

NATIONAL FIRE PREVENTION WEEK

OCTOBER 9th TO OCTOBER 15th



**Your Best Insurance Against
Property Damage and Personal
Injury is Caution Every Day.**

Cost of fire going up!

**588 Canadians Die
\$144,758,571 Wasted
in 68,580 Fires in 1965**

FIRE DEVASTATION IN CANADA in the past 10 years has claimed 5,860 lives, injured and scarred thousands of people, and has destroyed an estimated \$1,360,000,000 worth of property.

In 1965 the estimated toll of 68,580 fires was 588 deaths and property waste of \$144,785,571. While Canada's overall rates of fire destruction are still among the highest of any nation in the world one redeeming feature of the 1965 record is that there were 6,726 fewer fires. The total of fires reported in 1964 was 75,306.

BLACK RECORD OF TRAGEDY

Despite population growth, there was a heartening, if slight improvement in fire deaths in 1965. In 1964 deaths numbered 603 compared with the preliminary estimate of 588 last year. As usual, children continue to figure largely amongst the victims. The numbered 222, men 229, women 137 in 1965.

Again, as they do every year, multiple death fires — sometimes wiping out entire families — swell the black record of fire tragedy.

Excluding forest and Government property fires, the fire waste per capita population is reckoned at \$7.40 compared with \$7.71 in 1964.

Each year industry fire damage accounts for nearly half the total destruction. The 10-year total of loss to industry is conservatively reckoned at \$600,000,000. Only the direct costs enter into this assessment.

NOBODY ESCAPES

Taking into account the indirect economic factors — including industrial production and job disruption — the total burden of fire in a year is at least \$750,000,000, fire authorities say. This works out to a cost of \$38.99 for every man, woman and child in a population now approaching 20,000,000.

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



ACTON-FIREFIGHTERS can stop fires . . . but only you can stop them before they start. Do your part . . . check your home and business for fire hazards.

2,331 Children Die in 10 Years of Fire

Children pay the highest price for fire carelessness in Canada. The 10-year record of fire deaths: children, 2,331; men, 2,275; women, 1,217.

1965*	229	137	222	588
1964	254	104	245	603
1963	209	129	215	553
1962	242	117	267	626
1961	225	120	211	556
1960	209	125	232	566
1959	221	106	233	560
1958	200	115	217	532
1957	248	134	256	638
1956	238	130	233	601
TOTAL	2,275	1,217	2,331	5,823
* 1965 estimated				

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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Dominion Hotel
Wiles' Bus Depot
Royal Cafe
The Family Store
Bank of Montreal
Bank of Nova Scotia
Watson's Dairy Bar & Restaurant

Cameo Shoppe
Morris Pharmacy
Gordon's Hardware
Hinton's 5c to \$1.00 Store
Vanity Bar
Frank Toth's Shoe Repair
Esquire Men's Wear
Acton Auto Body
Acton Billiards
Acton Bowling Lanes
Acton Flour Mills
Acton Creamery Ltd.
Acton Motors
Acton Welding
Reliable Snack Bar
Russ-Mac Beauty Salon
Norm's Barber Shop
Acton Home Furnishings
Symon Hardware
Bradley's Meat Market
Rachlin Jewellers
Manning Electric
Dills Stationery & Office Supplies
Shortill Sheet Metal
Watson's Music Store
Ross's Barber Shop
Denny's Insurance Agency
Neilsen's Clothing
Canadian Tire Corp. Assoc. Store
W. J. McLeod, Real Estate Agent
Precision Engineering
Station Hotel
F. L. Wright Appraiser & Insurer
Jerry Skirrow Esso Service



THINK FIRE SAFETY!

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 co-operating with your local Fire Fighters in the observance of FIRE PREVENTION WEEK, OCTOBER 9th to OCTOBER 15th.

FIRE PREVENTION is up to YOU