texas, we've got all the major direct writers as well as some strong domestics—and they're definitely having their effect."

One Minneapolis brokerage firm president agreed—and agreed vigorously. "There's no question direct writers are going to grow, and they'll be taking a good share of the brokerage business as they do."

"Unless independent agents really get to work, it's going to be a long, hard struggle," he warned. "I think most agents are kidding themselves by thinking direct writers won't have a tremendous effect in the future. Agents just don't realize how much they have to change."

"**THERE'S** no reason for a corner store mentality to exist anymore," he said. "And that speaks for all industry, not just insurance. People just won't stand for high overhead costs and the regular market has to be served by mass services. Of course a lot of brokers and agents are ignoring the direct writing threat—everyone likes to think his system is unique."

He predicted that, in seven to 10 years,

How much of a threat—present and future—are direct writers to brokers? Enough to close up shop, say some. Others just yawn . . .

only the 400 or 500 largest brokers will remain to handle large accounts, but "the national agency system just isn't recognizing that threat, although there's time to reverse the trend."

He suggested, as positive ways to stave off doom: small agencies merge with somewhat larger agencies, and, for personal lines and smaller commercial accounts, identify with one carrier for the heightened efficiency and fast claims settling—sans paperwork—most clients are beginning to expect.

Raymond H. Laub, president of Laub Group Inc., Milwaukee, forsee the development of "a hybrid system," whereby independent agencies and brokers would increasingly place more business through direct writers.

"**I DON'T** necessarily view direct writers as any different than any other form of competition," Mr. Laub noted. "For one thing, they have relatively the same pricing policies."

He thinks the direct writers' captive agency system will break down to the point captive agents can place business with other carriers—provided they offer it to the home company first.

Why the liberalization on both sides of the fence? "I think all this will come about through the direct writers no longer having a price advantage," Mr. Laub pointed out. "The competition is very active, and they'll want to get as much business as they can."

business insurance

PERSPECTIVE

Talent scouting

BY MARIE KRAKOWIECKI

How does a broker on a tight budget afford top risk management expertise? Well, there's this underpaid risk manager at Ace Widget . . .

IN A YEAR when most brokers wanted to snap their eyes shut along with their pocketbooks whenever the ghost of added operating expenses haunted the financial horizon, the question of how top brokers are meeting demands for increased risk management expertise makes for an old-time saga of feast and famine.

While some scrambled to beef up their talent pools with every tactic from in-house training programs to pirating corporate risk men with promises of more money (a top brokerage account executive's salary is typically half again as much as a corporate risk manager's), others met the challenge mainly by refusing to acknowledge it exists.

Or many are, at least, assuming their risk management services of past years are adequate to meet future demands. "You can only invent the wheel once," the chairman of a top-ten brokerage firm said, using some primitive imagery. "To say there is anything new about risk management today is like saying sex in 1973 is different than sex was in 1800 B.C.—and it ain't."

"WE'RE not head hunters," laughed another brokerage executive in response to a query about brokerage industry recruitment drives in corporate risk management ranks. And although most sources insist the risk management talent flow is running five to one the other way, with defectors from brokerages to corporations, reports of brokers winning and wooing

corporate risk managers continue to circulate now more than they ever circulated in the past.

"Lately there has been some thought about hiring risk management people from corporations. It's an obvious and painless way for the brokers to gain talent," commented one top source who cited three instances where risk managers crossed the line from corporations to brokerage houses. But he said the trend is more in the planning than the action stages because many of brokerage firms' stock prices are down, and they are straining to cut costs and consolidate personnel and services.

RATHER than reveal what they are—or aren't—doing about stepping up their risk management capabilities, many large brokers will bubble over with familiar bromides about "why, all brokers are essentially risk men," or "we've never hired anybody who couldn't handle risk management services." But if they really believe this, they apparently haven't yet convinced all their corporate-buyer clients of it.

"I don't think there are more than two or three dozen people in the entire coun-

try who come to grips with risk management, and certainly the top talent does not lie with the brokers," declared a president of a risk management consulting firm.

Another corporate risk man who made his way up from the brokerage business said: "I don't think brokers use their talents to the best effect. They're still too concerned about the loss of commissions and prefer to spend their people investments more on mass merchandising and profit products rather than on risk management emphasis. And I've had enough experience from the brokerage side to know they don't give sufficient claims assistance to their buyers."

HE CONTINUED: "The biggest problem with brokers and the account executive approach is determining who's really responsible for an account." He indicated there were many cases of account executives winding up as middle men between buyers and suppliers, with no real idea of what their own responsibilities to the account should be, particularly from a risk management viewpoint.

A similar complaint was voiced by a corporate insurance manager who says he has suffered at the hands of account executives who were crackerjack producers and salesmen but near-incompetents when it came to risk management and administrative detail. "If a guy can sell, fine. Let him. But don't get him into administering my account if he doesn't know what he's doing."

He suggested that a division between sales people—top producers—and people who were strong in risk management and administrative detail could help the brokerages improve their risk management services to buyers and prevent a lot of account headaches.

WHILE the majority of brokers had nothing really new to say about risk management recruitment and training, there were a few notable or novel exceptions. Frank Schiff, president of Schiff Terhune International, revealed a twist in risk management talent scouting. Noting it was common for brokers with contacts to "help their friends," Mr. Schiff said his company,

rather than trying to corner all the risk management talent for itself, employs an ex-corporate risk man to act as a liaison officer for clients in need.

THAT IS, the broker will perform "searches" for replacements for a client which may have lost a valuable risk management person. And the service is free of charge as well.

Two other brokers indicated they were making vigorous efforts to improve risk management. At Marsh & McLennan, executive vp James Higgins described the National Services Organization he heads up to aid M&M account executives around the country with risk management problems. Started in 1971 but just picking up full steam about now, the NSO provides an in-house network of basic services through six geographical divisions. A broker in any regional M&M office can turn to the NSO for risk management advice on any number of categories from loss prevention to the management of captive insurance companies.

And Gordon Beamer, risk management specialist at Fred. S. James, said that broker is conducting a non-formalized training program to sensitize all personnel to the basics of risk management. He noted the James' firm philosophy currently being drummed into all employees is summarized in what he called the "risk management equation": "Maximizing risk management = minimizing the sum of self-insurance + purchased insurance + loss control expenses + risk management administration."

STILL, THE most prevalent picture emerging from the brokerage industry as a whole is one of a talent pool which moves on insurance services, but is molasses-like in its response to risk management. One director of risk management services summed up the feelings of many sources—both corporate and brokerage—when he stated: "Account executives at the big brokers are insurance specialists, not risk management professionals. They can do a great job on risk transfer, but to ask them to handle risk management is asking them to do a job for which they do not have the professional background."

Risk consultants

BY DAVID GRIMM

ALTHOUGH THEY'RE "outnumbered 10,000 to 1," the nation's insurance consultants are going to continue their kibitzing on the activities of the nation's brokers and agents, according to Donn McVeigh, partner in the West Coast consulting firm of Warren, McVeigh Associates, in San Francisco.

Mr. McVeigh, an ex-broker who claims he left that facet of the industry "for the professional fulfillment available in the consulting field" wagged a finger at his former colleagues for "lack of objectivity" but admitted the services performed by both groups are similar.

"If a broker is unhappy with having consultants in the corporate insurance purchasing field, it's because we're looking over his shoulder—we're auditing what they've done," Mr. McVeigh said.

"AFTER that, our services differ. For instance, continuing service isn't one of our fortes but management reports are," he revealed.

One Chicago broker, at least, doesn't agree. George Burrows, executive vp of Rollins Burdick Hunter Co. says, "I can remember one evaluation study done by a consultant for a client of ours. The major premise was that work comp costs could be improved through engineering improvements—which anybody knows. That report couldn't be more trite; the question is, how do you do it?"

"As large brokers," Mr. Burrows said, "it's our job to play all over the keyboard. The consultants can't do it, probably because of their lack of size. Let's face

it, we're interested in acquiring business and holding on to it."

Mr. Burrows admitted his experience with "some of the consultants" has been favorable. "In some fields, some of the firms, particularly those that are actuary-based, are going to become more sophisticated, especially in pensions."

In like manner, the consultants are willing to admit their broker brothers in the struggle have their good points. Of seven consultants queried, all said they have recommended brokers in the past for various specialty or permanent services.

ONE CASE of getting the most from both worlds is Insurance Consultants Inc., in St. Louis. Darwin Gervais, senior vp, said, "we're doing more business on a fee basis than ever before," although the company is basically a broker-agent type of operation, despite its name.

It's not only the broker biggies, apparently, who are getting their cues from the consultants. Johannsen-Farrar Inc., located in Delavan, Wis., (\$1.8 million in premiums last year) is entertaining "a possible fee basis for some of their work."

This is because, according to firm president Joseph Walters, "some of our proposals were being taken word for word and implemented on a self-insurance or other basis. Or the corporate manager was letting us do all the study work and then handing the job to his own broker or a friend," making the move to fee service a defense mechanism.

MERRITT SMITH, president of Baldwin & Lyons, based in Indianapolis, Ind., feels the service to clients is what is going to provide coalition between the two fac-

tions in the future.

"If a broker is doing a job, he's playing the role of consultant, anyway," Mr. Smith said. "In the future, the area of service is going to get much larger."

He cited one major corporation in his client file, a self-insurer with substantial limits, as having retained—and discharged—four consulting firms in the past 10 years.

On the other hand, consultants claim the markets are using more and more of their service to offset shady practices.

In 1967, when Chicago's McCormick Place convention and exhibition center was destroyed by fire in 1967, engineers and damage estimators, as well as claims presentation men were thrown into the breach by Ebasco Inc., the New York-based giant of insurance consulting.

THIS, according to Ebasco's claims specialist Bruce Suter, "put the management of the insurers on an even basis with the adjusters and agents."

A precarious situation exists, according to Mr. Suter, as to the status of his firm's services in New York state, however.

"If we want to secure licenses as brokers or agents, we can settle claims. The problem is, no true consultant wants to be a broker or an agent because his credibility as a true independent is compromised," Mr. Suter said.

It is this almost tenuous claim on independence which distinguishes the consultant from the broker or agent in the eye of the beholder—the corporate buyer.

CONSULTANTS go to any length to protect it, according to the consultants queried. They view their own acquisitions or firms seeking to acquire them with a

Insurance consultants versus brokers: Will the Hatfields and McCoys shake hands and come out brethren? Only in the movies . . .

jaundiced eye "in order to give the buyer an adequate picture of his corporate program so he can go to the broker with it."

"We try to give strength and perspective to the buyer so he knows what questions to ask. I think the broker would rather deal with an intelligent buyer" one said.

For this reason, particularly, consulting firms are targets of merger or acquisition tries by accounting or management consulting firms. But there the market stops, according to Robert Self, president of Ebasco.

"Business would go down the drain if a consultant were to sell to a broker because the accounts would then realize that their objectivity was challenged."

Robert Newhouse, president of Marsh & McLennan, which few would argue is the biggest broker and insurance service combine in the U.S., doesn't feel there is a conflict between what brokers and consultants are doing.

"If there is a conflict," he told *Business Insurance*, "it is mainly in opinion, as to which broker services are needed. Our posture as a national and international brokerage firm is, 'we have a consulting position with a client.' We feel, because of size and expertise, we can provide all the services the client will eventually use."

Mr. Newhouse anticipated no great increase in the already sizable amount of fee-only business generated by his company. "As one of the biggest benefit planners in the business, we do a lot on a billed basis," he said. "This is in two main areas, pensions and engineering, with engineering of particular impact in feasibility studies for the formation of captives."

"We, of course, would like to see this business grow," Mr. Newhouse said.



An Original
View of
Insurance



Frank B. Hall & Co., Inc.

Frank B. Hall's original view of risk management. What's in it for you?

Today's rapidly changing business conditions demand original approaches in meeting risk coverage responsibilities.

The need for original thinking will be even more crucial in the years ahead, as product and other liabilities escalate, as the scope of employee benefits broadens, as domestic corporations expand internationally, as laws change, and as yet unforeseen technological achievements become realities.

For an imaginative approach to solving these business problems, send for our new brochure, "An Original View of Insurance". You'll read about a new philosophy. One that

steers away from the traditional emphasis on sales or production, and stresses the broker's role as a member of your financial team.

You'll find out about the risk management services offered by Frank B. Hall. And about our staff of experienced counsellors who can help you make the decisions that can affect your company's profit margins, earnings per share and cash flow.

So if you're a corporate executive concerned with risk management and insurance, send for this free brochure today, and find out what Hall's innovative insurance programs can mean to you.

Att: Dept. M

Frank B. Hall & Company, Inc.
88 Pine Street, New York, N.Y. 10005

Dear Sirs:
Please send me your free brochure
"An Original View of Insurance".

Name _____

Title _____

Company Name _____

Address _____

City _____ State _____ Zip Code _____

An original view of insurance: Frank B. Hall & Co., Inc.

agent/broker profiles

Continued from page 107

	1971	1972
Premium vol.	\$ 1,760,000	\$ 1,875,000
Gross rev.	380,000	361,000
Employees	18	19

Principal officers: David W. Murphy, CPCU, president; Edward H. O'Keefe, CLU, treasurer; Edward L. Fahey, vp; Joseph M. McCusker, assistant treasurer. The company noted that 40% of last year's gross revenue was derived from commercial accounts; compensation is based strictly on commissions.

STEVENS ON INSURANCE ASSOCIATES INC.

880 S.W. First St., Miami, Fl. 33130; 305-377-9615

	1971	1972
Premium vol.	\$ 2,534,948	\$ 2,482,619
Gross rev.	511,282	478,276
Employees	14	17

Principal officers: Andrew E. Stevenson, CPCU, president; P.L. Webb Jr., vp; Robert F. Hosford III, vp; Campbell M. Wildman, CLU, vp.

The company reported last year, 60% of gross revenue was derived from commercial business; compensation is based on commissions.

Specialties of the firm include surety, marine, construction, and employe benefits.

STORER DAMON & LUND

148 State St., Boston, Ma. 02109; 617-523-2350

	1971	1972
Premium vol.	\$ 2,800,000	\$ 3,300,000
Gross rev.	588,000	608,000
Employees	22	24

Principal officers: nine partners. The company reported 60% of

1972's gross revenue was derived from commercial business; compensation is based strictly on commissions.

STROSS INSURANCE AGENCY

1929 Commerce St., Yorktown Heights, N.Y. 10598; 914-962-4600

	1971	1972
Premium vol.	\$ 1,000,000	\$ 1,250,000
Gross rev.	150,000	160,000
Employees	9	10

Principal officers: Robert J. Stross, owner; Frank Verdi, office manager. Acquisitions reported in past year: Quartet Agency Inc.; Kenneth B. Carlson Inc.; Chelsea Insurance Service.

The firm reported in 1972, 60% of gross revenue was derived from commercial business; compensation is based on a combination system.

