Illustration 0.1
Sun Fire Office, guard books, 19th century.

LMA, CLC/B/192/DD/008/MS38828.
Illustration 0.2
LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 0.3

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 1.1
An explanation of Profiles on Airbnb’s Trust & Safety page. It shows how a Profile looks on a smart phone.

www.airbnb.co.uk/trust
Illustration 1.2
Airbnb’s Trust & Safety page, with its four tabs for ‘Overview’, ‘Travelling’, ‘Hosting’ and ‘Community Standards’. Note the heading ‘Safety by design’, and the tagline below it, ‘Airbnb is designed with safety – both online and off – in mind’.

www.airbnb.co.uk/trust
Illustration 1.3
An explanation of Reviews on Airbnb's ‘Trust & Safety’ page. It shows how Reviews look on a smart phone.

www.airbnb.co.uk/trust
Illustration 1.4
An explanation of messaging via Airbnb’s platform, on Airbnb’s ‘Trust & Safety’ page. It shows how messages look on a smart phone.

www.airbnb.co.uk/trust
Illustration 1.5
Airbnb’s homepage reflects its trademark combination of tidy text and glossy photography, which is apparent across the platform.

www.airbnb.co.uk/trust
Illustration 1.6
The ‘Community Standards’ tab of Airbnb’s ‘Trust & Safety’ page. Under the heading ‘Safety’, it reads ‘Your Airbnb experience begins the moment you embrace adventure.’

www.airbnb.co.uk/trust
Illustration 1.7
The ‘Travelling’ tab of Airbnb’s ‘Trust & Safety’ page. It takes the reader through steps using bullet points.

www.airbnb.co.uk/trust
Illustration 1.8
The ‘Overview’ tab of Airbnb’s ‘Trust & Safety’ page illustrates the messages of ‘Safety by design’.

www.airbnb.co.uk/trust
Illustration 1.9
On the ‘Overview’ tab of Airbnb’s ‘Trust & Safety' page, a photograph of a representative of Airbnb, so it is implied, illustrates, ‘We’re here if you need us’.

www.airbnb.co.uk/trust
Illustration 1.10
The Data Permissions Catalogue page on Projects by If’s website.

www.catalogue.projectsbyif.com
Illustration 1.11
The cover of a printout on A4 paper of the pdf: Royal College of Art, Trust: Designing the Future of Audit (Project Brief for Service Design students, unpublished, 2014).

By courtesy of Dan Phillips.
Illustration 1.12
The issues of the *Urban Pamphleteer* series, published by UCL Urban Laboratory, up to January 2017.

www.urbanpamphleteer.org
Illustration 2.1
The Use and Abuses of Money, and the Improvements of it by Two Propositions for Regulating our Coin: Whereby His Majesties Occasions may be Supplied (1671).
EEBO.
PROPOSALS for raising Money for the National Land-Bank.

I have been very often earnestly importuned by divers Persons, to permit them to subscribe a Sum of Money to the National Land-Bank, in lieu of Land, which I did not then think proper or convenient to accept of. But since the said Bank is designed for a General and extensive Good, and several Persons still renewing their Solicitations to subscribe Money to the said Bank, that none therefore may be excluded from taking part of the many Advantages that will arise thereby, and in regard it may be a means to unite the Owners of Land and Money in point of Interest, it is thought necessary to receive Subscriptions for a Million of Money, subject to the following Terms and Conditions, till referring to my self what I have yet to offer for raising any further Fund of Money or Credit that may be needful for the said Bank.

That any Persons may subscribe what Sum of Money they please in the present Subscription-Book, until the Value of one Million in Money shall be subscribed.

That every fifteen hundred Pounds in Money that shall be subscribed, shall be esteemed equal to two thousand Pounds in Land, the same being the full Value for which each Land may be engaged, and shall have an equal Share in all Editions with one hundred Pounds per annum, or two thousand Pounds worth of Land, and in like proportion for a greater or less Sum.

That the whole Million to be subscribed shall be paid in five parts, in manner as is herein after apportioned.

That each Subscriber, his Heirs, Executors, Administrators, or Assigns, shall pay to the Treasurer or Treasurers of the National Land-Bank, to be hereafter chosen, one tenth part of the said Subscription-Money on the 20th Day of September next, or within ten Days after; one other tenth part on the five and twentieth Day of December next, or within ten Days after, and the like tenth part on the five and twentieth Day of March the next following, or within ten Days after, and so to continue the like Payments quarterly, upon the four months usual Fair days or Terms of the Year successively, or within ten Days after each such Fair-day or Days of Payment, until all and every the said tenth Parts shall be paid to the Treasurer or Treasurers of the Bank in manner aforesaid.

That all and every the Subscribers, their Executors, Administrators or Assigns, shall receive from the Treasurer or Treasurers of the said Bank, after the rate of 3 l. per cent. per annum, for such part of the said Fund's Grace as may be proportionate to the amount of their Subscriptions; and every tenth Part of the Income of the Bank: the said 3 l. per cent. per annum to be paid to them in two equal Payments, upon the 20th Day of March, and 20th Day of September every Year.

That each and every Subscriber shall receive his or their Part or Proportion of the Profits of the Bank for the whole Sum by them subscribed, the same to be computed from the time they shall pay their first tenth Part or quarterly Payments.

That if any Subscriber shall fail to pay his or their first tenth Part or quarterly Payment upon the 20th Day of September next, or within ten Days after, such Subscriber’s Subscription shall be void.

7. Thus the said Bank may be a safe Repository for the Money of all Widows and Orphans, it is thought fit likewise to publish, That all such Money of Widows or Orphans which shall not be subscribed towards the raising the aforesaid Sum of ten hundred thousand Pounds, shall at any time (upon Application) be made to the Directors, be received into the Bank, which will pay them at the rate of 3 l. per cent. per annum, for Interests, and their Principal Money on Demand.

20th August, 1695.

John Briscoe.

The Subscription-Books lie open at Thomas Coring, Sergeant at Law, his Chambers in Grey Inn St. Philip New Ed. his Chambers, the second State-cafi of the Paper-Buildings in the Inner-Temple; St. Lawrence Breadin Edg. his Chambers, Number 4. the Second Street-cafi; in the New-square at Lincoln-Inn; at the House of Robert Wren Edg. the Exchequer Inn; in the New-square near the Royal-Exchange; at Mr. Nicholas Hayford; Publick Noyury in Breadwin-street behind the Royal-Exchange, at Mr. Samuel Basset gravelier in Cordially street; and from half an Hour past twelve to half an Hour past Two every Day at Noon, at Cowleys, Jonathan’s, and Barbadoes Coffee-houses in Exchange-Aye. At Barlow’s and Bridges Coffee-houses in Cornhill, and at the Amsterdam-Coffee-house behind the Royal-Exchange, London.

London, Printed by John Darby in St. Bartholomew’s-Cloves, where is sold, Mr. Briscoe’s Book, intituled, A Defence of the Land Funds, with Proposals for the Improvement of the Preciious-Effays, and Encouragement of Trade. Price 18d.
Illustration 2.3
Receipt for a donation to the fire relief for sufferers of the Great Fire of London, dated 10 November 1666.
153 x 98 mm.

Illustration 2.4

Protestant (Domestic) Intelligence, 2 April 1680, p. 1.

The news section reports on the presentation of Newbold’s insurance scheme to the Lord Mayor, and the publication of his proposals.

British Library.
Illustration 2.5

Protestant (Domestick) Intelligence, 2 April 1680, p. 2.
The story continues from p. 1.

British Library.
A. Newbold, Londons Improvement and the Builder’s Security Asserted, by the Apparent Advantages that will Attend their Easie Charge, in Raising such a Joint-Stock, as may Assure a Re-building of those HOUSES, which shall hereafter be Destroyed by the Casualties of Fire. (1680), p. [1]. [4], 4 p.; 2°. EEBO.
Illustration 2.7

True Protestant (Domestick) Intelligence, 7 May 1680, p. 1.
The news section reports on a ‘New Office’, the Insurance Office to be.

Bodleian Library.
PROPOSITIONS
For Insuring Houses from FIRE.

There is no Design more universally desired by Landlords and Tenants of Houses, than that of securing their Estates against any loss arising from the Fire. It has been universally observed that, in and about the City of London, the loss of life and property has been so great, that the inhabitants are in continual fear of a general conflagration. It has been calculated that, in the year 1680, the loss of life and property was greater than in any other part of the country. It is therefore of the utmost importance to provide against such a contingency.

In order to effect this, the following propositions are made:

1. The policy should be limited to the value of the house.
2. The policy should be limited to the value of the contents.
3. The policy should be limited to the value of the fixtures.
4. The policy should be limited to the value of the ornaments.
5. The policy should be limited to the value of the furniture.

These propositions are intended to provide against the loss of life and property in the event of a fire. They are designed to ensure that the policyholder is adequately protected against the financial loss that may result from a fire. The policy is designed to be flexible, allowing for adjustments to be made as the needs of the policyholder change.

National Art Library.
Illustration 2.10
Fire Office, Arguments for Insuring Houses from Fire [1680], p. 1.
1 sheet (2 p.), 1°.
178 x 383 mm.

LSE.
Illustration 2.12
1 sheet ([1] p.), 1°.
205 x 335 mm.
'Mutilated at the top', according to bibliographic note.

British Library

284
Illustration 2.13
1 sheet (2 p.), 1°.
185 x 295 mm.
British Library.
Illustration 2.15
Fire Office, policy, dated 1682.
Copperplate engraving.
274 x 427 mm.

Museum of London.
Illustration 2.16
City of London, A Table of all Terms of Years from One to Thirty One Inclusive; and from thence by Every Ten Years to One Hundred Inclusive, and from thence for ever; where is Set Down the Sums of Money to be Paid for Insuring a Brick House for any of those Terms of Years Proportionably to Four Pounds for ever, for every Hundred Pounds Value Insured on such Buildings; Calculated by Order of Common Council (1681).
1 sheet (1 p.).

EEBO.
The Book of Subscriptions, for Insuring of Houses (by the City of London) in case of FIRE, is now Open, wherein several Aldermen and Others have Subscribed for a considerable Number of HOUSES; and the same will so Continue in the CHAMBER at the GUILDHALL, where constant Attendance will be daily given from Nine of the Clock to Twelve in the Forenoon, and from Three of the Clock to Six in the Afternoon, for Entering the Subscriptions of all such Persons as shall be willing to INSURE.

Printed by J. Reganch, Printer to the Honourable City of London.
Illustration 2.18

Fire Office, To the Right Honourable the Lord Mayor ... The Proposals of the Gentlemen of the Insurance Office is humbly Offered [1681].
1 sheet ([1] p.), 1°.
238 x 380 mm.

TNA, SP 9/251/177.
Illustration 2.19
Fire Office, An Enquiry, Whether it be the Interest of the City to Insure Houses from Fire; and Whether the Insured may Expect Any Advantage thereby, more than from the Insurance-Office Already Settled [1681], p. 1.
4 p., fo.
238 x 355 mm.
TNA, SP 9/251/178.
Illustration 2.20
Fire Office, An Enquiry, Whether it be the Interest of the City to Insure Houses from Fire; and Whether the Insured may Expect Any Advantage thereby, more than from the Insurance-Office Already Settled [1681], p. 2.
4 p., fo.
238 x 355 mm.

TNA, SP 9/251/178.
Illustration 2.21
Fire Office, An Enquiry, Whether it be the Interest of the City to Insure Houses from Fire; and Whether the Insured may Expect Any Advantage thereby, more than from the Insurance-Office Already Setled [1681], p. 3.
4 p., fo.
238 x 355 mm.
TNA, SP 9/251/178.
Illustration 2.22
Fire Office, An Enquiry, Whether it be the Interest of the City to Insure Houses from Fire; and Whether the Insured may Expect Any Advantage thereby, more than from the Insurance-Office Already Settled [1681], p. 4.
4 p., fo.
238 x 355 mm.
TNA, SP 9/251/178.
Observations on the Proposals of the CITY, to Insure Houses in case of FIRE.

HEN Right is intended, all manner of Defence is lawful; therefore, since the City of LONDON, endeavoring to set up the Insuring of Houses from the Fire, by the Insurance of other Persons, is in reasonable to expect, that all persons, tho' they were Authors of the Design, and are thereby Aggrieved, nor Publish the Truths which may Lesten their Adversary, and be assisted to procure their Rights, though he be doing, they should seem to be held on the Justice, Wisdom, or Credit of the City of LONDON for, that the Tenants of the Insurance Office on the Bankside of the Royal Exchange, were the First Proposers of this Design, and the Examiners of the Proposal; and that it is not for the People to doe any thing that is prejudicial to the Interest of the Tenants, in order to the Future: The Commissioners of the Insurance Office did always in their own Interest.

And though it be true, that almost [as] Proposals were made to the City about Insuring Houses from Fire, upon which a Committee was Chosen to Examinate them; yet they were evidently different from this Design, and so impracticable in their nature, that they were forced to lay the same. And it is more than probable, that the City could never have settled this Affair, had they not taken the Pattern from the Insurance Office, since Ten Years have been spent without making the least Progress in it.

Now, since the Undertaking of the City to Insure Houses, is for a Copy of gentlemen's Intention, the best way to Disguise it, and these Speculations, will be to Compare it with the Original.

The Business that was at first used to Send the Insurance Office to the Bankside of the Royal Exchange, was thus, viz.

Prospects for Insuring Houses were Published; whereas, for the first time, an Office of Insurers; the Terms of the Office, the Sum of Insurance, and manner of Distributions, were given. And that General Satisfaction might be given, several days, upon Publick Notice, were Appointed for those that had Thoughts of Insuring, to Meet at the Office, to Observe and Debate what might be Advantageous or Disadvantageous to the Design; and according to the Rules of the Design, this Affair was settled by Counsel chosen by those that Subscribed to Insure.

This Example the City would seem to follow: Some things they have Invented not: Necessary, others Necessary they have omitted; Some things they have altered, which has much prejudiced their Design. All which may be observed from their two Particulars in their printed Paper, viz.

I. Taking Subscription. III. The Terms of Insurance. IV. Their Prices, viz. in each City, to know whether they can be taken.

