

ber 8-14. It would, he said, be the greatest rally ever. The slogan: Don't Give Fire A Place To Start. Chief's 'Philosophy of Persuasion'

The Fire Chief elaborated his "philosophy of persuasion" by which he hopes that the community will co-operate in rooting out "careless causes" of fire in the home, to make our town one of the "fire safest" places in Canada, for size and population.

"We can succeed," declared the Chief, "if we have the help of every man, woman and child in spreading the idea that fire prevention is a personal matter. It needs only

the acceptance by each individual of responsibility in the elimination of simple fire hazards."

The Chief came back to his three key words — shame, fear, ignorance—which, he said, usually applied in "fearful cases".

Tidy House

Seldom Burns

"Few of us like to show an untidy house to callers. Yet, a tidy house seldom burns. So why wait until the fire fighter calls to clean out rubbish, old papers and the like? And as to fear of real or fancied consequences, no one is going to be 'put on the spot' as far as we are concerned. Of course,

if our visit uncovers something terribly dangerous — especially to the lives of others in the home or next door — responsibility should be met both by the householder and by ourselves. Surely no one can quarrel with that. And as to ignorance of fire and its causes, why not treat the fire fighter like you would a doctor, as a friend, realizing that an ounce of prevention is worth a pound of cure."

After a party is over, check behind sofa cushions and other spots which careless guests might have used as "ash trays".

Three Key Words To "Fearful" Folk

SHAME

(over an untidy house)

FEAR

(of the consequences)

IGNORANCE

(of the situation)

If any of these three words represent the state of mind of a house-

holder with respect to fire safety and the voluntary home inspection program of the community, they should be forgotten.

This is the earnest message today from the Fire Chief, who announced details of the campaign for Fire Prevention Week, Octo-

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