Fire, casualty, bond and life insurance are offered as special services. Included in their list of specialties are retail stores, schools, large manufacturing plants and construction.

STURM-ROSEBERRY AND ASSOCIATES INC.

1301 Division St., P.O. Box 20175, Billings, Mt. 59102; 406-252-8491

	1971	1972
Premium vol.	\$ 1,287,000	\$ 1,450,000
Gross rev.	237,000	258,000
Employees	8	10

Principal officers: Carlyle F. Sturm, CPCU, president; Buck O.

Young, vp.

The company indicated 70% of last year's gross revenue was derived from commercial accounts; compensation is based solely on commissions.

Special services include loss control and engineering.

SUCESORES ENRIQUE GOMEZ INCORPORADA

Condominio Profesional, 6th floor, Mendez Vigo 70, P.O. Box 3458, Mayaguez, Puerto Rico 00708; 809-832-1020

	1971	1972
Premium vol.	\$ 3,000,000	\$ 5,000,000
Gross rev.	600,000	800,000
Employees	32	45

Principal officers: Luis A. Gomez, chairman of the board; Enrique Gomez Monagas, president; Luis A. Gomez Jr., executive vp; Dennis Hanftwurzel, manager. Subsidiaries: Aseguradora Patria, Aseguradora Vidas Patria, SAVAG Co.

The company indicated for 1972, 88% of gross revenue was derived from commercial business; compensation is based on a combination system.

Special services listed include employe benefits, loss control, OSHA consultation, engineering, workmen's compensation audits. The firm specializes in fidelity bonds, automobile dealers, surety bonds, financial institutions.

SWIMMER-WOLF CO.

Avenue of the States, Chester, Pa., 19013; 215-874-6321

	1971	1972
Premium vol.	\$ 1,150,000	\$ 1,300,000
Gross rev.	200,000+	225,000+
Employees	11	12

Principal officers: William J. Wolf, chairman; Alan N. Swimmer, president.

This firm indicated 82% of last year's gross revenue was derived from commercial business; compensation is based on a combination of fees and commissions.

SYNERCON CORP.

301 Plus Park Blvd., P.O. Box 1060, Nashville, Tn. 37202; 615-244-6281

	1971	1972
Premium vol.	\$ 26,000,000	\$ 84,000,000
Gross rev.	3,922,381	12,528,945
Employees	252	493

Principal officers: Webb Follin, chairman and treasurer; Hunter Armistead, vice chairman; Richard M. Miller, president and chief executive officer; J. Bransford Wallace, executive vp; William E. Booth, vp and secretary; Mark H. French, vp, finance; Donald R. King, vp, administration; William A. Scanlan, vp, marketing; Derrick N. Mee, assistant vp, personnel and organizational planning; Byron F. Stephens, assistant vp, office services and planning; Charles T. Booth, assistant secretary and assistant treasurer.

Branch offices: Birmingham, Atlanta, San Francisco, Denver, Louisville, Lexington Bowling Green, Murray, Madisonville, Carrollton, New Orleans, Shreveport, St. Louis, New York, Charlotte, Cleveland, Dayton, Cincinnati, Chattanooga, Memphis, Knoxville, Jackson, Johnson City, Greeneville, Hendersonville, Dallas, Madison, Hamilton, Milan, Singapore.

Subsidiaries: Armistead Miller Wallace Inc.; Armistead Miller Wallace Corp.; Armistead Miller Wallace International; Blair, Follin, Allen & Walker Inc.; Data Service Corp.; The Engel Agency Inc.; Hutchinson & Green Inc.; Kennedy, Sims, Sterchi & Cormack Inc.; Killebrew, Lyman & Woodworth Inc.; Loss Control Inc.; McWherter, Milligan & Reed Inc.; Synercon-

sultants Corp.; Worldwide Underwriters Inc.

Acquisitions reported in past year: The Engle Agency Inc.; Smith, Reed, Thompson & Ellis Co. Inc., Ingram, Armistead, Wallace Inc.; Kennedy, Sims, Sterchi & Cormack Inc.; Killebrew, Lyman & Woodworth Inc.

The firm noted in 1972, 90% of gross revenue was derived from commercial accounts; compensation is based on a combination system.

A full range of services is available. Specialties of the firm are professional, trade and other association insurance programs; department store and mercantile coverages; medical malpractice; employe communication programs; employe fringe benefit planning; business and individual life insurance planning; group term life, group ordinary life, group accident and health and salary continuance programs; mass merchandising programs; all forms marine; average adjusting; aviation; captive insurance company facilities; reinsurance; occupational safety and health engineering.

TAFF BROCKENBROUGH & RAGLAND

1112 E. Main St., Richmond, Va. 23219; 703-644-3043

	1971	1972
Premium vol.	\$ 3,700,000	\$ 3,500,000
Gross rev.	483,000	437,000
Employees	13	14

Principal officers: C. M. Morrison, partner; R. A. Sage, partner; C. B. Fraley, partner.

The company notes 60% of 1972 gross revenue was derived from commercial business; compensation is based on commissions.

Employe benefits was listed among the special services offered by the firm.

LYLE TALBOT AGENCY INC.

1500 San Pedro, N.E., Albuquerque, N.M. 87110; 505-266-5661

	1971	1972
Premium vol.	\$ 939,669	\$ 1,189,961
Gross rev.	171,233	222,478
Employees	13	14

Principal officers: Lyle Talbot, president; Frank Lewis, secretary-treasurer; R. W. Griffin, vp.

The company reported 50% of 1972 gross revenue was derived from commercial accounts; compensation is based on commissions only.

Special services listed include employe benefits.

TANENBAUM-HARBER CO. INC.

221 W. 57th St., New York, N.Y. 10019; 212-582-3040

	1971	1972
Premium vol.	\$ 20,000,000	\$ 22,000,000
Gross rev.	1,500,000	1,800,000
Employees	90	100

Principal officers: Robert K. Harris, chairman of the board; Robert J. Schneider, president; Bennet S. Harber, vp; Daniel E. Donovan, vp. Branch offices: Miami, correspondents throughout world. Subsidiaries: Common Market Agency Inc. Westchester Agency Inc.; Hartan Agency Inc.

The firm indicated 95% of 1972 gross revenue was derived from commercial accounts; compensation is based on a combination system.

A full range of services is available. Installation and management of corporate self-insurance programs, management of captive companies are the company's specialties.



MATTHEWS-DANIEL COMPANY

7015 GULF FREEWAY, SUITE 232
P.O. BOX 26836, HOUSTON, TEXAS 77032
TELEPHONE 713 644-1971

SURVEYORS • ADJUSTERS

DRILLING RIGS • WELL SERVICE UNITS

SPECIALIZED PETROLEUM SERVICE EQUIPMENT

COMMERCIAL HULLS • OFFSHORE STRUCTURES

The Million Dollar Mistake



The day you should have stayed in bed ... could be any day. A slight oversight on your property. Or a miscalculation behind the wheel. And suddenly you're faced with a catastrophic lawsuit.

That's the reason for Apex, a plan of personal umbrella liability insurance from Grain Dealers Mutual.

For as little as \$51 a year, it extends liability protection by one to five million dollars ... far beyond basic policies ... and even covers hazards they don't.

Apex covers an individual and his entire family. Yet cost is so low, the plan could be offered to key employees as a fringe benefit.

Write today for Grain Dealers' booklet explaining umbrella liability insurance and a folder describing Apex. Both are free.

Grain Dealers Mutual

INSURANCE COMPANY

Indianapolis, Ind. 46202 Western Dept.: Omaha, Nebr. 68102
Branch Office: Greensboro, N.C., San Francisco, Cal.
Member Company: Improved Risk Mutuals



TER BUSH & POWELL INC.

148 Clinton St., Schenectady, N.Y. 12301; 518-374-7751

	1971	1972
Premium vol.	\$30,000,000	\$30,000,000
Gross rev.	5,000,000+	5,000,000+
Employees	243	237

Principal officers: J. W. Campo, president; W. Aydelotte, sr. vp; V. deP. McMullin, sr. vp; W.P. Conboy, sr. vp; C.A. Peringian, sr. vp; William Keller Jr., sr. vp. Branch offices: Syracuse, New York City, Troy. Subsidiaries: George S. McKearin Inc.; Campo-Roberts; Harvey-Triumpho; Strever Agency.

This firm reported 75% of gross revenue last year was derived from commercial business; compensation is based on a combination system.

A full range of services is available.

THOITS INSURANCE SERVICE INC.

140 University Ave., Palo Alto, Ca. 94302; 415-324-0606

	1971	1972
Premium vol.	\$ 1,189,000	\$ 1,365,400
Gross rev.	202,130	204,464
Employees	10	11

Principal officers: Willis K. Thoits, president; Donald A. Way, vp.

This company notes 80% of gross revenue last year was derived from commercial business; compensation is based on commissions only.

A full range of services is available.

THE THORNING AGENCY INC.

759 N. Milwaukee St., Milwaukee, Wi. 53202; 1-414-276-0444

	1971	1972
Premium vol.	\$ 1,100,000	\$ 1,300,000
Gross rev.	165,000	195,000
Employees	7	9

Principal officers: Charles S. Thorning Jr., president; Ed A. Gorman Sr., secretary-treasurer.

The firm notes 60% of last year's gross revenue was derived from commercial business; compensation is based on commissions.

Special services offered by the firm include loss control, OSHA consultation, engineering meetings, appraisals. The specialty of the firm is commercial and large personal accounts.

TIDEWATER INSURANCE AGENCY INC.

Friendship International Airport, P.O. Box 8674, Baltimore, Md. 21240; 301-796-4600

	1971	1972
Premium vol.	\$ 5,900,000	\$ 7,600,000
Gross rev.	1,065,989	1,325,525
Employees	32	42

Principal officers: Harry W. Rodgers III, chairman of the board; William H. Landon, president; Thomas P. Murphy, CPCU, executive vp; William A. Rodgers, vp; W. Dale Hess, vp; John T. Kahl Jr., vp; Vance S. Goode, assistant vp; Girard H. Wheeler, comptroller. Subsidiaries: Zollman Associates Inc.

The firm reported 90% of gross revenue was derived from commercial business last year; compensation is based on a combination system.

Engineering and loss control were listed as special services provided by the firm.

TITAN AGENCIES INC.

East 81 State Highway No. 4, Paramus, N.J. 07652; 201-845-0040

	1971	1972
Premium vol.	\$25,000,000+	\$30,000,000+
Gross rev.	3,844,000	3,889,000
Employees	127	142

Principal officers: Paul L. Gross, president, Herzl B. Mendelsohn, divisional president; Herbert N. Zack, divisional president; Earl S. Lipnick, divisional president; Earl B. Gross, divisional president. Parent company: Titan Group Inc. Branch offices: Chicago, Miami, New York, Los Angeles. Subsidiaries: Titan Insurance Consultants.

The company reported 82% of 1972 gross revenue was derived from commercial accounts; compensation is based on a combination system.

A full range of services is available including claims and loss control, group and employee benefits, engineering, life. Specialties listed include commercial mass merchandising, construction industry, trucking.

JUSTIN TOKARSKI INSURANCE AGENCY

300 Union Ave., Rutherford, N.J. 07070; 201-939-7500

	1971	1972
Premium vol.	\$ 1,500,000	\$ 1,700,000
Gross rev.	250,000	270,000
Employees	17	15

Principal officers: Justin Tokarski, president; Bruce C. Dolin, vp; Bud Tammes, manager. Parent company: Justin Realty Group.

The firm notes 80% of 1972 gross revenue was derived from commercial business; compensation is based on a combination system.

Insurance analysis, mass merchandising, employee benefits, fire rate analysis were all listed as special services. Retail stores, indoor tennis club packages, bonds are all specialties of the company.

TRAFF & ASSOCIATES INC.

215 S. 11 St., Minneapolis Mn. 55403; 612-338-7511

	1971	1972
Premium vol.	\$ 5,750,000	\$ 6,500,000
Gross rev.	776,000	875,000
Employees	26	35

Principal officers: H.M. Aberg, chairman of the board; C. F. Traff Jr., president; R. F. Bina, executive vp; P. T. Studebaker, senior vp; John Howard, senior vp.

The company indicated 87% of 1972 gross revenue was derived from commercial accounts; compensation is based on a combination of fees and commissions.

Special services listed include employee benefits, risk management, corporate insurance audits, life insurance estate planning, premium financing. Specialties include Federal HUD bond contract, townhouse and condominiums, contract bonds, project home and townhouse builders risk, joint venture wrap-ups, financial and lease guarantees, valued heavy equipment floaters.

TRIANGLE INSURANCE INC.

14011 Ventura Blvd., Sherman Oaks, Ca. 91403; 213-872-2400

	1971	1972
Premium vol.	\$ 1,729,058	\$ 2,000,142
Gross rev.	267,628	379,309
Employees	15	19

Principal officers: Sy Maxwell, president; Maurice Jones, secretary; Bennett F. Witeby, treasurer. Acquisitions in past year: J. L. Bickelhaupt Insurance Agency, Melia Insurance, David Orshoff Insurance Agency.

The company announced 74% of last year's gross revenue was derived from commercial ac-

counts; compensation is based strictly on commissions.

Special services provided by the firm include employee benefits and association property and casualty programs.

TRIMBLE-BATJER INSURANCE

519 W. Beauregard, San Angelo, Tx. 76901; 915-655-5651

	1971	1972
Premium vol.	\$ 1,152,490	\$ 1,050,000
Gross rev.	230,311	208,552
Employees	5	5

Principal officers: Henry H. Batjer Jr.; James H. Cobb, Russell Trimble, Bernard Trimble.

The firm notes 47% of gross revenue was derived from commercial business last year; compensation is based on commissions.

Employee benefits and loss control were listed as special services offered by the company.

Publish Agent/Broker Profiles as Directory

Because of the demand for the profiles, tables, charts and analyses contained in the July 30 issue, this information will be published in the form of a 6" x 9" desk-top directory. The second annual *Business Insurance Directory of Commercial Insurance Agents & Brokers*, September, 1973, edition will contain this important information for use by corporate insurance buyers, financial institutions, consultants and government officials. Readers may order copies by filling in this coupon and mailing it to: *Business Insurance*, 740 Rush Street, Chicago, Il. 60611. Please send me _____ copy (s) of the *Business Insurance Directory of Commercial Insurance Agents & Brokers*, September 1973 edition.

NAME _____
 COMPANY _____
 CITY _____
 STATE _____
 ZIP _____
 Bill me at the above address

COST
1-9 copies
\$4.95 each
10 or more
\$3.95 each

FIDELITY'S MERIT PLAN OFFERS IMPORTANT BENEFITS TO BOTH EXECUTIVES AND AGENTS

The concept of the Merit Plan has executive appeal. It offers large amounts of insurance for executives at substantial discounts because of built-in tax advantages.

Merit is a payroll deductible insurance system which offers Term insurance and Cash Fund insurance, non-cancellable with guaranteed level premiums. A flexible benefit schedule means that a corporation can adopt a plan that is suitable to their size and particular needs. Administration of the plan is economical and easy.

