McLain James Form 4 August 25, 2005

FORM 4

OMB APPROVAL

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

OMB 3235-0287 Number:

Check this box if no longer subject to Section 16.

January 31, Expires: 2005

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES**

Estimated average burden hours per response... 0.5

5. Relationship of Reporting Person(s) to

Form 4 or Form 5 obligations may continue. See Instruction

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section

30(h) of the Investment Company Act of 1940

1(b).

Common

Stock

(Print or Type Responses)

1. Name and Address of Reporting Person *

1. Name and A McLain Jan	Address of Reporting nes	Symbol	CTIVE INSU	<i>g</i>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last) 40 WANTA	(First) (AGE AVENUE	(Month	3. Date of Earliest Transaction (Month/Day/Year) 08/24/2005			Director 10% Owner _X Officer (give title Other (specify below) Senior Vice President		
	(Street)		nendment, Date (onth/Day/Year)	I	6. Individual or Joint/Group Filing(Check Applicable Line) _X_Form filed by One Reporting Person			
BRANCHV (City)	VILLE, NJ 07890 (State)	(7:n)	ble I - Non-Deri	vative Secu		Form filed by Mo Person ired, Disposed of,	·	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)		3. 4.8 Transaction Code (In (Instr. 8)	Securities A	cquired (A)		6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Common Stock	08/24/2005		S 81	5 D	\$ 47.8748	27,233.922 (1)	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)required to respond unless the form displays a currently valid OMB control number.

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by wife in

401(k)

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exerc	cisable and	7. Title	and	8. Price of	9. Nu
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactio	onNumber	Expiration D	ate	Amoun	t of	Derivative	Deriv
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Underly	ying	Security	Secui
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e		Securit	ies	(Instr. 5)	Bene
	Derivative				Securities			(Instr. 3	3 and 4)		Own
	Security				Acquired						Follo
	•				(A) or						Repo
					Disposed						Trans
					of (D)						(Instr
					(Instr. 3,						
					4, and 5)						
									A manuat		
									Amount		
						Date	Expiration		Or Number		
						Exercisable	Date		Title Number of		
				C + V	(A) (D)						
				Code V	(A) (D)				Shares		

Reporting Owners

Relationships Reporting Owner Name / Address

> Officer Other Director 10% Owner

McLain James

40 WANTAGE AVENUE Senior Vice President

BRANCHVILLE, NJ 07890

Signatures

James McLain 08/25/2005 **Signature of Date Reporting Person

Explanation of Responses:

- If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- This amount includes the acquisition of 310.029 shares under Selective's Employee Stock Purchase Savings Plan and 55.844 shares acquired under Selective's Dividend Reinvestment Plan.
- (2) This amount includes 228.4881 shares acquired under the Selective Insurance 401(k) Plan.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

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