As to the first, (their taking Subscription) There can be no occasion now; unless not understood business did take Subscription, because the Design being altogether New, they could not otherwise happen, whether their Proposals were Approved of, or not. And at the Deposit of several Gentlemen to Insurance. Yet since this Affair is Settled, and gives General Satisfaction, there in no occasions follow this Pattern, they have reason to expect the same Success. But if not, Why should they make their Disadvantages? Especially, when their Houses are not Insured by Subscription; and it may probably be so Long, as that, before the CITY Sent their Funds, that their Houses may be burnt before they are Insured. CITY have made many Provision for them. Therefore, there can be no occasion of Subscription, which those Gentlemen of the Committee, that drive this Design, believe they may engage men to Subscribe, than to pay their own; and by persuading the City, the Common Council, the Officers, and other Persons who have their Dependence on the City to Subscribe, may, by their Number and Quality of Subscription, gain a Reputation for a Design, which may serve as an Encouragement to many not of this Persons, and others...
Illustration 2.24
Fire Office, Observations on the Proposals of the City to Insure Houses in Case of Fire (1681), p. 2.
4 p., fo.
230 x 320 mm.

TNA, SP 9/251/176.
Illustration 2.25
Fire Office, Observations on the Proposals of the City to Insure Houses in Case of Fire (1681), p. 3.
4 p., fo.
230 x 320 mm.
TNA, SP 9/251/176.
Illustration 2.26
4 p., fo.
220 x 340 mm.

Bodleian.
Illustration 2.27
W. I., A Letter to a Gentleman of the Insurance Office, Concerning the Cities Insuring Houses [1681].
1 sheet (1 p.).

TNA, SP 9/251.
To my Honour'd Friend Mr. M.T., one of the Committee chosen by the Common Council of London, for the Insuring of Houses from Fire.

Yours most Truly,

[signature]

L. R.,

To my Honoured Friend Mr. M.T., one of the Committee Chosen by the Common Council of London, for the Insuring of Houses from Fire (1682). 4 p. Bodleian Library.
Illustration 2.29
L. R., A Second Letter to his Honoured Friend Mr. M. T. one of the Committee Chosen by the Common Council of London for the Insuring of Houses from Fire (1682).
4 p.

TNA, SP 9/251.
Illustration 2.30
Fire Office, A Table of the Insurance Office at the Back-side of the Royal Exchange (1682).
1 sheet ([1] p.), 1°.
200 x 320 mm.

British Library.

Illustration 2.31
Illustration 2.32
1 sheet ([1] p.), 1°.

EEBO.
A Table of the Insurance Offices:

ONE, Against the Royal-Exchange in Cornhill; And the
OTHER, at the Rainbow Coffee-House, next the Inner-
Temple-Gate.

Shewing

The Premium, or Rate of Insuring an Hundred Pounds on a Brick-House, is Eight Shillings
for One Year, (and Double for Timber;) and is in Proportion for a lesser Sum; and if
any Insure for a longer Term, The Discount for Paying down the Money is after this
Rate; Three Years and a Quarter, is Paid for Four Years Insurance; Five, for Seven;
Seven, for Eleven. The Money Insured on the House, is to be paid as often as the
House is Burnt, or Demolished within the Term Insured. But if Damaged, then to be
Repaired at the Charge of the Office.

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<th>Money Insured for</th>
<th>Insured for 1 Year</th>
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There are Ground-Rents Settled on Trustees, to make good the Losses; to the value of
Two Thousand Six Hundred Pounds per Annum, and the Title and Conveyances
were Settled, and Approved of by,

Sir Francis Pemberton, Sir Robert Sawyer Attorney General, Sir Edmund Saunders late
Lord Chief Justice, and Sir William Jones (since Deceased); Sir Francis Winnington,
Mr. William Williams, Mr. John Myler, and Mr. Popham.

The Names of the Trustees, which Accepted the Trust, are,

Sir Michael Hume, Sir William Warren, Sir Richard Haddock, Sir Peter Rich, Sir Sa-
manuell Davenport, Knights; William Thompson, George Bradbury, Anthony Sturt, Edward
Maynard, Esquires; Mr. Ralph Hartry, Mr. Nathaniel Hawes, and Mr. Romland Ingram.

LONDON,
Printed for the Gentlemen of the Insurance Offices abovementioned, where these
Papers are to be had Griss. 1687.
Illustration 2.34

Fire Office, A Table, Shewing the Rates of Insuring Houses from One Year to Eleven: at the Fire-Office, Kept against the Royal-Exchange in Cornhill; and at the Rainbow Coffee-House by the Inner-Temple-Gate in Fleet-Street (1693).

1 sheet ([1] p.), 1°.
175 x 293 mm.

British Library.
The Rates of Insuring Houses from One Year to Eleven: at the Fire-Office, Kept against the Royal-Exchange in Cornhill; and at the Rainbow Coffee-House by the Inner-Temple-Gate in Fleetstreet.

One Hundred Pounds on a Brick House, is Six Shillings for a Year; Twelve Shillings for Two Years, Eighteen Shillings for Three Years, (and Double for Timber;) and so in proportion for a Lesser Sum. But if any Insure for Four Years, the Discount for Paying down the Money, is three Years and a Quarter; Five, for Seven; Seven, for Eleven Years Insurance. The Money Insured on the House, is to be paid as often as the House is Burnt or Demolished by reason of Fire within the Term Insured. But if Damaged, then to be Repaired at the Charge of the Office.

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The Office being a Fund to the Value of Sixty Thousand Pounds in Great State of Inhabitants to cover Losses and Damages and Settled on Several Gentlemen Trustees, by many of the Eminentest Council at Law.

The Names of the Insurers are:

Sir James Butler, Sir John Parrot, Sir John Johnson, Sir William Stapleton, Richard Alle, Esq. John Perry, Esq. Edward Noell, Esq. Sebastian Lyford, Esq. William Calver, Esq. Edward North, Esq. Mr. Edward Buckley, Mr. George Other, Mr. Henry Huddleston, Mr. George Hudson, Mr. Felix Foot, Mr. Thomas Turner, and Mr. Samuel Tulk.

Some of the Said Gentlemen are to be Seen with Days at the Exchange Office, from Eleven till One; and at the Temple Office from Four to Six in the Afternoon.

LONDON. Printed by The Millerae, in Fleetstreet; 1698.
Illustration 2.36
Fire Office, *A Table, Shewing the Rates of Insuring Houses from One Year to Seven: at the Fire-Office, Kept against the Royal-Exchange in Cornhill: and at the Rainbow Coffee-House by the Inner-Temple-Gate in Fleetstreet* (1700).
1 sheet ([1] p.), 1°.
190 x 330 mm.

British Library.
Illustration 2.37
Fire Office, Phenix Office. Houses are Insured at the Phoenix Office for a Sum Certain, without any Contribution or Contingency whatsoever. And also by Mutual Contribution [1705?].
Letterpress with woodcut illustration.
1 sheet ([1] p.).
175 x 300 mm.

EEBO (British Library).
Illustration 2.38
1 sheet (1 p.), fo. 298 x 450 mm.

British Library.
Illustration 2.39
4 p., fo.
197 x 310 mm.

EEBO (British Library).
Illustration 2.40

H[enry] S[pelman], An Answer to a Letter to a Gentleman in the Countrey, Giving an Account of the Two Insurance-Offices; the Fire-Office & Friendly-Society (1684).

4 p., fo.

180 x 295 mm.

EEBO (British Library).
Illustration 2.41
Hand in Hand Fire Office, firemark, issued 1729–1746.
Lead, 210 x 220 mm.
The policy number is stamped on the panel at the bottom of this mark. This office started as the Amicable Contributionship, but came to be known by its firemark.

Museum of London, NN16035.
Illustration 2.42
Friendly Society, A Proposal for Insuring Houses by the Friendly Society [1707?].
1 sheet (1 p.), fo.
Letterpress with engraved illustration.
255 x 410 mm.
The text is organised into 10 articles, each beginning with a roman numeral.

British Library.
Illustration 2.43
Hand in Hand, policy, dated 26 October 1714.
Engraving.
375 x 490 mm.

LMA, DRO/014/J/01/027.
Illustration 2.44
General Remark on Trade, 4 July 1707.
Letterpress with woodcut illustrations.
The two illustrations relate to schemes of Charles Povey's.

British Library.
Illustration 2.45
Sun Fire Office, firemark, issued 1710–1735.
Lead, 165 x 170 mm.
Sun firemarks continued to be stamped with a specific policy number until at least 1806.

Museum of London.
Illustration 2.46
1 sheet (2 p.).
185 x 340 mm.
British Library.
Illustration 2.47
Sun Fire Office, From the Sun-Fire-Office, April the 10th, 1710. Proposals Set Forth by the Company of London-Insurers, for Insuring Houses, Moveable Goods, Merchandizes, Furniture and Wares, from Loss and Damage by Fire (1710), p. 2.
1 sheet (2 p.).
185 x 340 mm.

British Library.
Illustration 2.48
1 sheet (2 p.).

Eighteenth Century Collections Online from Harvard University Graduate School of Business.
The British Mercury was distributed to the Sun’s policy holders for free and then on an opt-out basis. The emblem of the sun in the masthead made a link to the Sun’s emblem, used as its firemark and on its Proposals.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 2.50
*British Mercury*, 16 September 1713, p. 6.

6 p.
Letterpress with woodcut illustrations.

180 x 285 mm.

The back page contained financial tables and advertisements.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 2.51
Sun Fire Office, policy, dated 24 August 1719.
1 sheet ([1] p.).
Letterpress.
200 x 325 mm (=foolscap).

Bodleian, John Johnson Collection, Insurance 7.
Illustration 2.52
Sun Fire Office, policy, dated 10 February 1726.
1 sheet ([1] p.).
Letterpress, engraving and manuscript.
275 x 420 mm.

Bodleian, John Johnson Collection, Insurance Folder II.
Illustration 2.53
Sun Fire Office, policy, dated June 1748.
1 sheet ([1] p.).
Letterpress, copperplate engraving and manuscript.
270 x 430 mm.
This is the earliest Sun Fire Office policy in the company’s guard book of historical printed material. The 1740s saw the first use of this particular illustration on the policy.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 2.54
Sun Fire Office, receipt, dated 22 October 1725.

TNA, C 110/53.
Illustration 2.55
Illustration 2.56
1 sheet ([2] p.).
255 x 410 mm.

Bodleian Library, John Johnson Collection, Insurance Folder II.
Illustration 2.57
Westminster Fire Office, policy, dated 29 September 1792.
Engraving.
470 x 595 mm.

Bodleian Library, John Johnson Collection, Insurance Folder II.
Illustration 2.58
Bath Sun Fire Office, policy, dated 25 January 1785.
1 sheet ([2] p.).
Letterpress with woodcut illustration.
305 x 490 mm.

Bodleian Library, John Johnson Collection, Insurance Folder II.
Illustration 2.59
This sheet was sent to agents. Similar documents were produced in 1803, 1805 and 1815.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 2.60
1 sheet ([2] p.).
Letterpress with woodblock illustration.

Bodleian Library, John Johnson Collection, Insurance Folder I.
Illustration 2.61
Hope Fire and Life Office, policy, dated 1808.
1 sheet ([1] p.).
Letterpress, copperplate engraving and manuscript.
390 x 550 mm.

Bodleian Library, John Johnson Collection.
Illustration 2.62
Engraving and etching.

British Museum.
Illustration 2.63
LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 2.64
Sun Fire Office, July 28th, 1803. Proposals from the Sun Fire-Office, in Cornhill, near the Royal-
Exchange, for Insuring Houses, and Other Buildings, Goods, Wares and Merchandize, and
Ships in Harbour, in Dock, or Building, and Craft, from Loss and Damage by Fire (1803), p. 2.
1 sheet ([2] p.).

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 2.65
1 sheet ([2] p.).
284 x 450 mm.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 2.66
1 sheet ([2] p.)
284 x 450 mm.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 2.67
Sun Fire Office, policy, dated 12 December 1808.
1 sheet ([1] p.).
Letterpress, copperplate engraving and manuscript.
292 x 457 mm.

Private Collection.
Illustration 2.68
Sun Fire Office, renewal letter-form, 7 December 1804.
This letter reminds a policy holder to renew their policy.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 2.69
Sun Fire Office, renewal letter-form, 1807.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 2.70
Sun Fire Office, receipt, dated 24 June 1801.
Policy holders received this receipt when they renewed their policy, annually in this period.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 2.71
Sun Insurance Office, policy, dated 10 June 1904.
1 sheet ([2] p.).
279 x 457 mm.

Private Collection.
Illustration 2.72
Sun Insurance Office, The Conditions, on the reverse of policy, dated 10 June 1904. 1 sheet ([2] p.). 279 x 457 mm.
The heading reads: ‘The Conditions, referred to in this Policy, are as follows:–’. Fifteen numbered clauses follow. ‘Articles’ is no longer used.

Private Collection.
Illustration 2.73
Sun Insurance Office, Fire Renewal Notice (1909), cover.
1 sheet ([4] p.).
130 mm x 206 mm.

Hillingdon, MC25C/SF1/1570/1/3/1.
Illustration 2.74
Sun Insurance Office, Fire Renewal Notice (1909), front and back pages.
1 sheet ([4] p.).
130 mm x 206 mm.

Hillingdon, MC25C/SF1/1570/1/3/1.
Illustration 2.76
Sun Insurance Office, receipt, dated 21 March 1902.
265 mm x 104 mm.

Hillingdon, MC25C/SF1/1570/2/1.
Illustration 2.77
1 sheet.
205 x 260 mm.

Hillingdon, MC25C/SF1/1570/1/3/1.
Illustration 2.78 (reverse of 2.77)
1 sheet.
205 x 260 mm.

Hillingdon, MC25C/SF1/1570/1/3/1.
Illustration 2.79
Sun Insurance Office, letter from the cashier to agents Lewis & Holman, dated 7 January 1909. H 190 mm.

ESRO, ACC 4113/6/17.
Illustration 2.80

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 2.81
Sun Fire Office, handbill notice from the agent in Lincoln (1804).
181 mm x 137 mm.

