

October 7th to October 13th NATIONAL FIRE PREVENTION WEEK

THINK about FIRE Wherever
You Are



**DON'T
GIVE
FIRE
A PLACE
TO START!**

Canada's Tragic Record of Carelessness

5,529 PERISH IN BILLION \$ FIRE WASTE

Fires in Canada in the last ten years have taken 5,529 lives, wasted more than a billion dollars of property. Most of the 798,000 fires of the decade were caused by carelessness and neglect. This is the heart of a proclamation to 18,500,000 Canadians in the name of Her Majesty Queen Elizabeth of Canada.

"Prevent this economic waste and tragic loss of life in order that the nation's prosperity may be maintained," the proclamation urges.

While provincial reports for 1961 indicate a cut-back from the all-time high losses of 1957, the ten-year record to 1961 is the most severe of any decade in our fire history. The estimated worth of property waste is \$1,190,000,000, compared with the 1960 ten-year assessment of \$1,144,000,000.

Dwelling Fires Down

Estimated 1961 figures, related to those of recent years (forest and federal government losses excluded).

	1961	1960	1959	1958	1957
No. of fires	82,432	79,072	84,241	86,919	82,088
Killed	555	566	560	532	638
Loss (\$ million)	127.1	129.4	124.6	120.3	133.5
Per capita	\$7.00	\$7.26	\$7.05	\$7.05	\$8.05

Black as the appraisal may be, certain encouraging improvements in recent years should not be overlooked.

Dwelling fires of the last three years are down, from 63,000 such fires in 1959 to about 60,000 in 1961. This is an important gain because fire in the home accounts for three-quarters of all fires, and for the same proportion of fire deaths. The nation's 60,000 fire fighters believe that simple lessons of fire safety learned in the nation's 4,500,000 homes will carry into the places where they work and play.

Fewer Children Die

There was a decline in the severity of large loss fires (\$250,000 and up) in 1961, compared with the previous year. Such fires make up a quarter of the national loss,

and together with fires of \$50,000 and more account for half the yearly damage. Nevertheless, the estimated per capita loss of \$7.00 for all fires last year continues to make this country's fire loss rate one of the worst in the world, and of little help to an improved productive economy.

In fire deaths (per 100,000 population, 3.0 in 1961 and 3.9 in 1957) there seems to be a definite lowered trend in store, despite the all too frequent cases of multiple tragedies, some wiping out whole families. One cheerful aspect: 1961 saw the lowest number of child victims of the last five years!

With greater care, many of the 860,432 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 exacting 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 million 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 HAZARD'S. But a greater awareness of fire where people live will carry into places where they work and where they play.

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

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 7th to OCTOBER 13th.

**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

Clansman Restaurant	J. Holmes Real Estate	Acton Farm Supply	Bill Toth Service Station
Dron's Meats	Nellis Construction Ltd.	Dills Stationery	Mayfair Restaurant
A & B Super Market	Holloway Barber Shop	Bank of Montreal	Ledger's I.G.A.
Hinton's 5c-\$1.00	Jack McCallum Service	Bank of Nova Scotia	Highway Garage
Benson's Shoe Store	N. Turner Excavating	Cameo Style Shoppe	Gitto Electric
Bradley Meats	Lakeview Green House	Shortill Sheet Metal	Neil's Service Station
Acton Home Furnishings	Hotchen's Bakery	J. B. Mackenzie Ltd.	Superior Glove
Don S. Bexton Jeweller	Acton Auto Body	H. Arbic T.V. Service	Caroline Nurseries
Baxter's Drugs	C. K. Browne	Waleigh & Associates	Acton Creamery Ltd.
Cooper's Drug Store	Masales Dairy Ltd.	Swims of Canada	Custom Cleaners
Reliable Snack Bar	Whitham's Garage	Beardmore & Co. Ltd.	Acton Billiards
Acton Bowling Lanes	Symon Hardware	Keates Organ Co. Ltd.	Acton Limestone Quarries
Dominion Hotel	Micro Plastics Ltd.	Bridgeland Agencies	Acton Lumber & Supply
Grant's T.V.	Goy Cartage Ltd.	Frank's Grocery	Canadian Tire Corp. Associate Store
Grant's Motors	Jack Ridley Cartage	Thompson Motors	Acton Precision Engineering
Station Hotel	Acton Jersey Dairy	Manning Electric	Mary Gibbins Real Estate
Russ-Mac Salon	Tyler Transport Ltd.	Rachlin Jewellers	Roy Goodwin Real Estate Agent
Marzo Glove	Blow Press	Wiles' Bus Depot	Holmes & Johnson Plumbing
Fred Wright Insurance	Brewers' Retail	Thompson Fuels	Rumley-Shoemaker Funeral Home
Syd Lamb Real Estate	Corona Shoe	Little Motors	Michigan Bulb Co. of Canada Ltd.
Waltho Grocery	Lindsay's Mill	Acton Motors	Edna-May Ladies' & Children's Wear
Morley Allen Masonry	Lovell Bros. Butchers	Royal Cafe	Wm. J. McLeod Real Estate
United Car Fastners	Rendevous Salon	Watson Dairy Bar	J. M. Waldon Esso Dealer
Pete Masson Motors Ltd.	Eileen's Salon	Acton Welding	Earl Van Norman Electrician
Paul's Men's Wear	TenPro Distributors	Anthony Gas & Oil	A. L. Riemer Equipment Co.
Gordon Hardware	B P Motors	Watson Music	Frank Toth's Shoe Store
Mason Knitting Co. Ltd.	Denny's Insurance	J. B. Frank Painter	H. K. Porter Canada Ltd.
J. Bert Wood Insurance	Force Electric Prod.	A. P. Green	