

# Over a Hundred Children Lost Their Lives Through Needless Fires in 1940

**Plea to Parents to Seek to Avoid All Chances of Loss of Life and Damage to Property Through Fire. Parents Asked Not to Take Chances.**

Last year 243 lives were lost in fires in Canada. Bad as this record seems, it appears still worse when it is remembered that most, if not all, of the fires, might easily have been avoided. Still further when it is considered that 102 of the 243 lives were those of children, the record seems the more deplorable. In this connection the Dominion Fire Commissioner has sent The Advance the following memorandum:—

"Last year the Fire Demon numbered among his victims in Canada 243 men, women and children. In 1939, 73 children lost their lives by fire, while in 1940, the lives of 102 of our little ones were claimed. This is a staggering admission and the responsibility for such tragedies can in many cases be laid directly to the negligence of parents who far too often leave their helpless infants alone in the house while they visit neighbours or go to a show. These holocausts frequently occur in rural districts where neighbours are long distances away and the parents are unable to reach their burning home in time to save their children from a horrible death.

"Every parent should realize that it is his duty to teach his children the principles of fire prevention. They should not be allowed to play with fire, matches should be kept out of their reach and the playing with celluloid toys should be discouraged. By a strict adherence to the use of common sense, parents can thus save themselves the bitter anguish and life-long regret which must be ever present when a child perishes by their neglect."

... especially when most of this lost could be averted by the exercise of ordinary care.

BUT the most serious aspect of Canada's fire loss in war-time is the impairment of the war effort... The reason... TODAY... It takes far longer to rebuild factories because material cannot be obtained as quickly as in peace time... It is far more difficult, and far more costly, to replace machinery. Every factory destroyed, or partially crippled, interferes with production of armaments and supplies so urgently needed by Britain. Every factory destroyed, or partially crippled, causes loss of wages by workmen... partial or total unemployment... loss of skilled workmen to other plants... and... a reduction of the national war effort.

There are facts which concern every Canadian citizen. Upon EVERY ONE in Canada rests the responsibility of adopting every possible precaution against fire because a drastic reduction in fire losses is one of the most effective means of maintaining production at a maximum.

And what applies to the factory is equally true of the home. The home is an investment... an important investment to the owner. It may represent a life's ambition... years of planning and saving. Yet, a moment's carelessness may wipe out that investment... And it may also cause death or serious injury to members of your family. To prevent fire in the home make your family fire conscious by the exercise of fire caution. REMEMBER, IT IS EXTREMELY DIFFICULT, IN WAR TIME, TO REPAIR OR RE-BUILD A FIRE-RUINED HOME.

**POOR DAD!**

Him—Marry me?  
Her—This is so sudden! Have you seen father?  
Him—Yeah. And I love you so much I'll marry you anyhow!—Exchange.

## At the Least Eighty Out of a Hundred Fires Preventable

A careful study of fire records shows that at least 80% of fires are preventable. The following examples are given from among the thousands of known causes to show how easy fires can start, and the fatal results that may follow.

A man dropped a cigarette in a rubbish pile in a rooming house and burned to death eleven people.

A man dropped his cigarette in a couch in the lobby of a hotel. Fire resulted at 3 a.m. and resulted in the death of four people.

A mother in one of our leading college cities, for the five hundredth time perhaps, started a fire with coal oil. The fire she started burned to death three children besides herself.

A man dropped a match on a garage floor, walked on and left it. A six-year-old child found it and ignited her clothing which resulted in burns that caused her death a few hours later.

A man attempted to sleep and smoke at the same time—result, he set the bed afire, was overcome with smoke, and removed in an unconscious state. Only the timely arrival of the fire department saved him from being cremated alive.

Some grown-ups placed Strike-anywhere matches on a kitchen table. Two small children acted upon the implied suggestion and carried some to their playhouse, innocently started a fire. Result, little boy burned fatally.