Private Collection.
Illustration 2.82
270 mm x 440 mm

Kent Archives, EK/U1453/B6/2/4.
Illustration 2.83
Sun Fire Office, poster for an agent in Leeds, 29 January 1819.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 2.84
Advertisement for the Sun Fire Office, Chelmsford Chronicle, 1 April 1808 (so identified in the guard book in which it is pasted).

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 2.85
72 p.
approximately 120 x 190 mm.

LMA, CLC/B/192/DC/001/MS15671.
Illustration 2.86
Sun Insurance Office, *Instructions for the Agents to the Sun Insurance Office (Fire)* (London: J. Donnison, 1897), cover and title page.
98 p.
approximately 120 x 190 mm.

LMA, CLC/B/192/DC/001/MS15671.
Illustration 3.1
1 sheet ([2] p.).
284 x 450 mm.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 3.2
Sun Fire Office, policy, dated 12 December 1808.
1 sheet ([1] p.).
Letterpress, copperplate engraving and manuscript.
292 x 457 mm.

Private Collection.
Illustration 3.3
Illustration from a Sun Fire Office, policy, dated 1803.
134 x 94 mm.

Bodleian Library, John Johnson Collection, Insurance Folder II.
SUN INSURANCE OFFICE,
LONDON.
FOUNDED 1718.

THE OLDEST INSURANCE OFFICE IN THE WORLD.

THE ESSENCE OF INSURANCE IS SECURITY.
The SUN Insurance Office issues Policies at moderate rates of premium based on a long and up-to-date experience in all classes of risks.

It has Capital and Reserves of more than FIVE MILLIONS OF POUNDS available to meet the responsibilities of the Company.

Capital paid up and other Funds £3,764,224
uncalled £2,980,000
£6,744,224

Premium income £1,541,934

Illustration 3.4
1 sheet ([4] p.).
130 x 206 mm.

Hillingdon, MC25C/SF1/1570/1/3/1
Illustration 3.5
1 sheet ([2] p.).
Letterpress and woodcut illustration.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 3.6
1 sheet.

Hillingdon, MC25C/SF1/1570/1/3/1.
Illustration 3.7 (= Illustration 3.4)
1 sheet ([4] p.).
130 x 206 mm.

Hillingdon, MC25C/SF1/1570/1/3/1
Illustration 3.8
1 sheet ([1] p.), 1°.
205 x 335 mm.
‘Mutilated at the top’, according to bibliographic note.

British Library
Illustration 3.9
1 sheet (2 p.), 1°.
185 x 295 mm.
British Library.
Illustration 3.10
Fire Office, To the Right Honourable the Lord Mayor … The Proposals of the Gentlemen of the Insurance Office is humbly Offered [1681].
1 sheet ([1] p.), 1°.
238 x 380 mm.

TNA, SP 9/251/177.
Illustration 3.11
Fire Office, An Enquiry, Whether it be the Interest of the City to Insure Houses from Fire; and Whether the Insured may Expect Any Advantage thereby, more than from the Insurance-Office Already Setled [1681], p.1.
4 p., fo.
238 x 355 mm.

TNA, SP 9/251/178.
Observations on the Proposals of the CITY, to Insure Houses in case of FIRE.

HEN Right is intended, all manner of Defence is Lawful: Therefore, since the City of LONDON endeavours to set up the Insuring of Houses from FIRE, by the Interment of Water in them, it is reasonable to expect, that all they who were Authors of the Design, and are thereby Assured, Surgery to Publish their Truths which may lessen their Adversary, and be asked no Pretexts of their Right, though they be doing, they should seem to be Right on the Integer, Wisdom, or Credit of the City of LONDON.

And though it may be true, that about the Years 1670 Proposals were made to the City about Insuring Houses from Fire, upon which a Committee was Chosen to Examine them; yet they were absolutely different from this Design, and it impracticable in themselves, that they were forced to buy them. And if it is more than probable, that the City could never have settled this Affair, had they not taken the Pattern from the Trinitarian Order, since Ten Years have been spent without making the least Progress in it.

Now, since the Undertaking of the City to Insure Houses, is but a Copy of another Intention, the best way to Discredit it, and there in his Impressions, will be to Compare it with the Original.

The Pattern that was at first used to Settle the Insurance Office on the Plan of the Royal Exchange, was this, viz.,

Propositer for Insuring Houses were Published: Wherein were set forth, the Rules, or Terms of Insurance; the General Terms of Years; the Number of Houses, and whose House, it might be Many. And that General Satisfaction might be given, several days, upon Notice, whereby, Appointed for those that had Business of Insurance, to Meet the Office, to Observe and Determine what might be Advantageous or Disadvantageous to the Design; and according to the Rules of their Determination, this Affair was settled by Council chosen by those that Subscribed to Insure.

This Example the City would seem to follow: Some things they have Invented not new Necessary; others Necessary they have Omitted: Some things they have Altered, which has much prejudiced their Design. All which may be observed from their Four Pamphlets in these Printed Papers, viz.,

I. Taking Subscriptions. II. The Terms of Years. III. The Rules of Assurance. IV. Their Forms for Officers, to know whether they can Insure.

As to the first, (Their taking Subscriptions) There can be no occasion now; unless not under-standable Assurances did take Subscriptions, because the Design being altogether New, they could no otherwise differ, whether their Propositions were Approved of, but by the Readiness of several Gentlemen to Insure. Yet since this Affair is Settled, and gives General Satisfaction, there is no occasion for these Pamphlets; they have reason to expect the same Success. But if not, Why should not Subscribers their Disadvantage? Especially when their Houses are not Insured by Subscription; and it may probably be of Upper, if never, before the CITY Select their Fund, that their Houses may be Insured before they are Insured. CITY have made Very Provision for them. Therefore, there can be no Occasion of Gentlemen of the Committee, that drive this Design, believe they may engage men to Subscribe, than to Insure their Houses; and by persuading the Citizens of the Common Council, the Officers, and other Persons who have their Dependence to the City, or who have their Names and Qualities of Subscribers, than a Representatives like Design, which may have, or an Encouragement to make not of good Persons, and A...
Illustration 3.13
4 p., fo.
220 x 340 mm.
The colophon reads: ‘*London, Printed for the Gentlemen of the Insurance Office on the Back-side of the Royal Exchange, where these Papers are to be had Gratia*, 1681.’

Bodleian.
**A Table of the Insurance Office at the Back-side of the Royal Exchange (1682)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
<th>Amount</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1682</td>
<td>1000</td>
<td>2000</td>
<td>3000</td>
</tr>
<tr>
<td>1683</td>
<td>4000</td>
<td>5000</td>
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<tr>
<td>1684</td>
<td>7000</td>
<td>8000</td>
<td>9000</td>
</tr>
<tr>
<td>1685</td>
<td>10000</td>
<td>11000</td>
<td>12000</td>
</tr>
</tbody>
</table>

*British Library.*

Illustration 3.14

Fire Office, A Table of the Insurance Office at the Back-side of the Royal Exchange (1682).

1 sheet ([1] p.), 1°.

200 x 320 mm.

British Library.
Illustration 3.15

EEBO.
Illustration 3.16

EEBO.
A TABLE

Of the Insurance Offices:

ONE, Against the Royal-Exchange in Cornhill; And the OTHER, at the Rainbow Coffee-House, next the Inner-Temple-Gate.

Shewing

The Premises, or Rate of Insuring an Hundred Pounds on a Brick-House, is Eight Shillings for One Year, (and Double for Timber;) and so in Proportion for a lesser Sum: and if any Insure for a longer Term, the Discount for Paying down the Money is after this Rate; Three Years and a Quarter, is paid for Four Years Insurance; Five, for Seven; Seven, for Eleven. The Money Insured on the House, is to be paid as often as the House is Burnt, or Demolished within the Term Insured. But if Damaged, then to be Repaired at the Charge of the Office.

<table>
<thead>
<tr>
<th>Money</th>
<th>Insured for 1 Year</th>
<th>Insured for 4 Years</th>
<th>Insured for 7 Years</th>
<th>Insured for 11 Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lib.</td>
<td>l. sh. d.</td>
<td>l. sh. d.</td>
<td>l. sh. d.</td>
<td>l. sh. d.</td>
</tr>
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<td>10</td>
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<td>3</td>
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<td>6</td>
<td>8</td>
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<td>12</td>
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<td>16</td>
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<td>25</td>
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<td>60</td>
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<td>18</td>
<td>24</td>
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<td>240</td>
<td>300</td>
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<td>700</td>
<td>7</td>
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<td>280</td>
<td>350</td>
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<td>800</td>
<td>8</td>
<td>240</td>
<td>320</td>
<td>400</td>
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<tr>
<td>900</td>
<td>9</td>
<td>270</td>
<td>360</td>
<td>450</td>
</tr>
<tr>
<td>1000</td>
<td>10</td>
<td>300</td>
<td>400</td>
<td>500</td>
</tr>
</tbody>
</table>

There are Ground-Rents Settled on Trustees, to make good the Losses; to the value of Two Thousand Six Hundred Pounds per Annum, and the Title and Conveyances were Settled and Approved by,

Sir Francis Pemberton, Sir Robert Sawyer Attorney General, Sir Edmund Saunders late Lord Chief Justice, and Sir William Jones (since Deceased); Sir Francis Winstanley, Mr. William Williams, Mr. John Myler, and Mr. Pollyson.

The Names of the Trustees, which Accepted the Trust, Are,

Sir Michael Hering, Sir William Warren, Sir Richard Maddock, Sir Peter Rich, Sir Samuel Davenport, Knights; William Thompson, George Bradbury, Anthony Stark, Edward Maynard, Esquires; Mr. Ralph Hartley, Mr. Nathaniel Hawes, and Mr. Rowland Ingram.

LONDON,
Printed for the Gentlemen of the Insurance Offices abovementioned, where these Papers are to be had Grist. 1687.
**Illustration 3.18**

Fire Office, A Table, Shewing the Rates of Insuring Houses from One Year to Eleven: at the Fire-Office, Kept against the Royal-Exchange in Cornhill; and at the Rainbow Coffee-House by the Inner-Temple-Gate in Fleet-Street (1693).

1 sheet ([1] p.), 1°.
175 x 293 mm.

British Library.
Illustration 3.19

Fire Office, [A Table.] Shewing the Rates of Insuring Houses from One Year to Eleven: at the Fire-Office, Kept against the Royal-Exchange in Cornhill: and at the Rainbow Coffee-House by the Inner-Temple-Gate in Fleetstreet (1698).

1 sheet ([1] p.), 1°.
Framed, 280 x 365 mm.

Museum of London.
Illustration 3.20
Fire Office, A Table, Shewing the Rates of Insuring Houses from One Year to Seven: at the Fire-Office, Kept against the Royal-Exchange in Cornhill: and at the Rainbow Coffee-House by the Inner-Temple-Gate in Fleetstreet (1700).
1 sheet ([1] p.), 1°.
190 x 330 mm.
British Library.
PROPOSALS

SET FORTH BY

The Company of London-Insurers,

FOR

Insuring Houses, Moveable Goods, Merchandizes, Furniture and Wares, from Loss and Damage by Fire.

ARTICLE I.

Very Peril within the Weekly Bills of Mortality of London, who shall take out a Policy signed by Three or more of the Members of the Company of London Insurers, shall be entitled to the Benefit of having his or her Loss and Damage by Fire, whether in his or her Houses, or Moveable Goods, Merchandises, Wares, Furnitures, &c. under one Roof, repaired and made good to his or her by the said Company, according to the following Articles, containing to pay only Two Shillings and Sixpence per Quarter.

Art. II. No Peril insurable shall over his fields to make any further Payment or Assistance towards repairing the Loss and Damage of any Sufferer.

Art. III. Every Peril who shall take out a Policy, shall bear the benefit of Insuring his or her House, Moveable Goods, &c. from three times a Week, without any further Charge or Expense, left at his or her House a Printed News-Paper, called the Bury News, containing all Foreign andDomestic News, in Account of Raising and Falling of Publick Stocks, Payments at the Exchange, Cures of the Exchange, and young Commodity, with whatever shall be thought proper to contain the Publick.

Art. IV. Every one that shall subscribe both his or her Houses and Goods, &c. shall take out two distinct Policies, and become two News-Papers would be sufficient, one of them shall be duly lost as any Friend's House or the shall name.

Art. V. These Proposals do extend to Insure all Merchandizes, Wares, Household Goods, Furniture, &c. excepting Money, Plate, Jewels, Furbish, China-Wares, Table-Wares, &c.

Art. VI. Toward raising a sufficient Fund for making good all Sufferers Loss and Damage by Fire, One Shilling shall be returned out of every Quarter, which shall be received both in London, and in any part of Great Britain, which in the whole shall amount to a very considerable Sum, much more than sufficient, according to an accurate Computation, to make good each Sufferer's whole Loss and Damage.

Art. VII. For the better Execution of all Perils, there are now annually taken into the Service of the said Company, Thirty able-bodied Fire-men, who are clothed in blue Livery, with silver Badges, with the Sun and Mark upon their Arms, who will be always ready to assist in putting out Fires, and removing Goods, whenever any one shall have the Misfortune to have his House on Fire; who shall demand nothing for their Pains of any Person insuring, but what shall voluntarily give them according to their Degree. And that the Houses of the said Perils Insured may be known by the said Fire-Men, the Mark of the Sun shall be fixed upon their Houses.

Art. VIII. The procurement and Meaning of their Proposals is, That all the Money Insured in Bank, according to the Sixth Article, shall be equally divided.
PROPOSALS

For Insuring Houses, Moveable Goods, Merchandize, Furniture, and Wares, from Loss and Damage by Fire, in any Part of Great Britain

From the Sun-Fire-Office, July 4, 1712.


1 sheet (2 p.).

Eighteenth Century Collections Online from Harvard University Graduate School of Business.
1 sheet ([2] p.)

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 3.24 (=Illustration 3.1)
1 sheet ([2] p.).

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 3.25
1 sheet ([2] p.)
284 x 450 mm.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 3.26
Sun Fire Office, receipt, dated 24 June 1801.
Policy holders received this receipt when they renewed their policy, annually in this period.

