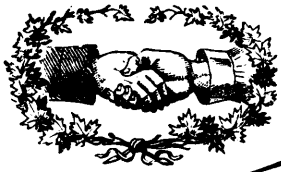


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# INSURANCE SOCIETY

*AND FIREMEN'S REVIEW.*

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A MONTHLY JOURNAL

DEVOTED TO THE INTERESTS

OF

INSURANCE IN CANADA

FIRE, LIFE, MARINE, ACCIDENT AND GUARANTEE.

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VOL. I., 1881.

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OFFICE OF PUBLICATION IS IN

EXCHANGE BANK CHAMBERS,

102 St. Francois Xavier Street,

MONTREAL.

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# INSURANCE SOCIETY

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

VOL. I., No. 1.  
OFFICE: 162 St. James St. }

MONTREAL, JANUARY 15, 1881.

Subscription:  
\$1.50 PER ANNUM.

THE aim of the establishment of this journal is to afford information on matters affecting Insurance and Insurance Society, to offer a means of amicable discussion on the various practical methods of ameliorating troubles, to assist in the introduction of a more rational, more systematic, and more profitable means of conducting business, to disseminate proper views with regard to Insurance, and to advance a general cordiality of feeling and unanimity of purpose among the profession of underwriters.

In plain English, the promoter's motive is that he believes that, by inducing as far as possible a friendly feeling among those who must necessarily become associated in a common interest, he can work his way to success in his various enterprises, and at the same time conduce materially to a more satisfactory state of affairs than now rules.

Five years ago, he made propositions for the commencement of surveys for a system of Block Plans. Gratuitous advice was offered to him by nearly all, not to waste his time and money, as Companies never would unite to help anything of the kind. However, some generous spirits were induced to subscribe a portion of the cost of the first survey, and gradually, not without many snubs and much apathy, the system has grown, the present result being a series of plans, of which a list will be found on our fourth page.

This system, though now established, has to be kept in an efficient state of repair, else it soon will become valueless. Changes and improvements are being made daily, in the construction of villages, towns and cities, in the character of the buildings and business, in the material prosperity of each place, and in the means of protection against fire. Insurance men of all classes must, or rather should, keep themselves posted in these matters, and as personal observation is impossible, the facts and conditions of such changes must be gathered for them.

Here we offer a means of mutual interchange of information and of views. The Dominion of Canada is large enough, wealthy enough, and should be possessed of sufficient education and spirit to support such a journal, and a fair trial is being made in the manner now laid before you. We commence in a modest way, and with ample room to increase the number of pages per month, as you furnish acceptable matter to fill them.

It is trusted that some reliable gentleman, well versed in insurance matters, and possessed of ability, industry and popularity, will come forward to take an active part in the management of INSURANCE SOCIETY, as the promoter has no present idea of being able to spare sufficient time to comply with the demands of what will be involved in the practical working of this journal.

The main features, proposed to be adopted in this journal are:—

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.

This number is issued to all Directors, Managers and Agents of Insurance Companies—to Mayors and to Chiefs of Fire Departments in the various cities and towns of the Dominion, so far as their names are known to us. We invite offers from those in each place who will be willing to furnish particulars of fires occurring in their vicinity, and also of matters pertaining to improvements or proposed improvements in facilities for fire extinguishment. In return for such, if sent regularly before 5th of each month (to be in time for insertion), we will as regularly forward a copy of INSURANCE SOCIETY on the 15th.

The subscription price is \$1.50 per annum, postage prepaid. As the subscription roll increases in number, so will the number of pages in each issue increase. We trust that the interest taken will be sufficient to warrant continuance, and to this end we ask your pecuniary aid and your literary help, the expectation being that the insurance community will mutually assist this journal.

Comment and correspondence are invited, the only stipulation being that such be concisely written, temperate in language, of general interest, to the point, and bearing the name and address of the author, not necessarily for publication, but as a guarantee of good faith.

