

FIRE PREVENTION WEEK SUGGESTS PRECAUTIONS

Fire Officials Reiterate Appeal to Residents to Eliminate Fire Hazards

By virtue of a proclamation issued by Governor Len Small, the coming week will be observed in the state of Illinois as Fire Prevention Week. Throughout the north shore, the fire departments of the villages are scrutinizing their equipment for the least vestige of a defect and are inspecting all public buildings and business places for possible fire traps. At the same time through proclamations, posters, newspapers and other means, the general public is being urged to co-operate in a clean-up program and to adopt a code of rules for the elimination of fire hazard.

Appalling Fire Loss

It would appear on the surface that such a program of public education would be unnecessary, yet despite costly advertising programs financed by fire insurance, fire equipment and roofing corporations, and insistent appeals from state and local fire departments the annual sacrifice to the "demon fire" steadily mounts and during the past year 15,000 lives and property valued at \$560,548,624 were sacrificed in the United States on the "altar of carelessness."

Through the quick response and efficient work of the fire departments, and the co-operation of the public, the fire loss in the north shore towns during the past year was held to a low enough per-capita average to cause these villages to be listed among the ten towns recording lowest fire loss in Illinois. That this loss can be still further reduced is agreed by local fire officials. What can be done? Several things, according to the chiefs.

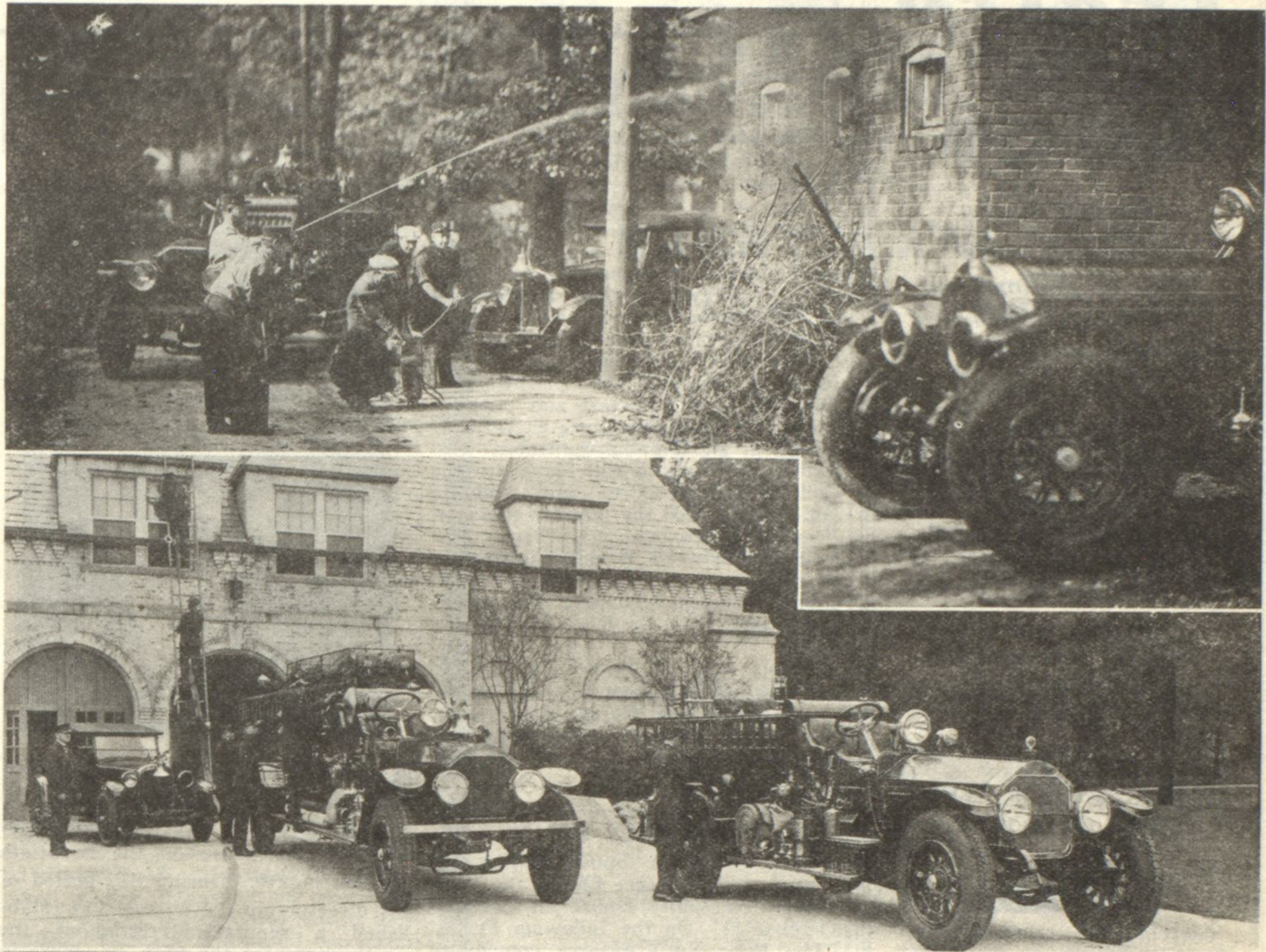
Primary among these is the need for residents to clear away all rubbish or waste in basements, attics, garages or closets. It is in such places that fires most often start. Defects in electrical wiring also contribute to the general loss. Such hazards can readily be eliminated. Many unnecessary calls are received because of carelessness in the operation of oil burners. A simple remedy for this is suggested. When the pilot light on a burner goes out, as a general rule a quantity of oil is fed into the furnace and collects in the pit or bowl at the bottom. This should be cleaned out before the burner is started again, as it will create a smudge and smoke up the house whenever fire is started.

