

## Friendship, Love and Truth.

BY S. M. SOUTHAUD.

There's a beautiful bird with a snowy white wing,  
That sings in the winter as in the spring;  
That warbles at midnight the same as at noon  
Endearing the darkness and sweetening the gloom

Whose soul stirring music is ever the same,  
And Friendship, sweet Friendship she owns for  
her name.

There's a beautiful star with a hope giving ray  
That modestly shrinks from the glories of day;  
When shadow of evening are dismal and drear  
It comes in its brightness our sadness to cheer,  
Ne'er leaving the zenith to wax or to wane;  
Tis never inconstant for Love is its name.

There's a beautiful stream that with murmurings  
low  
From the heart of the hills, through the mead-  
ows doth flow;  
Though torrents may roar, at the tempest behest  
Unrippled its bosom untarbled its breast;  
The ice-king of winter may bind it in vain  
It flows unimpeded for Truth is its name.

## The Insurance Guide.

SWEETSBURG, P. Q., APRIL, 1871.

## SALUTATORY.

We herewith present our readers with the first number of our new Insurance publication. Its object is to educate the minds of the people in the great principles of Insurance, to render information to those who are ignorant of its blessings, and to advocate the claims which it has on society at large; and while we shall give a fair prominence to the Companies we represent, it will be our aim from time to time to devote such attention to insurance matters, as our limited space will permit, and to make the GUIDE a readable and attractive sheet.

None need complain of the price, as it will be furnished free of charge, and postage paid. Its circulation will be large, and we have a confident belief that it will not be found a burden in any quarter, unless it be in the mail bags of the various post-offices, to whose tender mercies we shall entrust our literary freight.

Our "platform" will be a decided one. We are in favour of *Joint Stock Companies*, from an honest conviction that the "Stock" plan affords to the public such superior advantages, as to ensure its stability, and to win for it in the end the unanimous support of the people.

With this theory we start, and we shall abide by it. At the same time it is not our intention to open these columns to the publication of personalities or attacks on any particular company, with whose mode of transacting business we might chance to disagree.

We take our stand on the principles as stated above, and appear at the bar of public opinion, relying on a righteous verdict in favour of our pretensions.

We shall always be happy to hear from our friends on the subject of Insurance, and to receive from them any communications, which may be of interest to our readers.

So now the GUIDE makes its best bow, and goes to work with zeal and energy, hoping it may receive a warm and generous welcome from those into whose hands it may be placed. *Floreat res.*

## TO OUR AGENTS

WE SEND GREETING:

We thank them for their faithful labours in the past, and urge them to renewed efforts in the future. An efficient corps of experienced Agents, such as we have organized for our *General Insurance Agency* throughout the Province of Quebec, is calculated to produce good results, and those results are daily manifested in the fast increasing business of our office.

We feel ourselves intimately associated with our Agents. Our interests and theirs are identical. We are united with them in the work of Insurance. Ours is a common lot. Let us all pull heartily together in the boat which we have successfully launched. Stormy waters of contention may, perhaps, now and then rock our little craft, but with the "mutual" goodwill and perseverance of our Agents, we have strong faith in our steering safely at last to the port of our ambition—a still greater increase in "joint-stock" insurance.

## IS YOUR LIFE INSURED?

We make it a personal question to our readers [including our agents]: Is your life insured? If you are a young man, in good health, now is just the time. Good health and soundness of body guarantee your acceptance. Youth gives you the cheapest rate. The cost is but small. If you can't afford \$5,000, take \$1,000, \$2,000, or \$3,000—just what you can pay for, and no more. If you are getting past the middle age, and still in sound health, now is the time, for your chances are fast slipping away.

A life insurance policy, in a reliable company, is one of the best purchases a man can make, for the benefit of his family. The best authorities agree that there is no form of investment that is safer. Many different plans are offered by companies in good standing. Choose that which suits you—but don't neglect the insurance.

If you are in doubts as to how to proceed in the matter, or want advice thereon, we invite you to make a call on any of our numerous agents throughout the Townships, where you can make a selection of a good, safe, and honest company; and if you do take a policy, remember that you are performing one of the most sacred duties you owe to your family.

