

Evendale Fire Marks



What is a Fire Mark?

Fire marks around America tell us an interesting story of our riveting history. For over 150 years American insurance companies issued fire marks. Few companies still issue these fire marks today.

So you may be asking yourself now, what is a fire mark and why is it still relevant today? Back in the early days of organized firefighting, subscribers would pay insurance companies in advance to ensure that they would have fire protection. In exchange, they would receive what is known as a fire mark, which would be attached to their building. Many of these fire marks can still be seen on buildings today. The payments made for the fire marks went to supporting the fire-fighting companies.

The use of fire marks in America was the longest and most successful ad campaign in American history. Fire marks served many purposes, but the main reason in America is quite simple, a fire mark was a sign that the property was insured. Both the insured and the insurance company benefited from this “advertising.” They reached their peak from 1850 until 1870 where as a result of technology they quickly faded out.



The Evendale Fire Department over the last three years has converted the hydrant caps within the village from the original threaded cap to a modern one quarter turn light weight cap. The department had over 300 old caps and didn't know what to do with them. To keep the fire mark tradition alive it was decided to melt the caps down and make an Evendale Fire Mark.



Partnering with Sawbrook Steel Castings Co. in Lockland, the fire department designed a mark. The Fire Mark, seen below, is a limited run (125) as there was only so much steel from the caps. Each mark is numbered and has a certificate of authenticity.

The sale of these caps will raise money for future public education programs for the department. Each mark is priced at \$50 and has been pre-drilled for mounting on a structure or an interior wall. Contact the department for further details on purchasing.



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