Communications to be addressed:

CHAS E. GOAD, 162 St. James Street, Montreal.

## HINTS ON SAFETY AND PROFITS.

The *Cincinnati Price Current* says:—

"The average underwriter seems to think of but one way to get out of the trouble now involving the insurance business, and that is to advance the rates. That is not the road to safety. Reduce the number of fires by requiring proper means for their prevention and extinguishment. Reduce incendiarism by refusing to insure any man who is not known to be honest and honorable. Reduce expenses by reducing commission to honest and competent men, and positively refuse to accept business from incompetents and insurance tramps, who, as a rule, have only such risks as good men refuse. By making these reductions, profits may be increased, and the business put on a sound and respectable basis."

It is all but universally admitted that in Canada there is no present hope of a reasonable and practicable union among companies for the proper and equitable adjustment of rates; the only feasible method of ensuring a profitable result is for each to obtain every possible information respecting the status, physical and moral, of each risk, and by the managers' intelligence aided by inspectors' and agents' advice and by every economical independent idea of the true value of the hazard—to be able to decide the lowest paying rate in that special case, and to decline the risk if such cannot be obtained.

We can clearly see that this is the tendency of all successful companies now; and to aid this, we claim that the introduction and *proper working* of the Block Plan system is indispensable, aided as it is proposed to be by a sister enterprise that will furnish Reference Books showing occupations, owners, values and comparative ratings from an independent source.

To these systems this journal is proposed as a means of additional help—to periodically note errors—and to obtain improvements in the practical working of these labor saving appliances.

### DO PLANS PAY?

Ask this question of those Managers and General Agents who have systematically used Block Plans, in so far as they have been able to obtain them; such managers, we regret, being few at present, though their number is steadily increasing "as the years roll on."

Ask them two questions:—

1. Do you know of any special instance, in which, by the use of Block Plans you have avoided a loss which you would have incurred had you not possessed and *used* these Plans; this apart from their general benefit for constant reference?

2. In towns of which you have had no plans written up have you incurred losses in any special case, where, from subsequent knowledge, you believe that reliable *used* plans would have lessened the loss?

After due consideration, the answer comes—Yes, in one or two special instances we saved (or would have saved) more than the whole cost of a complete set of Plans.

This is outside of the generally acknowledged utility of such conveniences in agents' reports, re-insurance matters, etc.

The following list of fires occurring in Canada in December last, is compiled from the daily papers—and of course is gathered from telegrams hastily despatched immediately after the occurrence, hence the information is generally defective and often erroneous—however, it will serve to show the general idea of the scheme, and with your cordial co-operation, we may, ere long, be able to ensure a passably reliable record for future reference:—