LMA, CLC/B/192/DD/008/MS38828/001.
Sun Fire Office,

CORNHILL.

The Premium and Duty on Policy No. 2, which became due last, not having been paid within the Fifteen Days allowed from the said Day, you will please to observe, that the Benefit of the Insurance is lost, according to the Terms of the Policy, but you may, without any additional Expence, renew the same by making the usual Payment immediately, or before any Accident happens.

I am,

Your most obedient Servant,

JOHN RICHARDS.

Premium on £
Duty 2s. 6d. per Cent.

Printed by W. B. Smith, No 15, Bishopsgate, March 8th.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 3.28
Sun Fire Office, deposit book, 1800s,
Purchaser received a deposit receipt when they paid down for a policy but before they received the filled-in policy. Deposit receipts were torn out from this book. 12" x 6".

Private Collection.
Illustration 3.29
In the index to the Guard Book, this is identified as ‘Appointment – Handbill Notice’ and ‘Agents – Appointment – Handbill Notice’. The printer’s imprint dates it to 1800–1820. Its style dates it before 1810.

LMA, CLC/B/192/DD/008/MS38828/001.
Orders and Directions to Firemen.

It is hereby ordered, That, for the purpose of procuring as early a supply of water as possible, the following Regulations shall be strictly attended to.

That every Fireman be furnished with a printed list of the names and places of abode of the different Foremen and Turncocks belonging to the New-River Company; also, with the Regulations hereby provided for the guidance of Firemen at fires; That a can be provided, in which such list and orders shall be deposited, and at all times kept in the pocket of every Fireman, and that a fine of One Shilling be levied on every Fireman found without it. On the first alarm of a fire, Firemen are ordered to look over their lists, and make immediate application to the New-River Foreman, and also to the Turncock, whose abode shall be nearest to where the fire is flared to be; he shall then give the call to the Firemen in general, in the regular way, and proceed himself immediately to the fire: As soon as the fire is extinguished he shall make known to his Foreman, or Deputy Foreman, the name of the New-River Foreman, or Turncock, to whom he applied; and, at the same time, take notice himself, as well as the said Foreman, or Deputy Foreman, in what time a supply of water was furnished, and by whom; and the Foreman, or Deputy Foreman, shall deliver a report on the same in writing to the Committee of Management, adding any other circumstance which refers to the supply of water.

It is positively ordered, That the Firemen do on no account turn a cock, or ever attempt to draw a plug, for the purpose of procuring water, unless they see a board to convince them it is a fire-plant, or are by some means absolutely certain it is such, as considerable injury may be done to the New-River Company’s works, and the supply of water delayed instead of being hastened by misdirecting a cock for a fire-plant.

And it is particularly directed, That the Firemen in general, as well as the Foremen and Turncocks, do at all times, conduct themselves with strict decorum to each other; any improper behaviour on the part of either will be reported to their respective Governors and Directors.

In the event of a large fire, or in any case where the Foreman or Turncock may have any difficulty in procuring an immediate or sufficient supply of water, they are directed to apply to Mr. Grodlaw, No. 58, High Holborn, who will immediately repair to the fire, and give the necessary advice and assistance; and will also give his affiance and advice as to the rewards to be given to the Foremen and Turncocks for their fidelity and attention during the time of the fire.

The Firemen, belonging to the Sun Fire-Office, are most strictly enjoined to pay every attention to the above instructions, and in every case closely comply with them. They are requested that every deviation or neglect shall immediately be noticed by their superiors, and, if repeated, will certainly be attended with a disapprobation from the Office.

Illustration 3.30
Sun Fire Office, October, 12, 1804. Sun Fire-Office. Orders and Directions to Firemen.

Private Collection.
Illustration 3.31

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 3.32

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 3.33
Sun Fire Office, handbill notice from the agent in Lincoln (1804).
181 mm x 137 mm.
Private Collection.
Illustration 3.34
270 mm x 440 mm

Kent Archives, EK/U1453/B6/2/4.
Illustration 3.35
Below the advertisement for the Sun Fire Office is an advertisement for the British Fire Office, with its emblem.
Illustration 3.36
Advertisement for the Sun Fire Office, *Chelmsford Chronicle*, 1 April 1808 (so identified in the guard book).

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 3.37
Sun Fire Office, poster for an agent in Leeds, 29 January 1819.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 3.38
Sun Fire Office, poster, 1825.
‘The Managers have reduced the Rates of Premium on Country Insurance’.
LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 3.39
Sun Insurance Office, policy, dated 10 June 1904.
1 sheet ([2] p.).
279 x 457 mm.

Private Collection.
Illustration 3.40
1 sheet ([4] p.).
130 mm x 206 mm.

Hillingdon, MC25C/SF1/1570/1/3/1.
Illustration 3.41
Sun Insurance Office, receipt, dated 21 March 1902.
265 mm x 104 mm.

Hillingdon, MC25C/SF1/1570/2/1.
Illustration 3.42  
Sun Insurance Office, letter from the cashier to agents Lewis & Holman, dated 7 January 1909.  
H 190 mm.  

ESRO, ACC 4113/6/17.
Illustration 3.43
Sun Insurance Office, branded envelop in which a policy was despatched and contained, c. 1900.

ESRO, ACC 4113/6/9.
Illustration 3.44
Fire Office, Phenix Office. Houses are Insured at the Phenix Office for a Sum Certain, without any Contribution or Contingency whatsoever. And also by Mutual Contribution [1705?].
Letterpress with woodcut illustration.
1 sheet ([1] p.).
175 x 300 mm.
British Library.
Illustration 3.45 (= Illustration 3.22)
1 sheet (2 p.).

Eighteenth Century Collections Online from Harvard University Graduate School of Business.
Illustration 3.46 (= Illustration 3.5)
1 sheet ([2] p.).
Letterpress and woodcut illustration.

LMA, CLC/B/192/DD/008/MS38828/001.
### Illustration 3.47

Sun Fire Office, *A List of the Firemen, with their Places of Abode, and Stations of the Engines, Belonging to the Sun Fire-Offices, in Cornhill, and Craig’s Court, Charing Cross, January 2 1811.*

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 3.48
Sun Fire Office, notices about rises in the price of building materials, February 1807.
In the index to the guide book these are referred to as 'Buildings. Mem. As to increase value of Materials'.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 3.49
Sun Fire Office, policy, dated June 1748.
1 sheet ([1] p.).
Letterpress, copperplate engraving and manuscript.
270 x 430 mm.
This is the earliest Sun Fire Office policy in the company’s guard book of historical printed material. The 1740s saw the first use of this particular illustration on the policy.

LMA, CLC/B/192/DD/008/MS38828/001.

407
Illustration 3.50
Sun Fire Office, policy, dated 10 February 1726.
1 sheet ([1] p.).
Letterpress, engraving and manuscript.
275 x 420 mm.

Bodleian, John Johnson Collection, Insurance Folder II.
Illustration 3.51
The factotum, or pierced initial, on Sun Fire Office, Nov. 5, 1716. Proposals Set Forth by the Company of the Sun Fire-Office, in Threadneedle-Street, behind the Royal Exchange, London, for Insuring Houses, Moveable Goods, Merchandize, Furniture, and Wares, from Loss and Damage by Fire, in any Part of Great Britain (1716). The same factotum was used on Fire Office, From the Sun-Fire-Office, July 4, 1712. Proposals (1712), Illustration 3.22.

British Library.
Illustration 3.52
Sun Insurance Office, renewal notice leaflet (1906), inside pages.
1 sheet ([4] p.).
130 x 206 mm.

Hillingdon, MC25C/SF1/1570/1/3/1.
Illustration 3.53 (= Illustration 3.52)
Sun Insurance Office, renewal notice leaflet (1906), inside pages.
1 sheet ([4] p.).
130 x 206 mm.
The renewal notices in 1891, 1903, 1905 and 1907 used the same effect.

Hillingdon, MC25C/SF1/1570/1/3/1.
Illustration 3.54
Sun Insurance Office, Letter from the Accident Dept to agent Fassnidge regarding the Uxbridge Gas Company, 14 February 1910.
The age of the Office is emblazoned in red at the top-right of the letter.

Hillingdon, MC25C/SF1/1570/1/3/1.
Illustration 3.55
Sun Insurance Office, Letter to agents Lewis & Holman regarding a policy, 30 December 1910. The age of the Office is emblazoned in red at the top-right of the letter.

ESRO, ACC 4113/6/17.
Illustration 3.56 (= Illustration 3.4)
1 sheet ([4] p.).
130 mm x 206 mm.
‘Copied from Policy dated 1726’, and followed by ‘The Oldest Insurance Office in the World’.

Hillingdon, MC25C/SF1/1570/1/3/1.
Illustration 3.57 (the reverse of Illustration 3.39)
Sun Insurance Office, The Conditions, on the reverse of policy, dated 10 June 1904.
1 sheet ([2] p.).
279 x 457 mm.
The heading reads: ‘The Conditions, referred to in this Policy, are as follows:–’. Fifteen numbered clauses follow. ‘Articles’ is no longer used.

Private Collection.
Illustration 4.1
Fire Office, policy, dated 1682.
Copperplate engraving.
274 x 427 mm.
1. The signatures of the insurers.
2. The insurers both use the company seal in wax of a phoenix in flames.
3. Witnesses' signatures.
According to the number, this was the company's 1403rd policy.

Museum of London.
Illustration 4.2
Sun Fire Office, policy, dated 12 December 1808.
1 sheet ([1] p.).
Letterpress, copperplate engraving and manuscript.
292 x 457 mm.
1. The signatures of representatives of the Office.
2. The company’s embossed seal of a sun beside each name.
3. Witnesses’ signatures.

Private Collection.
Illustration 4.3
Sun Insurance Office, policy, dated 10 June 1904.
1 sheet ([2] p.).
279 x 457 mm.
1. The signatures of one representative of the Office.
2. The company's embossed seal of a sun beside the name.
3. Witnesses' signatures.

Private Collection.
Illustration 4.4
Fire Office, Propositions for Insuring Houses from Fire [1680], p. 2.
1 sheet ([2] p.), ½°
215 x 335 mm.
Three specimen texts for each type of cover. Each has a heading, with the text in italics.

National Art Library.
Illustration 4.5
Sun Fire Office, From the Sun-Fire-Office, April the 10th, 1710. Proposals Set Forth by the Company of London-Insurers, for Insuring Houses, Moveable Goods, Merchandizes, Furniture and Wares, from Loss and Damage by Fire (1710), p. 2.
1 sheet (2 p.).
185 x 340 mm.
British Library.
Illustration 4.6
An MS Bond, 1693.
180 x 295 mm.
Its shape bears comparison with the Fire Office’s policy.

London School of Economics, Clayton 3 C-COR (22/4/6).
Illustration 4.7
An engraved Bond, dated 1698.
195 x 305 mm.
The printed kind of bond retained the format of the manuscript bond.

TNA, E 192/29.
Illustration 4.8 (= Illustration 4.1)
Fire Office, policy, dated 1682.
Copperplate engraving.
274 x 427 mm.

Museum of London.
Illustration 4.9
Fire Office, agreement in relation to a policy, dated 1697.
Letterpress.

Private Collection.
Illustration 4.10
Sun Fire Office, policy, dated 24 August 1719.
1 sheet ([1] p.).
Letterpress.
200 x 325 mm (=foolscap).

Bodleian, John Johnson Collection, Insurance 7.
Illustration 4.11
Sun Fire Office, policy, dated 10 February 1726.
1 sheet ([1] p.).
Letterpress, engraving and manuscript.
275 x 420 mm.

Bodleian, John Johnson Collection, Insurance Folder II.
Illustration 4.12
Sun Fire Office, policy, dated 21 November 1806.
1 sheet ([1] p.).
Letterpress, copperplate engraving and manuscript.
The policy unfolds such that the illustration is immediately apparent.

Kent Archives,   EK/U1453/B6/1.
Illustration 4.13
Sun Fire Office, policy, dated 1808, is wrapped inside the Sun's Proposals, which act as a pouch.
148 x 123 mm.
The policy's number is written inside the emblem's plaque, in imitation of an old-style firemark.

Kent Archives, EK/U1453/B6/1/18.
Illustration 4.14
Sun Insurance Office, policy, dated 10 July 1908, and its envelop for transport and safekeeping.

ESRO, ACC 4113/6/17.
Illustration 4.15 (= Illustration 4.2)
Sun Fire Office, policy, dated 12 December 1808.
1 sheet ([1] p.).
Letterpress, copperplate engraving and manuscript.
292 x 457 mm.
‘Sun Fire Office’ is positioned in the centre in capital letters.

Private Collection.
Illustration 4.16 (= Illustration 4.3)
Sun Insurance Office, policy, dated 10 June 1904.
1 sheet ([2] p.).
279 x 457 mm.
‘Sun Fire Office’ is positioned in the centre in capital letters.

Private Collection.
Illustration 4.17 (= Illustrations 4.3 and 4.16)
Sun Insurance Office, policy, dated 10 June 1904.
1 sheet ([2] p.).
279 x 457 mm.
This policy contained a pre-printed list of conventional values. A value for them could be entered in the column on the right, headed ‘£’.

Private Collection.
Illustration 4.18
1 sheet ([2] p.).
Letterpress and woodcut illustration.
This edition of the Sun’s Proposals was the last version on which the text ran over both sides, as it had done throughout the eighteenth century.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 4.19 (the reverse of Illustration 4.18)

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 4.20
284 x 450 mm.
This was the first edition of the Sun’s Proposals which compressed the text onto one side of the sheet and moved the emblem to the reverse, alone, so that it could acted as a wrapper for a policy.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 4.21 (the reverse of Illustration 4.20)
1 sheet ([2] p.).
284 x 450 mm.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 4.22 (the reverse of Illustration 4.3)
Sun Insurance Office, The Conditions, on the reverse of policy, dated 10 June 1904.
1 sheet ([2] p.).
279 x 457 mm.
The heading reads: ‘The Conditions, referred to in this Policy, are as follows:—’. Fifteen numbered clauses follow.