Do you always think about the safety and welfare of those about you when you discard your match and cigarette stub? Are you mindful of the safety of the children in your home to the extent of providing safety matches, and keeping them out of their reach? Do you have proper respect for the dangerous properties of gasoline and always handle it with care?

## Drastic Reduction in Fire Losses Now Needed in War Effort

Canadian Fire Underwriters' Association have issued a striking circular pointing out the public duty, as a war effort, that fire losses be reduced to the very minimum at this time. "Canada's fighting forces at home and abroad depend on you to prevent fire," says the circular.

"Fire protection is national protection," one heading says, continuing with these carefully considered words: Airplanes, tanks, guns, ships... the implements of war... are pouring out of Canadian factories in an ever-increasing stream.

Canadian factories are producing the necessities of life both for our armed and civilian forces.

These factories, representing an investment of millions of dollars, are vital links in the chain which is being forged to defeat the enemies of democracy.

The dollars which built these plants came from YOUR pockets. The dollars which build the airplanes, tanks, guns, ships... in fact, every piece of armament, every uniform, and all supplies... are YOUR dollars.

Private enterprise too, has a tremendous investment in plants which are fully occupied in providing the every day needs of our fighting and civilian forces.

Yet, year after year, Canadian property, exceeding an average annual value of \$23,000,000, is being destroyed by fire.

—This is sheer waste. In peace time it is serious. In war time it is tragic

## Wedding at Sacred Heart Church on Sunday Morning

Miss Helen Guidolin becomes Bride of Mr. Geo. ("Red") Mustato.

Sacred Heart Italian Church was the scene of a charming fall wedding on Sunday morning when Miss Helen Guidolin, daughter of Mr. and Mrs. Angelo Guidolin, of 415 Pine street south, became the bride of Mr. George ("Red") Mustato, son of Mrs. F. Byck, of Henlock street, and the late Mr. Geo. Mustato. The Rev. Fr. L. Fontana officiated, and during the ceremony, Mrs. D. Mascioli presided at the organ, while the church choir, of which the bride is a member, sang several selections.

Given in marriage by her father, the bride was lovely in a gown of white chiffon, fashioned with a fitted jacket of chiffon and taffeta to match. The gown bore bishop sleeves, a sweetheart neckline, and full skirt, while the neckline of the jacket was fashioned in a "V" and the sleeves were long and fitted. She wore a long tulle illusion veil, caught in a three-cornered chiffon coronet, and carried calla lilies and lily-of-the-valley, caught with blue taffeta ribbons. Her only other adornment was a gold locket, gift of the groom.

Mrs. J. Marescotto, sister of the bride, was matron-of-honour, wearing a floor-length gown of turquoise taffeta, with fitted bodice, adorned by a tiny row of pleating at the neckline, long fitted waistline, and full skirt. A short sleeved jacket and American beauty

## Schumacher Navy League Tag Day Decided Success

Other Items of Interest from Schumacher and District.

Schumacher, Oct. 2—(Special to The Advance)—Last Thursday the tag day under the auspices of the Lions Club for the Ontario division of the Navy League was a decided success, despite the unfavourable weather. Mr. W. Good was convener of the event.

Sunday afternoon the many friends of Mrs. M. Laine, gathered at her home on First Ave., to extend congratulations and best wishes to Mrs. Laine's son and daughter-in-law, Mr. and Mrs. Harvey Laine, who have just returned from their honeymoon. On behalf of the many friends, Mr. and Mrs. Harvey Laine were presented with a lovely cabinet of sterling silverware.

Mr. and Mrs. James Stirrat, Railroad St., entertained Sunday evening in honour of Danny Dawson, the Glasgow Celtic footballer, who is visiting Mr. and Mrs. James Dawson, and Mr. Peter Dawson, Fourth Ave. A real Scottish night was enjoyed.

Mr. and Mrs. Sinclair MacMillan, Lake Side Drive, have returned from a motor trip to Toronto. They were accompanied to Toronto by their daughter, Bette, who will resume her studies at the University of Toronto.

