

ADVERTISING AND BLACKMAILING.

Judicious advertising has become a *sine qua non* to every individual or company engaged in business, whether trading, banking or underwriters. But to be of value it should be done through the medium of those journals or papers which reach the class of persons dealing directly in the special business to be advertised. To such an extent has the necessity for bringing the manufacturer and the dealer into direct communication been recognized that there is, at this time, scarcely a leading production of the country that it not presented by its own class journals to the immediate permanent benefit of all parties concerned. Take, as an illustration, Insurance Companies and the methods of to-day: It is an unquestionable fact that the business is almost, if not entirely, transacted through the medium of agents and brokers; direct business, over the counter of the home office being the exception and not the rule. Hence an advertisement in a recognized medium between the companies (the manufacturers) and the agents or brokers (the dealers) is the only one of practical benefit to the offices or the agents. On the other hand, it would seem to be a foolish waste of money to advertise in a paper or journal devoted expressly to commercial affairs, with a rehash of insurance or other items which have already become familiar with its readers through the daily papers, but in which an intelligent original insurance article from which something might be learned, is a curiosity, and which even then reaches but a limited portion of the mercantile class, whose insurances are placed through agents or brokers. It is useless that an insurance advertisement, inserted pell mell among some fifty pages of other mixed advertising matter, will be noticed by desirable parties since it will seldom meet the eye even of a casual observer.

We are aware that insurance offices not unfrequently give advertisements to some journals through fear of blackmailing should they refuse, preferring to timidly purchase silence in this way to suffering annoyance for refusing; for it is an axiom in the creed of practiced blackmailers, when they chance to encounter an office possessed of backbone to stand up against, and the nerve to decline to be bull-dozed into their nefarious plans, to retaliate with some venomous, spiteful misrepresentation, if not lie outright—which is not unfrequently prepared beforehand and held in terror over the intended victim—with a threat that it shall appear in the issue of such journal. When it does appear, it is usually about all there is of insurance matters of interest to underwriters, and this interest is only to learn whose turn came next. The vituperation and abuse of such journals, fortunately are better commendations than would have been fulsome praise from such degraded sources, where advertisements of fraudulent organizations, refused by loyal insurance journals, are found side by side with those of honest offices; for, "all is game that comes to their nets." good, bad or indifferent alike, if only they will pay the *quid pro quo*. Pure cheek and impudence are thus their sole claim to recognition and patronage, which it is pure cowardice for the officers to submit to.

The offices in Great Britain and the companies in the States illustrate the force of our remarks; their patronage is confined strictly to the loyal insurance press, while in Canada as a rule, cheek,

impudence and blackmail seem to carry the day to a large extent.

In discussion this question, of interest alike to loyal offices and honest journalism, we lay aside all personal considerations. We deal with facts as we find them, and treat them from the simple standpoint of utility to the advertiser; and in speaking of blackmailers and their practices, we do as a class deserving of all ill that can be said of them. We mention no name; whom the shoe fits let him wear it.

NORTHERN ASSURANCE COMPANY, LIMITED.

Our esteemed contemporary, *The Policyholder*, London, England, states that the Northern Assurance Company, Ltd., has just created an engineering department, and are now in a position to undertake the inspection and insurance of boilers, economisers, steam pipes, superheaters, kiers, decouduns, and other vessels, subjected to internal steam or air pressure, steam engines, gas engines, oil engines, gas producers, steam turbines, electrical plant, cranes, lifts and hoists. An arrangement has been made with the Vulcan Boiler and General Insurance Company, Ltd., of 67 and 69, King street, Manchester, whereby that company undertake, on behalf of the Northern Assurance Company, to make the necessary inspections and reports and to accept full responsibility in connection therewith. The Vulcan Company is the oldest and largest boiler and engineering inspection company in Europe, and their engineer-surveyors are accepted as competent by the Home Office, Board of Trade, and London County Council. By this means policyholders in the Northern will have the benefit of the most efficient engineering organisation in existence, backed up by the guarantee of the Northern Assurance Company, Ltd.

The *Post Magazine* states that the Company has purchased the entire share holding of the Royal Scottish Insurance Company, which for 1912 showed a total net premium income of about \$95,000, derived principally from fire and employers' liability business. This will doubtless constitute a final and satisfactory arrangement for the proprietors of a worthy little enterprise, which has passed through various vicissitudes during its brief existence of seven years and has evidently been able to satisfy one of our leading companies that it still has business and connections worth conserving.

The Northern has been operating in the Canadian field since 1867. Its total fire funds amount to nearly \$11,000,000.

IMPERIAL LIFE ASSURANCE COMPANY.

At a meeting of the directors of the Imperial Life Assurance Company held at Toronto on the 25th instant, Mr. George A. Morrow was elected president of the Company to succeed Mr. H. C. Cox who was elected president of the Canada Life.

Mr. Morrow is an important figure in the financial world, being vice-president of the Dominion Securities Corporation, assistant manager of the Central Canada Loan & Savings Company and director of the British American Assurance Company, Western Assurance Company, the Canada Steel Company, the Imperial Accident & Guarantee Company and a number of other large financial institutions.