

FALL HOME, ENERGY & GARDEN

First Alert offers escape route from second storey fires

In the event of a devastating house fire, Canadian family members all too often find themselves trapped on the second floor of their home - with no safe route for escaping the smoke, flames, and heat. But that problem may soon be solved.

Canada's leading supplier of smoke alarms and fire extinguishers is introducing a unique new product that provides a fast and safe escape from a burning or smoke-filled second floor.

The First Alert Escape Ladder is now available in most leading hardware stores across Canada. It's

a sturdy, compact, easy-to-use device that's designed to fit under almost any bed or in the closet. Most importantly, it can be put to use by adults or children in a matter of seconds.

"For almost twenty years, our smoke alarms and fire extinguishers have provided Canadians with both 'a warning' and 'a weapon' when it comes to fires," said James Hind, General Manager of BRK Brands Canada, makers of First Alert products. Now we've added the missing link - that is, 'a way out' - with our Fire Escape Ladder."

"We think this product will help save hundreds of lives."

According to the most recent statistics available, close to 350 people died in residential fires in Canada in 1992, and almost 4,000 Canadians were injured. Experts agree that many fire deaths and injuries occur because people have no way of escaping from two-storey dwellings.

Launched after months of research and product testing, the First Alert Fire Escape Ladder has several features which can't be found on other commercially-available devices. Unlike chain-like

ladders, the First Alert product cannot get easily tangled. It has extra strong rungs, held in place by heavy duty nylon rope. Each step features "standoff" plugs, which keep the ladder a few inches back from the wall, allowing extra toe-room for the user. Its total weight is a portable 12 lbs. It's designed for persons weighing up to 350 lbs.

Two extra large top-hooks on the First Alert Fire Escape Ladder will fit over virtually any window casement, and hold it firmly in place. In storage mode, the ladder measures approximately 1.5 feet long by one foot wide. When opened

for use, it extends 13 feet to the ground.

It's estimated that more than 75 per cent of all single family dwellings in Canada have two or more storeys. This does not include low-rise buildings, such as duplexes and four-plexes, which also house families on second floors.

"There's no question that there's a huge market for this product," said Paul Montgomerie, Marketing Manager for BRK Brands Canada. "People need to be aware that a ladder is as important to their safety as smoke alarms and fire extinguishers."

Still some work to be done...

Don't batten down the hatches for winter just yet — there's lots of work still to be done.

Conifers

Plant now after carefully preparing the site. This will ensure strong and healthy growth for many years.

Harvesting

Gather and store the last of your potato and carrot crops and keep picking apples and pears as they ripen.

Never store any produce when damp and always ensure that the storage area is well-ventilated.

Keep checking for mold or rot—the expression "one rotten apple..." applies to

any stored produce.

Hedges

Clear the area beneath hedges. Clumps of debris allow pests and diseases to lie dormant over winter before causing havoc next year.

Geraniums

While they can survive to the first frosts, prepare geraniums for winter now by moving them to a frost free greenhouse or inside window sill.

The latter should be sunny but not in a well-heated room. A lack of light will cause geraniums to drop their leaves.

Lawn

Clear fallen leaves.

Trim new grass back to two inches high.

Plant Care

All frost-prone plants should be brought inside.

Bulbs, tubers and corms should be dried and stored. Complete plants can be overwintered in a greenhouse or anywhere frost cannot reach them.

Repairs

Make repairs to all garden fences, gates, brickwork and paths before winter sets in and creates additional damage.

Tools

Clean, oil and store all tools carefully and safely. Repair now rather than wait until needed.

SCOTT'S OAK & PINE FURNITURE FALL CLEARANCE SALE

	Reg. Price	Sale Price
Pine 5 ft. Bookcase (Puritan Pine Finish - adjust. shelves)	\$279.00	\$199.00
Oak 36" Student Roll-Top Desk (Your Choice of Stain)	\$769.00	\$564.00
Pine Premium "L" Futon Mattress & Frame with Cover (7" Mattress)	\$499.00	\$369.00
Oak 36" x 48" Harvest Table with 4 Oak Press Back Side Chairs	\$1,399.00	Clearance \$935.00
Pine 52" Buffet & Hutch (3 Doors)	\$1,379.00	Clearance \$599.00
48" w Computer Desk in Alder With Hutch (Your Choice of Stain)	\$639.00	\$499.00

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Ontario Electrical Week...October 16 - 22, 1995

ELECTRICITY...taking the shape of your needs.

Stop...think...listen...What do you hear? A streetcar...a pump...an air conditioner...why? That's simple...ELECTRICITY!!

Little did Thomas Edison realize where the world would be today with his most memorable invention ...Electricity!!

Ben Franklin, with his kite and key, was on the right track. But what does Electricity mean to you...and to me?

From the time you wake up in the morning, to the time you go to bed at night the number of times you touch Electricity are almost endless. Toast and coffee for breakfast, hot showers, cold air conditioning, electric fuel pumps, computers, the list is

infinite. Remember back to history class, all those years ago when the first settlers came to Ontario. What did they encounter?

Woods...No mills established to make something with the timber, because there wasn't any Electricity. Once the land was cleared and houses were erected, when one came in from the fields, no running water to take a shower or even wash your hands. At night, by the light of the kerosene lantern, one could read or tell stories, but forget about catching your favourite show on T.V. or putting on a CD to listen to. How times have changed. What about setting the alarm clock to the local radio station... no; or programming the coffee maker to have that

special pick-me-up ready when you are...no again. What about switching on the computer and, via internet, finding out what the weather would be for the day, to know if the hay should be taken off today or would it be better tomorrow. How things could have been for those early settlers if they had had Electricity.

Today, we could not survive without it. Try imagining for a moment, how life would be in today's society if, all of a sudden...there wasn't any Electricity. Try climbing to the top of a high-rise office building. Or, how about watching a night baseball game in the "old ball park" without lights. How about cranking the automobile to start it up. Words like, interact, direct

payment, multi-branch banking, fax me a copy, or "nuke it" would be words of the past. Can you imagine a street corner without stop lights? What a nightmare. Though it is OK at the cottage, on the whole, out-houses are not much fun. Electricity brings to life all that we value and need. It is the pulse of the neighbourhoods we live in. It has the great ability to be what we want it to be...In a moment's notice. One switch and the whole world opens up to us. How things can be for us because we have Electricity.

And tomorrow...well, that's anybody's guess. With growing technology...imagine what awaits us with...

ELECTRICITY!!