

# October 8th to October 14th NATIONAL FIRE PREVENTION WEEK

## Canada's Tragic Record of Carelessness

### 5,477 PERISH IN BILLION \$ FIRE WASTE

Fires in Canada in the last ten years have taken 5,477 lives, wasted more than a billion dollars of property. Most of these fires were caused by human carelessness. This is the heart of the proclamation to 18,000,000 Canadians in the name of Her Majesty Queen Elizabeth of Canada designating October 8-14 as Fire Prevention Week.

While provincial reports for 1960 indicate fewer fires than in 1959, both the human and the economic loss increased. The estimated totals, with corresponding 1959 figures:

	1960	1959
• Total number of fires reported	79,551	84,241
• Number of persons killed	566	560
• Est. property loss (\$ millions)	\$128.8	\$124.5
• Est. loss per capita	\$7.16	\$7.05

A continued decline in residential fires was gratifying. Preliminary estimates of such fires in 1960 total 61,325, as compared with the official figure of 63,294 for the previous year, and 66,464 in 1958.

#### Big Fires Up

Not so productive was the result in terms of "large loss" fires (fires of \$250,000 and up), the total damage of which increased by some \$11 millions over the preceding year. The figure does not include forest fires and some federal government losses.

**CURB  
HUMAN,  
ECONOMIC  
TOLL,  
18,000,000  
CANADIANS  
TOLD**

With greater care, many of the 778,000 fires of the last decade could have been prevented. The dollar saving thereby could have financed 300 more large hospitals, or endowed the operation of all universities and colleges for more than 10 years, or together built a Columbia River project, a St. Lawrence Seaway, a South Saskatchewan dam, an Atlantic Province causeway. These are simple but expressive ways to think of the careless waste of a billion dollars. Perhaps ten times a billion dollars was the indirect loss to the economy.

#### Men and Women Out of a Job

A plant destroyed by fire means men and women out of a steady job.

Worst year of any in the history of fire in Canada was 1957. That year 638 died in fires which consumed \$133.5 millions in property, for a per capita loss of \$8.05, one of the highest rates reported by any nation in the world.

Fire prevention education begins in the home, Canada's 57,000 fire fighters believe. It's in the home that three quarters of all fires happen. It's in the home that three-quarters of all fire deaths occur.

The campaign against the severity of fire is therefore particularly aimed at the country's four million homes. CHECK YOUR HOME AGAINST FIRE HAZARDS. But a greater awareness of fire where people live will carry into places where they work and where they play.



## 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 8th to October 14th.



## DON'T GAMBLE WITH FIRE!!

## ACTON SALUTES ITS FIRE DEPARTMENT!

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.

THIS FULL PAGE SALUTE TO THE ACTON FIRE FIGHTERS IS SPONSORED BY ACTON'S LEADING MERCHANTS AND BUSINESSMEN

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