

NATIONAL FIRE PREVENTION WEEK

OCTOBER 8th TO OCTOBER 14th



**571 Canadians die
\$153,840,573 wasted
67,970 fires in 1966**

FIRE DESTRUCTION IN CANADA in the last 10 years has taken 5,794 lives, injured and disfigured 19,400 persons, and has wiped out an estimated property worth of \$1,407,140,000.

For 1966, the estimate of deaths in 67,970 fires was 571. The direct material loss last year was calculated at \$153,840,573.

Highlights of the story of the battle against fire waste:

- The estimated 1966 fire death rate (deaths per 100,000 population) was 2.9 — lowest of the decade. Ten years ago, the rate was 3.8. Children continue to figure largely amongst the victims. In 1966, they numbered 216, men 239, women 116. As they do every year, multiple death fires — sometimes killing entire families — blackened the tragic record.
- Despite population growth, the downward trend in numbers of reported fires was accelerated. Over the last five years, the decrease was 17 per cent.

Excluding forest and government property fires, the 1966 loss was put at \$7.72 per capita, compared with \$7.37 in 1965. Multi-million dollars industry fires continued to swell the total. The 10-year industry damage is reckoned at over \$600,000,000.

Taking into account the indirect economic factors — industrial production and job disruption — the real burden of fire in a year is at least \$750,000,000, fire authorities say.

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

Ten years ago, the average cost of fire in the home was \$400. Today it is \$1,000.



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.

2,311 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, 2,311; men, 2,278; women, 1,205.

	Men	Women	Children	Total
1966 (est)	239	116	216	571
1965	231	139	219	589
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
TOTAL	2,278	1,205	2,311	5,794

Source: Fire Losses — Canada; Annual Reports

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 Acton Firefighters is Sponsored by Acton's Leading Merchants and Businessmen

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| Highway Garage | | |



**Carelessness
CAN CAUSE
FIRES**

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 8th to OCTOBER 14th.

FIRE PREVENTION is up to YOU