



The Signevierist

Issue Number 2026-2

The Official Newsletter of the Fire Mark Circle of the Americas

A NEW FIREMAN'S FUND MARK OR JUST A SIGN?



The item pictured above was obtained by a fire memorabilia collector on Facebook Marketplace a couple of years ago. While the verification committee has studied photos and information submitted by the buyer, I thought it would be a good idea to share with members and get their opinion. The sign measures approximately 7 ½ inches wide and 3 5/8 inches tall. The buyer states he is not sure what the material is but that it is magnetic and is about as thick as a paper towel. It has a blue background with off white lettering and borders. Other pictures show a glossy finish, so it almost looks like a thin enamel coating over steel or maybe just a thick glossy coat of paint. Another interesting piece of information is that there is a sticker on the back that says "Northwestern National" which is an insurance company known to have issued a fire mark (B.418).

The verification committee talked about this possible mark and determined that it most likely is a post 1900s sign and not a fire mark. The material is not the same as a common tin mark and would most likely have been much more expensive to produce in larger quantities. We also could not find any kind of link between Fireman's Fund and Northwestern National so maybe the sign was just in the collection of the Northwestern at some point. Tom Hardy also reached out to Allianz who bought Fireman's Fund to see if there is any history of such a mark and came up empty handed.

So, what do you members think? Fire mark or just a neat sign??

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A NEW B.329 VARIANT?

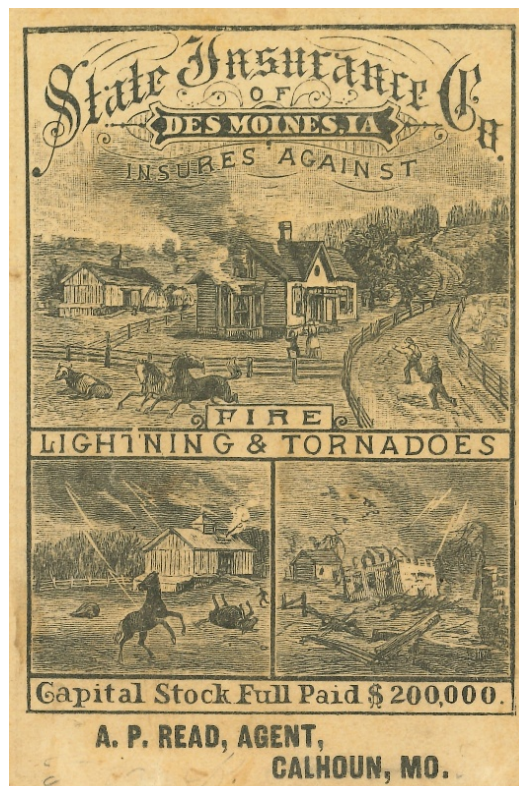


The mark pictured on the left is a mark in the collection of the New York Fire Museum and is attributed to the Reliance Insurance Company of Philadelphia, 1862-1949. Bulau describes B.329 as “black on green-gold background”. The mark on the right was listed in one of FMCA’s previous auctions and is clearly silver in color. While there are many marks that were issued in different colors the question remains if this is a variant or if there is just some age-related color discoloration. Unfortunately, this is a scarce mark and I have not been able to examine either mark.

Once again, what do you think? Should we categorize the silver mark as a new variant or is more information needed?

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DO YOU THINK?



Do you think that Jas. Houk had a similar trade card from his agent, A. P. Read, when he secured his State insurance policy?

On Friday morning the house of Jas. Houk, near Industry, this county, was burned with most of its contents. He had an insurance of \$1,300 in the State, Des Moines, Iowa, A. P. Read, agent.

Clipping from *The Clinton Advocate*, Clinton, Missouri, August 27, 1885, page 1.

Bob Shea

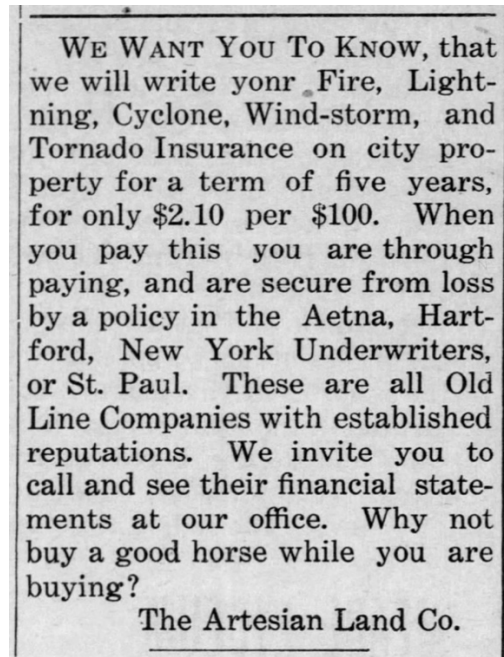
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INSURANCE COMPANY PORCELAIN SIGNS ON A POSTCARD

Shown below is an unmailed postcard depicting five insurance company porcelain signs. The message written on the reverse is an advertisement for the Artesian Land Company of Fowler, Kansas.



