

NATIONAL FIRE PREVENTION WEEK

OCTOBER 4th to OCTOBER 10th

Industry Fires Soar

CANADIANS BURN UP RECORD \$155,000,000 551 PERISH IN FLAMES

Canadians burned up an estimated \$155,000,000 in property in 1963. It was the greatest fire loss of any year in their history. The 1962 total was \$140,144,643. Soaring industry losses mainly accounted for the increase. Figures exclude forest and federal government fires.

Per capita, the 1963 estimate is \$8.21, compared with \$7.47 in 1962. The worst previous per capita loss, \$8.05, was in 1957.

Offsetting monetary considerations, two significant developments are reported:

• Fire deaths substantially declined. Only 551 (men, women, children) lost their lives. At 2.9 (deaths per 100,000) this is the lowest death rate ever. The 1962 rate was 3.3, for 626 victims.

• In relation to population, the annual incidence of fires is coming down.

The simple fact is that fires are becoming more expensive. Ten years ago the average loss of a household fire was \$400. Now it is over \$600. And a fire which a quarter of a century ago burned up a family corner grocery store at a loss in thousands today has its counterpart in a million dollar supermarket conflagration, perhaps wiping out an entire shopping plaza. These illustrations are as good as any.

Fire \$\$\$

Take most everything else, "then and now" comparisons of fire waste can be misleading, unless adjusted to common dollar values. For example, at 1949 population and consumer price index levels, reckon the 1962 loss of \$140 million at about \$75 million. Each year assessments become more complex. In 1963, for instance, the sales tax on building materials tends to increase fire loss reports proportionately.

Tragedy of Fire

Small Town Disaster When a Plant Folds

Boxcar figures of the loss in an industry fire are only part of the story of fire destruction. The community and human considerations of industrial fire disaster are even more important... particularly in a small town where new jobs are not easily found.

A firm with plants in every province adds, "A fire in the

smallest of our interlocking establishments can throw out whole production out of kilter."

The direct loss of fire in a manufacturing establishment (building, equipment, replacement) represents only a fraction of the indirect, economic community waste. The indirect loss may be five times more.

Grass Fire Loss "Ain't Hay"

Farm communities are discovering that grass fire losses "ain't hay."

In one rural district last year it cost \$30,000 to fight grass fires.

For a rural community — citizen and volunteer firefighter alike — a grass fire can flare up into a mutual nightmare, devastating crops, buildings and precious parklands. People have been known to collapse from heart strain in their efforts to tame a wildcat grass fire with brooms, shovels and wet sacks. Picnickers and motorists carelessly tossing away matches to

light their cigarettes or camp fires are urged to beware. Remember, grass fire losses "ain't hay" either in dollars or in public distress.



THINK about FIRE Wherever You Are

"Don't Be Ashamed"

Voluntary Home Check Wise Plan For Safety

Your home is your castle! This tradition is sacred to the program of voluntary home inspection by the fire service. That is why the inspection of a home is subject to the friendly wish of the householder, without involvement of any kind.

If an authorized uniformed fire fighter knocks at your door, let him in. His aim is to help you uncover fire hazards.

If you're wise, you will accept his suggestions, as have hundreds of thousands of Canadians.

What he has to say concerns the safety of your home, perhaps your own life. There's no expense to you and it doesn't add to your taxes and it will help your peace of mind.

He is at your door either under a planned municipal program — or at your own invitation.

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 4th to OCTOBER 10th.

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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Symon's Hardware
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Frank Toth Sr., Shoes & Shoe Repair
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