### FIRES IN CANADA DURING THE MONTH OF DECEMBER, 1880.

DATE.	PLACE.	BUILDINGS BURNT.	OWNER.	OCCUPANT.	SUPPOSED CAUSE.	APPROXIMATE		NUMBER ON PLAN.
						LOSS.	INS'CE.	
<b>MONTREAL.</b>								
2	Etienne Street	Meat Factory				Trifling		<b>\$ 44. B 309.</b>
3	142 St. Joseph St.	Store	—Barry	Mrs. Laurin	Stove	2,000	2,000	<b>\$ 28. B 196.</b>
8	Dalhousie Street	Cooperage		D. Campbell		Slight		<b>\$ 34. B 242.26</b>
8	College Street	Potash Factory			Tar barrel	Slight		
10	143 Duke Street	Grocer	H. O'Neil	H. O'Neil		700	None	<b>\$ 28. B 203.</b>
13	370 St. Paul Street	Wh. Fancy Gds		Cushing & Co		20,000	?	<b>\$ 8. B 43.</b>
18	188 Canning Street	Wh. Hardware		Watson		By wat'r		
16	Parthenais Street	Stables	Mrs. McNeil			Slight		<b>\$ 52. B 394.22</b>
18	349 Main Street	Glass Works				Slight		<b>\$ 85. B 834.</b>
19	197 St. Hubert St.	Stables	Dagenais	M. Lemieux				<b>\$ 19. B 130.</b>
19	1464 St. Catherine St	Dwelling		Bisaillon		Slight		<b>\$ 93. B 758.</b>
29	212 Notre Dame St.	Dwelling		Rev. Jas. Roy		Slight		<b>\$ 58. B 424.</b>
31	242 Notre Dame St.	P. Office "La Minerve"			Light'd paper	Trifling		<b>\$ 9. B 49.</b>
		Exchange Bank			Flue	5,000	5,000	<b>\$ 7. B 27.</b>
<b>TORONTO.</b>								
3	King	Tailor	D. L. Macpherson	W. Crawford	Coal stove	2,400	1,800	<b>\$ 12. B 44.155</b>
5	York	Straw Store		Burns		250		
6	23 Division	Dwelling	G. A. Young	G. A. Young		800	600	
11	25 King W	Station		Clougher Bros	gas jet in win.	Slight		<b>\$ 14. B 49.25</b>
12	Esplanade	Boiler Shed		Neil Currie	Incendiary	Trifling		<b>\$ 8. B 20.23</b>
12	"	Elevator Shed		Chapman	Incendiary	Trifling		<b>\$ 8. B 23.22</b>
12	121 Front	Cellar used as paper store	Hon. G. W. Allan	Doughty	Incendiary			<b>\$ 9. B 26.121</b>
15	213 King E	Stables		Bennie		30		<b>\$ 17. B 73.</b>
15	22 King E	Office 3rd floor			Lamp explo.	Slight		<b>\$ 15. B 53.22</b>
28	109 King W	Shed		D. Skeith	Acid spilt	100		<b>\$ 13. B 47.164</b>
28	Jarvis	Tailor		T. Nanton	Mysterious	Slight		
				or J. Lawton.				
<b>ONTARIO.</b>								
3	St. Marys	Oatmeal Mill	J. & R. Sutherland	J. & R. Sutherland	Kiln	6,000	2,000	
3	Bowmanville	Hotel Shed		Payne		Trifling		
5	Port Stanley	Billiard Hall		Joseph Snider		Total	1,200	
3	Blanchard T'ship	Farmer's barn		Robt. Finnie				
4	Brighton	Dwell'g and barn	J. O. Proctor	Jos. Adams		600	None	

And still there are those who work their territory by "intuition" and say that to them such aids are "perfectly unnecessary."

Figures refute the "intuition" theory; of the 37 Companies transacting a Fire Insurance business in commercial centres in Canada, 16 support the Plan system to a greater or less degree, 11 take a few plans now and again, 10 give no support.

From the Dominion and Provincial Insurance Superintendents' Reports, the ratio of Losses and Expenses to Premium Receipts (adding 10% for Foreign Head Office Expenses) are:

16 supporters,	Losses 61%	Expenses 31.55
11 some plans,	" 75%	" 32.25
10 none	" 92%	" 35.40

Were we to divide up the 16, of whom some are rather apathetic supporters, the inference in favor of plans would be still stronger—but the above will show that the support of the Plan system has *not increased expense ratio*, and may fairly claim to at least *assist to lessen loss ratio*.

Ask active agents whether they would return to the old system of "making constant repetition of diagrams"—ask them if the Block Plans are not a wondrous help in dealing with insurers, and whether they do not assist them in explaining the bearings of a question to Head Office; they will readily acquiesce in all encomiums, and will wonder that they ever imagined (as many did in former days) that the only use of a plan was, to be "a check on the agent."

**WANTED.**—The services of a gentleman of some experience in Fire Insurance matters, to actively assist in the management of this journal, and in other enterprises connected with special surveys, etc. Communications received by letter to CHAS. E. GOAD, Civil Engineer, 162 St. James St., Montreal.

FIRES IN CANADA DURING THE MONTH OF DECEMBER, 1880—CONTINUED.

