

# The Chronicle

## Insurance & Finance.

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### Conflagration Warnings.

Since the recent conflagration at Baltimore, quite a number of cities and towns in America are reported in local daily papers to have resolved to improve their fire protection. Chicago, Milwaukee, Portland, Grand Rapids, Port Huron, Cincinnati, and a number of smaller places are showing signs of having taken the warning given by conflagrations. Why is Montreal so apathetic? Is it a case of:—

“Tis the voice of the sluggard,  
I heard him complain,  
You’ve awoke me too soon, let me  
slumber again.”

There are those who are able to sleep while an earthquake is rocking them.

### Congested Districts.

The U.S. National Board of Fire Underwriters considers that the congested districts of large cities present a constant menace to its members, and it is clearly set forth in a circular on “The Fire Situation” issued a short time ago. This said in part:

No rate of insurance can be adequate for the protection of insurance capital entrusted to us if these conflagrations are to be experienced with the frequency with which they have occurred during the past few years. If our members are led by past disasters to curtail their liability in these congested districts, the security upon which the credit of mercantile communities rests will be impaired. From these congested districts comes a demand for additional insurance capital already far in excess of the normal demand for the protection of other districts, and based upon this factitious demand investors are deceived and the insurance public are misled by irresponsible organizations, able perhaps to meet trifling claims, but wholly inadequate to the demands for indemnity growing out of conflagrations equal to those of Chicago, Boston, Paterson and

Baltimore. This matter has passed beyond the mere question of insurance rates, and has become a question vital to the welfare of our country. An effort is being made to secure the aid of the Government of the United States in investigating the problems presented by the enormous fire waste. Engineers of eminence are asked to be detailed to report upon building construction, and to suggest methods that would effectively check the dangers now arising from lofty buildings, erected cheaply, without the fire protection conditions desirable for all large edifices wherein stocks of goods are stored. That some radical changes are needed which are calculated to prevent conflagrations is admitted. What these changes must be, an enquiry will bring to light.

### The Art of “Selling Life Insurance.”

It is an art to sell any commodity successfully. Some fail in acquiring it without knowing in what they are deficient. It is told of a now wealthy merchant in London, England, that he was once so irritated when in company with a friend who was buying a valise in the then leading store in that city, that he sprang over the counter and showed the salesman how to handle a customer. His action was seen by one of the firm who learnt his name and address, invited him to an interview, and offered him a handsome salary to take charge of the entire staff of over 100 salesmen. By showing his capacity to teach the art of selling goods, he had made his fortune. “Selling Life Insurance” is the art taught in the American College of Insurance, Cleveland, U.S. Amongst the instructors are, Mr. David Parks Fackler, the well-known actuary, New York, and Judge Nichols, editor of the “Insurance Law Journal.” As a guide to students, a systematized course of study in, or under the direction of the college, is invaluable. In student days desultory work wastes much time, though it is a pleasant occupation, too pleasant, indeed, for progress in acquiring any art can only be made by steady application on a well-arranged plan.