



INSURANCE SOCIETY

"Still achieving, still pursuing,
Learn to labour and to wait."

AND FIREMEN'S REVIEW.

Vol. I., No. 6.
Office: 102 St. Francois Xavier St. }

MONTREAL, JUNE 20, 1881.

Subscription:
\$1.50 PER ANNUM.

The Office of
"INSURANCE SOCIETY"

IS IN THE

EXCHANGE BANK CHAMBERS,

No. 102 St. Francois Xavier Street, MONTREAL.

Annual Subscription (in advance)	-	-	\$1.50
Single Copies (in numbers less than 100)	-	-	0.15

At a recent meeting (20th March), of the Institute and Actuaries, at their rooms in King's College, Strand, London, a paper was read by Mr. Cornelius Walford, on the "Position of the Insurance Press in relation to Insurance Offices and Insurance Interests," and the paper was made the subject of the evening's discussion.

The reports which appeared in the *Insurance Record*, of London, was repeated in several American journals, and have doubtless been perused by many of our readers.

Mr. Walford enumerates 13 special services that the Insurance press may render to Insurance offices,—lays down his views of what should be arrived at and of what should be avoided in rendering their services, and claims that journals conducted on correct principles and distinguished by right teachings, will have a wonderful effect in improving the moral tone of its readers, with managers and agents.

In our first number we laid down our platform as follows :

1. To be a means of increasing cordiality and harmonious co-operation among Insurance Companies.
2. To disseminate correct views on insurance matters—both to the profession and to the public.
3. To afford a means for friendly discussion on topics of mutual interest.
4. To gather information in a concise manner, of the progress of improvement in fire protection in cities, towns and villages.
5. To urge on municipal corporations the necessity of providing proper protective appliances, and to offer suggestions and to invite criticism on such subjects.
6. To record fires in a tabulated form, to afford easy future reference.
7. To afford means for publishing the benefits of Life Insurance, Accident Insurance, and Guarantee Insurance.

The motives and aims were and have been clearly stated, and the title was chosen with the view to make this journal a means of mutual interchange of information and views by the whole of Insurance Society in the Dominion.

The promoter made and makes no secret of his purpose. He is a civil engineer, who, for the past six years has been endeavoring to establish a *system of Insurance surveys* in the

Dominion, not, decidedly not, to keep a shop to sell a few plans now and again, but to obtain the support of all Insurance Companies to the completion and maintenance of the system, and to use the plans in the way that intelligent underwriters will understand.

He found and still finds the obstacles to his success to be many, and as a means of surmounting one of the most obstinate and most discouraging, establishes this journal, knowing that if the educated, literary, right-dealing, and honest members of the underwriting profession will accord to him their cordial support, each with his special line of ability, that they can gradually, perhaps speedily, chase away the shadows that darken the Dominion "field," and inaugurate a better and happier state of affairs—and if you can, (you know you can if you only will it) help to mend matters by this means—will you stand aloof because the start was made by an "outsider."

Previous trials have been made, but through pressure of other business, through petty jealousies, possibly through want of sufficient vigor, they have not been continuous.

It may be, too, that the baneful habit of looking at Insurance Journals, as mere blackmailing institutions, rules too much in Canada, "Oh! they are all that way," says a manager, forgetting for the time the gentlemanly nature on which he prides himself, and adding with peculiar emphasis, "you can't blackmail me."

Doubtless the words rashly spoken were speedily regretted, but the apology cometh not, and the sting remains.

Remember that the Scylla and Charybdis of Insurance journalism are *always* present to an editor's eye, and give that credit to his honesty of purpose, which you expect yourselves in dealings with your fellow-men—and which credit, if more largely drawn on now-a-days, would allay the frequent suspicions unjustly harbored and believed by honest underwriters who should be joined in a friendly compact for the benefit of the whole of "Insurance Society."

In our two last issues we invited essays on the subject of
FIRE INSURANCE IN CANADA.

1. Why has it not been a subject of profit to companies during the last twelve years?
2. What are the most practical reforms necessary to insure better results in the future?

OFFERING A PREMIUM OF \$25.00

for that which shall be adjudged to be the best from a remedial point of view, and as of most value in assisting to declare and to heal existing abuses.