DATE.	PLACE.	BUILDINGS BURNT.	OWNER.	OCCUPANT.	SUPPOSED CAUSE.	APPROXIMATE		NUMBER ON PLAN.
						LOSS.	INS'CE.	
<b>ONTARIO—Cont.</b>								
6	Kingston	Round house	G. T. Railway		Spark	Slight		
7	Riverside	Dwelling, Matilda St.	Jas. Kendrick <i>or</i>	Jas. Kenrick	Mysterious	Total		
7	Brantford, W.	Carpenter's shop		N. Welsh		400	None	
7	Lindsay	Brick dwg Melbourne Rd	Barnard	Capt. Ross			Some	
7	Amherstburg	Livery Stable		Dunbar	Lamp	4,000		
		Millinery		Miss Meloche				
10	Owen Sound	Harness		John Coates		450	450	
10	Prescott	Dwelling		E. McGroary		200	200	
9	Guelph	Dry Gds Wyndham St.	John Jackson	John Roach				
10	Brockville	Kitchen	J. C. T. Cochrane	J. C. T. Cochrane		400		
11	Renfrew	Woollen Mills 5 m. from		Reid		15,000	None	
10	London	St. James Ch. West'ster			Furnace	Trifling		
12	Kingsville	Barn, ½ mile W.	Joshua Adams	Joshua Adams	Incendiary		None	S 2. B 11.17
15	Whitby	Boots	Mrs. Till	J. Saunders		3,800	3,000	
15	Newcastle	Flour Mill	Jas. May	McNaughton		7,000	Yes	
16	Collingwood	Huron Hotel	J. Merrill	Wm. Porter		2,400	1,800	S 1. B C .16.
		Tailor	J. Henry	J. Henry		800	None	" 17.
		Boarding	Rev. Turner	Mrs. McIntosh		2,000	None	" 18.19
		Barber	"	Pleasant Duval				" 20.21
		Boarding	T. C. Birnie	Mrs. McKean		750 B	500	" 22.
		Millinery	Horatio Birnie	Miss Perryman		750 B	None	" 23.
		Cooperage, Bathurst		Hawkins	Carelessness	200		
17	London	Tent. Dwelling	Geo. Lasher	3 tenants		2,000	1,000	
18	Napanee Mills	Stables	B. Billings	M. Patton		1,000		
18	Billings B'ge, Ottawa	Skating Rink			Incendiary	3,000	2,000	
22	Ingersoll	Dwg, N. of Yankee Mls						
22	Lindsay	Barn & 10 cows, 4 miles	Kilpatrick	John Farlinger			500	
22	Cornwall	Vacant b'ding Geneva St	John Farlinger	F. D. Maddens	Incendiary		400	
18	St. Catharines	Barn, etc. 6 Concession	W. H. Fluke	W. H. Fluke				
18	Hungerford T'ship	Dwelling		John Coyle		600	Yes	
23	Thorold	Store, etc.	Louis Gregor	Louis Gregor			1,600	
24	Crieff, Puslinch Tp.	Masonic Hall and Store	R. Russell	J. W. McLaren		18,000	9,500	S 3. B 11.43
25	Pembroke			& Co.				
		Tinsmith	Jas. Stewart				1,200	" 49.
		Confectioner	Mrs. Bean					" 53.
		Stables	W. Hawkins			7,000		" 66.&c