The benefits of the Merit Plan extend to agents too. With Merit, agents receive ordinary life commissions on both permanent and term portions of the plan. And there is full ordinary commissions on the extra table rating of impaired risks. Merit also opens up a vast new market since the plan will cover companies with as few as two employees.

Get the full details and a complete rundown of all Merit advantages. Write to Director of Merit Sales, P.O. Box 2368, Richmond, Va. 23218 for details and a Fidelity Merit Plan Sales Kit.

Fidelity Bankers Life
 A Fidelity Corporation Company

CARL H. TRIPLETT CO.

1939 Harrison St., Oakland, Ca. 94546; 415-832-5322

	1971	1972
Premium vol. ...	\$ 3,200,000	\$ 3,100,000
Gross rev.	370,000	363,000
Employees	16	14

Principal officers: F. E. Bussey, president; S. P. Cantor, vp.

The company indicated 90% of 1972 gross revenue was derived from commercial accounts; compensation is based on a combination of fees and commissions.

It specializes in the field of aviation, ambulance, skate rinks and pest control.

TRUCKERS INSURANCE ASSN. INC.

P.O. Box 1494, 2901 Douglas, Des Moines, Ia. 50306; 515-274-3826

	1971	1972
Premium vol. ...	\$ 2,225,000	\$ 2,600,000
Gross rev.	450,000	720,000
Employees	8	11

Principal officers: Kenneth Albaugh, president; Harold J. McIntire, vp.

The firm notes 90% of 1972 gross revenue was derived from commercial accounts; compensation is based entirely on commission.

Special services described include group insurance, profit sharing and pension programs. Long-haul trucking is the firm's specialty.

F.C. TUCKER AGENCY

1841 N. Meridian St., Indianapolis, In. 46202; 317-925-3541

	1971	1972
Premium vol. ...	\$ 1,300,000	\$ 1,500,000
Gross rev.	230,845	255,269
Employees	10	12

Principal officers: Woody B. Hilburn, president; Roland S. Summercot, vp.

The firm notes 60% of 1972 gross revenue was derived from commercial accounts; compensation is based on a combination system.

The company offers a full range of services.

UNION ASSOCIATES OF NEW YORK INC.

86 S. Harrison St., East Orange, N.J. 07011; 201-678-8200

	1971	1972
Premium vol. ...	\$18,493,150	\$21,426,802
Gross rev.	1,400,000	1,500,000
Employees	30	42

Principal officers: David E. Kinney, president; Robert F. McDonnell, executive vp; Russell L. Bramich, vp; Donald H. Robertson, treasurer. Parent company: Allendale Mutual Insurance Co. Branch office: New York.

This company indicated 99% of last year's gross revenue was derived from commercial business; compensation is based on a combination of fees and commissions.

Special services described include loss control, engineering and OSHA consultation.

UNITED COVERAGE CONSULTANTS INC.

124 E. 39 St., New York, N.Y. 10016; 212-725-0505

	1971	1972
Premium vol. ...	\$ 3,500,000	\$ 3,500,000
Gross rev.	350,000	380,000
Employees	12	13

Principal officers: Philip M. Schlussel, chairman of the board and president; Alan M. Mack, senior vp. Parent company: United Coverage Group. Subsidiaries:

Robert Mack United Inc.; N & T Rosenthal Co., Physicians Insurance Agency.

This firm indicated 87% of gross revenue was derived from commercial accounts during the past year; compensation is based on a combination system.

Special services offered include risk management, employee benefits, loss control, bonding consultants. The company specializes in the areas of transportation, long haul trucking, construction, employee benefit plan, business insurance and estate planning.

UNITED GENERAL INSURANCE AGENCY INC.

10300 N. Central Expressway, Dallas, Tx. 75231; 214-369-9242

	1971	1972
Premium vol. ...	\$ 2,500,000	\$ 3,800,000
Gross rev.	256,617	371,589
Employees	8	12

Principal officers: M. Frank Miller, president; Kenneth O. Callaway, executive vp; Joseph B. Lyons Sr., vp. Branch office: Midland. Subsidiaries: United General Life Insurance Co.

The firm reported 95% of gross revenue in 1972 was derived from commercial business; compensation is based on a combination system.

Special service listed in the profile was loss control. Specialization of the firm is the oil industry.

UNITED INSURANCE CENTERS

220 Montgomery St., San Francisco, Ca. 94104; 415-982-1011

	1971	1972
Premium vol. ...	\$ 2,500,000	\$ 2,900,000
Gross rev.	385,000	427,000
Employees	21	24

Principal officers: Jack Rosen, partner; Edward Sheahan, partner; Brian Randolph, partner; Fred Nagle, partner. Branch offices: Menlo Park, San Jose, Sacramento, Redding.

The firm reported 75% of 1972 gross revenue was derived from commercial accounts; compensation is based on a combination system.

Construction, aviation, professional liability covers were listed as the company's specialties.

UNITED PALOMAR CO.

2022 Camino Del Rio N., Suite 815, San Diego, Ca. 92108; 714-291-9941

	1971	1972
Premium vol. ...	\$ 2,636,000	\$ 3,500,000
Gross rev.	593,000	660,000
Employees	27	29

Principal officers: R. Neil Gellatly, president; T. A. Bunn, vp; M. L. Fulkerson, vp; R. L. Mueller, vp. Parent company: Palomar Financial. Branch offices: Riverside, Tucson, Las Vegas. Acquisitions reported in past year: C. Young Agency, Hodges White Agency.

The company indicated 50% of 1972 gross revenue was commercial business; compensation is based on a combination system.

UNITED UNDERWRITERS INSURANCE SERVICE INC.

1300 E. Ninth St., Cleveland, Oh. 44114; 216-692-1800

	1971	1972
Premium vol. ...	\$ 700,000	\$ 1,100,000
Gross rev.	141,000	220,000
Employees	8	8

Principal officers: Larry London, executive vp. Parent company: Citizens Financial Corp.

The firm notes 50% of 1972 gross revenue was derived from commercial accounts; compensation is based on a combination of fees and commissions.

Special services listed include employee benefit programs, credit and mortgage insurance, estate analysis, hazard and liability insurance. The firm specializes in real estate-related coverages and commercial line mass merchandising.

LANIER UPSHAW INC.

P.O. Box 1647, 118 W. Lemon St., Lakeland, Fl. 33802; 813-686-2113

	1971	1972
Premium vol. ...	\$ 2,814,623	\$ 2,176,980
Gross rev.	442,188	466,949
Employees	21	21

Principal officers: Lanier Upshaw, CLU, president; C. W. Bovay, CPCU, vp; C. E. Adams, CPCU, secretary; Oscar Dalton, vp; Leo Taylor, treasurer.

The firm reported 35% of gross revenue in 1972 was derived from commercial accounts; compensation is based on a combination system.

Special services listed include commercial account surveys and insurance programming, counseling. The firm specializes in contractors accounts including surety bonds, aviation, packages, umbrellas, professional liability lines.

VALLEY VIEW INC./I.P.S. INC.

2811 Highway #55, St. Paul, Mn. 55121; 612-454-2177

	1971	1972
Premium vol. ...	\$ 3,305,000	\$ 3,896,000
Gross rev.	447,267	532,237
Employees	21	26

Principal officers: G. L. Johnson, president; R. M. Baumgartner, president; W. C. Baumgartner, senior vp; T. E. Napier, vp; J. F. Rendall, vp; S. L. Smith, vp; J. M. Downs, secretary-treasurer.

Branch office: Bemidji. Acquisition reported in 1972: First National Agency; Bemidji Insurance Agency.

The firm reported 66% of 1972 gross revenue was derived from commercial accounts; compensation is based on a combination system.

Special services available include group association marketing and development, agency management program, complete corporate analysis. Wholesale distribution packages are the firm's specialty.

VAN CAMP INSURANCE

307 E. 22 St., San Pedro, Ca. 90731; 213-832-2611

	1971	1972
Premium vol. ...	\$4,000,000*	\$4,000,000*
Gross rev.	500,000+	500,000+
Employees	32	35

*These figures do not include life and health figures.

Principal officers: T. C. Springfield, William E. Brady. Parent company: Jim Walter Corp. Branch office: Torrance.

Acquisition reported in past year: Fletcher Williamson Insurance Agency.

The company reported 85% of 1972 gross revenue was derived from commercial business; compensation is based on a combination system.

M. VAN GELDER & ASSOCIATES

218 N. Palmetto Av., P.O. Box 992, Orlando, Fl. 32802; 305-425-0501

	1971	1972
Premium vol. ...	\$ 1,200,000	\$ 1,800,000
Gross rev.	217,625	420,000
Employees	8	16

Principal officers: Martin van Gelder, president. The company notes 88% of 1972 gross revenue was derived from commercial business; compensation is based strictly on commissions.

A full range of services is available.

VAN GILDER AGENCY CO. INC.

800 Grant St., Suite 500, Denver, Co. 80203; 303-573-7500

	1971	1972
Premium vol. ...	\$ 1,343,646	\$ 1,720,216
Gross rev.	237,776	284,780
Employees	16	17

Principal officers: Dell Van Gilder Sr., president; Dell Van Gilder Jr., secretary; Robert P. Wheeler, executive vp. Merger reported in past year: Van Gilder Agency Co. Inc. and Wheeler & Co.

The firm notes that last year 68% of gross revenue was derived from commercial accounts; compensation is based entirely on commissions. It specializes in commercial accounts.

VAN SCHAACK INSURANCE AGENCY CO.

624 17th St., Denver, Co. 80202; 303-297-5000

	1971	1972
Premium vol. ...	\$10,878,169	\$11,118,527
Gross rev.	1,146,700	1,266,084
Employees	38	42

Principal officers: C. Wesley Scholze, CPCU, vp and general manager; E. E. Schmidt, vp and sales manager; Walter J. Wenger, CPCU, assistant vp and administrative manager. Parent company: Van Schaack & Co. Branch offices: Colorado Springs, Fort Collins, Los Angeles. Acquisition reported in past year: M. C. Moody & Co.

The firm notes that in the past year 90% of gross revenue was derived from commercial business; compensation is based

GALLAGHER-COLE ASSOCIATES



BAY POINT PLAZA BUILDING MIAMI, FLORIDA 33137
4700 BISCAYNE BOULEVARD PHONE: (305) 576-4100
PHIL C. GALLAGHER SAMUEL T. COLE

FLORIDA RISK SPECIALISTS

CONTACT us for
brokerage or countersignature on your Florida business

REPRESENTING

- | | |
|---------------------------------------|----------------------------|
| Aetna Casualty & Surety | Hartford, Connecticut |
| Aetna Insurance Company | Hartford, Connecticut |
| American Insurance Company | Newark, New Jersey |
| Argonaut Insurance Companies | Menlo Park, California |
| Associated Indemnity Corporation | San Francisco, California |
| Centennial Insurance Company | New York, New York |
| Consolidated Mutual Insurance Company | Brooklyn, New York |
| Continental Insurance Company | New York, New York |
| Federal Insurance Company | Short Hills, New Jersey |
| Fidelity & Deposit Co. of Maryland | Baltimore, Maryland |
| Firemans Fund Insurance Company | San Francisco, California |
| Hartford Accident & Indemnity | Hartford, Connecticut |
| Hartford Steam Boiler | Hartford, Connecticut |
| Highlands Insurance Company | Houston, Texas |
| Home Indemnity Company | New York, New York |
| Home Insurance Company | New York, New York |
| Imperial Insurance Company | Los Angeles, California |
| Insurance Company of North America | Philadelphia, Pennsylvania |
| Lumbermens Mutual Insurance Company | Mansfield, Ohio |
| New Hampshire Insurance Company | Manchester, New Hampshire |
| Seaboard Surety Company | New York, New York |
| Signal Insurance Company | Los Angeles, California |
| Unigard Insurance Company | Seattle, Washington |
| Unigard Mutual Insurance Company | Seattle, Washington |
| U. S. Fidelity & Guaranty Company | Baltimore, Maryland |
| U. S. Fire Insurance Company | New York, New York |

LICENSED SURPLUS LINES AGENTS

strictly on commissions.

Group life and employe benefits are included in the firm's list of special services. Its specialty is aviation insurance.

VAN ZANDT, EMRICH & CARY INC.

210 Starks Bldg., Louisville, Ky. 40202; 502-585-2351

	1971	1972
Premium vol.	\$ 1,250,000	\$ 1,300,000
Gross rev.	240,000	250,000
Employes	8	9

Principal officers: J. M. Van Zandt, Claud I. Emrich Jr., Arthur Cary. The firm notes that last year 60% of gross revenue was derived from commercial accounts.

VASSAU-McCORMICK INC.

522 Clermont St., Antigo, WI. 54409; 715-623-3731

	1971	1972
Premium vol.	\$ 960,000	\$ 1,150,000
Gross rev.	149,500	175,000
Employes	6	7

Principal officers: Robert L. McCormick, president; Louis Zorazil, vp.

The firm indicated 75% of 1972 gross revenue was derived from commercial businesses; compensation is based on a combination system.

Employe benefits, estate analysis, real estate appraisal, loss control, risk management, manuscript coverages are special services available. Specialties include corporate life and health, commercial property/casualty, association/franchise, real estate.

VOLUNTEER INSURANCE AGENCY INC.

13 Main St., Concord, Ma. 01742; 617-259-9656

	1971	1972
Premium vol.	\$ 2,400,000	\$ 3,000,000
Gross rev.	600,000	700,000
Employes	21	30

Principal officers: R. U. Johnson, president; H. Russell Perry;

treasurer; F. H. Bubier, vp; J. R. Riley, vp; A. J. Hodgess, vp. Branch office: Bedford, Beverly, Carlisle, Burlington, Maynard.

The company reported 50% of gross revenue was derived from commercial business; compensation is based on commission.

Special services described include consultation, rate engineering, employe benefit plans.

VORDERMEIER INSURANCE

2200 E. Oakland Park Blvd., Ft. Lauderdale, Fl. 33306; 305-564-6301

	1971	1972
Premium vol.	\$ 891,000	\$ 1,120,000
Gross rev.	175,318	184,000
Employes	5	7

Principal officers: Kenneth F. Vordermeier, Brian A. Gibbs. The firm reported 82% of 1972 gross revenue was derived from commercial accounts; compensation is based strictly on commissions.

WABER-ODELL CO.

300 E. Lancaster Ave., Wynne-wood, Pa. 19096; 215-878-9610

	1971	1972
Premium vol.	\$ 5,672,000	\$ 5,852,000
Gross rev.	1,158,000	1,138,000
Employes	38	44

Principal officers: Harry Waber, chairman; Jerry Odell, president; Leon Kattleman, vp; Michael Studner, vp; Louis Brooks, vp; Morton Waber, secretary-treasurer. Parent company: Trio Management Inc. Subsidiaries: Montgomery General Insurance Co.; Montgomery General Insurance Co. of New Jersey; Mainline Agency; Personal Insurance Services Inc. Acquisition reported in past year: Lafayette Insurance Agency.