Private Collection.
Illustration 4.23
Fire Office, A Table of the Insurance Office at the Back-side of the Royal Exchange (1682).
1 sheet ([1] p.), 1°.
200 x 320 mm.

British Library.
Illustration 4.24
1 sheet.
205 x 260 mm.
The sheet has folds which turn this side of it into a mini leaflet.
1. Address
2. Branches
3. Funds
4. Rates
5. Long success
Hillingdon, MC25C/SF1/1570/1/3/1.
Illustration 4.25 (the reverse of Illustration 4.24)
1 sheet.
205 x 260 mm.

Hillingdon, MC25C/SF1/1570/1/3/1.
Illustration 4.26 (= Illustrations 4.1 and 4.8)
Fire Office, policy, dated 1682.
Copperplate engraving.
274 x 427 mm.

Museum of London.
Illustration 4.27 (= Illustration 4.2)
Sun Fire Office, policy, dated 12 December 1808.
1 sheet ([1] p.).
Letterpress, copperplate engraving and manuscript.
292 x 457 mm.
On the right, ‘No’ prominently requires the policy number.

Private Collection.
Illustration 4.28 (= Illustration 4.3)
Sun Insurance Office, policy, dated 10 June 1904.
1 sheet ([2] p.).
279 x 457 mm.
At the top left, 'No.' and a grey octagon require the policy number.

Private Collection.
Illustration 4.29

From the Fire-Office in [blank] In [blank] [blank] Insured [blank] House [blank] for [blank] Year which Term [blank] expire the [blank] day of [blank] 17[blank] [1713].

1 sheet ([1] p.), 1/12°.
Letterpress and manuscript.
107 x 165 mm.
The number at the top right is likely the policy number.

TNA, E 192/29.
Illustration 4.30
Sun Fire Office, receipt, dated 22 October 1725.
‘Pol. No.’, at the top left.

TNA, C 110/53.
Illustration 4.31
Sun Fire Office, receipt, dated 19 September 1812.
Among a pile of receipts 1812–1815 inside the policy for Elizabeth Grant.
‘Pol. No.’, at the top left, as in 1725.

Kent Archives, EK/U1453/B6/1/28.
Illustration 4.32
Sun Fire Office, renewal letter-form, 7 December 1804.
This letter, which reminds a policy holder to renew their policy, positions in a blank for the policy number in the body of the letter’s text.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 4.33
1 sheet ([4] p.).
130 mm x 206 mm.
‘Policy No.’ is printed into the form, whereas a space for the customer’s name is not.

Hillingdon, MC25C/SF1/1570/1/3/1.
Illustration 4.34
Sun Insurance Office, envelop for a policy, 1908.
The ‘Policy No.’ goes before the ‘Name of Insured’.

ESRO, ACC 4113/6/17.
Illustration 4.35
Sun Insurance Office, letter to agent Fassnidge regarding a policy, dated 11 February 1910. A line following the word ‘respecting’ allows space for the policy number and a name.

Hillingdon, MC25C/SF1/1570/1/3/1.
Illustration 4.36
Sun Insurance Office, letter to agent Fassnidge regarding a new policy, dated 5 October 1911.
H 150 mm
A blank for ‘Policy No.’, besides which the customer’s name has also been written.

Hillingdon, MC25C/SF1/1570/1/3/1.
Illustration 4.37
Sun Insurance Office, letter to agent Fassnidge regarding a policy, dated 18 February 1910.
H 250 mm
With a printed blank for ‘Policy No.’.

Hillingdon, MC25C/SF1/1570/1/3/1.
Illustration 4.38
Sun Insurance Office, letter from ‘Accounts’ to agents Lewis & Holman making corrections to their accounts, 22 December 1911.
190 x 190 mm.
With ‘Policy’ typed in capitals with a blank line.

ESRO, ACC 4113/6/9.
Illustration 4.39
Sun Insurance Office, loss form, completed c. 1904.
In relation to a claim made on a policy, this form transcribes from the policy what was insured on
the policy, including the total sum insured.
This form has been attached by a pin to a newspaper clipping and a scrap note that relate to
the fire which resulted in the claim.
125 x 200 mm.
‘No. of Policy’ is at the top.

LMA, CLC/B/192/F/043/MS38869/001.
Illustration 4.40
Sun Insurance Office, loss form, dated 1904. It shows the sums for Insured, Claimed, Allowed on the claim.
220 x 270 mm.
The blank for the ‘No.’ is at the top left.

LMA, CLC/B/192/F/043/MS38869/001.
Illustration 4.41
Sun Insurance Office, envelop in which to contain material about losses, dated 1904. 120 x 280 mm
This envelop contains the previous two documents (Illustrations 4.39 and 4.40), and the next document (Illustration 4.42) as well as other documents that relate to the claim.

LMA, CLC/B/192/F/043/MS38869/001.
Illustration 4.42
Messrs Eiloart, surveyors’ invoice to the Sun Fire Office, October 1904.
It is the fee ‘To arranging settlement of Loss under above Policy’. The form includes the Sun’s Loss Number for the claim, at the far left. The form is printed ‘Fire Office’ in order that it can be used for the business for different fire-office clients.
210 x 165 mm.

LMA, CLC/B/192/F/043/MS38869/001.
Illustration 4.43
Sun Fire Office, firemark, issued 1710–1735.
Lead, 165 x 170 mm.
Sun firemarks continued to be stamped with a specific policy number until at least 1806.

Museum of London.
Illustration 4.44

ESRO, ACC 4113/6/1.
Illustration 4.45

Hillingdon, MC25C/SF1/1570/1/3.
Illustration 4.46

ESRO, ACC 4113/6/1.
Illustration 4.47 (= Illustration 4.31)
Sun Fire Office, receipt, dated 19 September 1812.
Among a pile of receipts 1812–1815 inside the policy for Elizabeth Grant.
‘Rect. No.’ is at the top right.

Kent Archives, EK/U1453/B6/1/28.

463
Illustration 4.48
Sun Insurance Office, receipt, dated 21 March 1902.
265 x 104 mm.
‘Receipt No.’ is answered with a stamped number.

Hillingdon, MC25C/SF1/1570/2/1.
Illustration 4.49 (= Illustration 4.41)
Sun Insurance Office, envelop in which to contain material about losses, dated 1904.
120 x 280 mm
At the top-right, the ‘Loss No.’ within a ‘Series’ must be entered.

LMA, CLC/B/192/F/043/MS38869/001.
Illustration 4.50 (= Illustration 4.23)
1 sheet ([1] p.), 1°.
200 x 320 mm.
The date of the broadside is printed in the colophon. All issues of *A Table*, from 1682 to 1700, printed the date similarly.

British Library.

1 sheet ([2] p.).

284 x 450 mm.

The day’s date of the sheet is printed right at the top.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 4.52 (= Illustration 4.22)
Sun Insurance Office, The Conditions, on the reverse of policy, dated 10 June 1904.  
1 sheet ([2] p.).
279 x 457 mm.  
The day’s date is printed in abbreviated form, right at the bottom: ‘(12/02/1904.)’.

Private Collection.
Illustration 4.53
1 sheet ([2] p.), ½°.
215 x 335 mm.
The Insurance Office organised its thinking in numbered points.

British Library.
The author of this pamphlet outlines his four arguments up front, and then addresses each topic in turn; beginning, ‘As to the First’.

TNA, SP 9/251/176.
Illustration 4.55
Sun Fire Office, rates card, 1810.
147 x 105 mm.

Kent Archives, EK/U1453/B6/2/5.
Illustration 4.56 (= Illustration 4.24, upside down)
1 sheet.
205 x 260 mm.
In the central panel is ‘Rates for Insuring £100 for One Year’. The headings for each category are centralised above a list.

Hillingdon, MC25C/SF1/1570/1/3/1.
Illustration 4.57 (= Illustration 4.25 and the reverse of Illustration 4.56)
1 sheet.
205 x 260 mm.
Double horizontal lines separate the sections of the form.

Hillingdon, MC25C/SF1/1570/1/3/1.
Illustration 4.58
Fire Office, A Table, Shewing the Rates of Insuring Houses from One Year to Eleven: at the Fire-Office, Kept against the Royal-Exchange in Cornhill; and at the Rainbow Coffee-House by the Inner-Temple-Gate in Fleet-Street (1693).
1 sheet ([1] p.), 1°.
175 x 293 mm.
British Library.

270 mm x 440 mm

Kent Archives, EK/U1453/B6/2/4.
Illustration 4.60
Sun Fire Office, poster for an agent in Leeds, 29 January 1819.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 4.61
In the index to the Guard Book, this is identified as ‘Appointment – Handbill Notice’ and ‘Agents – Appointment – Handbill Notice’. The printer’s imprint dates it to 1800–1820. Its style dates it before 1810.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 4.62
Sun Fire Office, renewal letter-form, 1807.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 4.63
1 sheet ([4] p.).
130 mm x 206 mm.

Hillingdon, MC25C/SF1/1570/1/3/1.
Illustration 4.65

LMA CLC/B/192/B/003/MS15030/001.
SUN INSURANCE OFFICE,
65, Threadneedle Street, E.C.,
LONDON.

Report of the Directors
FOR THE YEAR ENDING 31st DECEMBER, 1896.

The Directors present to the Members the following Report, together with the Accounts and Balance Sheet of the Sun Insurance Office for the year 1896.

The PREMIUMS received, less Re-insurance, amount to £696,000, being a decrease of £170,000 as compared with those of the preceding year.

The total of the SUMS INSURED during the year, after deduction of the amounts re-insured, is £4,608,178, being a decrease of about £1,400,000 on the corresponding figure for the year 1895.

The LOSSES paid and outstanding amount to £944,158.8.6, being at the rate of 22 per cent. on the Premia received.

The EXPENSES OF MANAGEMENT (including Commission to Agents) amount to £1,072,353.11.6, being at the rate of 39.12 per cent.
Illustration 4.67

LMA CLC/B/192/B/003/MS15030/001.
Illustration 4.68

LMA CLC/B/192/B/003/MS15030/001.
Illustration 4.69

LMA CLC/B/192/B/003/MS15030/001.
Fire Office, Arguments for Insuring Houses from Fire [1680], p. 2.
1 sheet (2 p.), 1°.
180 x 380 mm.
LSE.
Illustration 4.71 (Same document as Illustration 4.70)
Close up on the list in Fire Office, *Arguments for Insuring Houses from Fire* [1680], p. 2.
1 sheet (2 p.), 1°.
180 x 380 mm.

LSE.
Illustration 4.72
Fire Office, An Enquiry, Whether it be the Interest of the City to Insure Houses from Fire; and Whether the Insured may Expect Any Advantage thereby, more than from the Insurance-Office Already Settled [1681], p. 3.

4 p., fo.
238 x 355 mm.
‘Brick’, ‘Brick’ and ‘Timber’ head the table’s columns.

TNA, SP 9/251/178.
Illustration 4.73
4 p., fo.
220 x 340 mm.

Bodleian.
Illustration 4.74
City of London, A Table of all Terms of Years from One to Thirty One Inclusive; and from thence by Every Ten Years to One Hundred Inclusive, and from thence for ever; where is Set Down the Sums of Money to be Paid for Insuring a Brick House for any of those Terms of Years Proportionably to Four Pounds for ever, for every Hundred Pounds Value Insured on such Buildings; Calculated by Order of Common Council (1681).
1 sheet (1 p.).
EEBO.
Illustration 4.75
1 sheet ([2] p.)
284 x 450 mm.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 4.77
Sun Fire Office, Rates and Rules of Insurance on Cotton, Lint, and Flax, Mills, 1804.
This sheet was sent to agents. Similar documents were produced in 1803, 1805 and 1815.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 4.78
Sun Fire Office, Rate Book, 1798/1803, pp. 8–9.
The book measures 195 x 310 x 10 mm.
1. ‘Rate or Class’
2. ‘Brick’ ‘Timber or Brick & Timber’ ‘Thatched’
3. ‘Rules, Clauses, and Warranties’

LMA, CLC/B/192/F/023/MS38872/001.
Illustration 4.79  
*Table of British Fire Companies for 1894*  
The companies are listed in alphabetical order on the left. Columns are assigned to ‘Premiums’, ‘Losses’, ‘Expenses’, among other measures, and there are narrow columns for ‘comparative order’ for the different measures.

LMA, CLC/B/192/DD/011/MS15050.
Those that shall Subscribe before the Writings are Sealed, are to have the same Benefit with those that have already Subscribed.
The final paragraph makes an offer to its reader, in italics: ‘These are to give Notice, That whereas Several Gentlemen, to shew their willingness to Encourage this Design, have subscribed to Insure their Houses, as soon as the Conveyances were Settled; upon which Account it was Proposed, as an acknowledgement for their Encouraging the Office, that they should have a Years purchase Gratis: That is, That they should Insure Eight Years for Five Paid, Twelve for Seven, Twenty-One for Nine, and Thirty-One for Ten. And, whereas many more would have subscribed, had there been due Attendance given at the Office: And because it is now vacation; It is therefore thought fit to propose; That those Gentlemen that shall Insure their Houses, and take their Policies before the First Day of November next, shall have the same Advantage with those that did Subscribe.’
Illustration 4.82

Fire Office, An Enquiry, Whether it be the Interest of the City to Insure Houses from Fire; and Whether the Insured may Expect Any Advantage thereby, more than from the Insurance-Office Already Settled [1681], p. 4.

4 p., fo.

238 x 355 mm.

An offer is made in the final paragraph.

TNA, SP 9/251/178.
Illustration 4.83 (= Illustration 4.73)
4 p., fo.
220 x 340 mm.
The first ringed paragraph offers customers their money back for the difference in price. The final paragraph, a heading to the table, explains the discount in buying a longer policy.

Bodleian.

284 x 450 mm.

The Proposals compartmentalised many different subject matters. The highlighted paragraph explains the discount available on insurance for more than a year: 'PERSONS MAY INSURE FOR MORE YEARS THAN ONE'.
From the Sun-Fire Office, in Cornhill, near the Royal Exchange, 7 December, 1804.

