

HOW LOCAL FIRE AGENTS CAN AVOID TROUBLE.

The sole intent of fire insurance is to protect against loss—and in no case to bring profit as a result of fire; and this thought of indemnity (under no circumstances gain) should ever be in the agent's mind when assuming liability. No hesitancy should delay or prevent a thorough investigation of moral, financial and physical conditions. It is the agent's duty to know, as well as the owner so far as possible, all matters in any way affecting the property. When this treatment precedes the delivery of a policy, its holder highly respects the agent and appreciates insurance. No risk should be assumed that does not enjoy the agents' full and unqualified recommendation. And if at any time during the life of the contract that kind of approval could not be given, the insurance should be canceled and withheld until the risk can be so approved.

OVERINSURANCE AND UNINSURABLES.

Undoubtedly much trouble results from assuming some risks not at the time worthy objects of protection and overinsuring others. As an excuse for the latter, much talk is made of the wide differences between contractors' estimates of an identical building, and the inability to determine the exact cost to rebuild; while the building associations and loaning companies, whose officials and agents are possessed of no greater intelligence, find a way of learning the values and placing their loans so as to bear the proper relative percentage. At the same time they do not defeat the purpose of their business (selling credit) by holding to lines of safety, and neither would we.

The difference in our methods comes merely from the fact that while acting as insurance agents we consider a fire to be the barest possibility, and that anyway the adjuster will settle for not more

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London and Lancashire Fire Insurance Company Limited

RESULTS OF 1915 BUSINESS:

	PREMIUMS	LOSSES AND EXPENSES	SURPLUS
FIRE -	\$8,583,239	\$7,459,930	\$1,123,309
ACCIDENT -	4,544,910	4,160,250	384,660
MARINE -	1,797,255	1,296,040	501,215
	<u>\$14,925,404</u>	<u>\$12,916,220</u>	<u>\$2,009,184</u>
Interest on Investments -			572,650
Total Surplus for the Year -			<u>\$2,581,834</u>

FUNDS AND INVESTMENTS -	\$19,861,770
UNCALLED CAPITAL -	11,885,625
Total Security -	<u>\$31,747,395</u>

ALFRED WRIGHT, Branch Manager and Chief Agent for Canada.

A. E. BLOGG, Branch Secretary.

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MONTREAL

Colin E. Sword, Manager.
164 St. James Street.

VANCOUVER

William Thompson, Manager.
Winch Building.

WINNIPEG

A. W. Blake, District Secretary.
352 Donald Street.