The firm notes 98% of 1972 gross revenue was derived from commercial accounts; compensation is based on a combination of fees and commissions.

Special services listed include employe benefits and engineering.

WACHOVIA INSURANCE AGENCY INC.

P.O. Box 450, Winston-Salem, N.C. 27102; 919-748-5421

	1971	1972
Premium vol.	\$ 9,500,000	\$10,000,000+
Gross rev.	1,500,000	1,550,000
Employes	67	68

Principal officers: Edmund G. Langhorne, president. Parent company: Wachovia Corp. Branch offices: Asheville, Greensboro, Greenville, High Point, Kinston, Salisbury, Wilmington.

The company notes 70% of 1972 gross revenue was derived from commercial accounts; compensation is based on a combination system.

Aviation, bankers blanket bonds, large manufacturing risks, risk management, consulting work are all special services offered through this firm.

WAGNER-TAYLOR CO.

Ludlow St. & Copley Rd., Upper Darby, Pa. 19082; 215-352-4300

	1971	1972
Premium vol.	\$ 1,758,605	\$ 1,742,359
Gross rev.	258,880	249,083
Employes	18	15

Principal officers: Eugene L. Fidell, secretary; Paul N. Gery, president; H. Kelsey Partridge Jr., vp.

The firm indicated 60% of gross revenue for 1972 was derived from commercial accounts; compensation is based on a combination system.

Loss control and engineering are special services provided by the company.

WALKE-PARKS INSURANCE CORP.

122 Royster Bldg., Norfolk, Va. 12510; 804-622-4361

	1971	1972
Premium vol.	\$ 847,270	\$ 1,011,121
Gross rev.	170,704	195,451
Employes	11	11

Principal officers: Littleton W. Parks, president and treasurer; Peter R. I. Pine, vp; R. E. B. Stewart III, vp; Roger E. Clarke, Jr. vp; Nanette R. Jennings, secretary.

The company reported 63% of gross revenue in 1972 was derived from commercial accounts; compensation is based on a combination system.

Special services listed include employe benefits. Included in the list of specialties are ocean marine cover, seaport oriented risks, and surety bonds.

WALLACE & SKILES

2020 Live Oak, Dallas, Tx. 75201; 214-741-5913

	1971	1972
Premium vol.	\$ 1,871,000	\$ 2,130,000
Gross rev.	287,570	307,803
Employes	16	17

Principal officers: W. Blair Skiles, partner; David N. Snell, CPCU, partner; Patrick J. Bonds, partner. Parent company: Home Agency Inc.

The firm notes 65% of gross revenue in 1972 was derived from commercial accounts; compensation is based on a combination of fees and commissions.

A full range of services is available.

RALPH D. WARNE & ASSOCIATES INC.

2074 Arlington Ave., Columbus, Oh. 43221; 614-486-9393

	1971	1972
Premium vol.	\$ 791,000	\$ 1,072,000
Gross rev.	126,782	157,085
Employes	5	5

Principal officers: Ralph D. Warne, president; John J. Zuccaro Jr., vp.

The company notes 98% of last year's gross revenue was derived from commercial business; compensation is based strictly on commissions.

Employe benefits are offered as a special service. Nursing homes, hospitals, special malpractice covers are specialties of this company.


WAYLAND HANCOCK INSURANCE AGENCY

1925 Lexington, Houston, Tx. 77006; 713-528-5383

	1971	1972
Premium vol.	\$ 1,671,000	\$ 2,236,000
Gross rev.	309,000	427,600
Employes	15	18

Principal officers: Wayland "Buddy" Hancock, partner; R. J. (Hollis) Waldt, partner. Subsidiaries: Wayland Hancock Co. Ac-

The right team is **POSITIVE SECURITY** And, from smartly uniformed Guardettes, to especially trained Security Guard Personnel, to competent, experienced Investigators, Supervisors, and Managers, Advance can provide the right team to fill your needs.





We provide systems tailored to the particular needs of our client facilities, and their budgets! That's why Advance is now one of the nation's largest security service companies with division offices throughout the United States. Along with companies like American LaFrance, Badger-Powhattan, and "Automatic" Sprinkler Corporation, Advance is a division of American LaFrance Inc., the world's largest company providing integrated fire, safety, and security service systems and equipment.

For further information, call or write Steve Van Cleave, Vice President.

ADVANCE Industrial Security
 Post Office Box 1709—Atlanta, Georgia 30301
 (404) 351-5800
 Division of American LaFrance Inc. — An A-T-O Subsidiary

How To Buy Insurance For A Corporation

How To Buy Insurance For A Corporation

by Bion H. Francis

As the insurance manager's function becomes more complex, and responsibilities increase, the need for informed decisions becomes extremely important. In response to this, BUSINESS INSURANCE has published a series of articles by Bion H. Francis which will help you deal effectively and confidently with a variety of insurance problems.

Bion Francis brings to the subject of insurance buying and risk management a wide range of practical experience in the field. He is presently an insurance consultant in Milford, Connecticut and a frequent contributor to BUSINESS INSURANCE.

In this booklet, a reprint of a recent series in BUSINESS INSURANCE, Mr. Francis discusses such topics as competitive bidders as opposed to negotiations, methods of selecting bidders, the self-insurance alternative, the role of management, tips for the risk man when handling catastrophe situations, and others. This booklet should be part of the background of anyone who buys insurance or manages risks for a corporation.

Please send me _____ copies of How To Buy Insurance For A Corporation

Single copy price \$3.50 101 to 300 copies \$3.00
 11 to 100 copies \$3.25 Over 300 copies \$2.75

Check for \$_____ enclosed. Illinois residents please add 5% sales-tax.

Name _____ Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____

SEND TO: Book Department, Business Insurance
 740 Rush St., Chicago, Illinois 60611

quisition reported in past year: Charles Gilbert Agency.

The firm notes 50% of 1972 gross revenue was derived from commercial accounts; compensation is based on a combination system.

Special services listed include life insurance summaries and programming, pension, profit sharing, estate planning, employe benefit counseling, mutual funds, real estate, complete financial counseling. Professional fire and casualty insurance surveys for commercial accounts are the company's specialties.

IRVING WEBER ASSOCIATES INC.

373 Park Ave. S., New York, N.Y. 10016; 212-689-9780

	1971	1972
Premium vol. ..	\$ 4,200,000	\$ 5,240,000
Gross rev.	591,707	723,695
Employees	22	27

Principal officers: Irving Weber, president; Shaby Shemtob, vp; Dennis M. Weber, vp; Philip Barth, secretary; Martin P. Carter, treasurer. Branch office: Mt. Vernon. Subsidiaries: Weber & Rutkoff.

The company indicated 92% of gross revenue in 1972 was derived from commercial accounts; compensation is based on a combination system.

Special services described include trade association plans, safety engineering, employe group benefits. Specialties listed include workmen's compensation safety group plans, group health plans, furniture manufacturers, food processing industry, dry cleaning industry and laundry industry.

WEINER-LUDWIG INC.

255 Blvd., Hasbrouck Heights, N.J. 07604; 201-288-9044

	1971	1972
Premium vol. ..	\$ 1,700,000	\$ 2,500,000
Gross rev.	235,000	313,000
Employees	9	13

Principal officers: Joseph Weiner, president; Kenneth W. Ludwig, vp; Robert C. H. Weiner, treasurer.

This firm reported 90% of 1972 gross revenue was derived from commercial accounts; compensation is based on a combination system.

Special services described include loss control, inspection, appraisal services, OSHA consultation, fire rating services, coordination of safety services between companies and insureds. Specialties of the firm are in the area of factories, manufacturing, graphic arts, printing, embroidery manufacturers, professional liability and malpractice.

ROBERT S. WEISS & ASSOCIATES INC.

441 Summer St., Stamford, Ct. 06901; 203-359-4600

	1971	1972
Premium vol. ..	\$ 4,000,000	\$ 4,600,000
Gross rev.	480,000	530,000
Employees	14	16

Principal officers: Robert S. Weiss, president and treasurer; Richard J. Rosum, vp; Joseph J. Fiorello, vp.

This firm indicated 70% of gross revenue was derived from commercial business last year; compensation is based on a combination system.

It offers a full range of services and specializes in large mass marketing accounts.

WELLINGTON AGENCIES INC.

3460 Wilshire Blvd., Suite 401, Los Angeles, Ca. 90010; 213-380-3050

	1971	1972
Premium vol. ..	\$ 2,300,000	\$ 2,500,000
Gross rev.	350,000	400,000
Employees	9	14

Principal officers: Wilbert W. Stein, president; John Antignas, vp and secretary; Gerald Richbook, vp and treasurer. Merger reported in past year: Andrew Z. Meyer Inc.; Stein, Antignas, Kent Inc.; Associated Insurance Counselors; Robert Levin Associates all merged to form this company.

The firm notes 65% of 1972's gross revenue was derived from commercial business; compensation is based strictly on commissions.

Specialties of the firm were listed as manufacturers, service industries, community antennae tv systems.

WESTERN SERVICE AGENCY INC.

1510 High St., P.O. Box 18283, Denver, Co. 80218; 303-388-4271

	1971	1972
Premium vol. ..	\$ 1,200,000	\$ 4,200,000
Gross rev.	265,000	788,000
Employees	11	34

Principal officers: Paul R. O'Malley, executive vp; Joseph Arck, vp; Florence Wainner, vp; T. J. Nelson, assistant vp; S. R. Snyder, assistant vp; M. J. Brown, assistant secretary. Parent company: Western Federal Savings & Loan Association of Denver. Branch offices: Colorado Springs, Fort Collins, Alamosa, Monte Vista. Subsidiaries: San Luis Valley Agency, San Luis Valley Agency of Monte Vista. Acquisitions reported in past year: Grady's Agency, B & B Insurance Inc.; Lee Agency Company; Keyman Associates Inc.; Carl G. Morse Agency Inc.

The firm reported 39% of 1972 gross revenue was derived from commercial business; compensation is based on a combination system.

Special services include commercial consultations, appraisals, fire rate analysis. The firm specializes in fidelity bonds, surety, contractors, special workmen's compensation plans, estate planning, mobile home specialty markets.

WEYMAN WILLINGHAM & CO.

P.O. Box 13499, 441 33 St., N., St. Petersburg, Fl. 33733; 813-896-1141

	1971	1972
Premium vol. ..	\$ 1,500,000	\$ 2,000,000
Gross rev.	250,000	300,000
Employees	11	17

Principal officers: Weyman Willingham Jr., president; Frank Vera Jr., vp; John R. Funk III, secretary-treasurer. Merger reported in past year: Weyman Willingham & Co., Earle W. Day & Associates, and Standard Underwriters merged.

The company notes 65% of gross revenue in the last year was derived from commercial business; compensation is based on commissions only.

The firm is a specialist in the field of mobile home manufacturing.

WHITAKER-MYER INSURANCE AGENCY INC.

P.O. Box 776, Wooster, Oh. 44691; 216-264-4800

	1971	1972
Premium vol. ..	\$ 1,337,000	\$ 1,439,800
Gross rev.	261,900	261,800
Employees	12	12

Principal officers: Ivan Steiner Jr., CPCU, president; Robert M. Anderson, CPCU, treasurer; Richard K. Jones, CPCU, secretary.

The firm reported 60% of gross revenue in 1972 was derived from commercial business; compensation is based strictly on commissions.

Valuation estimates are offered as a special service of the firm.

WHITSITT, RALSTON & STIFF AGENCY

600 N. Main St., McAllen, Tx. 78501; 512-682-2841

	1971	1972
Premium vol. ..	\$ 989,478	\$ 1,156,675
Gross rev.	210,000	240,000
Employees	11	15

Principal officers: W. E. Whittitt, Robert E. Stiff.

The firm indicated 62% of gross revenue in 1972 was derived from commercial business; compensation is based on commissions.

Included as special services are risk management, property valuations, mutual funds, group and annuity, OSHA consultation, loss control.

ED WHITTEMORE CO.

1938 Pacific Ave., Long Beach, Ca. 90806; 213-591-1355

	1971	1972
Premium vol. ..	\$ 1,508,907	\$ 1,550,875
Gross rev.	194,295	207,127
Employees	10	10

Principal officers: Ed Whittemore, president; Margaret Whittemore, vp; Kathleen Belt, secretary; Margy Keith, treasurer.

The company notes 98% of gross revenue was derived from commercial accounts last year; compensation is based on commissions.

A special service of the firm is employe benefit programs.

WICKE & LOWENFELD INC.

251-20 Hillside Ave., Floral Park, N.Y. 11004; 212-347-6400

	1971	1972
Premium vol. ..	\$ 1,250,000	\$ 1,250,000
Gross rev.	200,000	200,000
Employees	14	14

Principal officers: LeRoy S. Lowenfeld, president; Clifford W. Wicke, secretary-treasurer. Branch office: Valley Stream. Subsidiaries: Michel-Plath Agency Inc.; Interboro Insurance Associates.

Compensation is based on commissions.

The firm's specialty is ocean cargo.

WILKINS AGENCY INC.

59 Main St., Lake Placid, N.Y. 12946; 518-523-2547

	1971	1972
Premium vol. ..	\$ 1,000,000	\$ 1,100,000
Gross rev.	200,000	225,000
Employees	13	15

Principal officers: John M. Wilkins, president. Branch office: Keene.

The firm reports 60% of 1972 gross revenue was derived from commercial accounts; compensation is based on a combination system.

Special services listed include real estate appraisals and marketing.

WILKOFF ASSOCIATES INC.

41 Kew Gardens Rd., Kew Gardens, N.Y. 11415; 212-261-8000

	1971	1972
Premium vol. ..	\$ 1,000,000	\$ 1,000,000
Gross rev.	\$ 140,000	\$ 158,000
Employees	4	4



PRITCHARD & BAIRD, INC.

REINSURANCE

FACULTATIVE AND TREATY

299 MADISON AVE., MORRISTOWN, N.J. 07960

3550 WILSHIRE BLVD., LOS ANGELES, CA. 90010

HOW TO ASSEMBLE A FRELINGHUYSEN

The only tools necessary are a telephone or a pen. You're now ready to call or write J. S. Frelinghuysen, one of the most active insurance brokerage firms in the country. Their talents are geared to serving the large as well as the smaller corporation. And their capabilities range from utilizing international marketing facilities to bringing a unique and expert approach to self insurance. Along with providing comprehensive supporting services, their experienced staff is always ready to seek out innovative solutions to the insurance problems and needs of their clients.

It's no wonder that J. S. Frelinghuysen has been called upon to serve as broker and advisor to some of the largest and most active corporations around the world.

Wherever you are located, if you are considering an insurance broker or consultant for an account review, or a specific quotation, call or write Earle S. Rynston, Executive V.P., today. You'll like the way a Frelinghuysen is put together.