Sir,

This is to certify, on the authority of the Officer, that the sum of £108, in consequence of the risks still remaining, has been allowed on the above entry to be paid you, that you may now receive the balance of your Premium by settling the Premia.

Yours etc.,

John Marks.

P.S.—I am not empowered to bring this Letter.

Table of Rates

<table>
<thead>
<tr>
<th>Annual Premium</th>
<th>£100</th>
<th>£200</th>
<th>£300</th>
<th>£400</th>
<th>£500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rare</td>
<td>£</td>
<td>£</td>
<td>£</td>
<td>£</td>
<td>£</td>
</tr>
<tr>
<td>Common</td>
<td>£</td>
<td>£</td>
<td>£</td>
<td>£</td>
<td>£</td>
</tr>
<tr>
<td>Perils of Life</td>
<td>£</td>
<td>£</td>
<td>£</td>
<td>£</td>
<td>£</td>
</tr>
<tr>
<td>Total</td>
<td>£</td>
<td>£</td>
<td>£</td>
<td>£</td>
<td>£</td>
</tr>
</tbody>
</table>

LMA, CLC/B/192/DD/008/MS38828/001.
A distinct paragraph outlines ‘A Discount on Premiums’.

Hillingdon, MC25C/SF1/1570/1/3/1.
Illustration 4.87
Sun Fire Office, receipt, dated 24 June 1801.
The receipt packs in three different general messages about fire insurance, for the policy holder. Policy holders received this receipt when they renewed, in lieu of a new policy.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 4.88
Fire Office, policy, dated 1699.
Copperplate engraving.
A sentence has been added to the bottom of the policy (not on previous versions): ‘Upon Assigning this Policy it is necessary that the Assignment be Registered in the Office’.

Private Collection.
Illustration 5.1
1 sheet ([1] p.), 1°.
205 x 335 mm.
‘Mutilated at the top’, according to bibliographic note.

British Library
Illustration 5.2
Fire Office, September the 16th, 1681. An Advertisement from the Insurance-Office for Houses, &c (1681), p. 2.
1 sheet (2 p.), 1°.
185 x 295 mm.
The paragraphs highlighted name 'those that were pleased to accept of the Trust', 'the Counsel Chosen' and 'the Names of those Persons that are to Subscribe' policies.

British Library.
Illustration 5.3
1 sheet ([1] p.), 1°.
200 x 320 mm.
The lists of names of the Trustees and the Council are part of the display qualities of the sheet.

British Library.
Illustration 5.4

Illustration 5.5
Sun Fire Office, June 24, 1820. Sun Fire-Office, Cornhill, near the Royal Exchange, and at Craig’s Court, Charing-Cross ... Conditions (1820), p. 2.
1 sheet ([2] p.).
The back of the Sun’s Conditions (the successor to the Proposals) now put a list of the Sun’s managers on the back.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 5.6
Sun Fire Office, April 6, 1826. Sun Fire-Office, Cornhill, near the Royal Exchange, and at Craig’s Court, Charing-Cross ... Conditions (1826), p. 1.
1 sheet ([2] p.).
This version of the Sun’s Conditions (the successor to the Proposals) moved the list of the Sun’s managers from the back to the top of the front.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 5.7
Sun Insurance Office, policy, dated 10 June 1904.
1 sheet ([2] p.).
279 x 457 mm.
Under the heading in capitals 'Directors', their names are listed.

Private Collection.
The names of the Directors are listed on the front of the Report, in two columns, with the Assistant Secretary and Secretary named below.

Illustration 5.8
Sun Insurance Office (Fire), Report of the Directors, 1897, p. [1].

The names of the Directors are listed on the front of the Report, in two columns, with the Assistant Secretary and Secretary named below.

LMA CLC/B/192/B/003/MS15030/001.
The list of Directors, followed at a distance by the 'Assistant Secretaries' and the 'Manager & Secretary'.

Hillingdon, MC25C/SF1/1570/1/3/1.
Illustration 5.10
The advertisement lists the names of the agents in the newspaper’s region.
Illustration 5.11
Advertisement for the Sun Fire Office, *Chelmsford Chronicle*, 1 April 1808 (so identified in the guard book).
The advertisement lists the names of the agents in the newspaper’s region, by town.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 5.12
Sun Fire Office, template for advertisements, 1822.
It is identified as ‘Advertisements. Quarterly Form. 6 March 1822’ in the index to the guard book.
It begins: ‘The Printed RECEIPTS for PREMIUMS and DUTY on POLICIES as they become due, are ready for Delivery, and are in the hands of the undermentioned Agents of the Office:–’
The space allows the list of names to be inserted, for each country newspaper accordingly, as in the two previous Illustrations.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 5.13
270 mm x 440 mm.
Agents’ names are listed by county. The counties are set in centred, italic capital letters.

Kent Archives, EK/U1453/B6/2/4.
Illustration 5.14
In the index to the Guard Book, this is identified as ‘Appointment – Handbill Notice’ and ‘Agents – Appointment – Handbill Notice’. The printer’s imprint dates it to 1800–1820. Its style dates it before 1810.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 5.15
Sun Fire Office, handbill notice from the agent in Lincoln (1804).
181 x 137 mm.
Capital letters mark out the names of the agents in the Lincoln area, under the large heading ‘Sun Fire-Office, London’.

Private Collection.
Illustration 5.16
Sun Fire Office, poster for an agent in Leeds, 29 January 1819.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 5.17
Sun Fire Office, notice about an agent in Leeds, 29 January 1819.
This handbill runs the same text as the poster of same date in the previous Illustration.
Its first paragraph reads: ‘The Public are respectfully informed that the Business of this Office
will be conducted as usual, at Mr Kitchingman’s, Boar-Lane, for the present, under the Management of Mr Wm Musson, of the Sun Fire Office, London.’

LMA, CLC/B/192/DD/008/MS38828/001.
### Illustration 5.18

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 5.19
Sun Fire Office, The List of Firemen and Porters, with their Places of Abode, and Stations of the Engines, Belonging to the Sun Fire-Offices, in Cornhill, and Craig’s Court, Charing Cross, March 25 1803.
The number on the left of each column of names indicates ‘Badge No.’.

LMA, CLC/B/192/DD/008/MS38828/001.
A LIST OF THE FIREMEN,
With Their Places of Abode and Stations of the Engines,
Belonging to the SUN FIRE-OFFICES,
in Cornhill, and Craig’s Court, Charing Cross.

January 2, 1811.

<table>
<thead>
<tr>
<th>Name</th>
<th>Place of Abode</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Smith</td>
<td>123 Main Street</td>
<td>Engine 1</td>
</tr>
<tr>
<td>Jane Doe</td>
<td>456 Elm Lane</td>
<td>Engine 2</td>
</tr>
<tr>
<td>Michael Brown</td>
<td>789 Oak Avenue</td>
<td>Engine 3</td>
</tr>
</tbody>
</table>

LMA, CLC/B/192/DD/008/MS38828/001.

Illustration 5.20
Sun Fire Office, A List of the Firemen, with their Places of Abode, and Stations of the Engines, Belonging to the Sun Fire-Offices, in Cornhill, and Craig’s Court, Charing Cross, January 2 1811.
Customers were advised, in the Sun’s in-house news-sheet, of the new-style receipt that they could expect to receive, which employed two unusual typefaces. Examples of Sun receipts from 1720 show the receipts still exactly as trailed in the British Mercury: LMA, SC/GL/NOB/C/064/9.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 5.22
Sun Fire Office, receipt, dated 22 October 1725.
The names of the managers were printed to save the task of signing receipts. They were set in Scriptographia, a relatively exclusive typeface, which made the receipt more difficult to counterfeit. By looking distinct from other typefaces, it also connoted the idiosyncrasy of an actual signature. However, by 1725, the body of the receipt was printed in conventional typefaces (roman and black-letter) in contrast to the template in the previous illustration.

TNA, C 110/53.
Illustration 5.23
Sun Fire Office, receipt, dated 25 September 1738.
Letterpress with security engraving,
175 x 130 mm.
The actual signatures of the managers were now reproduced, presumably by a woodcut that could be printed alongside the letterpress text.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 5.24
Sun Fire Office, receipt, dated 24 June 1801.
Note how large the facsimile signatures (on the right) have become, especially compared to the space for the actual signature of the witness (on the left), which in this case contains two names in one hand.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 5.25
Sun Fire Office, receipt, dated 19 September 1812.
Note how large the facsimile signatures (on the right) are, especially compared to the space for the actual signature of the witness, on the left.

Kent Archives, EK/U1453/B6/1/28.
Illustration 5.26
Sun Fire Office, renewal letter-form, 7 December 1804.

LMA, CLC/B/192/DD/008/MS38828/001.
From the SUN FIRE OFFICE, in Cornhill, near the Royal Exchange, June 5, 1811.

SIR,

THE Time for Payment on your POLICY of Insurance in this Office, No. 627, expires Fifteen Days after Midsummer-Day next: the Managers of the said Office, in Regard to your Security, have ordered me to give you this Notice, that you may not lose the Benefit of your Policy by omitting the Payment.

N. B. You may Hessess for any Number of Years, not exceeding Seven, and a Discount will be allowed in such Case, according to the present Proposition.

I am, SIR,

Your humble Servant,

John Richards.

P. S.—You are requested to bring this Letter.

Insurance of £1,500. Annual Premium ........... £20. 11.
Duty 2s. 6d. per Cent. £2. 2. 6

£ 33. 11. 6

TABLE of RATES.

Annual Premiums to be paid for Insurances.

Sums not exceeding 10,000 Common 5s. per Cent.
6,000 Hazardous 3s. 6d.
3,000 Doubly Hazardous 5s. 6d.

Sums above may be insured by Special Agreement.

FARMING STOCK on any Part of the Farm insured under General Policies, without the Average Claim, at 2s. per Cent.
N. B.—These Regulations do not extend to the Water-Side Dwellings, a proper proportionate Deduction has also taken Place.

Bodleian, John Johnson Collection, Insurance 7.
Illustration 5.28
Sun Fire Office, renewal letter-form, 1807.

LMA, CLC/B/192/DD/008/MS38828/001.
The agent used a purpose-made ink stamp to sign off in the allotted blank.

Hillingdon, MC25C/SF1/1570/1/3/1.
Illustration 5.30
Sun Insurance Office, receipt, dated 21 March 1902.
265 x 104 mm.
A real signature by an agent alone authorised this version of the receipt. ‘Agent’ is printed beside the signature.

Hillingdon, MC25C/SF1/1570/2/1.
Illustration 5.31
Sun Insurance Office, notice about the Office's name change, 1 January 1892.
It reads: 'The Directors have to announce that the change in the Title of the Company from SUN FIRE OFFICE to SUN INSURANCE OFFICE is simply due to the fact of the Company having under Act of Parliament acquired a formal constitution with extended powers, and under these circumstances it was considered by Parliament that the Title of SUN FIRE OFFICE was not so appropriate as the more general one of SUN INSURANCE OFFICE.

All contracts entered into with the SUN FIRE OFFICE are unaffected by the change.

E. H. MANNERING,
Secretary.'

LMA, CLC/B/192/DD/011/MS15050.
Know all Men by these Presents, That we

we hold and firmly believe to
be true, and shall in our hearts, as
well as in our actions, maintain and uphold
the said bond, so far as it


Illustration 5.32
Sun Fire Office, fireman’s bond, 1800s.
330 x 406 mm.

Private Collection.
Illustration 5.33
This factotum, or pierced initial, was used on firemen’s bonds in use in the nineteenth century. This impression of it comes from Sun Fire Office, Nov. 5, 1716. Proposals Set Forth by the Company of the Sun Fire-Office, in Threadneedle-Street, behind the Royal Exchange, London, for Insuring Houses, Moveable Goods, Merchandize, Furniture, and Wares, from Loss and Damage by Fire, in any Part of Great Britain (1716). The same factotum was used on Fire Office, From the Sun-Fire-Office, July 4, 1712. Proposals (1712).

British Library.
Illustration 5.34
381 x 470 mm.

Private Collection.
<table>
<thead>
<tr>
<th>Name of Policy</th>
<th>Policy No.</th>
<th>Description</th>
<th>Amount</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Smith</td>
<td>1234</td>
<td>Home Insurance</td>
<td>£500</td>
<td>1894</td>
</tr>
<tr>
<td>Jane Doe</td>
<td>5678</td>
<td>Car Insurance</td>
<td>£300</td>
<td>1894</td>
</tr>
<tr>
<td>Mary Jones</td>
<td>9012</td>
<td>Life Insurance</td>
<td>£200</td>
<td>1894</td>
</tr>
</tbody>
</table>

ESRO, ACC 4113/6/9.
### Illustration 5.36
Sun Insurance Office, Endorsement Form, c. 1900.

ESRO, ACC 4113/6/9.
Illustration 5.37
The front cover is affixed with a red label: ‘Sun Fire Office, London’.

ESRO, ACC 4113/6/1.
Illustration 5.38
Sun Fire Office, agent’s policy book, c1889–1920, front cover.
The front cover is affixed with a crimson and gold label: ‘Sun Fire Office London, Established 1710’, around a sun face. However, in this period, the Office became the Sun Insurance Office.

Hillingdon Archives, MC25C/SF1/1570/1/3.
Illustration 5.39
The agent is encouraged to personalise the policy book to himself. On the right is ‘AGENCY’, followed by ‘Mr’ with a line for the agent’s name and his town; in this case Heron & sons, Uxbridge.
On the left is a sticker for J. Donnison & Son, ‘Lithographers & Engravers’, ‘Stationers, Printers and Account Book Manufacturers’ on Wormwood Street, London. The sticker has a blank space in which a number has been entered which identifies this book and allows it to be re-ordered easily.

Hillingdon Archives, MC25C/SF1/1570/1/3.
Illustration 5.40
Sun Insurance Office, agent’s renewal register, 1892–1903, front cover.
The front cover is affixed with the same crimson and gold label as on the policy book: ‘Sun Fire Office London, Established 1710’, around a sun face. However, the Office had already become the Sun Insurance Office

Hillingdon Archives, MC25C/SF1/1570/2/1.
Illustration 5.41
Sun Insurance Office, agent’s renewal register, 1892–1903, inside pages.
As with the policy book (Illustration 5.39), there is a box on the right for the agent to personalise the renewal register to himself.
On the left is the same sticker for J. Donnison & Son as on the policy book (Illustration 5.39). A different number has been entered in the blank space for the number of the book, a different number has been entered than that for the policy book.

