

NATIONAL FIRE PREVENTION WEEK

OCTOBER 3rd to OCTOBER 9th

DON'T BE IGNORANT

... OR STUPID!



Use only a 15 amp. fuse in an ordinary household circuit. Don't replace a fuse with one of a greater rating. People who use a penny in place of a proper fuse (costing less than a dime) in a fuse panel are either ignorant or stupid... endangering lives, including their own.

THINK about FIRE wherever you are

Cost of Fire Going Up

596 CANADIANS DIE IN 1964 \$147,500,000 WASTED IN 1 YEAR

Fires that devastate their homes are proving more costly to Canadians than ever before. That glaring fact is revealed in the 1964 assessment of fire damage in Canada. Today the average cost of a household fire is \$800. Ten years ago it was \$400. Industry, too, is finding fires more expensive.

Last year an estimated \$147,500,000 in all property went up in smoke in 77,000 reported fires—or about \$1,918 a fire. In 1963, the cost of 93,207 fires was \$154,051,629—or \$1,850 a fire.

More Children Die

Despite Canada's population growth, the fire death rate remains fairly constant, although last year there was an increase of 43 deaths. The record shows 596 fatalities in 1964, compared with 553 in 1963. Once again, children lead with 250 victims, followed by 243 men and 103 women. Worst year was 1957, with 638 deaths.

Excluding forest and federal government fires, fire waste per capita population was reckoned at \$7.67 in 1964 and \$8.15 in 1963.

Nobody Escapes

Only direct costs enter into the fire waste assessment of \$147 millions. Taking into account the indirect economic factors—including industrial production and job disruption—the total burden of a year of fire would be \$750,000,000; fire authorities say. This works out to a \$38.99 cost for every man, woman and child in a country of 19,235,000 population.

Nobody, the taxpayer least of all, escapes the responsibility of fire — on the job and in the home.



FIRE PREVENTION IS EVERYBODY'S JOB!

Firemen can stop fires... but only you can stop them before they start. Do your part... check your home and business for fire hazards... check your fire safety habits.

Fire Inspection

In plants, office buildings, stairwells, fire doors must be kept closed. Why? To shut off live air (oxygen) from fueling a fire. In the home, too, a closed door will slow down the spread of fire.

Don't Be Ashamed

Shame (over an untidy house), fear (of consequences), ignorance (of what it's all about) — forget these things if you have an ounce of common sense. Welcome the unformed, authorized fire fighter if he knocks at your door, suggesting a look see for fire hazards.

So Simple

But because three-quarters of all fires happen in the home, and because the basic hazards are quite simple (over-fusing, frayed wiring, faulty heaters, rubbish and the like) their elimination will go a long way in prevention. Hence the purpose of the fire fighter's call.

But why wait for the fire fighter? Check these hazards yourself. Or call the fire chief and make an appointment.

Always Be Fire Safety Conscious

Close your door to fire, keep it open for fire prevention. This neatly describes the philosophy of Canada's campaign for greater fire safety in the home, on the job, and everywhere.

Calamity

One single fire in which 596 persons died and \$147 millions of property wasted (as was our total toll in 1964) would be easily one of Canada's greatest disasters and indeed one of the world's worst calamities. Only six lives, for example, were lost in the Great London Fire in 1666.

Canada's Shame

Fire really hurts Canadians. Scandinavia (Sweden, Norway, Denmark) has a combined population nearly that of Canada, with generally similar climate. Its overall fire loss is less than half of ours. The fire death rate comparison (deaths per 100,000) puts Canada to even greater shame. Ours is three times as great.

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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| Custom Cleaners | Morley Allen's Masonry and Construction | Watson's Dairy Bar & Restaurant |
| Canadian Legion Branch 197 | W. D. McIntyre Delivery Service | Watson's Music Store |
| Clansmann Restaurant | Norm's Barber Shop | Whitham's Garage |
| Denny's Insurance Agency | Paul Nielsen's Clothing Stores | Wiles' Bus Depot, Len Adams, Prop. |
| Dominion Hotel | | |
| Dills Sationery Store | | |

PLAY IT SAFE — — HELP PREVENT FIRES!

The Acton Volunteer Fire Department is on a 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 cooperating with your local Fire Fighters in the observance of FIRE PREVENTION WEEK, OCTOBER 3rd to OCTOBER 9th.

FIRE PREVENTION is up to YOU