Congratulations to Miss Aileen Maher, who won the lovely cabinet of silverware drawn at the Lions Club annual dance held at the Riverside Pavilion Friday evening.

Mr. and Mrs. Butterworth, North Bay, are visiting Mrs. Butterworth's parents, Mr. and Mrs. Alf Glazier, First Ave.

A wedding of local interest was held Monday, September 22nd, at five o'clock Mass in Our Lady of Perpetual Help Church, Waltham, Quebec, when Miss Florence Murray, of Waltham, became the bride of Mr. T. Miller, of Port William. Miss Murray was a former student at Schumacher High School and resided with her brother, Mr. Albert Murray, of Second Ave., now in Rochester, U.S.A.

Mr. and Mrs. W. C. Arnott, Poplar St., accompanied by their son Eric, left by car last week for Kingston, where Eric will resume his studies at Queen's University. Earl Cavanagh, who has spent the summer vacation with his parents, Mr. and Mrs. M. Cavanagh, Second Ave., also accompanied them and he will resume his studies at Queen's University.

Miss Edith Armstrong, Second Ave., left last week for two weeks' holiday at Bancroft and other points.

Mr. and Mrs. Dick Anderson and little son, Dick, of London, have been visiting Mrs. Anderson's parents, Mr. and Mrs. Edward Duxfield, First Ave.

Mrs. W. Duncan, returned last week from an extended holiday at Powell River and Winnipeg, and visited friends here during the week.

Mrs. C. Woods, who has been visiting her son and daughter-in-law, Mr. and Mrs. C. Woods, Second Ave., left last week for her home in Toronto.

Mr. and Mrs. T. M. McCaffery, of New Haven, Conn., have returned to their home, after visiting at the home of Mrs. McCaffery's brother and sister-in-law, Mr. and Mrs. W. J. Hannigan, Third Ave. Mr. John Hannigan and little son accompanied them as far as Toronto.

Mrs. Ed. Keelan, Fifth Ave., has been visiting her son, Albert, at Gravenhurst.

Mr. and Mrs. Gilbert McGee have returned from their honeymoon and have taken up residence at 62 Second Ave.

Mr. and Mrs. Fred Doeler have returned from their honeymoon and have taken up residence at 113 First Ave.

Miss Bessie Armstrong, Second Ave., returned last week from a holiday at Bancroft and other points.

Mr. and Mrs. Edward Duxfield, Mrs. Stuart Urquhart and Mrs. Dennis Duxfield returned last week from a motor trip through Southern Ontario.

Mrs. Davis, Second Ave., entertained

## Wedding at Sacred Heart Church on Sunday Morning

Miss Helen Guidolin becomes Bride of Mr. Geo. ("Red") Mustato.

Sacred Heart Italian Church was the scene of a charming fall wedding on Sunday morning when Miss Helen Guidolin, daughter of Mr. and Mrs. Angelo Guidolin, of 415 Pine street south, became the bride of Mr. George ("Red") Mustato, son of Mrs. F. Byck, of Henlock street, and the late Mr. Geo. Mustato. The Rev. Fr. L. Fontana officiated, and during the ceremony, Mrs. D. Mascioli presided at the organ, while the church choir, of which the bride is a member, sang several selections.

Given in marriage by her father, the bride was lovely in a gown of white chiffon, fashioned with a fitted jacket of chiffon and taffeta to match. The gown bore bishop sleeves, a sweetheart neckline, and full skirt, while the neckline of the jacket was fashioned in a "V" and the sleeves were long and fitted. She wore a long tulle illusion veil, caught in a three-cornered chiffon coronet, and carried calla lilies and lily-of-the-valley, caught with blue taffeta ribbons. Her only other adornment was a gold locket, gift of the groom.

Mrs. J. Marescotto, sister of the bride, was matron-of-honour, wearing a floor-length gown of turquoise taffeta, with fitted bodice, adorned by a tiny row of pleating at the neckline, long fitted waistline, and full skirt. A short sleeved jacket and American beauty

## Schumacher Navy League Tag Day Decided Success

Other Items of Interest from Schumacher and District.

