

FIRE INSURANCE IN CANADA, 1920

The experience of most fire companies operating in Canada during the present year, would indicate a fairly substantial increase in premium income, and while this satisfactory development has taken place, it is partially offset by an increasing loss ratio, of which there appears to be little if any diminution. The moral hazard, which is always to some extent, a factor in losses, is probably more pronounced this year, although there is no direct evidence, speaking generally that such is the case. The Fire Prevention Propaganda, is excellent in theory, and a good thing to preach, but results do not confirm its usefulness as much as might be expected, during the present year, and no doubt an examination of the causes of many fires, recently must show that the prevalence of carelessness is still one of the chief contributing causes of the loss ratio increase.

Fire Marshal Says Drop in Prices will Develop Moral Hazard

A warning to fire fighters to be on their guard against incendiary fires at the present time was issued by John G. Gamber, president of the Fire Marshals' Association of North America, speaking before the International Association of Fire Engineers at Toronto last week. "During the last year or two incendiary fires have been few," said Mr. Gamber. "Business has been too good, because of high price levels. I need hardly tell you, either, that there are hundreds, probably thousands, of firms and individuals who cannot stand a sharp break in prices. Their profits are built on inflation. Many merchants are said to be overstocked also.

"If the break in prices should come suddenly we will have to be on guard. Fire insurance for a year past has been written on inflated valuation and the insurance companies are frankly disturbed. Let us, therefore, prepare now to meet this emergency. Some lines are showing a tendency to drop. Every suspicious fire should be scrutinized more carefully than ever before. Every chief should work in closest co-operation with the fire marshal of his State, and the best efforts of both should be brought to bear to see that prison doors await those deserving of them."

CANADIAN FIRE RECORD

Fire at Glace Bay, N.S.—On the 3rd instant a fire destroyed the departmental store of the McArel Bros. Loss estimated at about \$200,000, partially covered.

Fire at St. Thomas, Ont.—On July 29th, a fire destroyed the store-room and pattern room of Canada Iron Foundries. Loss about \$150,000 Insurance stated to be in American non tariffs.

Fire at King City, Ont.—On the 1st instant a fire destroyed the home and store of C. Parnham, and damaged the home of E. Allen. Partially covered.

Fire at Quebec.—On the 3rd instant a fire occurred in the P. T. Legaré garage on St. Valier St. Loss about \$10,000.

Fire at Winnipeg, Man.—On July 29th a fire occurred in the Argyle Block, Garry Street, several firemen were injured by the fire.

FIGURE IT OUT FOR YOURSELF—

An insurance agent is in the business to make money. He is continually trying to place more business on his books. The companies he represents are generally instrumental in his success or failure to reach that end. Would it profit him to represent a company that kept him in touch with centres of influence in the insurance world, helped him solicit business, advertised him throughout the district? Figure it out for yourself and then

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Policies assumed half by the Fidelity-Phoenix Fire Insurance Co. and half by the Continental Insurance Co. of New York.

FIRE AUTOMOBILE PROFITS

CANADIAN HEAD OFFICE: 17 ST. JOHN STREET, MONTREAL.

W. E. BALDWIN, Manager