		Wooden building	W. O'Mear					
		Cooper	W. McPherson					
		Town Hall					1,000	" 86.
25	London East	Grocer	Cronyn	Milton		5,000	Partial	
26	Peterboro'	Bakery and dwg Lake St	A. Letellier		In bakery	1,500	1,500	
29	Paisley	Grocer	A. Colborne	A. Colborne		800	800	
		Dry Goods		Given Bros		1,000	1,000	
		Liquor Store		Campbell		300	300	
29	"	Hotel	Sherman		Stove pipe	100	None	
29	Erin	Brisbane Hotel 2 m. out	W. Leeson	Nicholas Clark		Total	400	
<b>QUEBEC.</b>								
7	Waterloo	Tannery	Shaw Bros	Shaw Bros	Lamp explo.	Slight		
7	Quebec	Tug "Royal" D Harbor	J. J. Burns			Cons'ble	Yes	
21	Quebec, L. Champl'n	Tailor		Chabot	Lamp upset	Cons'ble		
				O'Dowd				
26	Joliette	Hotel	Joseph Bourdon	Joseph Bourdon		1,500	800	S 1. B 15.39.
		Store		Ducondu & Co		5,000	4,000	" 40.
		Drugs		Robitaille		5,000	3,000	" 41.
		Harness		David Beaudry		300	None	" 42.
		Old buildings				700	350	
28	Cardinal							
<b>NOVA SCOTIA.</b>								
11	Halifax	Artz' Tannery	Hy. Artz	J. F. Crowe		Total	2,500	
10	West River	Tannery	J. Browning est.	John Ross		Total		
20	Halifax	Auction room		Delaney & Hefferman				
		Barrington St				Slight		
25	Bridgewater	Store	Gaspar Ernst	Gaspar Ernst		Total		
		Store		Simeon Ernst		10,000	7,800	
		Liverpool Hotel	S. Foshay	S. Foshay			1,000	
		Stables	Findley					
27	Moose River	Store	McNab			Total	500	
27	Halifax	Dwelling, Maple St. Jubilee Rd.	W. Horton	W. Horton		Total	100	
<b>N. BRUNSWICK</b>								
3	Upper Woodstock	Dwelling	Mrs. Cluff			500	None	
		Brick building Union St.	Dr. Addy	Dr. Addy		Cons'ble	Yes	
11	St. John	Grocer		W. Martin				
		Dwelling	Jas. Frier	W. Avar		1,000	None	
9	Shediac	Saw and Grist Mill	Nathan Wilbur	Nathan Wilbur		Total	2,500	
12	Trite's Mt. Westml'd	Store	E. Milliken	E. Milliken		Total		
22	Cocaigne	Office	Theo. Bellideau	Thos. Bellideau		Total		
		Saw Mill	Hayford & Stetson	Hayford & Stetson		25,000	None	
24	Carleton	General store		C. A. Hoyt				
25	St. John	Lower P. Wm. St						
28	Tabusintac	Dwelling	R. Loggie	R. Loggie		Total	1,000	
		Dwg. (City Rd)	Rd. Magee	Doig, Campbell				
30	St. John	Spars St. Helen Wharf	Jas. Hamilton	Jas. Hamilton		Slight		