Hillingdon Archives, MC25C/SF1/1570/2/1.
Illustration 5.42
Sun Insurance Office, agent’s renewal register, 1903–1921, front cover.
The front cover is affixed with a new red and gold label which takes into account the Office’s new name: ‘Sun Insurance Office, London. RENEWAL REGISTER’, and forgoes the sun emblem.

Hillingdon Archives, MC25C/SF1/1570/2/2.
Illustration 5.43
1 sheet ([4] p.).
130 x 206 mm.
The graphics of the Sun's brand dominated this leaflet, with the positioning and styling of the name and the emblem.

Hillingdon, MC25C/SF1/1570/1/3/1.
Illustration 5.44
1 sheet ([4] p.).
The graphics of the Sun’s brand dominated this leaflet, with the positioning and styling of the name and the reproduction of the Sun’s earliest policy engraving, which showed the Office’s longevity.

Hillingdon, MC25C/SF1/1570/1/3/1.

1 sheet.

205 x 260 mm.

The company's name and emblem give character to this mundane form, acting as an engaging masthead to the sheet, even in black and white (Illustration 5.45b). At the top right is 'Agency' followed by two dotted lines for the agent to fill in.

Hillingdon, MC25C/SF1/1570/1/3/1.
Illustration 5.45b
205 x 260 mm.
This is a black-and-white version of Illustration 5.45a. It is the same in all aspects except that it is blank on the back and it has been printed specifically for the Charing Cross branch, as identified at the top-right. It was filled in by Mrs Easten, and another hand, presumably an agent. Mrs Easten was a manicurist, who traded off Hanover Square as Madame Francoise. In 1909 her premises suffered a fire and she made a claim on the Office. The Secretary raised suspicions about her with the branch, which assuaged them.

LMA, CLC/B/192/F/043/MS38869/001.
Illustration 5.46 (the reverse of Illustration 5.45a)
1 sheet.
205 x 260 mm.
The sheet has folds which turn this side of it into a mini leaflet. The cover of the leaflet makes the company look sinuous and fashionable. Its name is repeated twice in red, in a nice symmetry as the reader opened the leaflet.

Hillingdon, MC25C/SF1/1570/1/3/1.
Sun Fire Office, circular to agents, 22 March 1804, crossed out for 21 April. The letter concerns new rates on cotton, lint and flax mills, which were enclosed separately.

LMA, CLC/B/192/DD/008/MS38828/001.
SUN FIRE-OFFICE,

June 20th, 1804.

SIR,

ACCOMPANYING you will receive new Proposals, as revised and amended by the Managers of this Office. I beg you will not on a Time in having them stuck up and distributed in your Town and Neighbourhood, and use every means to make them as generally known as possible; more will be sent with the Circular Notice, to inform the Parties when their Premiums become due, as soon as we can get them printed.

I am, SIR,

Your obedient Servant,

THOMAS WATTS.

W. P. Harris, Printer, Bowler Green, Moorfields.

From the Sun-Fire Office, in Candhill.
SUN FIRE-OFFICE,
May 1, 1811.

SIR,

The Managers, taking into Consideration the very great Risk of Water Corn-Mills, and the Losses they have of late Years sustained, both on Buildings and Stock, on Insurances of that Kind of Property, have resolved, in future, to subject them to the following Rates, as far as £3000, with or without a Kiln, viz.

- Brick and Tiled, 7s. 6d. per Cent.
- Brick, Timber, and Tiled, 12s. 6d. per Cent.

Sums above £3000 and Mills covered with Thatch to be deemed Special. You will, therefore, please to select such Policies in your Agency that cover Property of this Description, and transmit fresh Instructions to the Office, that new Policies may be made out, to commence at the respective Quarters the old ones become due.

I am,

SIR,

Your humble Servant,

EDW. GRIFFIN, Sec.

Illustration 5.49
Sun Fire Office, circular to agents, 1 May 1811.
H 235 mm.
The letter concerns water corn mills.

Kent EK/U1453/B6/2/3.
Illustration 5.50
Sun Fire Office, circular to agents, 1 May 1816.
160 x 100 mm.
The letter concerns insurances on lace.

Kent EK/U1453/B6/2/3.
Illustration 5.51
Sun Insurance Office, letter to agent Fassnidge regarding a policy, dated 18 February 1910.
H 250 mm

Hillingdon, MC25C/SF1/1570/1/3/1.
Illustration 5.52
With a note on the side from Sun secretary Edward Griffin to agent Francis Cobb, 31 October 1806.
365 x 465 mm.
The poster lists agents in different English cities.

Kent Archives, EK/U1453/B6/2/3.
<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cotton-Mill only (called) Mill) situate</td>
<td></td>
</tr>
<tr>
<td>in the County of</td>
<td></td>
</tr>
<tr>
<td>Tenure only, stated in the Plan lodged in</td>
<td></td>
</tr>
<tr>
<td>Office, dated the</td>
<td></td>
</tr>
<tr>
<td>Stakes in Height, rated at</td>
<td></td>
</tr>
<tr>
<td>square Yards, and warranted</td>
<td></td>
</tr>
<tr>
<td>to be conformed to the</td>
<td></td>
</tr>
<tr>
<td>Class of the Judges and Rates dated</td>
<td></td>
</tr>
<tr>
<td>the end of March 1804</td>
<td></td>
</tr>
<tr>
<td>Millwrights Work therein</td>
<td></td>
</tr>
<tr>
<td>Clockmakers Work therein</td>
<td></td>
</tr>
<tr>
<td>Skew therein</td>
<td></td>
</tr>
<tr>
<td>Unfinished Millwork therein</td>
<td></td>
</tr>
<tr>
<td>Steam Engine therein</td>
<td></td>
</tr>
</tbody>
</table>

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 5.54
Sun Fire Office, circular to agents, 10 May 1816.
H 330 mm.
The letter contains 'Questions applicable to Cotton and Flax Mills' and 'Questions applicable to Woollen Mills', for the agents to ask accordingly.

Kent Archives, EK/U1453/B6/2/3.
Illustration 5.55
Sun Fire Office, Instructions for the Agents of the Sun Fire-Office (London: W. P. Norris, 1807), cover and title page.
72 p.
approximately 120 x 190 mm.

LMA, CLC/B/192/DC/001/MS15671.
Illustration 5.56
Sun Insurance Office, *Instructions for the Agents to the Sun Insurance Office (Fire)* (London: J. Donnison, 1897), cover.
98 p.
approximately 120 x 190 mm.

LMA, CLC/B/192/DC/001/MS15671.
The Secretary uses the form of a letter at the start of the book to press upon the Sun’s agents that they attend to the contents within.

LMA, CLC/B/192/DC/001/MS15671.
Illustration 5.58
Sun Insurance Office, *Instructions for the Agents to the Sun Insurance Office (Fire)* (London: J. Donnison, 1897), title page.
98 p.
approximately 120 x 190 mm.
LMA, CLC/B/192/DC/001/MS15671.
Illustration 5.59
72 p.
approximately 120 x 190 mm.

LMA, CLC/B/192/DC/001/MS15671.
Illustration 5.60
Sun Insurance Office, Instructions for the Agents to the Sun Insurance Office (Fire) (London: J. Donnison, 1897), index, pp. 88–89.
98 p.
approximately 120 x 190 mm.

LMA, CLC/B/192/DC/001/MS15671.
Illustration 5.61
Sun Fire Office, Caution handbill notice, 1809.
H 100 mm.

LMA, CLC/B/192/DD/008/MS38828/001.
Sun Fire Office, letter-form to claimants, 1806.
The letter advises a claimant that ‘YOUR Claim on this Office for Loss by Fire was ordered for Payment this Day.’ It ends: ‘N.B. You are particularly desired not to give either Fee or Gratuity to any Person belonging to this Office.’
At the top, a note by hand states, ‘Began to use this form 1806’.

LMA, CLC/B/192/DD/008/MS38828/001.
1 sheet ([1] p.), 1°.
205 x 335 mm.

In this advertisement, the proposers of the Insurance Office first chose to put the location of the office in the title to the sheet.
### A Table of the Insurance Office at the Back-side of the Royal Exchange (1682)

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
<th>Rate</th>
<th>Value for a Year</th>
<th>Rate for a Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1682</td>
<td>100</td>
<td>1</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>1683</td>
<td>150</td>
<td>1.5</td>
<td>150</td>
<td>150</td>
</tr>
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<td>1684</td>
<td>200</td>
<td>2</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>1685</td>
<td>250</td>
<td>2.5</td>
<td>250</td>
<td>250</td>
</tr>
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<td>1686</td>
<td>300</td>
<td>3</td>
<td>300</td>
<td>300</td>
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<td>1687</td>
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<td>3.5</td>
<td>350</td>
<td>350</td>
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<td>1691</td>
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<tr>
<td>1698</td>
<td>900</td>
<td>9</td>
<td>900</td>
<td>900</td>
</tr>
<tr>
<td>1699</td>
<td>950</td>
<td>9.5</td>
<td>950</td>
<td>950</td>
</tr>
</tbody>
</table>

The Fire Office at the Back-side of the Royal Exchange, A Table of the Insurance Office is as follows:

The premises were leased to the Barons of the Exchange for 21 years at £100 rent per annum. The amount due was £200 for the year ending 1682.

The premises were subsequently leased to the City of London for 21 years at £150 rent per annum. The amount due was £300 for the year ending 1683.

The premises were again leased to the City of London for 21 years at £200 rent per annum. The amount due was £400 for the year ending 1684.

The premises were leased to the City of London for 21 years at £250 rent per annum. The amount due was £500 for the year ending 1685.

The premises were leased to the City of London for 21 years at £300 rent per annum. The amount due was £600 for the year ending 1686.

The premises were leased to the City of London for 21 years at £350 rent per annum. The amount due was £700 for the year ending 1687.

The premises were leased to the City of London for 21 years at £400 rent per annum. The amount due was £800 for the year ending 1688.

The premises were leased to the City of London for 21 years at £450 rent per annum. The amount due was £900 for the year ending 1689.

The premises were leased to the City of London for 21 years at £500 rent per annum. The amount due was £1,000 for the year ending 1690.

The premises were leased to the City of London for 21 years at £550 rent per annum. The amount due was £1,100 for the year ending 1691.

The premises were leased to the City of London for 21 years at £600 rent per annum. The amount due was £1,200 for the year ending 1692.

The premises were leased to the City of London for 21 years at £650 rent per annum. The amount due was £1,300 for the year ending 1693.

The premises were leased to the City of London for 21 years at £700 rent per annum. The amount due was £1,400 for the year ending 1694.

The premises were leased to the City of London for 21 years at £750 rent per annum. The amount due was £1,500 for the year ending 1695.

The premises were leased to the City of London for 21 years at £800 rent per annum. The amount due was £1,600 for the year ending 1696.

The premises were leased to the City of London for 21 years at £850 rent per annum. The amount due was £1,700 for the year ending 1697.

The premises were leased to the City of London for 21 years at £900 rent per annum. The amount due was £1,800 for the year ending 1698.

The premises were leased to the City of London for 21 years at £950 rent per annum. The amount due was £1,900 for the year ending 1699.
Illustration 5.65
1 sheet ([1] p.), 1°.

EEBO.
### A Table

Of the Insurance Office at the Back-side of the Royal-Exchange,

Shewing

The Premium, or Rate of Insuring an Hundred Pounds on a Brick-House, is Eight Shillings for One Year, (and Double for Timber:) and so in Proportion for a lesser Sum; and because the Office (to avoid trouble) deals not Insure for a Lesser Term than Four Years. The Discount for Paying down the Money is after this Rate: Three Years and a Quarter, is Paid for Four Years Insurances; Vice for Six Months; Seven, for Eleven. The Money Insured on the House, is to be paid as often as the House is Burnt, or Demolished within the Term Insured. But if Damaged, then to be Repaired at the Charge of the Office.

<table>
<thead>
<tr>
<th>Lhs</th>
<th>Insured for 4 Years</th>
<th>Insured for 7 Years</th>
<th>Insured for 12 Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>2</td>
<td>8</td>
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<tr>
<td>20</td>
<td>5</td>
<td>4</td>
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<tr>
<td>30</td>
<td>10</td>
<td>5</td>
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<td>40</td>
<td>13</td>
<td>4</td>
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<tr>
<td>50</td>
<td>15</td>
<td>2</td>
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<tr>
<td>60</td>
<td>16</td>
<td>1</td>
<td></td>
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<tr>
<td>70</td>
<td>18</td>
<td>1</td>
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<tr>
<td>80</td>
<td>18</td>
<td>1</td>
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<tr>
<td>90</td>
<td>19</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>100</td>
<td>19</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>200</td>
<td>2</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>300</td>
<td>2</td>
<td>13</td>
<td></td>
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<tr>
<td>400</td>
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<td>13</td>
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<tr>
<td>500</td>
<td>2</td>
<td>14</td>
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<tr>
<td>600</td>
<td>2</td>
<td>15</td>
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<tr>
<td>700</td>
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<td>900</td>
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<td>15</td>
<td></td>
</tr>
<tr>
<td>1000</td>
<td>2</td>
<td>15</td>
<td></td>
</tr>
</tbody>
</table>

There are Ground-Rents Settled on Trustees, to make good the Losses; to the Value of Two Thousand Six Hundred Pounds per Annum, and the Title and Conveyance were Settled and Approved of by,

Sir Francis Pemberton, Sir Robert Sawyer Attorney General, Sir Edmund Scawen late Lord Chief Justice, and Sir William Jones (since Deceased); Sir Francis Winsington, Mr. William Williams, Mr. John Myller, and Mr. Polyeuston.

The Names of the Trustees, which Accepted the Trust, Act,

Sir Michael Herington, Sir William Warren, Sir Richard Hinick, Sir Peter Rich, Sir Samuel Daffwood, Knights, William Thompson, George Bradbury, Anthony Sturt, Edward Maynard, Esquires; Mr. Ralph Heath, Mr. Nathaniel Hawes, and Mr. Richard Ingrams.