J. S. Frelinghuysen Corporation

20 Vesey Street, New York, New York 10007 (212) 349-2112
A Fidelity Company

Principal officers: Gerald J. Wilkoff, CPCU, CLU, president. Subsidiaries: Armando Martin Associates; Trylon Brokerage Co. Acquisition reported in past year: Trylon Brokerage Co.

This firm noted 45% of gross revenue in 1972 was derived from commercial accounts; compensation is based on commissions only.

Loss control and engineering were listed as special services.

WILLIAMS INSURANCE AGENCY INC.

116 East Third St., P.O. Box 266, Crowley, La. 70526; 318-783-6346

	1971	1972
Premium vol.	\$ 945,000	\$ 1,050,000
Gross rev.	145,000	160,000
Employees	6	7

Principal officers: Sims C. Williams, president; Donnaud B. Williams, secretary-treasurer; Sims C. Williams Jr., assistant secretary-treasurer.

The firm noted 60% of gross revenue in 1972 was derived from commercial business; compensation is based on a combination system.

Special services provided include property appraisals, risk analysis and OSHA consultations. The company specializes in property-liability programs on grain mills and elevators, fleet and non-fleet truckmen, land and offshore oil service risks.

JOHN J. WILLIAMS INSURANCE AGENCY INC.

141 Milk St., Boston, Ma. 02109; 617-426-4087

	1971	1972
Premium vol.	\$ 1,100,000	\$ 1,300,000
Gross rev.	150,000	175,000
Employees	3	5

Principal officers: John J. Williams, president.

The firm notes 85% of last year's gross revenue was derived from commercial accounts; compensation is based on a combination of fees and commissions.

A special service offered by the firm is consultations. The company specializes in new car dealers and leasing, apartment, condominium complexes, nursing homes, contractors, surety bonds.

WILLIAMS-DWYER CO.

Suite 500, Hamilton Bldg., P.O. Drawer 270, Wichita Falls, Tx. 76307; 817-723-7372

	1971	1972
Premium vol.	\$ 3,600,000	\$ 4,100,000
Gross rev.	622,000	687,000
Employees	32	34

Principal officers: Louis R. Bloodworth Sr., partner; R. R. Anderson, partner; N. W. Beisel, partner; Louis Bloodworth Jr., partner; DeVale Cox, partner; Keith Fiscus, partner; J. W. Martin, partner; James E. Parks, partner; Marvin E. Traywick, partner. Branch office: Dallas. Subsidiaries: Geo. D. McClure Agency.

The firm notes 72% of last year's gross revenue was derived from commercial accounts; compensation is based on a combination system.

A full range of services is available.

WILSON & CO. INSURANCE

11750 Shaker Blvd., Cleveland, Oh. 44120; 216-991-5800

	1971	1972
Premium vol.	\$ 1,250,000	\$ 1,450,000
Gross rev.	222,500	242,000
Employees	10	10

Principal officers: William E.

Wilson, president; Ronald A. Hanlon, secretary; Marie D. Wilson, treasurer.

The firm notes 50% of gross 1972 revenue was derived from commercial accounts; compensation is based strictly on commissions.

The company specializes in fidelity and surety bonds.

MARTIN WITZBURG & SON

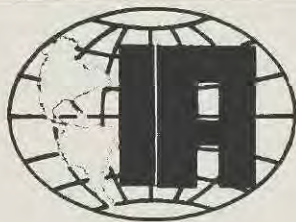
2022 Morris Ave., Union, N.J. 07083; 201-687-2244

	1971	1972
Premium vol.	\$ 2,605,000	\$ 2,200,000
Gross rev.	185,000	180,000
Employees	8	8

Principal officers: Charles P. Witzburg, owner.

The company reported 80% of gross revenue in 1972 was derived from commercial business; compensation is based on a combination system.

A full range of services is available.



INTERAMERICAN BROKERAGE CORP. • 99 JOHN STREET • NEW YORK 10038

BEEKMAN 3-5790

INSURANCE BROKERS • CABLE ADDRESS: INTERBROKE

**SPECIALISTS
IN
DIRECTORS & OFFICERS
LIABILITY**

Contact Us For Your Requirements

If insurance is a personal service business, doesn't it make sense to insure through the most logical source of personal service—an independent broker? Assurex offices are independents, but united independents. United through Assurex, to provide you with multicity and multinational facilities. And professional excellence everywhere!



**Assurex
INTERNATIONAL**

**RISK MANAGEMENT
INSURANCE
RELATED FINANCIAL SERVICES**

OFFICES IN PRINCIPAL CITIES EVERYWHERE

- ALABAMA, Mobile; Thames & Batre
- ARIZONA, Phoenix; National-Heard Insurance
- ARKANSAS, Little Rock; Rector-Means and Rowland, Inc.
- CALIFORNIA, Los Angeles; Kindler, Lauci & Day San Francisco; Clifton & Company
- CANADA, Manitoba, Winnipeg; Ryan Agency Limited Ontario, Toronto; Tomenson, Saunders Limited Quebec, Montreal; E. A. Whitehead Ltd.
- COLORADO, Denver; Warren & Sommer, Inc.
- CONNECTICUT, Hartford; Allen, Russell & Allen, Inc.
- DISTRICT OF COLUMBIA, Washington; Howard & Hoffman Inc.
- FLORIDA, Miami; D. R. Mead & Company
- GEORGIA, Savannah; Palmer & Cay, Inc.
- HAWAII, Honolulu; American Mutual Underwriters, Limited
- INDIANA, Indianapolis; Robert N. Bowen & Associates, Inc.
- IOWA, Des Moines; LaMair-Mulock-Condor Co.
- KENTUCKY, Louisville; Nahm, Turner, Vaughan & Landrum, Inc.
- LOUISIANA, New Orleans; Gillis, Hulse & Colcock, Inc.
- MAINE, Portland; Morse, Payson & Noyes
- MARYLAND, Baltimore; Riggs, Counselman, Michaels & Downes, Inc.
- MASSACHUSETTS, Lowell; Fred. C. Church, Inc.
- MEXICO, Mexico; Kennedy & Hijo, A.P.
- MICHIGAN, Detroit; General Underwriters, Inc.
- MINNESOTA, Minneapolis; Brandow Howard Kohler & Rosenbloom, Inc.
- MISSISSIPPI, Jackson; Fox-Everett, Inc.
- MISSOURI, St. Louis; Lawton-Byrne-Bruner

- NEW HAMPSHIRE, Rochester; Kendall Insurance, Inc.
- NEW JERSEY, Millburn; Donnelly Brothers
- NEW YORK, Buffalo; Laverack & Haines, Inc. New York; John F. Curry Agency, Inc.
- NORTH CAROLINA, Charlotte; James J. Harris & Company Greensboro; The Furman Co.
- OHIO, Cincinnati; A. W. Shell & Company Cleveland; The W. F. Ryan Corporation Columbus; The McElroy-Minister Company
- OKLAHOMA, Oklahoma City; Ancel Earp, McEldowney & Associates, Inc.
- OREGON, Portland; Jewett, Barton, Leavy & Kern
- PENNSYLVANIA, Philadelphia; H. C. Knight & Company
- SOUTH CAROLINA, Columbia - Greenville; The Furman Co.
- TENNESSEE, Memphis; E. H. Crump & Company
- TEXAS, Houston; Langham, Langston & Dyer Dallas; Roach-Howard-Smith-Kemp & Hunter, Inc.
- UTAH, Salt Lake City; Ed. D. Smith & Sons
- VIRGINIA, Richmond; DeJarnette & Paul, Inc.
- WASHINGTON, Seattle; LaBow, Haynes Company, Inc.
- WEST VIRGINIA, Charleston; McDonough-Caperton-Shepherd-Goldsmith
- WISCONSIN, Milwaukee; The Laub Group Inc.

- ARGENTINA, AUSTRALIA, BELGIUM, ECUADOR, ENGLAND, FRANCE, GERMANY, IRELAND, ITALY, NETHERLANDS, NEW ZEALAND, PERU, PHILIPPINES, SWITZERLAND, VENEZUELA

HENRY E. WOOD & ASSOCIATES INC.

161 William St., New York, N.Y. 10038; 212-267-7800

	1971	1972
Premium vol. ...	\$ 5,000,000	\$ 6,000,000
Gross rev.	586,000	626,000
Employees	32	36

Principal officers: Arthur C. Smith, chairman; William I. Armend, president; Joseph B. Dillenbeck, vp and general manager; Ralph W. Hamilton, vp and treasurer; John H. Evans, vp; Fred W. Bulow, secretary; John H. Roth, assistant vp.

The company indicated 77% of 1972 gross revenue was derived from commercial accounts; compensation is based on a combination system.

THOMAS E. WOOD INC.

1500 Carew Tower, Cincinnati, Oh. 45202; 513-381-1500

	1971	1972
Premium vol. ...	\$10,154,000	\$10,752,000
Gross rev.	1,769,000	1,830,000
Employees	88	90

Principal officers: Thomas J. Klinedinst, president; David J. O'Donnell, executive vp; John W. Angus, vp; Herbert Kuppin, vp; Morris Edwards, vp; T. J. Klinedinst Jr., vp; Paul Swanson, vp; John M. Sligar, vp; George Jacobs, vp; Edward Bowmann, vp; Donald Jennings, vp. Subsidiaries: Wood Underwriters Inc.

The company noted 35% of last year's gross revenue was derived from commercial accounts;

compensation is based solely on commissions.

A full range of employe benefit services is available. Principal areas of specialization are financial institutions, public utility companies, construction and bonding operations.

WOODRUFF-ROBINSON CO.

1501 13th St., Columbus, Ga. 31901; 404-324-6671

	1971	1972
Premium vol. ...	\$ 2,100,000	\$ 2,600,000
Gross rev.	371,000	412,600
Employees	21	21

Principal officers: Frank A. Robinson Jr., president; Robert E. Dismukes, vp; G. Frank Thompson, secretary; Porter G. Pease, treasurer.

The firm indicated 66% of gross revenue in 1972 was derived from commercial accounts; compensation is based on a combination system.

Special services listed include employe benefits, fire rate analysis, property appraisal and loss control. Listed as specialties of the firm were mercantile programs, mass marketing, apartment and condominium planning and wrap-up, association-franchise programs and dealer distributors.

WORCESTER COUNTY INSURANCE AGENCIES INC.

390 Main St., Worcester, Ma. 01608; 617-791-2241

	1971	1972
Premium vol. ...	\$ 4,800,000	\$ 5,200,000
Gross rev.	850,000	910,000
Employees	22	25

Principal officers: William F. Sullivan, president; William Carrick, treasurer; Robert F. Green, executive vp. Member Associates: Carrick Agencies; Greene & Bates Inc.; Green & Heywood Inc.; Carberry-Collins Insurance Inc.; MacShowson Insurance; Green, Isenberg & Small Inc.; William F. Sullivan Insurance Inc.

The company indicated 40% of gross revenue was derived from commercial business last year; compensation is based on a combination of fees and commissions.

A full range of services is available

WRIGHT & CO.

1001 Connecticut Ave., N.W., Washington, D.C. 20036; 202-393-1550

	1971	1972
Premium vol. ...	\$ 1,051,000	\$ 1,500,000
Gross rev.	428,221	504,000
Employees	10	12

Principal officers: Frank L. Wright, president; Betty R. Wright, vp and treasurer; Michael R. Ward, vp; Joseph W. Rogers, vp; Robert M. Beckman, secretary.

The company indicated 95% of gross revenue was derived from commercial accounts last year; compensation is based on a combination system.

Special services listed include

employe benefits and related services. Specialties of the firm include claim payment and plan administration, special programs for mass merchandising for employes and/or associations and multi-national organizations.

WYNNWOOD INSURANCE AGENCY

203 Wynnewood Professional Bldg., P.O. Box 24745, Dallas, Tx. 75224; 214-942-8686

	1971	1972
Premium vol. ...	\$ 1,300,000	\$ 1,600,000
Gross rev.	261,000	290,000
Employees	8	8

Principal officers: Ted Holland, partner; Tom Sterling, partner; Tom Holland, partner.

The firm reported 65% of 1972's gross revenue was derived from commercial accounts; compensation is based strictly on commissions.

A. YARCHIN & CO. INC.

15 Broad St., Boston, Ma. 02109; 617-742-7650

	1971	1972
Premium vol. ...	\$ 5,000,000	\$ 6,000,000
Gross rev.	450,000	500,000
Employees	30	35

Principal officers: Farley Marcus, chairman of the board; Jack G. Wallens, president. Parent company: Swift & Co.

The company indicated 95% of gross revenue in 1972 was derived from commercial business; compensation is based on a combination system.

It specializes in special programs for supermarkets, restaurants, motorcycles, food processors, entertainment.

ZIMMERMAN INSURANCE ASSOCIATES INC.

500 Shatto Pl., Los Angeles, Ca. 90020; 213-380-1780

	1971	1972
Premium vol. ...	\$ 3,500,000	\$ 4,500,000
Gross rev.	550,000	650,000
Employees	10	15

Principal officers: D. C. Zimmerman Jr., president; J. J. Sweeney, executive vp. Branch offices: Agana, Seoul. Subsidiaries: Korus Insurance Agency Inc. Acquisitions reported in past year: A. J. Telich Co.

The firm reported 75% of 1972 gross revenue was derived from commercial accounts; compensation is based on commissions.

Special services described include insurance placement for American and third country national contractors. Specialties include liability compensation and bonding of contractors.

THE ZINMAN GROUP

309 York Rd., Jenkintown, Pa. 19046; 215-224-7500

	1971	1972
Premium vol. ...	\$10,000,000	\$12,000,000
Gross rev.	1,207,000	1,407,000
Employees	60	65

Principal officers: Samuel Zinman, chairman emeritus; Jacques S. Zinman, chairman; Morrie H. Zinman, president. Parent company: Zinman Grossman Lichtenstein Co. Subsidiaries: Watson & Schwartz of Matawan Inc.; Merit Agency Inc.; Greenbriar Insurance Agency; Topkis Insurance Division; Roisman Insurance Division; Family Protection Plan. Branch offices: Newark, Winslow Crossing. Acquisitions reported in past year: A. W. Topkis & Co.

The firm indicated 90% gross revenue was derived from commercial accounts; compensation based on a combination system.

Special services offered include program analysis, rate engineering, loss control, employe benefits, account supervision. Specialties listed are contractors, real estate investors, shopping centers, apartment packages, light manufacturing, mass marketing for professional associations.

Multinational insurance headache? SWISS LIFE's Master Cover Contract is your sure cure!

We know if you are an accountant, a controller or an executive of an international company troubled with problems relating to multinational insurance, you need to know a thing or two about Group Life Insurance and Pension Plans. So we thought you would like to ask a few questions - and SWISS LIFE provides the answers.

First: What is a Master Cover Contract?

The MCC is an instrument designed by SWISS LIFE for setting up the most efficient employee benefit plans on a European scale (in other parts of the world as well on a case by case basis). Your employees may be transferred throughout the SWISS LIFE Network knowing that there will be no lapse in their insurance coverage.

