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**INSURANCE SOCIETY.**

It is the intention of the present publisher of INSURANCE SOCIETY to devote its columns entirely to insurance matters, Fire, Life, Accident, Guarantee and Marine. The discussion of the numerous questions arising out of such a large and important interest, and the supplying of the latest and fullest information regarding their business to the thousands who are interested in it, as officers or agents, are surely matters of sufficient importance to require an independent journal devoted exclusively to them. The publisher is convinced that there is not only room for, but a positive need of, such a journal, and therefore makes no apology for the existence of the paper, but appeals to the Insurance Companies and agents of Canada for continued and increased support as for an institution of which they already know the value.

As regards the "platform" of the paper, it is hardly necessary to say that it will continue, as heretofore, to deal with all the varied interests of the business in a thoroughly impartial and unbiased manner. Those companies which are honestly managed and worthy of the confidence of the public will always find in us a hearty supporter, but unsound or dishonestly managed institutions will have no friend in us. Any malpractices in the business will be promptly exposed by us.

There has been no change in the editorial management of the paper, and our old subscribers do not need to be told that we will deal with such matters in a fearless and energetic manner. We need only remind them that during the past year we did not hesitate to stand out and expose the rottenness of the Standard Fire Insurance Company of Hamilton and the falseness of the statements made by its officers, and this, too, for month after month at a time when nearly every paper, both in Canada and the

United States, which referred to the Company at all did so in terms of the highest praise. The disastrous failure of the Company confirmed all our statements, but so far as we are aware no other paper raised a voice of warning to the public till *within one week of its closing its doors*. The course taken by us in regard to the Confederation Life Association when assailed in regard to its "suspended mortality," to the Provident Mutual Association, and other institutions, will also occur to our readers, and we have therefore no fear of being accused of either drowsiness or lack of enterprise.

We would like to again call the attention of those in the business to the medium we offer them for expressing the views they may hold. There are many reforms needed, particularly in fire insurance, where united and immediate action is necessary for the protection of the stockholders, and, in fact, of the policy holders. Why should not the officers of the various companies have a friendly discussion of this and other questions through our columns? They would have the satisfaction of knowing that their views would reach every prominent insurance man in the country and be calmly considered by them. Very often neither of these advantages can be obtained in the hurried meetings in which such matters are usually considered. We are convinced that much good has resulted from the discussions which have taken place in our columns in the past, and we are equally satisfied that still greater benefits may be looked for from this source in the future.

We close by wishing all our readers, if not too late,

A HAPPY AND PROSPEROUS NEW YEAR.

It is our intention to keep a Record of all the Agents in the Dominion, and we will always be pleased to assist companies to secure good, reliable agents, and agents companies. These services are, of course, rendered free of charge. We may say that we already have the names of all the principal Agents in Canada on our list.

If Agents who want Companies—or Companies who want Agents,—will write us stating their wishes, we will do our best to meet their views, and, if desired, their communications will be considered private.

**MEASURE OF DAMAGE.**

In the December issue of INSURANCE SOCIETY, in the discussion of the subject of adjustments of lumber losses, we incidentally referred to the different *measures of damage*