

# The Chronicle

## Insurance & Finance.

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### Using Bankers for Canvassing.

A western contemporary describes a novel system of canvassing for life insurance, by which one agent is said to have built up a business of \$500,000 a year in the Peoria field largely through its aid. An arrangement is made with the cashiers of the country banks to keep on their desks pads furnished by the agent, the pads ruled and perforated, for information about five persons on a sheet, kept in duplicate by a carbon sheet. As he finds opportunity, the banker talks to his customers about insurance and notes down their ideas on it, how much they carry, if any, with what companies, etc. One sheet when filled out is sent to the agent, who enters it in a card catalogue, while the banker keeps the copy as a check. About once a month the agent tries to see these people, making special note of their ideas and insurance prospects, as freely expressed to the agent. In a short time he has the names and insurance experience of most of the people in his field who do any business with the banks. The banker is given a commission on all business written through his information. Canadian bankers are usually too busy to be utilized in this way, and their active participation in such a scheme as the above would probably result in their hearing from the general manager—not in approbation.

**The Press of St. John, 1797 to 1817.** The "Daily Sun," St. John, N.B., recently had a description of the press of that city in 1797 and 1817, with a copy of which we have been favoured. In the St. John "Gazette" of August 4th, 1797, there is not a line of Canadian news, but there are items from Philadelphia 29 days old, and from New York 23 days; these even are not American news, but remarks concerning a suppositious expedition of England against Spanish posts in Louisiana. European

news there is none, though Napoleon just then was pretty busy in Italy. There is a lot advertised as "a good site for an inn, having good pasturage," which is now the centre of the city. Prohibition seems to have been unborn in those days, as almost every store kept rum and wines on sale. In the "Gazette" of May 21, 1817, the sixpenny loaf is advertised as weighing 1 pound, 3 ounces; whereas, in 1797 the weight was 2 pounds, 1 ounce. Transport facilities have stopped these great fluctuations. The rude state of trade is shown by a retail merchant advertising that he keeps stocks of "boating gear, bottled porter, bricks and feather beds." Another offers, "dip-candles and Sligo butter," and a third, "wines, gin and psalm books." St. John, N.B., made slow progress for a length of time, but it is now a very wide-awake city, full of most commendable ambition, public spirit, and determination to make the most of its splendid natural advantages as an ocean shipping port. The report of the Board of Trade of St. John states that the exports of the port in 1900 to have been \$10,567,051, against \$7,176,246 in 1899, an increase of 47.24 per cent. The report shows that the merchants of St. John have been very energetic in pressing needed legislation on the notice of the government and in exercising their influence in other quarters to advance the interests of the city.

### Evils of Rebating.

Vice-Presidents Perkins and Buckner of the New York Life have issued a joint bulletin, which, says "The Standard," is intended to show the all-around disadvantages of rebating and the advantages which have accrued to the Company both in quality and volume of business, since it "turned down" rebating and rebaters. The bulletin rather more than intimates that a certain competitor is in need of conversion to the true faith on this question. The gist of the argument is