Schumacher, Oct. 2—(Special to The Advance)—Last Thursday the tag day under the auspices of the Lions Club for the Ontario division of the Navy League was a decided success, despite the unfavourable weather. Mr. W. Good was convener of the event.

Sunday afternoon the many friends of Mrs. M. Laine, gathered at her home on First Ave., to extend congratulations and best wishes to Mrs. Laine's son and daughter-in-law, Mr. and Mrs. Harvey Laine, who have just returned from their honeymoon. On behalf of the many friends, Mr. and Mrs. Harvey Laine were presented with a lovely cabinet of sterling silverware.

Mr. and Mrs. James Stirrat, Railroad St., entertained Sunday evening in honour of Danny Dawson, the Glasgow Celtic footballer, who is visiting Mr. and Mrs. James Dawson, and Mr. Peter Dawson, Fourth Ave. A real Scottish night was enjoyed.

Mr. and Mrs. Sinclair MacMillan, Lake Side Drive, have returned from a motor trip to Toronto. They were accompanied to Toronto by their daughter, Bette, who will resume her studies at the University of Toronto.

Congratulations to Miss Aileen Maher, who won the lovely cabinet of silverware drawn at the Lions Club annual dance held at the Riverside Pavilion Friday evening.

Mr. and Mrs. Butterworth, North Bay, are visiting Mrs. Butterworth's parents, Mr. and Mrs. Alf Glazier, First Ave.

A wedding of local interest was held Monday, September 22nd, at five o'clock Mass in Our Lady of Perpetual Help Church, Waltham, Quebec, when Miss Florence Murray, of Waltham, became the bride of Mr. T. Miller, of Port William. Miss Murray was a former student at Schumacher High School and resided with her brother, Mr. Albert Murray, of Second Ave., now in Rochester, U.S.A.

Mr. and Mrs. W. C. Arnott, Poplar St., accompanied by their son Eric, left by car last week for Kingston, where Eric will resume his studies at Queen's University. Earl Cavanagh, who has spent the summer vacation with his parents, Mr. and Mrs. M. Cavanagh, Second Ave., also accompanied them and he will resume his studies at Queen's University.

Miss Edith Armstrong, Second Ave., left last week for two weeks' holiday at Bancroft and other points.

Mr. and Mrs. Dick Anderson and little son, Dick, of London, have been visiting Mrs. Anderson's parents, Mr. and Mrs. Edward Duxfield, First Ave.

Mrs. W. Duncan, returned last week from an extended holiday at Powell River and Winnipeg, and visited friends here during the week.

Mrs. C. Woods, who has been visiting her son and daughter-in-law, Mr. and Mrs. C. Woods, Second Ave., left last week for her home in Toronto.

Mr. and Mrs. T. M. McCaffery, of New Haven, Conn., have returned to their home, after visiting at the home of Mrs. McCaffery's brother and sister-in-law, Mr. and Mrs. W. J. Hannigan, Third Ave. Mr. John Hannigan and little son accompanied them as far as Toronto.

Mrs. Ed. Keelan, Fifth Ave., has been visiting her son, Albert, at Gravenhurst.

Mr. and Mrs. Gilbert McGee have returned from their honeymoon and have taken up residence at 62 Second Ave.

Mr. and Mrs. Fred Doeler have returned from their honeymoon and have taken up residence at 113 First Ave.

Miss Bessie Armstrong, Second Ave., returned last week from a holiday at Bancroft and other points.

Mr. and Mrs. Edward Duxfield, Mrs. Stuart Urquhart and Mrs. Dennis Duxfield returned last week from a motor trip through Southern Ontario.

Mrs. Davis, Second Ave., entertained

chiffon velvet turban completed her ensemble, and she carried a bouquet of Premier red roses and fern. The matron-of-honour also wore a gold locket.