Second: How does it work?

You, as the client, deal with only one company and its Europe-wide network. SWISS LIFE's Master Cover Contract gives you the advantages of decentralized coverage in the individual countries along with the lower costs of centralized coordination. Local dividends are guaranteed in their full amount and for groups of more than 300 lives, an additional overall experience credit is allotted when few claims arise.

Third: What's behind it?

Years of experience. We started specializing in multinational employee benefit programs years ago. A team of professionals and experts can provide you with all advice needed, continually and updated - and in the language of your choice. (Ask for our client list and our latest brochures.)

Fourth: What company will you be dealing with?

The largest Swiss life insurance company, a truly multinational company with more than half of its new business outside Switzerland. SWISS LIFE is also a mutual company which means that the net surplus is returned to you, the client.

We are ready to answer any other question you may have. Just contact us. It will help you cure your multinational headache!

SWISS LIFE the company with experience

Swiss Life Insurance and Pension Company

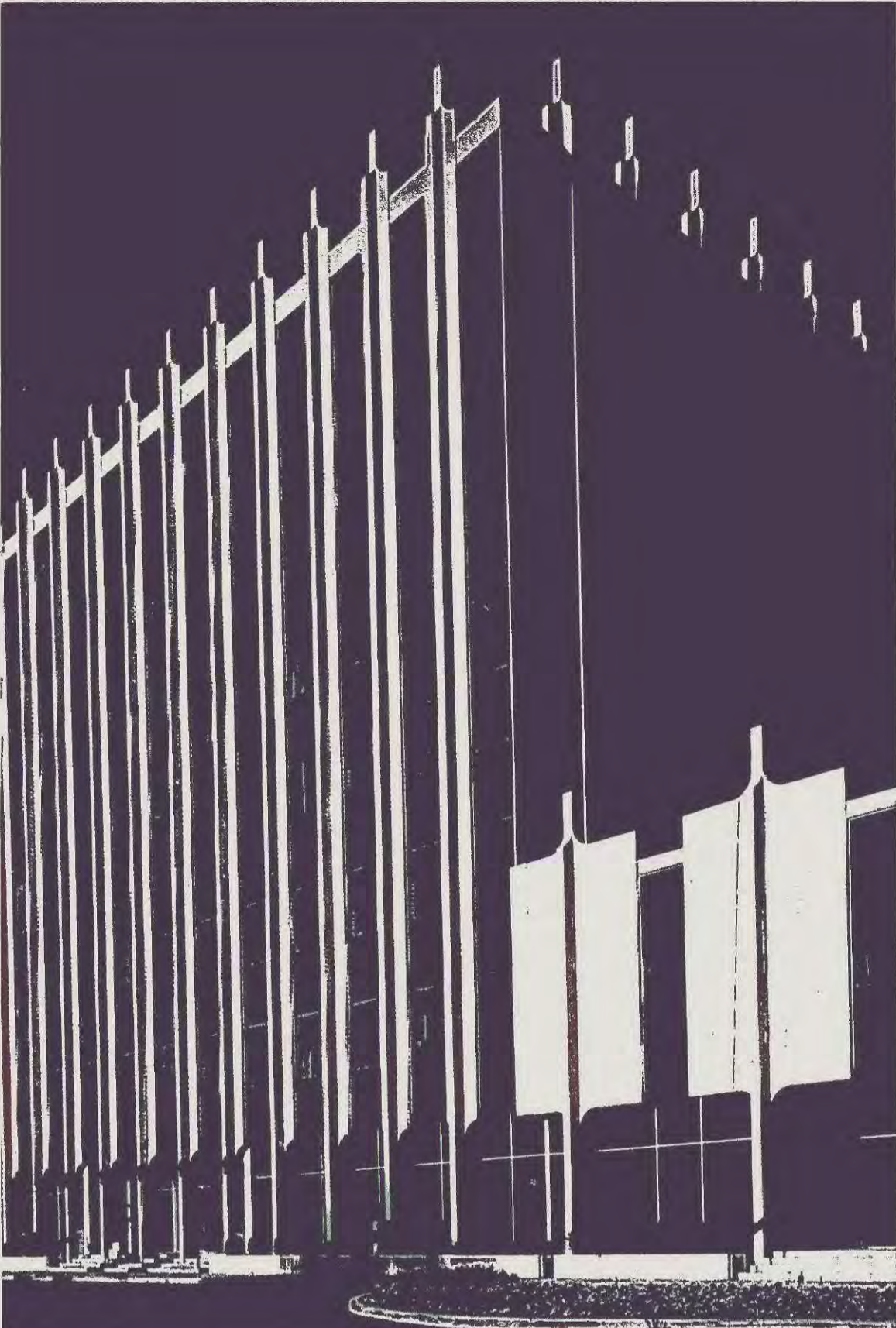
International Department
General Guisan-Quai 40, 8022 Zurich, Switzerland
Telephone: (01) 36 03 03/Telex: 54 957

AMSTERDAM BRUSSELS LONDON MUNICH PARIS ZURICH

Regional distribution of BI 500 broker firms

- ALABAMA Birmingham**
Fowlkes & Smith Inc.
Franklin-Prewitt-Smith Inc.
McGriff & Seibels Inc.
Robinson-Adams Agency Inc.
Mobile
Fry-Zelnicker-Mitchell Insurance Agency Inc.
- Montgomery**
I. Berman Co. Inc.
- ARIZONA Phoenix**
Charles & Laubach Inc.
The Farmer-Orth Agency
Hebbard and Charles Inc.
The Mahoney-O'Donnell Agencies
- Tucson**
Snodgrass, Lovitt & Downey Inc.
- ARKANSAS Little Rock**
Cobb, Atkins, Boyd & Eggleston
- CALIFORNIA Beverly Hills**
Risk Controls Inc.
Albert G. Ruben & Co. Inc.
- Burbank**
Eastman & Co.
- Downey**
Archer & Grant Agency Inc.
- Inglewood**
Drinkwine, Munson, Robertson & Zilgitt Inc.
- Lafayette**
Lachman & Associates Inc.
- Long Beach**
Ed Whittemore Co.
- Los Altos**
Altos Insurance Center Inc.
Flamer & Co.
- Los Angeles**
Arco Insurance Service Inc.
Bayly, Martin & Fay Inc.
Behrendt-Levy Insurance Agency
Business & Professional Insurance Agency Inc.
Emett & Chandler
Garrett-Bromfield Corp.
Hays and Hutchins
Liberty Agencies Inc.
Montgomery & Montgomery Inc.
Protected Insurance Agency Inc.
Charles Ryan & Rivers
Wellington Agencies Inc.

- Zimmerman Insurance Associates Inc.
Menlo Park
Allied Brokers Co.
Newhall
Duane Gartner & Co.
Newport Beach
Anderson & Anderson Insurance Brokers Inc.
- North Hollywood**
McCord & Holdren Inc.
- Oakland**
Dealey, Renton & Kelly Inc.
Carl H. Triplett Co.
- Palo Alto**
Ames Brophy & Cranston
Flinn, Gray & Herterich
Smith, Towle & Co. Inc.
Thoits Insurance Services Inc.
- Pasadena**
The Corinth Co.
- Sacramento**
Sacramento Valley Insurance
- San Diego**
Robert F. Driver Co. Inc.
Robson, Cavnac & Fletcher
United Palomar Co.
- San Francisco**
Clifton & Co.
Richard N. Goldman & Co.
Heffernan, Keiler & Doble Inc.
Imco Insurance Management Corp.
Levinson Bros. Inc.
Everett W. Stark and Co.
United Insurance Centers
- San Jose**
Edwards, Longwello & Trapani Inc.
Sanders & Sullivan
- San Mateo**
Calco Insurance Agents & Brokers
- San Pedro**
Van Camp Insurance
- San Ana**
Lee Smith and Co. Inc.
- Sherman Oaks**
Colonial Western Agency Inc.
Triangle Insurance Inc.
- Stockton**
Dohrmann-King Co.
- Torrance**
Cal-Surance Associates Inc.
Keenan & Associates
- Van Nuys**
Proprietors Insurance Inc.



The Leatherby Building

High, Higher, Highest

Standards and goals are high at Leatherby Insurance Company

Our beautiful national Headquarters building in Fullerton, California is not the highest insurance company building in the country, but the performance standards we set for ourselves are the highest. At Leatherby Insurance Company, we live and breathe professionalism in commercial insurance, and we believe there is but one true economic panacea:

- the employee who isn't injured
- the physical loss that is not sustained
- the employer who doesn't pay the cost
- the insurance company that sustains no loss



A Richmond Corporation Affiliate

- COLORADO**
Denver
Byerly-McClurg Co.
Ciernia Co.
Reichart-Silversmith Inc.
Risk Management & Insurance Inc.
J.H. Silversmith Inc.
Steel, Jacobs & Associates Inc.
Van Gilder Agency Co. Inc.
Van Schaack Insurance Agency Co.
Western Service Agency Inc.
Sterling
Dowis Agency Inc.
- CONNECTICUT**
Bridgeport
Hatfield Insurance Agency Inc.
Insurance Center of Southern Connecticut Inc.
Fairfield
Keator Smith Inc.
Greenwich
Insurance Center of Greenwich Inc.
Hartford
R.C. Knox and Co.
Milford
Burns & Howlett Inc.
Stamford
Robert S. Weiss & Associates Inc.
Torrington
Litchfield County Agency Inc.
DELAWARE
Smyrna
Pratt Insurance Inc.
FLORIDA
Clearwater
Rodgers & Cummings Inc.
Coral Gables
Breitbart-Geller Inc.
Alan D. Fulton Insurance Inc.
Daytona Beach
Guy B. Odum & Co. Inc.
Ft. Lauderdale
Bruening & Bond Insurance Agency
Fringe Benefit Consultants Inc.
Haskins and Love Inc.
Ross, Lombard & Ballard Insurance Inc.
Vordermeier Insurance
Lakeland
Lanier Upshaw Inc.
Miami
Baldwin Insurance Agency Inc.
Gallaher-Cole Associates
D.R. Mead & Co.
Pantin Insurance Agency
Seitlin & Co.
Stevenson Insurance Associates Inc.
Orlando
J. Rolfe Davis Insurance Agency Inc.
Herndon, Iles & Scott Inc.
Risk Management Services Inc.
M. Van Gelder & Associates
St. Petersburg
Bennett Wallace Welch & Green Insurance Inc.
Bert Smith Insurance Inc.
Weyman Willingham & Co.
Tampa
Poe and Associates Inc.
GEORGIA
Atlanta
Hamilton-Dorsey-Alston Co.
Augusta
Dawson, Taylor & Sherman Inc.
Columbus
Columbus Interstate Insurance Agency Inc.
Woodruff-Robinson Co.
Macon
Fickling & Walker Insurance Agency Inc.
Savannah
John D. Carswell Co.
Palmer & Cary Inc.
HAWAII
Honolulu
Kings & Neel Inc.
ILLINOIS
Alton
Steck-Cooper & Co.
Bloomington
Clemens, Shepherd & Eckols Inc.
Chicago
American Insurance Agency Inc.
Associated Agencies Inc.
Beacon Insurance Agency Inc.
Boyle, Flagg & Seaman Inc.
Business Underwriters Inc.
Byrne, Byrne and Co.
Cole Insurance Group
Arthur J. Gallagher & Co.
Gar-Lin Associates
Industrial Insurance Agency Inc.
Fred. S. James & Co. Inc.
Lamb, Little & Co.
Lubin Associates Inc.
Mack and Parker Inc.
McManus & Pellonchard Inc.
Rollins Burdick Hunter Co.
Schuster Insurance Agency
Des Plaines
Financial Insurance Service Inc.
Elmhurst
Davis-Grosse Inc.
Euclid Insurance Agencies Inc.
Oak Brook
Boockford & Co.
Oak Park
Paris-O'Day & Reed Inc.
Riverdale
Haines-Craft Agency Inc.
Sycamore
Crum Halsted Agency Inc.
INDIANA
Anderson
Associated Insurance Managers Inc.
Columbus
Insurance Services
Elkhart
SJV Insurance Inc.
Fort Wayne
Insurance & Risk Management
O'Rourke Andrews & Maroney Inc.
Indianapolis
Associated Risk Managers Inc.
Baldwin & Lyons Inc.
Ramey-Mannan & Co. Inc.
Savill-Schnieders-Kuehr
F.C. Tucker Agency
Lafayette
Mayerstein-Burnell Co. Inc.

High Higher Highest

In responsiveness and sensitivity to commercial insurance buyers' needs.

High Higher Highest

In professional talent and service that produce results—ask our clients.

High Higher Highest

In financial strength—policyholder surplus higher to premiums written than most U.S. insurance firms.

High Higher Highest

Except in cost—less of your dollar goes for expenses.

Leatherby Insurance Company is a specialist in large Workmen's Compensation, Liability, and Surety Bond Account Management. As the successor to the Guaranty Company of North America/New York, which had been operating under New York insurance law since 1881, we have developed a new and vigorous approach to insurance. It Works!



A Richmond Corporation Affiliate

Marion
Johnson-Hoffman Insurance Agency Inc.
South Bend
Bath Insurance Agency Inc.
W.H. Bruner Agency Inc.
IOWA
Cedar Rapids
Millhiser-Smith Agency Inc.
Council Bluffs
Insurance Agents Inc.
Des Moines
Holmes, Murphy and Associates Inc.
Truckers Insurance Associates Inc.
Sioux City
Grandy-Pratt Co.
Spencer
Peters & Reimers Insurors Inc.
KANSAS
Overland Park
James F. Nolan & Associates Inc.
Topeka
Hussey Agency Inc.
KENTUCKY

Ashland
Rupert-Hager-Crowell Agency Inc.
Louisville
Nahm, Turner, Vaughan & Landrum Inc.
Van Zandt, Emrich & Cary Inc.
LOUISIANA
Alexandria
Neilson-Breithaupt & Daniel Insurance
Baton Rouge
T. B. McKnight Agency
Crowley
Williams Insurance Agency Inc.
Franklin
Gulf Central Group of Texas Inc.
Monroe
Seymour Insurance Agency Inc.
New Orleans
J. Everett Eaves Inc.
Employees Insurance Representatives Inc.
Kessler-Bodenheimer Inc.
Latter & Blum Inc.
Shreveport

Merklein, Feron & Page Inc.
Pinson-Calhoun
Smith, Howard & McCoy Inc.
MAINE
Rockland
W.C. Ladó and Sons
MARYLAND
Baltimore
Gorges & Company Inc.
Insurance Inc.
Kroh, Miller & Knight Inc.
Maury Donnelly & Parr Inc.
Tidewater Insurance Agency Inc.
Chevy Chase
Insurance Management of Washington Inc.
MASSACHUSETTS
Boston
Walter S. Attridge Co.
Irving A. Backman & Associates
Cantor Insurance Agency Inc.
A. John Cohen Insurance Agency Inc.
Hemisphere Insurance Agency Inc.