LONDON,
Printed by The Milborn, in Stewarts Street, for the Gentlemen of the Insurance Office on the Back Side of the Royal-Exchange, where their Papers are to be had Gratia. 1685.
Illustration 5.67
Fire Office, *A Table of the Insurance Offices: one, against the Royal-Exchange in Cornhill; and the Other, at the Rainbow Coffee-House, next the Inner-Temple-Gate* (1687).
1 sheet ([1] p.), 1°.

EEBO.
Illustration 5.68
Fire Office, A Table, Shewing the Rates of Insuring Houses from One Year to Eleven: at the
Fire-Office, Kept against the Royal-Exchange in Cornhill; and at the Rainbow Coffee-House by the Inner-Temple-Gate in Fleet-Street (1693).
1 sheet ([1] p.), 1°.
175 x 293 mm.
British Library.
Illustration 5.69
Fire Office, [A Table,] Shewing the Rates of Insuring Houses from One Year to Eleven: at the Fire-Office, Kept against the Royal-Exchange in Cornhill: and at the Rainbow Coffee-House by the Inner-Temple-Gate in Fleetstreet (1698).
1 sheet ([1] p.), 1°.
Framed, 280 x 365 mm.

Museum of London.
Illustration 5.70
Fire Office, *A Table, Shewing the Rates of Insuring Houses from One Year to Seven: at the Fire-Office, Kept against the Royal-Exchange in Cornhill: and at the Rainbow Coffee-House by the Inner-Temple-Gate in Fleetstreet* (1700).
1 sheet ([1] p.), 1°.
190 x 330 mm.

British Library.
Illustration 5.71
1 sheet ([2] p.).
Letterpress and woodcut illustration.
The Office’s address in London is trumpeted at the top.

LMA, CLC/B/192/DD/008/MS38828/001.
1 sheet ([2] p.).
284 x 450 mm.
The Office’s two addresses in London are now trumpeted at the top.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 5.73 (= Illustration 5.26)
Sun Fire Office, renewal letter-form, 7 December 1804.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 5.74 (= Illustration 5.13)
270 mm x 440 mm.
The London status of the company is made clear in the title, in this poster to promote country agents.

Kent Archives, EK/U1453/B6/2/4.
Illustration 5.75 (= Illustration 5.15)
Sun Fire Office, handbill notice from the agent in Lincoln (1804).
181 mm x 137 mm.
‘London’ is conspicuous in the title to this handbill.

Private Collection.
Illustration 5.76 (= Illustration 5.7)
Sun Insurance Office, policy, dated 10 June 1904.
1 sheet ([2] p.).
279 x 457 mm.
The Chief Office of the Sun Insurance Office is positioned in the centre below the illustration.

Private Collection.
Illustration 5.77 (= Illustration 5.29)
Sun Insurance Office, renewal notice leaflet (1906), cover.
1 sheet ([4] p.).
130 x 206 mm.
The cover of this leaflet did not give the full address of the Sun’s head office, only ‘London’.
‘Agent at’ left a space for the agent to write, or in this case to stamp, his specific address.
However, the address of the Sun’s head office was printed on the back of the leaflet with a ‘Note
to Postal Authorities – If not delivered to be returned to’.

Hillingdon, MC25C/SF1/1570/1/3/1.
Illustration 5.78 (= Illustration 5.30)
Sun Insurance Office, receipt, dated 21 March 1902.
265 x 104 mm.

Hillingdon, MC25C/SF1/1570/2/1.
Illustration 5.79
Sun Insurance Office, receipt, dated 20 August 1894.

Guildhall Library, FO PAM 8933.
Sun Insurance Office, renewal notice leaflet (1906), cover.

1 sheet ([4] p.).
130 x 206 mm.

Hillingdon, MC25C/SF1/1570/1/3/1.
Illustration 6.1

Figaro, 18 July 1885, cover.

British Library.
Illustration 6.2

British Library.
Illustration 6.3
Newspaper cuttings in a Sun Insurance Office ‘Memorandum Book’, 1891–1892.

LMA, CLC/B/192/DD/007/MS11935G.
Illustration 6.4
A newspaper clipping, ‘Fatal Fire at King’s Cross, Six Persons Suffocated’ (source unidentified), is affixed to company documentation of a claim, 1904.

LMA, CLC/B/192/F/043/MS38869/001.
Illustration 6.5

*British Mercury*, 1 February 1712, p. 1.
Letterpress with woodcut illustrations.
240 x 350 mm.

Bodleian, John Johnson Collection, Insurance Folder I.
Illustration 6.6

*True Protestant (Domestick) Intelligence*, 7 May 1680, with news about a ‘New Office’ – the Insurance Office to be.

Bodleian Library.
Illustration 6.7

Mercurius Civicus, 12 May 1680, with an advertisement from the Insurance Office-to-be in the ‘Advertisements’ section.

Bodleian Library.
Illustration 6.8
Notice on behalf of the Sun Fire Office, in the *London Gazette*, 9 January 1716.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 6.9
Advertisement for the Sun Fire Office, in the Weekly Packet, 5–12 July 1718.
82 x 40 mm.

LMA, CLC/B/192/DD/008/MS38828/001.
Illustration 6.10
(See the next slide.)
The advertisement is wedged among others in the column for fire and life insurance companies.
Illustration 6.11
Illustration 6.12
Advertisement for the Sun Insurance Office, in *The Times*, 15 August 1895, p. 11.
(See the next slide.)
Illustration 6.13
Advertisement for the Sun Insurance Office, in *The Times*, 15 August 1895, p. 11.
Illustration 6.14
Advertisement for the Sun Fire and Life Office, in The Times, 22 April 1897, p. 4.
(See the next slide.)
Illustration 6.15
Advertisement for the Sun Fire and Life Office, in The Times, 22 April 1897, p. 4.
Illustration 6.16
(See the next slide.)
The same advertisement was placed multiple times, e.g. *The Times*, 14 September 1905, p. 10.
Illustration 6.17
The image on this date has been preferred because it is of a higher quality. The content is exactly the same. On this date the advertisement was above one for Chubb’s, illustrated with a lock and key, and two other, smaller advertisements.
The advertisement reproduces the Sun’s policy illustration commissioned in 1748. The design was used thereafter on policies, with only small modifications when the plate was renewed.
Illustration 6.18
Advertisement for the Sun Insurance Office, in *The Times*, 1 June 1910, p. 21. This advertisement reproduces the Sun’s original policy illustration commissioned in 1726. The scene was updated twenty years later. Its use on this advertisement served to underline the age of the office.
Illustration 6.19
*The Times*, 1 April 1800, p. 1, as an example of the publication’s masthead in this period. The size of *The Times*’ pages grew between 1812 and the mid-1820s (Morison, *Printing The Times*).
Illustration 6.20

*The Times*, 22 April 1897, p. 1, as an example of the publication’s masthead in this period. *The Times* was 18" (457 mm) wide by this time.
Illustration 6.21
Post Man, 2 August 1698.

The masthead is evident, despite the poor printing of the title and the woodcuts.
Illustration 6.22 (= Illustration 6.19)
Advertisement for the Sun Fire Office, in *The Times*, 1 April 1800, p. 1.
Illustration 6.23
Notice from the Sun Fire Office, in *The Times*, 12 January 1808, p 1.
(See the next slide.)
Notice from the Sun Fire Office, in *The Times*, 12 January 1808, p 1.
Illustration 6.25
(See the next slide.)
All Persons insured in this Office, the Premiums on whose Policies fall due at the Christmas quarter, are hereby reminded to pay the said premiums, either at the offices in Cornhill, near the Royal Exchange, and Craig’s-court, Charing-cross, or to the agents in the country, on or before the 9th day of January, 1820, when the fifteen days allowed by this office, over and above the time they are insured for, will expire. The above notice is given to prevent the insured losing the benefit of their policies, by omitting to make such payments in proper time. The Sun Fire Office have, at their sole expense, and unconnected with any other office, established a Fire Night Patrol, for the purpose of preventing fires, and give the earliest assistance whenever this happens. The public is hereby informed, that the stands for the patrol men are situated as underneath, where they are requested to give the earliest information in case of accident.

Sun Fire Office Patrol Men: – [With the locations of five, most with person’s name and street]

Constant attendance is given at the said office, and at their offices in Craig’s-court, Charing-cross, for insuring houses, goods, merchandises, and ships in harbour, dock, and building; also craft, from loss and damage by fire, throughout Great Britain. No charge will be made for policies in which the sum insured amounts to 300l. or upwards; and all losses by fire are paid without any deduction; this office has always paid for damage by lightning.
Advertisements for the Corporation of the City of London’s insurance scheme and the Insurance Office in succession, in the *London Gazette*, 20 October 1681, p. 2. (See the next slide.)
Advertisements for the Corporation of the City of London's insurance scheme and the Insurance Office in succession, in the *London Gazette*, 20 October 1681, p. 2.
Illustration 6.29
(See the next slide.)
The advertisement for the Sun Fire Office sits in a column with others in its industry: the Phoenix and the Royal Exchange and newcomer the Albion.
(The masthead is missing from this image).
Illustration 6.31 (= Illustration 6.25)
Advertisements for fire offices, in The Times, 29 December 1819, p. 1.
The advertisement for the Sun Fire Office, in the red square, sits in a column with advertisements for the County Fire Office, Provident Life, the Hand-in-Hand and the Phoenix, as marked.
Illustration 6.32
Advertisements for insurance offices, in The Times, 14 January 1892, p. 15.
(See the next slide.)
The red square indicates the advertisement for the Sun Insurance Company.
(This image does not show the full page.)
Advertisements for insurance offices, in *The Times*, 14 January 1892, p. 15.

The advertisements for fire and life offices are introduced by their own title: 'Insurance Companies'.
Illustration 6.34 (= Illustration 6.14)
Advertisements for insurance offices, in *The Times*, 22 April 1897, p. 4.
The advertisement for the Sun Fire and Life Office nestles in the same double column as advertisements for Alliance Assurance, Scottish Provident, Rock Life, the National Mutual Life Assurance Society, British Empire Mutual Life Assurance, Gresham Life Assurance and Metropolitan Life Assurance.
SALES by AUCTION
Sun Fire-office Shares – By Mr Scott
At Garraway’s, on Friday, Oct. 4, at 12 o’clock
(except previously disposed of by Private Contract).
FIVE SHARES of the STOCK of the SUN FIRE INSURANCE COMPANY, London; an old established and highly respected concern; the dividends have steadily advanced to clear 8l. Per Share per annum, payable half yearly, forming a very eligible fund for permanent investment.
Particulars at Garraway’s; and of Mr Scott, New Bridge-street.
The Bicentenary of the Sun Fire Office 1710–1910

Illustration 6.36
Illustration 6.37 (= Illustration 6.18)
Advertisement for the Sun Insurance Office, in *The Times*, 1 June 1910, p. 21.
London. On Friday last about five a Clock in the Morning there happened a Fire in Broadstreet near the Pump, at a Gentleman's House, which burned very furiously for the time, so that the woman of the House and her Lodgers had like to have been burnt in their beds, had they not got out at the window by a Ladder, the master of the house being rescued by the flames in endeavouring to make his escape; it is yet uncertain whether it happened by chance, or design, but it seems probable that it came by a spark of fire falling among some straw, which was in the Room where the fire began; it happened over many old wooden Houses, which might have proved very dangerous, but it being in the day time, by the care and diligence of the Neighbours, there was little damage, thanks be to God, but only to the House where it began.

We hear that Baldwyn, one of the most active of the horrid Plot for murdering His Sacred Majesty, having been sent into the Country with a Guard to seize some Persons whom he accused of being accessary thereto, hath accordingly taken Sir Thomas Goffe and his two Sons into Custody, and that some other Person whom he intended to have seized, have absconded themselves from their own Houses, which doth much confirm the reality of their guilt, and also the truth of the Information that has been given is not all that...
A True Narrative of the Late Dreadful Fire which Happened near Limus in Ratcliff, on Wednesday Last, Being the Eighteenth of This Instant September, about Five of the Clock in the Morning, and Continued till Four in the Afternoon, and Burnt Down above Forty Houses ere it Could be Extinguished. With an Account of Two Women which were Burnt in their Beds, and Several Others Spoil'd and Maim'd during this Fatal Conflagration. (1678), pp. 1–5. (8 p.)
Illustration 6.40
‘FIRE at the ROYAL AMPHITHEATRE’, The Times, 3 September 1803, p. 3.
(This image is not the full page.)
Illustration 6.42
(See the next slide.)
(The image does not show the full page.)
The many dreadful Fires that continually happen, and mostly owing to fires being left in rooms unguarded, by which aged and infirm people have been burnt to death, young Ladies and Childrens' cloaths have caught fire, carpets been burnt and spoiled by sparks flying into the room. T. CATO, Wire-Worker, No. 89 Holborn-Hill, opposite St Andrew's Church, begs leave to recommend to the Nobility, Gentry, and Public in general, his much approved of WIRE FIRE-GUARDS and FENDERS, that entirely prevent any sparks from flying into the room, at the same time prevent no heat; they are found of the greatest use in drawing-rooms, bed-chambers, nurseries, dressing-rooms, and public offices, &c. Also a new-invented MACHINE to prevent the waste of coals and cinders in the compleatest manner without making any dust; it is universally approved of for its great utility, and may be made use of it a yard, kitchen, or any part of the house. A large Assortment of Wire Meat Larders and Dish Covers; the Wire is so contrived as to admit of a free circulation of air, by which means dressed or undressed victuals may be kept twice the time as in any thing else. Where also is made Brass and Iron Wire-work for the following purposes, viz. Libraries, Aviaries, Groceries, Larder, Dairy, and Storehouse Windows; strong, light Wire Fence, on an improved Plan, for Sheep, Deer, Hares, &c.
Illustration 6.44
The photographs of devastation were captioned ‘The front room where two bodies were found’, ‘the exterior of the burnt house’ and ‘the back room where two bodies were found’.