

[WITH 4-11-93]

ASSURANCE LLOYDS  
of AMERICA  
Beecher, Schenck & Co.

GENERAL MANAGERS & ATTORNEYS.

40 to 44 Pine Street, New York.

IT WILL PAY

EVERY OWNER OF FIRST-CLASS PROPERTIES DESIRING

FIRE INSURANCE

TO

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INVESTIGATE THE

# LLOYDS

Principle of Fire Insurance, with  
Special Reference to

# The Assurance Lloyds of America,

ITS ORGANIZATION,

METHODS,

BEECHER, SCHENCK & CO.,  
GENERAL MANAGERS AND ATTORNEYS,  
Offices, 40-44 Pine Street,  
NEW YORK CITY.

STABILITY.



## EXPLANATORY.

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INDIVIDUAL UNDERWRITING is not by any means a new mode of insurance. In fact, it is the oldest, and for a generation or more, the only one. Records show its existence as far back as 1688 in the city of London. It originated through social intercourse between merchants and shipowners over the festive board. There being no corporation whose business it was to assume the risks of individuals, a way out of the difficulty became a question, very naturally, in the minds of those merchants and shipowners.

It was suggested that the group jointly assume the liability of the one individual, and this arranged, the consideration was mutually agreed upon. They then had the two important ideas fixed in their minds; first, the contract or risk to be assumed, and next the consideration therefor; which latter we are given to understand was carefully set aside for the day of disaster.

From this simple arrangement sprang the policy contract and premium, and from that little social and provident group it may safely be said, sprang the now great and important business of insurance.

The origin of the word "Lloyds" is from the name of the proprietor of the inn or eating house where these meetings were held, Edward Lloyds. Be that as it may, the name has been carried down to the present day.

From this little seed, dropped at an insignificant coffee house in the city of London, in the year 1688, has grown a gigantic Lloyds, whose financial responsibility is never questioned throughout the whole world.

## ITS ORGANIZATION.

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THE ASSURANCE LLOYDS OF AMERICA was organized February 15, 1892, with six underwriters, and before the close of the year 1892, one hundred underwriters had joined this "Lloyds," each making a cash deposit of \$5,000, creating a fund of \$500,000, which number will be increased to 200. The liability of each underwriter is limited to \$15,000, which includes the cash deposit of \$5,000, thus making this Lloyds the most powerful organization of its kind in America, with \$500,000 cash and a liability of \$1,000,000 additional, giving policyholders a financial security of \$1,500,000, which is the present status with 100 underwriters. When the entire limit of 200 underwriters is reached, the Cash Guarantee Fund will be \$1,000,000, with further liability of \$2,000,000, giving policyholders a financial security of \$3,000,000.

## ITS METHODS.

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THE ASSURANCE LLOYDS OF AMERICA will not join any Tariff Association, or be burdened with the rules of rating committees. The General Managers and Attorneys, from their experience and selection of competent Inspectors, being best able to decide as to the merits of Each Risk and its Premium Value, and it is proposed to secure the business on an independent basis, free from dictation from local boards, which now govern and control the

## STOCK COMPANIES.

## ITS METHODS.

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THE Maximum Line written by THE ASSURANCE LLOYDS OF AMERICA, Class "A" is

\$100,000

FIRST—Upon risks protected by the most approved automatic sprinkler system, without exposure by any other risk.

SECOND—Upon strictly first-class one-tenant mercantile risks, not exposed as above, without the automatic system.

THIRD—Upon Bonded Warehouses.

This amount will be written only in cases where the financial standing of the assured is A 1, according to the mercantile report.

MINIMUM LINE FOR CLASS "A,"

\$20,000.



## ITS METHODS.

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THE Maximum Line written by THE ASSURANCE LLOYDS OF AMERICA, under Class "B" is

\$50,000

Upon approved manufacturing or mercantile risks not protected by the Sprinkler System, with the strictest regard and attention to the matter of moral hazard.

MINIMUM LINE FOR CLASS "B,"

\$10,000

## ITS METHODS.

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THE Maximum Line written by THE ASSURANCE LLOYDS OF AMERICA, under Class  
"C" is under

\$50,000

Upon miscellaneous hazards belonging to A 1 corporations, or individuals not requiring large sums on one risk.

MINIMUM LINE FOR CLASS "C,"

\$5,000

In every case no matter how small the policy, the question of moral hazard will be carefully looked into and benefit of the doubt taken by the underwriters.

## ITS METHODS.

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EACH of the 100 "underwriters" of THE ASSURANCE LLOYDS OF AMERICA accepts through their "General Managers and Attorneys" his proportionate share of each and every risk assumed. The "Insurance Committee" of THE ASSURANCE LLOYDS OF AMERICA examine into and pass upon all insurance assumed Every Week.