Inland Underwriters Insurance Agency Inc.
James T. Phelps & Co. Inc.
Dwight Rudd & Co. Inc.
Storer Damon & Lund
John J. Williams Insurance Agency Inc.
A. Yarchin & Co. Inc.
Cambridge
Francis H. Curtin Insurance Agency
Hastings-Tapley Insurance Agency Inc.
Concord
Volunteer Insurance Agency Inc.
Fitchburg
Rome Insurance Agency Inc.
Holyoke
R.J. Saex Insurance Agency Inc.
Lowell
Cantor & Co. Inc.
Mansfield
New England Security Insurance Agency Inc.
Methuen
Catalano Insurance Agency Inc.
Newton
MacIntyre, Fay & Thayer Insurance Agency Inc.
Pittsfield
Stevenson & Co. Inc.
Springfield
Baldwin, Simons & Campbell Inc.
Worcester
Insurance Marketing Associates
Worcester County Insurance Agencies
MICHIGAN
Alpena
Alpena Agency Inc.
Dearborn
Fairlane Associates Inc.
Farmington
Livingston Associates
Flint
Braun & Braun Inc.
Huntington Woods
Phillip Margolis & Co.
Jackson
The Craft Agency Inc.
Kalamazoo
Kehoe-Kavanaugh Agency Inc.
Royal Oak
Bruce M. LaFrance Inc.
Saginaw
Saginaw Underwriters Inc.
Southfield
IMCO Corp.
H.W. Kaufman Financial Group Inc.
Meadowbrook Inc.
Poyle Associates Inc.
MINNESOTA
Minneapolis
P.M. Endsley Co.
Wesley J. Kelley Co.
Knutson Insurance Agency
London Broker Inc.
Joseph H. Schanfeld Co.
Traff & Associates Inc.
St. Louis Park

Schadow Agency Inc.
St. Paul
Northland Agency Inc.
St. Paul Agency Inc.
Valley View Inc./I.P.S. Inc. Affiliates
MISSISSIPPI
Greenville
Eustis, Dees & Outzen
Jackson
Robinson & Julienne Inc.
Tupelo
Insurance & Financial Managers Inc.
MISSOURI
Kansas City
Altman-Singleton & Co.
Haas & Wilkerson Inc.
R.B. Jones Corp.
St. Louis
Ainsworth Insurance Service Inc. -
Commonwealth Insurance Agency Inc.
Insurance Consultants Inc.
Insurers Service Corp.
MONTANA
Billings
Sturm-Rosenberry and Associates Inc.
Missoula
Bryan & Co.
NEBRASKA
Grand Island
Stephens Ryder Wenger
Lincoln
IFS Corp.
Omaha
Campbell Howard Love Haskell Co.
Dunbar-Peterson Insurance Agency Inc.
Foster-Barker Co.
Harry A. Koch Co.
NEVADA
Las Vegas
Leavitt Insurance Agency
Reno
Comstock Insurance Agencies Inc.
NEW HAMPSHIRE
Nashua
Slawsby Insurance
NEW JERSEY
Clifton
Culnen & Hamilton
Cranford
Kohler-Macbean Agency
East Orange
Paul Arnold Associates Inc.
Commercial Insurance Agencies Inc.
Union Associates of New York Inc.
Freehold
Jacob Emmanuel Inc.
Hasbrouck Heights
Weiner-Ludwig Inc.
Kenilworth
America's Insurance Center
Middletown
Business Coverage Corp.
Montclair
William H. Connolly & Co.
Newark
J.I. Kislak Agency Inc.
Lyon & Lyon Inc.
C.J. Simons & Co.
Newton
Middleton & Co.
Northfield
Louis Greenberg Inc.
Paramus
National Insurance Associates
Snyder-Irwin Agency
Titan Agencies Inc.
Red Bank
John C. Cox Jr. Inc.
Rutherford
Justin Tokarski Insurance Agency
South Orange
Merrill, Applegate, Seaton & Kearney
Springfield
Garibaldi Agency
Summit
Spencer M. Maben Inc.
Teaneck
C. Lofberg Inc.
Trenton
Charles F. Andrews & Associates
Union
Martin Witzburg & Son
Verona
Raymond G. McCarthy & Co. Inc.
NEW MEXICO
Albuquerque
Southwest Insurance Agency Inc.
Lyle Talbot Agency Inc.
NEW YORK
Armonk
Leonard C. Ketchum & Son Inc.
Binghamton
Couper-Ackerman-Sampson Inc.
Smith, Wilson Bros. Insurists Inc.
Bronxville
Coulter & Groner Inc.
Buffalo
Buffalo Fire Office Inc.
E.T. Clauss & Co. Inc.
Fitzpatrick, Danahy Inc.
Moss & Sullivan Inc.
Centerport
A.L. Carr Agency Inc.
Clifton Springs
Richardson Insurance Agency
Elmira
Perry & Swartwood Inc.
Foral Park
Wicke & Lowenfeld Inc.
Flushing
Harval Agency
Forest Hills
Parker Brokerage Co. Inc.
Freeport
Country Brokerage Service Inc.
Garden City
Robert E. Bill Associates Inc.
Great Neck
All Coverage Agency Inc.
American Coverage Corp.
National Preferred Risks Inc.
The Richard-Thomas Agency
Sterling & Sterling Inc.
Hamburg
Jacob Hauck & Son Inc.
Hartsdale
Notess & Schechter Inc.
Hempstead
Lac Industries Ltd.
Kew Gardens



WE TAKE THE BUGS OUT

Almost any new insurance program has those little annoying problems. Our customers never know it because we eliminate the *bugs* before we ever make a presentation. That's the kind of treatment our clients have come to expect from *The Professionals*.

Inventive new approaches to existing programs, thorough research into any program that might be changed to serve our clients better and perhaps for less money and of course, that all important follow through on details. That's what we call Insurance Management. Perhaps that is why we are rapidly becoming one of the Mid Atlantic area's largest agencies for all types of business insurance.



ima
insurance management
makes the difference



pa
Professional Associations Division



Astrolite
insurance

Chevy Chase, Maryland 20015
8401 Connecticut Ave.
Suite 1010 • Phone (301) 654-8100

Other Insurance Management Offices are located in Reading, Pennsylvania; Ardmore, Pennsylvania and Lancaster, Pennsylvania.

Need a specialty market?



Take a look at

The Stuyvesant Approach

Since 1850, Stuyvesant has been developing and writing specialty lines. Today, Stuyvesant companies field such specialty programs as:

- Mobileowner Insurance
- Recreational Vehicle Insurance
- Mobile Home Credit Insurance
- Surcharged Commercial Fire
- Mobile Home Physical Damage
- Surcharged Dwelling
- Surcharged Private Passenger Auto Physical Damage
- Motor Home Physical Damage & Liability Insurance

Have a new program and need a specialist to write it?

... Check out The Stuyvesant Approach to specialty lines programs for Managing General Agents. Rely on a substantial ('A' rated), experienced and reliable specialist to custom-tailor an innovative program for your needs.

For more information about The Stuyvesant Approach to your specialty lines programs, write or call collect. . . Mr. A. H. Turcotte, Director of Agency Marketing, or Mr. H. L. Williamson, Vice President—Mobile Home Insurances. Telephone (215) 437-8000.



Stuyvesant Insurance Group

EXECUTIVE OFFICES—1105 Hamilton Street, Allentown, Pennsylvania 18101

The Stuyvesant Insurance Company, New York, New York
Stuyvesant Life Insurance Company, Allentown, Pennsylvania
Mohawk Insurance Company, New York, New York
Trans-Oceanic Insurance Company, San Juan, Puerto Rico
Trans-Oceanic Life Insurance Company, San Juan, Puerto Rico

Wilkoff Associates Inc.
Lake Placid
 Wilkins Agency Inc.
Larchmont
 Coughlin-Larchmont Agency Inc.
Manhasset
 Hess Morris Levenson Inc.
Manlius
 Goode & Webster Inc.
Nanuet
 Don Liebert Inc.
New York
 Adams, Scott & Conway Inc.
 Alexander & Alexander Inc.
 Amalgamated Programs Corp.
 Bertschmann & Maloy Inc.
 Bleichroeder, Bing & Co. Inc.
 Brokerage Resources Inc.
 Cornwall & Stevens Co. Inc.
 Corroon & Black Corp.
 Cotterell Mitchell & Fifer Inc.
 Frank Crystal & Co. Inc.
 Dunlop, Onderdonk & Wilson Inc.
 Euclid Services Inc.
 Fanwick & Rubin
 Federated Brokerage Corp.
 Frenkel & Co. Inc.
 L.J. Goldstein & Co. Inc.
 Joseph G. Gray & Co. Inc.
 Great Bay Brokerage Co. Inc.
 Frank B. Hall & Co. Inc.
 H.C. Hauth Co. Inc.
 Robert Hull & Co. Inc.
 Herbert L. Jamison & Co.
 Johnson & Higgins
 Louis D. Krasner Inc.
 Marsh & McLennan Inc.
 Ludwig Nussbaum and Associates Inc.
 John T. Ostheimer Agency Inc.
 Jay B. Rappaport Corp.
 John M. Riehle & Co. Inc.
 Schiff Terhune International Inc.
 Schwartz, Hirtenstein & Co. Inc.
 Selden, Pulik & Teller Inc.
 Tanenbaum-Harber Co. Inc.
 United Coverage Consultants Inc.
 Irving Weber Associates Inc.
 Henry E. Wood & Associates Inc.
Pelham
 Elfert, French and Co. Inc.
Rochester
 Hatch-Leonard Inc.
 L.G. Loomis & Co. Inc.
Rockville Centre
 The Dowler Agency Inc.
Roslyn Heights
 Friedman & Friedman Agency Inc.
 Donald Shaffer Life Associates Inc.
Scarsdale
 John G. Lambros Co. Inc.
Schenectady
 Ter Bush & Powell Inc.
Staten Island
 Brennan and Cheek Co.
Utica
 Sidney I. Friedlander Inc.
Yorktown Heights
 Stross Insurance Agency
NORTH CAROLINA
Charlotte
 American Commercial Agency Inc.
 First Atlantic Agency Inc.
Durham
 Southland Associates
Greensboro
 Godwin Insurance Agency
Raleigh
 Associated Insurances Inc.
 Moore & Johnson Agency Inc.
Winston-Salem
 The Phoenix Co.
 Pilot Insurance Agency
 Wachovia Insurance Agency Inc.
NORTH DAKOTA
North Fargo
 Baker Insurance
 Hektner-Lybeck-Erickson Insurance
OHIO
Akron
 Akers-Hartenstein Insurance Inc.
 Herberich-Hall-Harter Agency Inc.
 McCormick Insurance Agency
Canton
 Independent Insurance Service Corp.
Cincinnati
 Walter P. Dolle Inc.
 Perkins & Geoghegan Inc.
 Thomas E. Wood Inc.
Cleveland
 The Brooks and Stafford Co.
 Dawson Insurance Inc.
 E.H. Fishman Inc.
 The W.F. Ryan Corp.
 United Underwriters Insurance Service Inc.
 Wilson and Co.
Columbus
 The McElroy-Minister Co.
 Ralph D. Warne & Associates Inc.
Dayton
 John L. Macbeth Co.
Lima
 O'Connor-McLaughlin Co.
Toledo
 Newton H. Johnson & Associates
 Wellington F. Roemer Insurance Inc.
Wooster
 Whitaker-Myer Insurance Agency Inc.
OKLAHOMA
Oklahoma City
 Dillingham Agency
 Oklahoma General Agency Inc.
Tulsa
 Freese & Co. Inc.
 Rich and Cartmill
PENNSYLVANIA
Ardmore
 The Simkiss Agency Inc.
Bridgeville
 Henderson Brothers Inc.
Chester
 Swimmer-Wolf Co.
Erie
 Colwell, James & Hart Inc.
Flourtown
 Clair Insurance Agency Inc.

Jenkintown
 The Zinman Group
Johnstown
 The Gleason Agency Inc.
Newton
 The Associated Agencies Inc.
Philadelphia
 S. Green & Co. Inc.
 Paul Hertel & Co. Inc.
 The Hirshorn Co.
Pittsburgh
 Alexander Agency Inc.
 Babb Inc.
Scranton
 Man, Levy & Nogi Inc.
Upper Darby
 Wagner-Taylor Co.
Wynnewood
 Waber-Odell Co.
RHODE ISLAND
Providence
 NARCAP Agency Inc.
Woonsocket
 Keough-Kirby Associates Inc.
SOUTH CAROLINA
Columbia
 David G. Ellison Agency
 The Randolph W. Hopes Co. Inc.
 Rooney & McArthur
Spartanburgh
 Grier & Co. Inc.
SOUTH DAKOTA
Sioux Falls
 Dornberger Insurance Inc.
 Howalt-McDowell Insurance Inc.
TENNESSEE
Athens
 Athens Insurance Agency
Bristol
 Burke-Powers Insurance Agency Inc.
Chattanooga
 Caldwell & Associates Inc.
 Stanley Lachman Co. Inc.
Knoxville
 Flenniken Financial Services Inc.
 Mid-States Underwriters Inc.
Memphis
 Cook, Treadwell & Harry Inc.
 E.H. Crump Cos. Inc.
 George H. Holley Insurance Agency Inc.
Nashville
 Loventhal Bros. Inc.
 Synercon
TEXAS
Amarillo
 Ordway-Saunders Co.
 Panhandle Insurance Agency
Austin
 Harrison Pearson Agency Inc.
 C.A. Schutte Agency
Beaumont
 T.E. Moor & Co.
Dallas
 Edwin R. Daniels
 Hereford Corp.
 Ligon, Gump & Ligon Inc.
 Arthur L. Owens Co. Inc.
 Rucker & Associates
 United General Insurance Agency Inc.
 Wallace & Skiles
 Wynnewood Insurance Agency
El Paso
 Concord Insurance Agencies
Fort Worth
 Anchor Insurance Managers Agency
 Thomas M. Ryan & Co.

