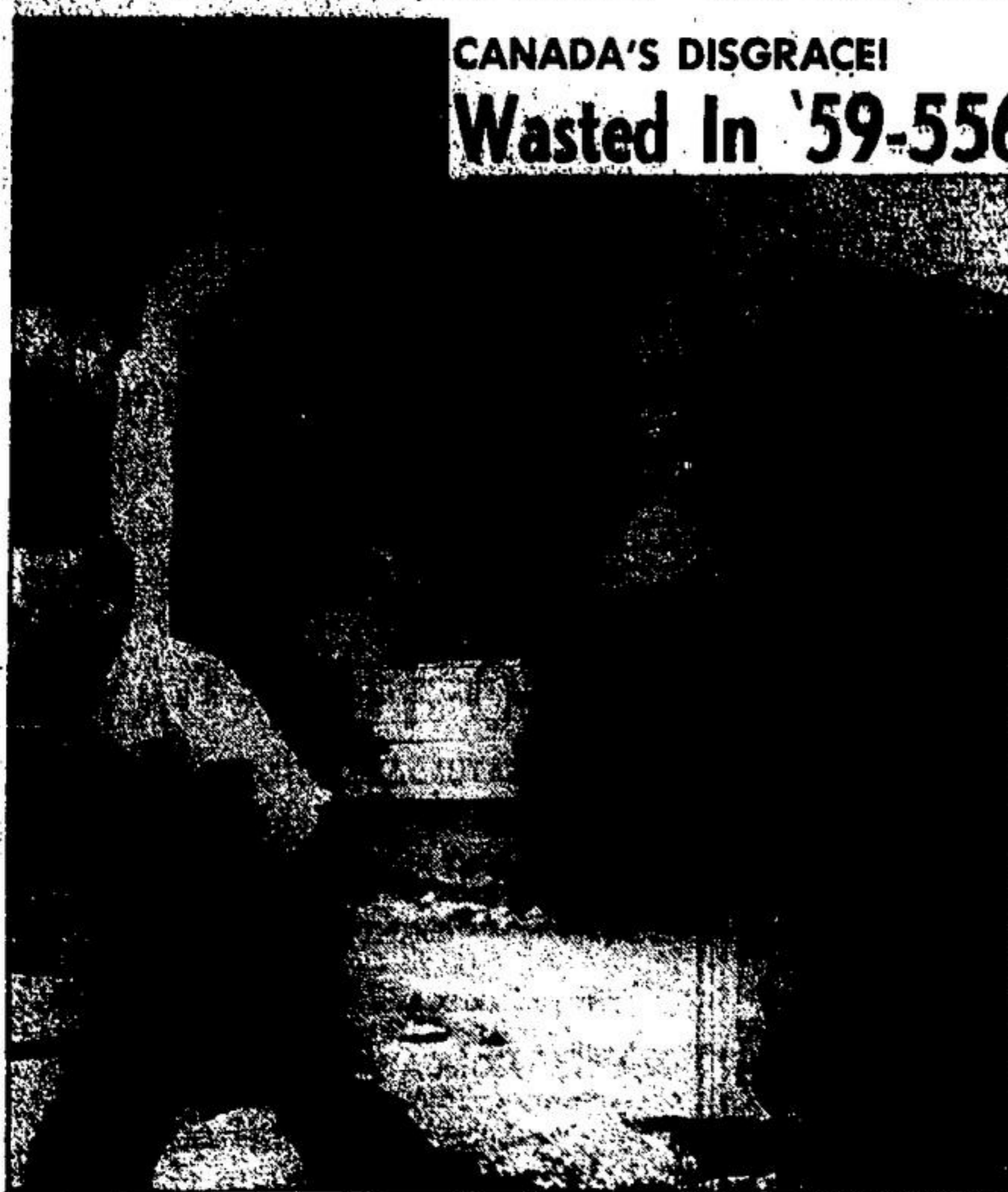


OCTOBER 9th TO OCTOBER 15th

# NATIONAL FIRE PREVENTION WEEK



**CANADA'S DISGRACE!**  
**Wasted In '59-556 Lives and \$120 Million**

By royal proclamation, made in the name of Her Majesty Queen Elizabeth of Canada, October 9-15 is Fire Prevention Week. The proclamation appeals to all citizens to curb causes of fire which last year claimed another heavy toll of human life and property.

The sum of provincial reports for 1959:  
 556 lives lost  
 \$120 millions of property consumed  
 82,421 fires reported

The proclamation sets out the magnitude of the human loss over the last ten years: 5,356 lives and an estimated 16,000 seriously injured and scarred.

The direct out-of-pocket waste of the decade to the living and working places of Canada was more than one billion dollars. Such a sum is double the ten-year cost of all our universities and colleges. It is twice the cost of a St. Lawrence Seaway. Perhaps ten times the billion dollars was the indirect loss to the national economy. Nor does the figure include forest fire waste.

**Holding the Line?**  
 Tragic as is the record, there are heartening, if short-term aspects. In 1957 our fire losses reached an all-time high. Probably no nation in the world had ever before exceeded Canada's per capita property cost of fire for that dismal year—\$8.05.