## ITS STABILITY.

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A POLICY of THE ASSURANCE LLOYDS OF AMERICA is specially desirable as security, being underwritten by 100 subscribers, composed principally of members of the leading firms in the several cities of the United States. The commercial standing of the underwriters represented is of the highest order.

### ALL LOSSES ARE PAID

FIRST—Out of the unexpended premiums.

SECOND—Out of the deposit made by the 100 underwriters—viz., \$500,000.

THIRD—Out of the additional Individual Liability of the 100 underwriters—viz.,

\$1,000,000

Total security after unexpended premiums have been exhausted being

\$1,500,000



## ITS STABILITY.

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THE GOVERNING COMMITTEE of THE ASSURANCE LLOYDS OF AMERICA have deposited the cash subscriptions of

\$500,000

made by the 100 subscribers, with the following Banks and Trust companies, bearing interest :

### DEPOSITORIES.

SOUTHERN NATIONAL BANK.....	Of New York City.
UNITED STATES NATIONAL BANK.....	Of New York City.
ST. NICHOLAS BANK.....	Of New York City.
PEOPLE'S TRUST COMPANY.....	Of Brooklyn, N. Y.
MERCANTILE TRUST AND DEPOSIT Co.....	Of Baltimore, Md.
CENTRAL NATIONAL BANK.....	Of Cleveland, O.

All securities and funds of THE ASSURANCE LLOYDS OF AMERICA are under the control of the Governing Committee and subject to their order.

## ARGUMENT.

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SUPPORTED by such names as now appear as underwriters, there is no conceivable reason why THE ASSURANCE LLOYDS OF AMERICA should not become in time one of the strongest and most powerful organizations doing business in the United States, it being the intention of the General Managers and Attorneys to so conduct its affairs that its name in the insurance community shall be synonymous with strength and security.

The expense of conducting this system of insurance is materially less than that of stock companies. THE ASSURANCE LLOYDS OF AMERICA have no president, vice-presidents, secretaries, treasurers and clerks to support. The entire business being managed and the necessary expenses being paid by the General Managers and Attorneys, under the jurisdiction of the Governing Committee.

## ARGUMENT.

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THE Underwriters of THE ASSURANCE LLOYDS OF AMERICA expect to receive the hearty co-operation and support of the insuring public, because the methods adopted by them have inspired confidence in this organization, and have secured a large volume of business, and insurers all over the United States have approved and welcomed this organization, because they have found it the most reliable means of insuring their properties.

## NOTICE.

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ANY further information upon subjects relating to THE ASSURANCE LLOYDS OF AMERICA can be had by applying to

BEECHER, SCHENCK & CO.,

GENERAL MANAGERS AND ATTORNEYS,

40-44 PINE STREET, NEW YORK.



# NAMES OF UNDERWRITERS

OF THE

## ASSURANCE LLOYDS OF AMERICA.

T. M. ARMSTRONG.....	of Armstrong Bros. & Co.....	Pittsburgh, Pa.
WM. ARROTT.....	of J. W. Arrott Insurance Agency.....	Pittsburgh, Pa.
EDWARD AUSTEN.....	Vice-Pres. American Casualty Insurance & Security Co.....	Baltimore, Md.
BEECHER, SCHENCK & Co.....	Insurance.....	New York, N. Y.
H. B. BEECHER.....	of Beecher, Schenck & Co.....	New York, N. Y.
HENRY WARD BEECHER.....	of Beecher, Schenck & Co.....	New York, N. Y.
WM. C. BEECHER.....	Attorney-at-Law.....	New York, N. Y.
FRANCIS P. BURKE.....	with Beecher, Schenck & Co.....	New York, N. Y.
CHARLES E. BIGELOW.....	President Bay State Shoe and Leather Company.....	New York, N. Y.
FRED. BUTTERFIELD & Co.....	Importers.....	New York, N. Y.
BINGHAM, DOUGLASS & SQUIRE.....	Insurance.....	Cleveland, O.
L. W. BINGHAM.....	of Bingham, Douglass & Squire.....	Cleveland, O.
W. SCOTT BONNELL.....	Mahoning Valley National Bank.....	Youngstown, O.
J. G. BUTLER, JR.....	of Brier Hill Iron and Coal Co.....	Youngstown, O.
BARNES, HENGERER & Co.....	Dry Goods.....	Buffalo, N. Y.
E. C. CONVERSE.....	of National Tube Works Company.....	New York, N. Y.
A. B. CHANDLER.....	President Postal Telegraph Cable Company.....	New York, N. Y.
J. B. COLTON.....	Capitalist.....	New York, N. Y.
A. CARTER, JR.....	of Carter, Sloan & Co.....	New York, N. Y.
FELIX CAMPBELL.....	President People's Trust Company.....	Brooklyn, N. Y.
FRANK CAMPBELL.....	Comptroller State of N. Y.....	Albany, N. Y.