Miss Lillian Marescotto, niece of the bride, was flower-girl, wearing a gown of canary yellow sheer over powder blue taffeta, with a matching bow, and streamers in her hair. Her colonial bouquet was made up of Talisman roses.

Mr. Ted Byck, brother of the groom, was groomsman.

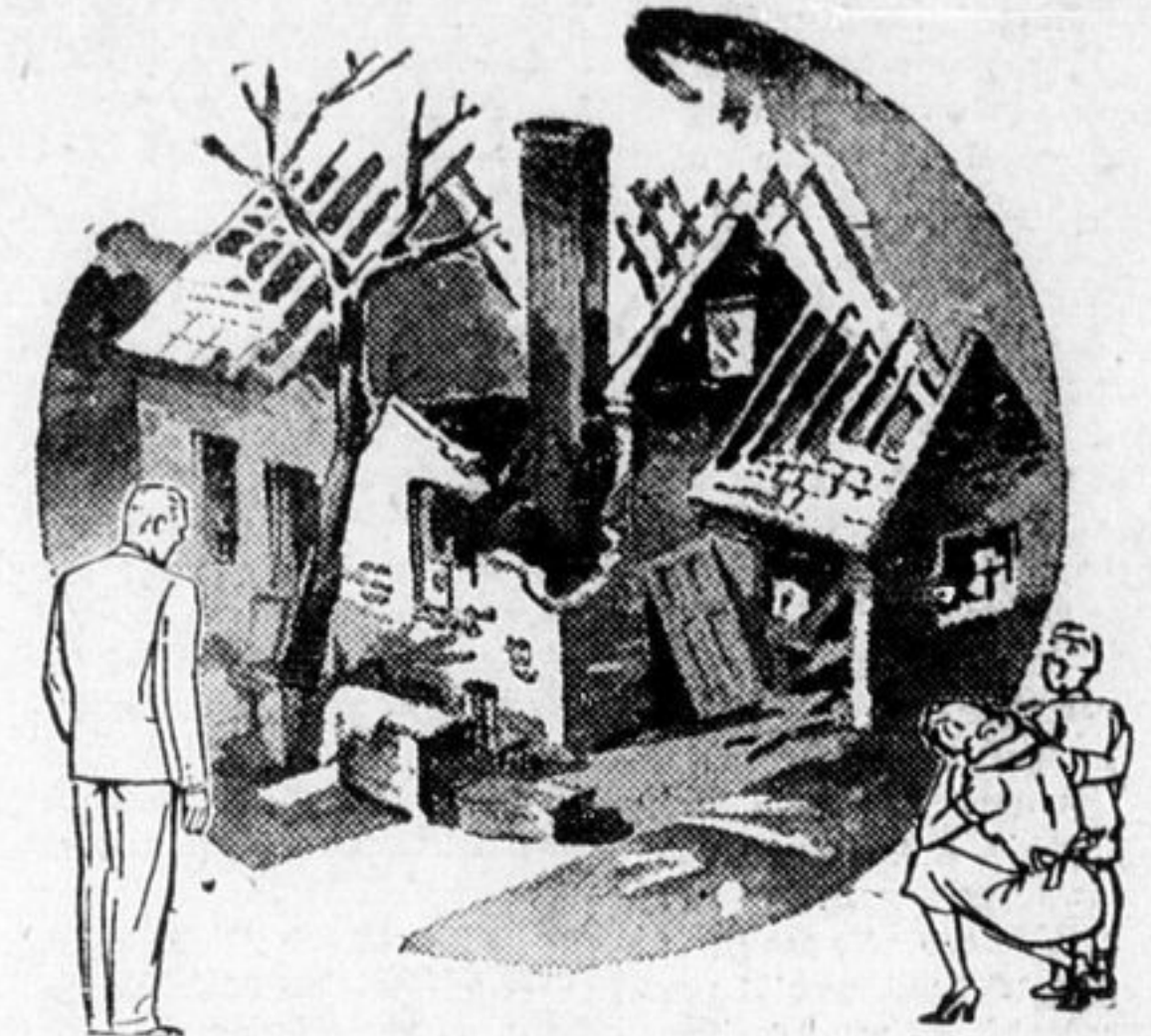
Following the ceremony, a wedding dinner was served at the Daffodil Dining-room, where the bride's mother received the guests in an ensemble of black crepe satin, with matching lace jacket and corsage of red roses. She was assisted by the groom's mother.

who wore burgundy crepe, with a corsage of red roses.