This table gives the figures for 1957, 1958, 1959:

	1957	1958	1959
No. of Fires	82,088	86,919	82,421
Lives	638	532	566
Property (millions)	\$133.5	\$120.3	\$120.5

Population 16.6 17.05 17.65 (millions)  
 Per capita \$8.05 \$7.05 \$6.82

The simplest factor behind 90% of all fires for which it is possible to run down a definite cause: human carelessness and neglect.

While it's the "large loss fires" (\$50,000 and more) which run up the yearly bill, Canada's 55,000 fire fighters believe, and with reason, that fire prevention education starts in the home. For it is in the home that more than three-quarters of all fires happen. It is in the home that three-quarters of all fire deaths occur.

**Countrywide Campaign**  
 Consequently, the fire fighter particularly directs his countrywide message this year to four million homes: CHECK YOUR HOME AGAINST FIRE HAZARDS.

Comes, too, the enduring slogan: DON'T GIVE FIRE A PLACE TO START. And, giving voice to the hapless victims of fire, especially children, women and elderly folk: DON'T LEAVE US ALONE WITH THE HAZARDS OF FIRE.

Federal, provincial and municipal authorities join with industry and public-spirited organizations in backing the campaign. Joint sponsors are the Association of Canadian Fire Marshalls and the Canadian Association of Fire Chiefs, in support of fire prevention drives in 2,700 municipalities.

## Don't Give Fire A Place to Start!

### PLAY IT SAFE — — HELP PREVENT FIRES !

The Acton Volunteer Fire Department is on 24-hour call. They are on constant alert, ready to leave their work, their homes, their families, to help protect you and your property from the devastation of fire. Help them help you by playing it safe -- don't make that siren blow!

The Acton Fire Fighters stand between you and loss of property and lives in this community! They deserve your support in observing Fire Prevention Week and every week in the year by checking fire hazards at home and at work.

Inspect your home and business premises NOW and be prepared to show your Fire Inspector that you are co-operating with your local Fire Fighters in the observance of Fire Prevention Week, October 9th to October 15th.

## ACTON SALUTES ITS FIRE DEPARTMENT!

This Full Page Salute to the Acton Fire Fighters is Sponsored by Acton's Leading Merchants and Businessmen

- GRANT'S MOTORS
- WHITHAM'S GARAGE
- LITTLE MOTORS
- MAYFAIR RESTAURANT
- ACTON JERSEY DAIRY
- FRANKLIN PROUSE MOTORS
- WILES BUS DEPOT
- HOLLOWAY BARBER SHOP
- RACHLIN JEWELLERS
- ACTON TV SALES & SERVICE
- DEL JORDAN ELECTRIC
- TYLER TRANSPORT LTD.
- E. T. MARKS GROCER
- J. BERT WOOD Insurance Agency
- F. L. WRIGHT, REAL ESTATE AND INSURANCE
- RUDDICK'S GROCERY
- JACK McCALLUM'S Service Station
- CANADIAN TIRE CORP.
- ACTON HOME FURNISHINGS
- BRADLEY'S MEAT MARKET
- LIGHTMAN'S Department Store
- BENTON MEAT MARKET
- BAXTER'S DRUG STORE

- DILLS Printing and Publishing Co.
- GORDON HARDWARE
- BENSON'S SHOES
- MANNING ELECTRIC
- DON S. BEXTON
- HOTCHEN'S BAKERY
- TOTH MOTORS
- TEN PRO DISTRIBUTORS
- VAN NORMAN ELECTRICIAN
- PAUL'S Men's and Boys' Wear
- EDNA MAY LADIES' AND CHILDREN'S WEAR
- SYMON HARDWARE
- RELIABLE TAXI
- RELIABLE SNACK BAR
- ACTON MOTORS
- CUSTOM CLEANERS
- ACTON BOWLING LANES
- LEDGER'S I.G.A.
- ACTON CREAMERY LTD.
- NEWTON'S 5c to \$1.00 STORE
- FRANK TOTH SHOE REPAIR
- J. B. MACKENZIE & SONS LTD.

- WATSON'S DAIRY-BAR
- J. R. HOLMES REAL ESTATE
- LOVELL BROS. MEAT MARKET
- THOMPSON MOTORS
- WM. J. McLEOD REAL ESTATE
- ACTON BILLIARDS
- CLANSMANN RESTAURANT
- MASALES DAIRY LIMITED
- JACK RIDLEY CARTAGE LIMITED
- C. K. BROWNE, TOBACCONIST
- SHORTILL SHEET METAL
- ACTON DRY CLEANERS
- ROY'S ELECTRIC SERVICE
- ACTON FARM SUPPLY
- KEN'S TAXI
- RENDEZVOUS BEAUTY SALON
- RUSS MAC BEAUTY SALON
- ACTON WOODCRAFTS
- ACTON AUTO BODY
- PALLANT'S LADIES' WEAR
- DRON'S MEAT MARKET
- GOY CARTAGE
- SYD LAMB Real Estate & Insurance

OVER THE YEARS THE ACTON VOLUNTEER FIRE DEPARTMENT HAS PROVEN TO BE ONE OF THE BEST IN THIS AREA. THEIR FINE RECORD IS A CREDIT TO THE TOWN AND ITS PEOPLE.

Death by FIRE is a dreadful way to die!

MOST FIRE DEATHS ARE THE RESULT OF HUMAN CARELESSNESS AND NEGLIGENCE.



**No Child Should Ever Be Left Alone**