## UNDERWRITERS.

J. H. CUNNINGHAM.....	of J. H. Cunningham Company.....	Boston, Mass.
W. P. COWAN.....	Vice-President Standard Oil Company of Indiana.....	Chicago, Ill.
G. E. COLLINGS.....	of Collings, Taylor & Co.....	Cleveland, O.
WESTMORELAND D. DAVIS.....	of Gibson & Davis.....	New York, N. Y.
THOMAS DEFORD.....	of Deford & Co.....	Baltimore, Md.
GEORGE H. ELY.....	President Central National Bank.....	Cleveland, O.
J. H. FLAGLER.....	Capitalist.....	New York, N. Y.
W. W. FLANNAGAN.....	President Southern National Bank.....	New York, N. Y.
CHAS. R. FLINT.....	Treasurer United States Rubber Company.....	New York, N. Y.
JOHN V. FARWELL CO.....	Dry Goods.....	Chicago, Ill.
ARTHUR B. GRAVES.....	President St. Nicholas Bank.....	New York, N. Y.
E. B. GADDIS.....	of Wilkinson, Gaddis & Co.....	Newark, N. J.
JOHN GILL.....	President Mercantile Trust and Deposit Company.....	Baltimore, Md.
JAS. A. GARY.....	of Jas. A. Gary & Son.....	Baltimore, Md.
FRANK W. GILCHRIST.....	Capitalist and vessel owner.....	Alpena, Mich.
MARCELLUS HARTLEY.....	of Hartley & Graham.....	New York, N. Y.
JOHN A. HAMBLETON.....	Capitalist.....	Baltimore, Md.
H. A. HUTCHINS.....	of Standard Oil Company.....	New York, N. Y.
WM. M. HOYT.....	of W. M. Hoyt Co.....	Chicago, Ill.
A. C. HOUGHTON.....	President Arnold Print Works.....	North Adams, Mass.
R. K. HAWLEY.....	President Cleveland Saw Mill and Lumber Company.....	New York, N. Y.
E. L. HART.....	of Hart & Co.....	Cleveland, O.
HOWER & HIGBEE.....	Dry Goods.....	Cleveland, O.
HIRAM C. HAYDN.....	Vice-President Western Reserve University.....	Cleveland, O.
THOMAS B. KENT.....	President Holmes, Booth & Hayden.....	New York, N. Y.
KELLOGG & McDOUGALL.....	Manufacturers.....	Buffalo, N. Y.
WM. B. KEEP.....	of Keep & Lowden, Attorneys-at-Law.....	Chicago, Ill.
THEO. KUNDTZ.....	of Theo. Kundtz Sewing Machine Cabinet Works.....	Cleveland, O.

## UNDERWRITERS.

DAVID T. LEAHY.....	of E. H. VanIngen & Co.....	New York, N. Y.
L. C. LATHROP.....	of Lathrop, Smith & Oliphant.....	New York, N. Y.
ALBERT R. LEDOUX.....	of Ledoux & Co.....	New York, N. Y.
STEPHEN R. LESHNER.....	of Leshner, Whitman & Co.....	New York, N. Y.
JOHN A. MCCALL.....	President New York Life Insurance Company.....	New York, N. Y.
A. M. MCGREGOR.....	of Standard Oil Company.....	New York, N. Y.
WM. E. MIDGLEY.....	President American Casualty Insurance & Security Co.....	New York, N. Y.
ROBERT H. MCCURDY.....	of Mutual Life Insurance Company.....	New York, N. Y.
CHAUNCEY MARSHALL.....	of L. Waterbury Co.....	New York, N. Y.
R. H. MACY & Co.....	Dry Goods.....	New York, N. Y.
LOUIS McLANE.....	Capitalist.....	Baltimore, Md.
JAMES W. NYE.....	Manager American Casualty Insurance & Security Co.....	Chicago, Ill.
J. H. PARKER.....	President United States National Bank.....	New York, N. Y.
A. J. POUCH.....	of Standard Oil Company.....	New York, N. Y.
CHAS. M. PRATT.....	of Standard Oil Company.....	New York, N. Y.
NOAH PALMER.....	of Dryden & Palmer.....	New York, N. Y.
GEO. W. PACK.....	of Pack, Woods & Co., Michigan.....	Asheville, N. C.
ALBERT PACK.....	of Albert Pack Lumber Company.....	Alpena, Mich.
HENRY A. PARR.....	of I. M. Parr & Son.....	Baltimore, Md.
H. H. ROGERS.....	26 Broadway.....	New York, N. Y.
THOS. RUTTER.....	Capitalist.....	New York, N. Y.
J. W. REINHART.....	Vice-President Atchison, Topeka & Santa Fe Railroad Co.....	New York, N. Y.
CHARLES H. RAYMOND.....	of Mutual Life Insurance Company.....	New York, N. Y.
R. C. RATHBONE.....	of R. C. Rathbone & Son.....	New York, N. Y.
BENJAMIN ROSE.....	President Cleveland Provision Company.....	Cleveland, O.
ISAAC ROSENWALD.....	of E. Rosenwald & Bro.....	New York, N. Y.
JOHN E. SEARLES, JR.....	Treasurer American Sugar Refinery Company.....	New York, N. Y.
ROBERT SEWELL.....	Attorney-at-Law.....	New York, N. Y.



