



September 28th-29th-Matinee  
 THAT CERTAIN FEELING starring Bob Hope and Eva Marie Saint.

September 30th-October 1st-2nd  
 QUENTIN DORWARD starring Robert Taylor and K. Kendall.

October 3rd-4th  
 PHOENIX CITY - Adult - starring Richard Riley and Katherine Grant.

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FIRE PREVENTION WEEK OCTOBER 7 - 13  
Background Story

By proclamation, Governor General Vincent Massey has designated October 7-13 as Fire Prevention Week. It is, as His Excellency points out, an imperative reminder of the increasing need for the control of fire and its hazards.

In the last ten years, the proclamation states, fire in Canada have taken a toll of 4,856 lives and have seriously injured 16,000 persons. The financial loss of 623,223 fires in the decade has been \$800,000,000.

No less shocking is the picture of Canada's fire loss position in relation to other civilized nations. The latest available comparative international record of per capita fire losses, according to the office of the Dominion Fire Commissioner:

1. Canada	5.86
2. U.S.A.	4.56
3. Norway	2.44
4. Denmark	2.34
5. Switzerland	1.70
6. U.K.	1.10
7. France	1.06
8. West Germany	.84
9. Ireland	.83
10. Austria	.70
11. Netherlands	.69
12. Puerto Rico	.48
13. Italy	.32

This was the unenviable record published in 1952 by a UN committee. Unfortunately, as the Joint Fire Prevention Committee of the Association of Canadian Fire Marshals and the Canadian Association of Fire Chiefs points out, Canada's record is worsening. (Cont. on next col.)

FIRE PREVENTION WEEK (Cont.)

Figures for 1954 show our per capita loss to be \$6.01.

Alarmed by the situation, the two great associations of the nation's firefighters (representing the provincial and municipal fire services) last year joined hands to establish the joint committee. Its members serve voluntarily and its simple purpose is to render public service by assisting in bringing to the attention of citizens the story of fire prevention and control, particularly during Fire Prevention Week.

Because most fires - and most deaths - are the result of human carelessness, public education is deemed the most effective way of combatting the menace, especially in the home, where most deaths tragically involve women and children - lives that might have been spared had the simplest rules of safety been followed.

Bringing the story directly to the public is the great army of Canada's 25,000 firefighters - professional and volunteer - the men who, night and day, must stand ready to face the tragedy of fire.

The banner they bear reads: DON'T GIVE FIRE A PLACE TO START.

And, giving utterance to the helpless children and women and all who innocently suffer: DON'T LEAVE US ALONE WITH THE HAZARDS OF FIRE.

In the main, the hazards are carelessness and thoughtlessness. Who, for instance, striking a match, stops to think that it may destroy a whole community? Or who, inserting a 30-ampere fuse into an over-worked electrical circuit, considers that a family may be wiped out?...Of such can be the terrible price of somebody's carelessness.

That the battle of public education can, surely if slowly, prevail, is the belief of the firefighters and the many organizations and services which contribute unstintingly to the cause - this newspaper among them.

Traditionally Fire Prevention Week is the full calendar week including October 9th anniversary of the Great Chicago Fire of 1871. It is observed at the same time in Canada and the United States by proclamation of the Governor General of Canada and by the President of the United States. This year, further in commemoration of its observance, the Canadian Post Office Department will, during the week (October 9), issue its first special Fire Prevention Stamp.

The 5-cent stamp is in two colours,  
 (Cont. on page 5)