Using the information on the card, I attempted to establish a likely date. Shown below is a March 20, 1908 newspaper clipping from page 2 of *The Fowler News* that lists three of the companies represented on the signs — Hartford, New York Underwriters, and St. Paul — as being handled by the Artesian Land Company. A later issue dated June 26, 1908, page 2, adds Niagara to that list.



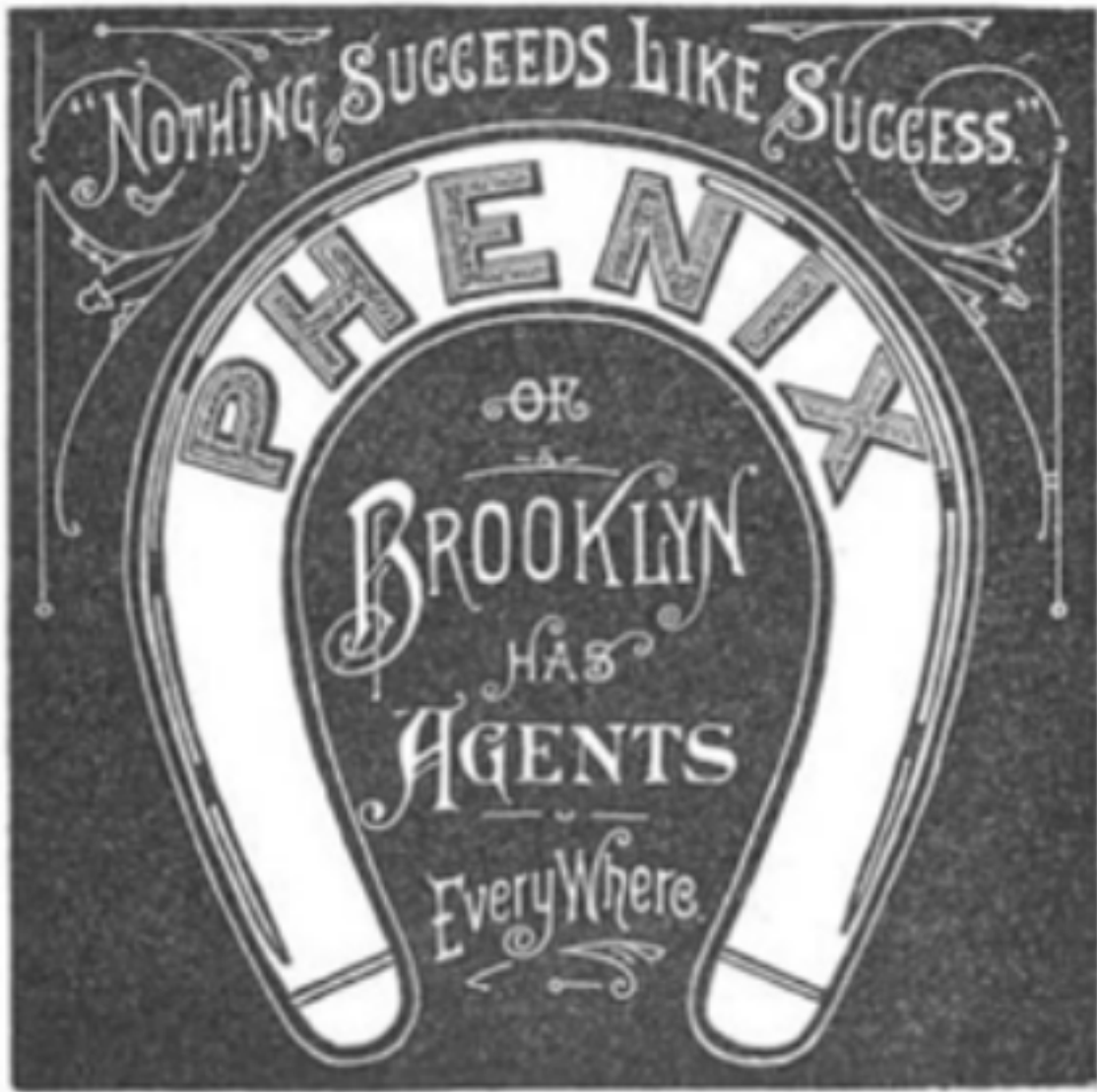
Although I have not yet found documentation directly connecting the Phoenix of Hartford to the Artesian Land Company, the combined evidence suggests the postcard likely dates to about 1908.

Are there other FMCA members who collect insurance related postcards or other related insurance collectibles that enhance their collecting experience?

Bob Shea

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Another great example of using a fire mark in advertising



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