Houston
 ANCO/The Anderson Co.
 Harlan Inc.
 Reiss-Pleasant Insurance Agency Inc.
 Wayland Hancock Insurance Agency
McAllen
 Whitsitt, Ralston & Stiff Agency
Orange
 Joiner Associates Inc.
San Angelo
 Trimble-Batjer Insurance
San Antonio
 Arthur G. Rando Insurance
Tyler
 Bosworth-West & Co.
Wichita Falls
 Boley Featherston Huffman & Frazee Co. Inc.
 Williams-Dwyer Co.
UTAH
Salt Lake City
 Diversified Insurance Brokers
VERMONT
Burlington
 Hackett, Valine & MacDonald Inc.
Rutland
 Kinney, Pike, Bell & Connler Inc.
VIRGINIA
Courtland
 Manry-Rawls Corp.
Lynchburg
 James H. Scott & Son Inc.
Norfolk
 Walke-Parks Insurance Corp.
Richmond
 Insurance Management Corp.
 Taff Brockenbrough & Ragland

WASHINGTON
Longview
 Martin Insurance Inc.
Seattle
 Jenner-Northwestern Inc.
Spokane
 Fidelity Associates-Insurance Brokers
Tacoma
 Persing, Dyckman & Toynbee
 Raleigh, Mann & Powell
 Schwarz, Shera & Associates Inc.
Yakima
 Central Insurance Brokers Inc.
WASHINGTON, D.C.
 Grayson & Dickinson
 Hagner Insurance Corp.
 L.E. Harris Agency Inc.
 International Risks Inc.
 The McLaughlin Co.
 The Mutual Insurance Agency Inc.
 Wright & Co.
WEST VIRGINIA
Wheeling
 Berry-Bippus-Chison & Foose Inc.
 Lee C. Paul Insurance Inc.
WISCONSIN
Antigo
 Vassau-McCormick Inc.
Brookfield
 First Associated Insurance Agency Inc.
Delavan
 Johannesen-Farrar Insurance Agency Inc.
Fond Du Lac
 General Insurance Exchange.

Madison
 Hanks & Bush Inc.
 Rhodes-Gallagher And Associates Inc.
Milwaukee
 Fitzgerald, Clayton, Noyes & Kasten Inc.
 The Laub Group Inc.
 The Thorning Agency Inc.
New Berlin
 Hansen-Natalizio Inc.
Waukesha
 American Insurance Management Inc.
AGENCIES OUTSIDE U.S.
AUSTRALIA
Melbourne
 J.H. Minet & Co. Pty. Ltd.
CANADA
Montreal
 LaChance, Bertrand, Benoit & Lavigne Ltd.
 Osborn & Lange Inc.
Ontario
 Kennedy Insurance Agencies Ltd.
Toronto
 Dale & Co. Ltd.
 Reed Shaw Osler Ltd.
Vancouver
 Christie-Phoenix Ltd.
JAMAICA
Kingston
 Fraser Fontaine & Kong Ltd.
MEXICO
Mexico City
 T. Lorant & CIA, S.C.
PUERTO RICO
Mayaguez
 Sucesores Enrique Gomez Incorporada

**Service-oriented
 troubleshooters and
 problem solvers...**

...we're proud of our reputation as the risk manager's agency. To learn first-hand what we can do for you, just drop us a line or give us a call at (201) 624-8000.

J. I. KISLAK AGENCY, INC.
 581 BROAD STREET, NEWARK, N.J. 07102
 Branches: Miami - Tucson - Phoenix - Atlanta

Over 80 years of specialized service

in all lines of insurance including:

- Engineers and architects professional liability
- Aviation insurance
- Employee Benefit Plans

Whitehead's, one of Canada's largest brokerage firms, stands second to no one when it comes to solving insurance problems. We're proud of the fact that some of our clients have been with us for over seventy years, because it means we know how to look after them and they have considered us the best in the business for over three-quarters of a century.

If you have an insurance problem, talk to one of our specialists. You'll like the way we mind your business.

E. A. Whitehead Limited
 Insurance Brokers and Employee Benefit Plan Consultants

Montreal 101, Quebec Place du Canada
 Tel.: (514) 878-4331
 Telex: 01-26461

Toronto, Ontario
 Toronto-Dominion Centre
 Tel.: (416) 868-1800
 Telex: 06-22100

Whitehorse
 Yukon Territory
 3107 3rd Avenue
 Tel.: 667-2587
 Telex: 0498-292

Vancouver 1, B.C.
 540 - 1199
 West Pender St.
 Tel.: (604) 688-1294
 Telex: 04-54597

Calgary, Alberta
 301 - 505 8th Ave. S.W.
 Tel.: (403) 265-2444
 Telex: 038-21888

E.A. Whitehead LTD LTEE
 1892 1972

'Making do' . . .

Continued from page 31

revenues per employe than others. While we did cut down on unnecessary expenses at the beginning of the year, there is no relation in this to cutting down on our number of employes."

Both Mr. Corroon and Mr. Stewart mentioned mergers and acquisitions, subjects which came up in numerous conversations about the number of employes in the brokerage industry.

Acquisitions, in fact, may have caused a distortion in the picture for R.B. Jones Corp., Kansas City.

"WE HAD a couple of acquisitions at the end of last year," pointed out vp and secretary H.B. Ingebretsen. "Their figures are not reflected in the restatement because they are really in our 1973 fiscal year. Their employes, however, are shown so what you have is an excess of 100 people with no supporting revenue shown."

Mr. Ingebretsen felt mergers and acquisitions were an important part of the employe-revenue scene but he stressed the fact time was needed to get an accurate picture.

"For example," he said, "six people could come to us in the accounting department of an acquisition. We could get rid of some of these but it would take a

matter of months. Yes, mergers help paint a better picture, but not immediately."

Synercon's Mr. Miller and Frank Schiff, president of Schiff Terhune International, concurred in that acquisition location had a great deal of importance in the retention of employes.

"IF WE acquire a firm here in New York," Mr. Schiff said, "we could certainly pare down the staff. But if we acquired someone in a city where we had no office, it would be tough to get rid of anyone."

"You can do away with the duplication of services and trim staff with little trouble if you purchase someone in the same town where you are already located," noted Mr. Miller. "But you'll probably need the people in the office if it's in a city where you have nothing."

And the acquisition trend keeps moving.

"Acquisitions play a large part in the growth of the huge, public companies," said Mr. Campo of Ter Bush & Powell. "I'll tell you, we're a private company, experiencing good internal growth and we've been romanced by everybody in creation."

At Bayly, Martin & Fay Inc., Los Angeles, a firm which has not been public for very long, the figures were against the grain.

While the firm's revenues grew by 10.8% from 1971 to 1972, its employes grew by 11.1%.

"I THINK going public had something to do with it," commented Arthur Surtees, financial vp of the company, "along with acquiring a number of firms whose commission dollar per worker was pretty high. You have a transition period when you go from a private firm to a public one. And we just hit a flat spot during that period. Things are going well again and you should see some changes in the next couple of years."

Specifically regarding the employe-per-million figure, the two companies occupying the high and low spots offered their explanations.

Kenneth Marshall, president of Dale & Co., Toronto, felt the type of business his firm did was the main reason for having the highest figure—70 employes per \$1 million in revenue.

We do a certain volume of general agency business," he noted, "with a much smaller profit margin. The override on general agency business is about half normal. We are, however, gradually selling off this business."

"ANOTHER thing that must be considered in this regard," he continued, "is that we have a pretty big space situation up here in Canada. There is a lot of territory to cover."

Mr. Marshall, however, added his vote to those who felt the industry could get along with fewer people. "It can be done," he said, adding Dale's Vancouver office had reduced its employes

from 40 to 30 but was handling the same volume.

At the other end, Brokerage Resources, with its 24-per-million, attributed the figure to tight management. ■

classified advertising

CORPORATE INSURANCE ANALYST

Major Philadelphia based manufacturer in the health care industry is seeking professional to fill expansion opening on our Risk Management Staff. Responsibilities include direct assistance to Corporate Risk Manager in development and implementation of corporate risk management program and regular contact with middle and upper management at various locations throughout the corporation as well as insurance brokers and carriers.

Preferred candidate will possess a college degree and a minimum of 2 to 3 years in corporate risk management or similar experience in the property and liability insurance industry.

We offer excellent salary (\$13,000-\$16,000) and benefit program and opportunity for personal and professional growth. Interested persons should send complete resume including salary history to:

Horace Starr
SmithKline
Corporation

1500 Spring Garden St.
Philadelphia, Pa. 19101
Equal Opportunity Employer M/F

GET
RESULTS
HERE

CREDIT LIFE AGENTS
Earn \$10,000 or more during regular hours. Join the money makers. P.O. Box 1380, Tustin CA 92680.

The Specialty Specialists.

Excess coverage to stratospheric upper limits. Special risks from Aircraft to Zebras and everything between. If it escapes a standard contract we'll hunt it down. We've had some unusual calls. Give us one.



**Interstate
National
Corporation**

Geo. F. Brown & Sons, Inc.
Higham, Neilson, Whidridge & Reid, Inc.
Interstate Fire & Casualty Company
Interstate Insurance Company
and subsidiary companies.

Atlanta, Georgia 30309
1776 Peachtree St., N.W.
404/875-6677

Boston, Mass. 02109
131 State Street
617/523-5280

Chicago, Illinois 60603
55 E. Monroe Street
312/346-6400

Dallas, Texas 75201
Southland Center
214/742-3638

Ft. Lauderdale, Fla. 33308
1919 N.E. 45th Street
305/772-0070

Houston, Texas 77027
Post Oak Bank Building
713/621-2101

Los Angeles, Ca. 90057
520 S. LaFayette Park Place
213/385-8441

Minneapolis, Minn. 55435
5100 Edina Industrial Blvd.
612/835-5818

Newark, New Jersey
201/642-2286

New York, N.Y. 10038
123 William Street
212/227-1366

Philadelphia, Pa. 19106
Public Ledger Bldg.
215/629-0490

San Francisco, Ca. 94111
111 Pine Street
415/391-0242

St. Petersburg, Fla. 33710
6168 First Avenue, North
813/347-1221

Tampa, Fla.
813/223-4845

WANT AD ORDER BLANK

RATES AND CLOSING TIME: \$2.25 per line, minimum charge \$9.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Replies are forwarded daily. Closing deadline: Copy in written form in Chicago office not later than noon, Monday 7 days preceding publication date. Published every other Monday. Display classified takes card rate of \$19.50 per column inch, and card discounts on size and frequency. Mail ads to Business Insurance, 740 N. Rush St. Chicago Illinois 60611.

Number of Insertions: _____ Amount Enclosed \$ _____

Issue dates: _____

Name: _____

Company: _____

Address: _____

Clip and Mail This Form To:

WANT AD DEPARTMENT

business insurance

740 Rush St., Chicago, Ill. 60611

The hardest way to learn about insurance is by accident.

There are hidden dangers in every operation. They sit there, patiently awaiting the right set of circumstances. And then, when you least expect it, they happen.

If you're lucky, no one will be injured, your insurance will pay for the loss, and you can correct the situation.

But if you're not lucky, you're going to learn about your insurance the hardest way there is.

At Kemper Insurance we work hard to help our policyholders identify dangers before they become accidents.

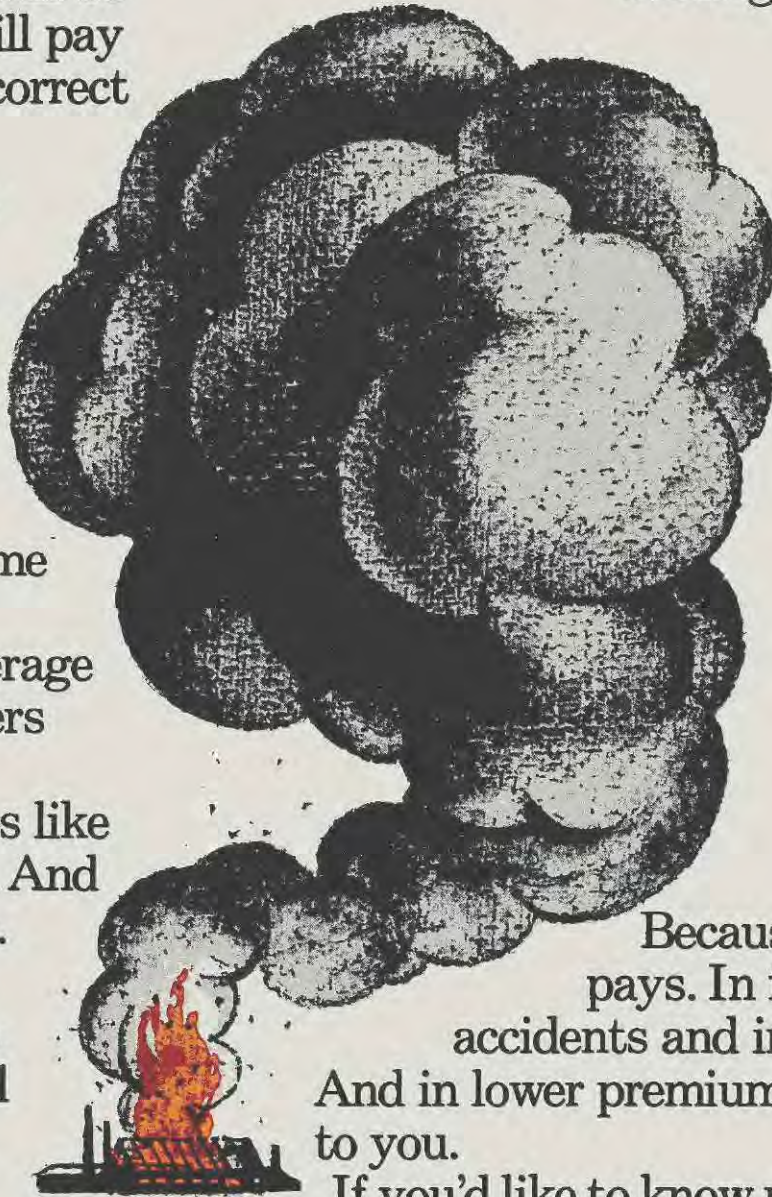
And we design our coverage to protect our policyholders against these accidents.

We've helped businesses like yours from coast to coast. And we would like to help you.

Our large staff of loss control representatives is trained to locate potential accident situations. And we can show you how to reduce or possibly eliminate these hazards.

We'll put our loss control representatives to work when we

write your business insurance. Whether it's Workmen's Compensation insurance, Boiler and Machinery coverage, General Liability, Fire, Burglary, or a Package Policy.



Because safety
pays. In fewer
accidents and injuries.

And in lower premium costs
to you.

If you'd like to know more about business insurance from Kemper, and the money it can save you, contact your nearest Kemper Insurance agent, or write Walter R. White, Kemper Insurance, Long Grove, Illinois 60049.

Kemper

INSURANCE

small enough...big enough
for every size insurance need



**“Let’s say one of my trucks just had an accident
in Dexter, Iowa.**

How would Allstate handle it?”

In a case like that, our adjuster was immediately sent to the scene.

The entire cargo transfer was completed and a relief truck was on its way to its destination in about 12 hours.

You see, Allstate has the largest full-time staff of claims specialists in the business. They’re located coast to coast and trained in Allstate’s advanced way of doing things.

When an Allstate Account Executive calls on you, sit him down and pick his brains. He can tell you about the fresh ideas we’re bringing to the commercial insurance business. And how they’ll work for you.

Insurance is as competitive as your business, so we have to capitalize on our advantages.

Extra hustle. An aggressive, just-let-us-quote attitude. And

a management that thinks an insurance company’s service should bend to suit the customer instead of the other way around.

And the price? That’s right—very competitive.

We wouldn’t expect you to just take our word for all this. So when our Account Executive shows up, put him to the test.

Ask him to quote.

Allstate[®]
BUSINESS INSURANCE