Later in the evening, the bride and groom were honored at a reception at the home of the bride's parents, 415 Pine street south. They have taken up residence in Timmins.

Elora Express—We noted the other day with some amazed puzzlement that a certain hostess in Guelph who shall be nameless, was reported as having entertained a bride-to-be charmingly at a bathroom shower and afternoon tea. "The guest of honor looked very pretty," it was said, "in a white summer frock as she assisted her hosts in welcoming the guests." But no particulars were given as to whether the afternoon tea was served in the bath or out, before or after the shower.

## This WAS a Home!



## Now it's a Heartache

Instead of a warm, comfortable home to look forward to this winter, this unfortunate family must try to salvage what they can—and start all over. During National Fire Prevention Week, check over your home—make sure it is safe from fire. And, very important, see to it that it is adequately insured by a reputable company.

## L. SAUDER

117 BRUCE AVENUE SOUTH PORCUPINE  
"Leave an Estate Not a Problem"

## A HOME RUINED! A HOMELESS FAMILY!



## Insurance is Your Only Protection Against Such a Tragedy

Another house goes up in flames... another family out on the street with a few pitiful belongings that might have been saved. It's a sad story... and the only protection you have against such a tragedy is ample insurance. Call at J. J. McKay's today... let them explain the easiest and most economical way for you to insure your home. Give your family the complete security it deserves.

## J. J. McKay

INSURANCE REAL ESTATE LOANS  
20 Pine Street N. TIMMINS Phone 1135  
40 Main Street SOUTH PORCUPINE Phone 285

## FIRE PREVENTION WEEK OCTOBER 5 to 11

## TOWNSHIP of TISDALE

Nearly half the fires are preventable. Ordinary caution will greatly reduce this Township's annual fire loss. We have a very efficient and courageous fire department but they need your support.

Let us do our part, keep chimneys and flues clean. Don't allow inflammable rubbish to accumulate. Be careful with gasoline and matches. Carefulness can stop the fire toll.

## Help Keep Down Fire Loss in Tisdale

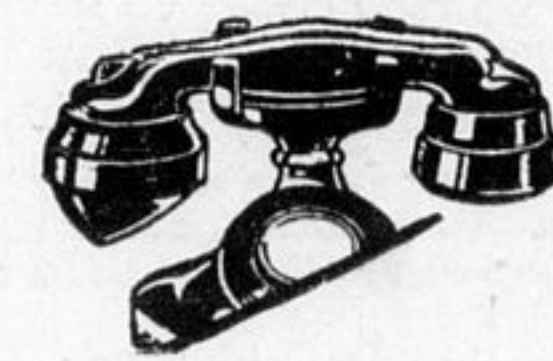
BE PREPARED TO MEET THE FIREMEN

In Co-operation with Fire Prevention Week our Firemen will call on you to suggest ways and means of reducing Fire Hazards.  
YOUR CO-OPERATION IS RESPECTFULLY SOLICITED

Signed—VICTOR H. EVANS, Reeve.



## Fire's Worst Enemy THE TELEPHONE



Fire records show that, time and again, a prompt telephone call has brought the fire department speedily to the scene to vanquish the flames that threatened complete destruction of property. Apart from its use as a business and social convenience, the telephone protects you when danger threatens.

Telephone service may save you many times its small cost. Be sure to have its protection!

## NORTHERN TELEPHONE

Company Limited