

Increasing Fire Losses add to the High Cost of Living

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Northwestern Mutual Fire Association.

IN six months of this year America's fire waste was greater by almost \$50,000,000 than the 5-year average for the same period. Our citizens are losing practically a million dollars of created wealth every day. Yet it is safe to say no one of those who suffered loss expected a fire.

"WATCH YOUR STEP" OR YOU MAY BE THE NEXT VICTIM.

In any case YOU ARE THE VICTIM of the high cost of living, which is in no small measure the result of the destruction of this million dollars each day.

The high cost of living is the direct result of the shortage of supplies. A very small difference in surplus stocks always makes a large difference in prices. By patriotic co-operation we can save at least a half million dollars per day now needlessly destroyed by fire, and materially influence the high cost of living.

Fire waste is more than a tax because every dollar paid in taxes continues to circulate, while a fire loss is a permanent destruction of created wealth.

These losses can be reduced by half. Will you do your part?

Sixty thousand property owners are now co-operating toward that end through the Northwestern Mutual Fire Association, and by this means have succeeded in reducing their losses to about half the amount of others.

If you want to avoid a loss, we will help you.

These sixty thousand property owners are greatly benefited by this co-operation. Not only have they avoided many fires, but they have received additional benefit through having from 25 to 45 per cent of their insurance premiums returned to them as unused. These dividends and savings already exceed \$3,500,000.00.

If you have not received any part of these dividends, write today and make arrangements to receive some portion of these benefits for the future.

*Small Shortage
in Supplies
Means Big
Increase in
Prices*

*Let
Northwestern
Mutual
Help You to
Lessen
Fire Danger*

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