## A LESSON LEARNED.

In an editorial article upon the subject of Life Insurance, in the *Boston Traveller* of Nov. 16th, 1870, the writer names certain objections incident to the "mutual" plan, and then adds:

"These reflections force home one lesson with great weight, and although it is antagonistic to our heretofore-adopted impression and rule, still every new year's experience with life insurance is adding redoubled strength to the argument, and assuring us of the merit of our conclusion. The lesson is this, namely: that should we again invest in a life policy, it would be in a "stock" or "mixed" company, rather than in a so-called strictly mutual, and for these reasons: First, the former charges you only about the *net cost* for your insurance, and is a fixed rate, and you are misled by no promise of an enormous dividend which is never realized. Secondly, although the stockholders get a good return for the of their capital, as they should, still the directors give their personal attention to the affairs of the company, and looking sharp after the expense account, are able to furnish the insurance at the least possible cost, and give undoubted guaranty of the strength and reliability of the institution. But the latter, or "mutual" companies, as we understand them, add to the premium on the start some 25 or 30 per cent. to meet contingent expenses, and pay what is erroneously called a dividend out of it.

"Every policy-holder is a member of the company, and so far scattered are their varied interests, that the management of this corporation falls into the hands of two or three near home, who are lucky enough to control the proxies; they dispense their favors without stint; build elegant structures; vote themselves generous salaries; make and unmake agencies as it suits their purpose; and do a multitude of other large things, incident to a huge enterprise or speculation, where there is no particular interest to control with prudence its affairs, and nothing sought but a selfish end."

## A SUCCESSFUL FIRE INSURANCE COMPANY.

The following is an extract from the Annual Report of the Agricultural Insurance Company, of Watertown, N. Y., as presented by the Secretary, Jan. 11, 1871:—

GENTLEMEN,—The year just closed has been a disastrous one for Fire Insurance Companies generally throughout the country. The receipts of very many have not been more than sufficient to meet their losses and expenses, while others have lost largely beyond their receipts. The extreme hot weather of the past summer, continuing for months, many localities suffering severely from drought, was a prolific source of fires. The business of our company being confined to farm property, and detached residences, our losses by lightning were very large, double that of any former year. We paid during the year 145 losses by lightning alone; our entire losses for the year were \$162,550 01, an increase of about \$85,000 over any previous year. But notwithstanding the large increase in our losses, the increase in our business has enabled us to add about the usual average amount to our surplus. It may not be

out of place here to take a retrospect of our business for the last eight years:

Jan. 1st, 1863, the amount of our surplus above capital stock was...	\$45,572 00
Jan. 1st, 1864, it was increased to the sum of .....	67,807 62
1865	103,077 17
1866	150,221 29
1867	272,038 94
1868	265,138 14
1869	208,006 53
1870	287,714 78
1871	441,358 57

This last amount \$441,358 57, with our capital of \$100,000 00, makes our assets at this date \$541,358 57. It has been our rule in the past to make a dividend to our Stockholders to the amount only of our interest and rents, I think this policy wise, and should be adhered to in the future. The interest and rents of the Company for the past year amount to the sum of \$29,927 30. I would recommend that a dividend of 30 per cent. upon the capital stock of the Company be declared, which will only exceed the amount received for interest and rents, the sum of \$72 70. All of which is respectfully submitted.

The above most favourable Report must satisfy the most credulous that the "Agricultural Insurance Company" is one of the most reliable Companies doing business in Canada. It has deposited with the Receiver-General of Canada, \$70,000 for the security of policy-holders in Canada. This amount will shortly be increased to \$100,000.

The market value of the stock of this Company is now 350 per cent.

In his Annual Report of April 1st, 1869, Hon. Wm. Barnes, Superintendent of Insurance for the State of New York, wrote as follows of the Mutual Fire Insurance Companies:

"Of the eleven New York State Mutuals reporting this year, two are closing up business. The disappearance year by year of the names of this class of companies from our Report, marks the end of a peculiar class and era in our Fire Insurance Annals. The fraudulent abortions illegitimately brought into life, under the Act of 1849, have all met the deserved fate of extinction, except that here and there throughout the state a reckless Receiver is occasionally taxing some unfortunate policy-holder on an old premium note, the percentage on which, if collected, will be mainly absorbed in expenses and fees of collection."

The "ROYAL" Insurance Company of London and Liverpool, England, with its extensive branch in Canada, is in a most flourishing state.

With a capital of TWO MILLION STERLING, and an annual income of £500,000, few persons will deny that this is one of the best and leading companies of the day, and has special claims on the public.

But its successful management, and vigilant oversight on the part of a wealthy Board or Directors, the "ROYAL" has for many years obtained a high degree of popularity and general confidence.

FIRE.—The store of Thomas Jones, Frost Village, was destroyed by fire Friday night last.