## UNDERWRITERS.

AUG. D. SHEPARD.....	Vice-President American Bank Note Company.....	New York, N. Y.
R. K. SHELDON.....	Treasurer American Casualty Insurance & Security Co.....	New York, N. Y.
V. R. SCHENCK.....	of Beecher, Schenck & Co.....	New York, N. Y.
T. L. SCOVILL.....	of Holmes, Booth & Hayden.....	New York, N. Y.
R. A. C. SMITH.....	Vice-President Consolidated Gas Co. of Havana, Cuba.....	New York, N. Y.
H. W. SLOCUM.....	President Coney Island and Brooklyn Railroad Company.....	Brooklyn, N. Y.
W. W. SPENCE.....	Capitalist.....	Baltimore, Md.
E. D. SMITH.....	of E. D. Smith & Son.....	Baltimore, Md.
J. HENLEY SMITH.....	Capitalist.....	San Francisco, Cal.
A. SHUMAN.....	of A. Shuman Co.....	Boston, Mass.
J. J. SULLIVAN.....	Cashier and Managing Director of Central National Bank.....	Cleveland, O.
W. P. THOMPSON.....	President National Lead Company.....	New York, N. Y.
JOHN W. TAYLOR.....	of Beecher, Schenck & Co.....	New York, N. Y.
CHARLES B. THURSTON.....	President Jersey City & Bergen R. R. Co.....	Jersey City, N. J.
E. H. VANINGEN.....	of E. H. VanIngen & Co.....	New York, N. Y.
HAYDEN W. WHEELER & Co.....	Manufacturing Jewelers.....	New York, N. Y.
WECHSLER & ABRAHAM.....	Dry Goods.....	Brooklyn, N. Y.
F. WEYERHAEUSER.....	Lumber Merchant.....	St. Paul, Minn.
R. H. WHITE & Co.....	Wholesale Dry Goods.....	Boston, Mass.
R. H. WRIGHT.....	Treasurer The Aultman Miller Company.....	Akron, O.
CHAS. W. WASON.....	Vice-President East Cleveland Railroad Company.....	Cleveland, O.
GEO. D. WICK.....	Vice-President Union Iron and Steel Company.....	Youngstown, O.
W. J. WHITE.....	Manufacturer and vessel owner.....	Cleveland, O.

*Certified to be a correct list of the Underwriters of the  
Assurance Lloyds of America  
MARCH 15TH, 1893.*

BEECHER, SCHENCK & CO.,

GENERAL MANAGERS AND ATTORNEYS.



# GOVERNING COMMITTEE.

## ASSURANCE LLOYDS OF AMERICA.

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ROBERT SEWELL.....	New York, <i>Chairman</i>
H. B. BEECHER.....	New York City
L. W. BINGHAM.....	Cleveland, O.
FRANK CAMPBELL.....	Albany, N. Y.
FELIX CAMPBELL.....	Brooklyn, N.Y.
E. C. CONVERSE.....	New York City
J. H. FLAGLER.....	New York City
W. W. FLANNAGAN.....	New York City
A. B. GRAVES.....	New York City
JOHN GILL.....	Baltimore, Md.
THOMAS B. KENT.....	New York City
STEPHEN R. LESHER.....	New York City
JAMES W. NYE.....	Chicago, Ill.
J. H. PARKER.....	New York City
R. C. RATHBONE.....	New York City
CHARLES H. RAYMOND.....	New York City
A. SHUMAN.....	Boston, Mass.
J. E. SEARLES, JR.....	New York City
J. J. SULLIVAN.....	Cleveland, O.
F. WEYERHAEUSER.....	St. Paul, Minn.
R. H. WRIGHT.....	Akron, O.
WM. C. BEECHER.....	<i>Secretary</i>



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