# LIST OF INSURANCE PLANS

PUBLISHED BY

CHAS. E. GOAD, - - - CIVIL ENGINEER,

162 ST. JAMES STREET, MONTREAL.

## ONTARIO.

Ailsa Craig	Brooklin*	Fort Erie*	Madoc*	Pembroke	Stouffville*
Alexandria*	Brussels	Fort William*	Markham*	Perth	Stratford
Alliston*	Caledonia	Galt	Meaford	Peterboro'	Strathroy
Almonte	Campbellford	Gananoque	Merrickville	Petrolia*	Streetsville*
Amherstburg*	Cannington*	Georgetown	Merriton	Picton	Tamworth*
Ancaster*	Carleton Place	Glencoe*	Millbrook	Point Edward*	Teeswater*
Arnprior	Carronbrook*	Goderich	Milton	Port Burwell*	Thornbury*
Arthur*	Cayuga*	Gravenhurst*	Mitchell	Port Colborne*	Thorold
Ashburnham*	Chatham	Grimby*	Morrisburg	Port Dalhousie*	Tilsonburg
Aurora	Chippawa*	Guelph	Mount Forest	Port Dover*	TORONTO Vol I.
Aylmer	Clarksburg*	Hamilton	Napanee	Port Elgin*	“ “ II.
Ayr*	Clifford*	Harriston	Newbury*	Port Hope	Trenton
Baden*	Clifton*	Hastings*	Newcastle	Port Perry	Tweed*
Barrie	Clinton	Hawkesbury*	New Edinburgh*	Port Stanley	Uxbridge
Beaverton*	Cobourg	Hespeler*	Newmarket	Prescott	Walkerton
Belleville	Colborne	Ingersoll	Norwich	Preston	Wallaceburg
Berlin	Collingwood	Jarvis*	Oakville	Renfrew	Wardsville
Blenheim	Cornwall	Kemptville	Odessa*	Ridgetown*	Warkworth
Blyth*	Cresden*	Kincardine	Omeme	St Catherines	Waterloo
Bobcaygeon	Drummondville*	Kingston	Orangeville	St Mary's	Watford*
Bolton*	Dundas	Kingsville*	Orillia	St Thomas	Welland
Bothwell*	Dunnville	Lakefield*	Orono*	Sarnia	Whitby
Bowmanville	Durham*	Lindsay	Oshawa	Seaforth	Windsor
Bracebridge*	Elmira*	Listowel	OTTAWA	Shannonville*	Wingham
Bradford	Elora	London	Owen Sound	Simcoe	Woodbridge*
Brampton	Exeter	L'Orignal*	Paisley*	Smith's Falls	Woodstock
Brantford	Fenelon Falls	Lucan	Pakenham*	Southampton	Wroxeter*
Brighton	Fergus	Lucknow	Paris	Stayner	Yorkville*
Brockville	Flesherton*	Lyn*	Park Hill	Stirling*	

## QUEBEC.

Acton*	L'Assomption*	St. Hyacinthe
Aylmer	Lennoxville	St. Jean Baptiste
Beauharnois	Levis	St. Jerome
Bedford*	Longueuil	St. John's
Berthier*	Maskinonge*	St. Louis of Mile End
Brigham*	MONTREAL, Pt. I.	St. Scholastique*
Buckingham*	“ “ II.	St. Therese*
Coaticook	“ “ III.	Shefford*
Coteau St Louis	Nicolet	Sherbrooke
Cowansville*	Ormstown(Dur'm)*	Sorel
Danville*	QUEBEC	Stanbridge*
East Farnham	Quebec Coves	Stanstead
Edwardsburgh*	North Side	Sweetsburgh*
Frelighsburgh*	Quebec Coves	Terrebonne
Granby*	South Side	Three Rivers
Hemmingford*	Richmond	Valleyfield
Hochelaga	Riviere du Loup*	Waterloo
Hull*	Rock Island	West Farnham
Huntingdon*	St. Andrews*	
Joliette	St. Cunegonde	
Lachine	St. Eustache*	
Lachute	St. Gabriel	
Laprairie	St. Henri	

## P. E. ISLAND.

Alberton\*  
Charlottetown  
Georgetown\*  
Princetown\*  
Souris\*  
Summerside\*

## MANITOBA.

Winnipeg\*  
Emerson\*

## NEWFOUND- LAND.

ST. JOHN'S  
Harbour Grace  
Carbonear

## NOVA SCOTIA.

Amherst  
Annapolis  
Antigonish  
Arichat\*  
Bear River\*  
Bridgetown\*  
Bridgewater\*  
Dartmouth  
Digby  
Guysborough\*  
HALIFAX  
Kentville

## NEW BRUNSWICK.

Bathurst  
Campbellton  
Carleton  
Chatham  
Dalhousie  
Dorchester\*  
Fredericton  
Grand Falls\*  
Hillsborough\*  
Moncton  
Newcastle  
PORTLAND  
Sackville  
St. Andrews  
ST. JOHN  
St. Stephen  
Shediac\*  
Woodstock

\* Places thus marked, mostly small villages, will be surveyed as soon as required.

Printed Appliance Reports are prepared of most places above noted, giving information respecting means of protection against fire, etc.