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Insurance and Finance Chronicle.

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INSURANCE SOCIETY.

In accordance with our plans of enlarged operations as foreshadowed in our last number, we have decided to alter the name of the Journal, and it will hereafter be known as the **INSURANCE AND FINANCE CHRONICLE**. This has only been done after mature reflection, for we recognise the disadvantage of changing the name of a periodical with an established reputation. We are, however, constantly pressing forward, upward and onward, and hope yet to be even more favorably and widely known under our new name than our old. We beg to assure our friends that it is merely a new suit of clothes we have donned; the heart and body is there just the same, and we intend to throw, if possible, even more life and energy into our work than in the past.

DECEPTIVE ADVERTISEMENTS.

The promoters and agents of fraudulent and doubtful concerns generally hope to secure business by means of advertisements in the press, and for this reason are willing to pay higher prices than their more reliable competitors. This temptation has apparently proved too strong for some of our contemporaries. They remind us of "Mr. Facing-both-ways" for they try to ride two horses at the one time, and deserve to fall between both. They seem to think that if they occasionally make a few depreciatory remarks regarding the company or the system, their duty is done, while they can allow the use of their advertising columns to deceive the public, and quietly pocket the fees. Our course has always been to refuse any and all deceptive or even doubtful advertisements, and we intend to continue as we began.

MONTREAL'S DISGRACE.

(HER FIRE BRIGADE.)

It was only in our last issue that we had occasion to take the City of Quebec to task for the manner in which a late fire was managed, and as we are "no respecter of persons" we have now no hesitation in telling our own Montreal that after the exhibition in connection with the serious fire of the thirteenth of January she may "hide her diminished head" and acknowledge herself to be on a par, as regards the organization of her fire brigade and her water system in winter, with a first, we had almost said second, class country town. The facts are simply these:—A fire started in one of the first-class buildings and one of the best localities in the city, yet through the paucity of the water supply, the miserable incompetency of the way the fire was handled, and the deplorable want of forethought which considered it unnecessary to provide the steamers with runners, at a season when wheels are almost useless, a loss of some \$200,000 occurred, which, in any other city of similar construction and advantages, we assert without fear of contradiction would not have amounted to one hundredth part of that loss.

Such a condition of affairs is absolutely shameful, and is only part and parcel of the same bungling and criminal negligence by which the city authorities brought disgrace upon our city during the early stages of the late epidemic.

It is high time that some means be adopted which would immediately put a stop to the crying outrage of taxing both citizens and fire insurance companies for the support of a so-called fire committee and managers of the fire brigade who occupy positions they are totally unfitted for.

There is no language strong enough to express our abhorrence at the cool impudence with which our fire committee, are in the habit of blandly stating, after visiting other cities of the Dominion and the United States, that for protection against fire Montreal is equal to, if not ahead of, any of them. The sooner our citizens refuse to be "Hood-Winked" by such blind and conceited folly the better.

In addition to the steamers and the ladder being on wheels instead of runners or skids at the late disastrous fire as to be unavailable until the flames were practically beyond control, one of the paltry excuses given for loss of time was that a horse was "balky" and could not be induced to go! "Oh