In Chicago the fire marshal has issued instructions to his men that when they find a car parked in front of a fire plug or beneath a fire escape, to "clear away the impediment with axes." Moreover, he has requested the police to institute criminal charges against any driver who fails to comply with the state and city ordinances requiring drivers to pull over to the side of the street and stop at the approach of a fire engine. The necessity for such drastic measures is not confined to Chicago alone, it is pointed out. With every run the departments in the various towns encounter just such criminal violations of the "safety" ordinances and not only are the lives and property of the people who have summoned aid endangered, but the fire equipment and lives of the firemen are also placed in peril.

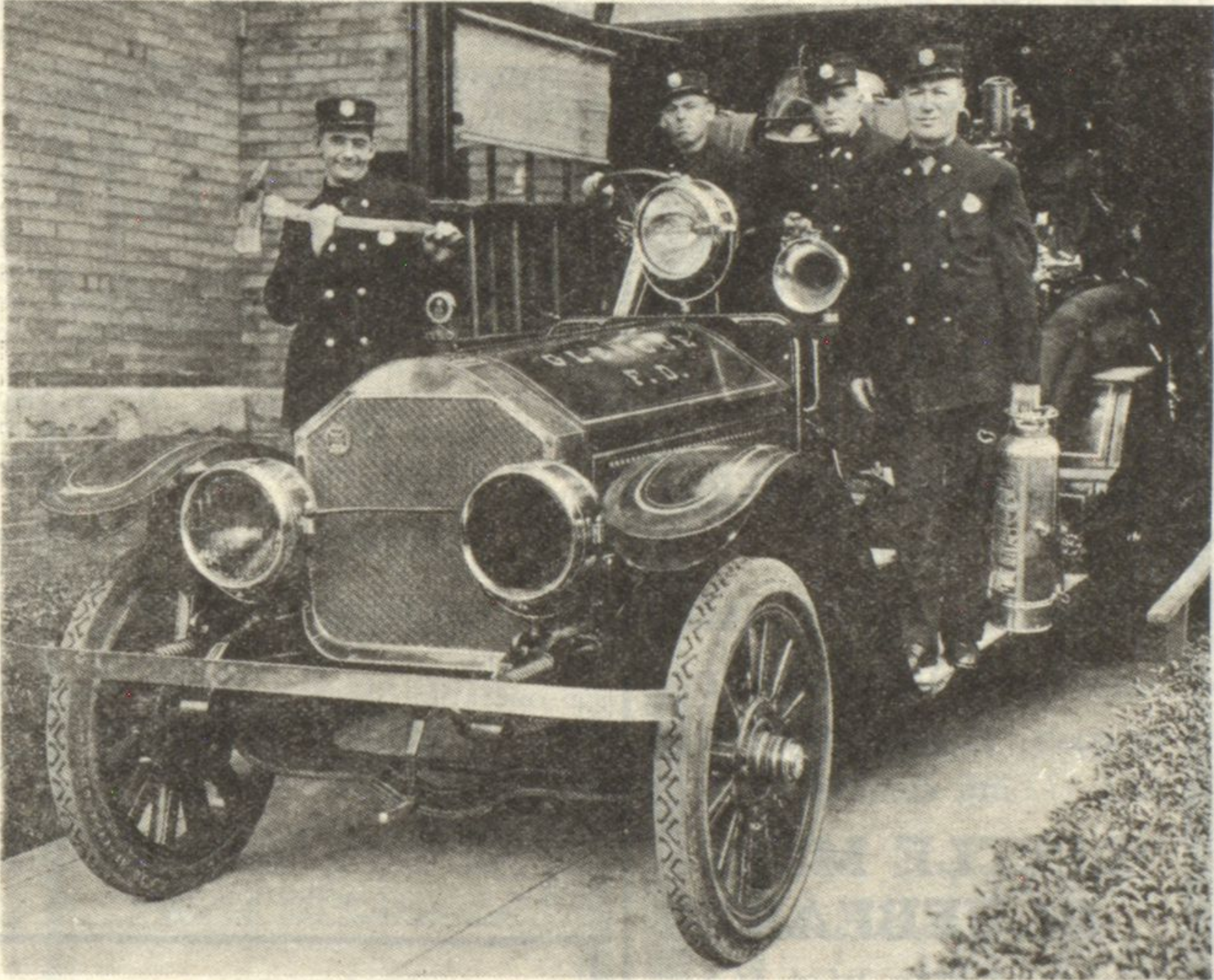
Wins Vice-Presidency of William H. Rankin Co.

W. S. Nordburg, of 489 Sunset road, Winnetka, has recently been promoted to the vice-presidency of the William H. Rankin Co., one of the largest advertising agencies of Chicago and New York.

Fire Fighters of Wilmette, Winnetka and Glencoe



John Ridgely Marshall Photo



THERE are two prime requisites to effective fire-fighting, according to the "fire-eater's gang": speed and good equipment. That Wilmette, Winnetka and Glencoe are well out-fitted is demonstrated in the accompanying photographs.

In the top picture Chief Walter Zibble and his crew of Wilmette men are demonstrating how quick action and a pair of chemical tanks will take care of trouble at its inception. Chief G. M. Houren of Winnetka was putting his men through a brief drill in front of the engine house when the cameraman arrived on the scene and snapped the center photo. And Chief Rudy Kurschner and his boys were just pulling out of the station in Glencoe when the lower picture was taken.

27 Don'ts Contain Sound Advice for Fire Prevention

- Don't injure insulation by hanging electric light cords on nails or hooks.
- Don't go away for a minute without detaching your electric appliances.
- Don't start the fire in store or fireplace with kerosene.
- Don't polish a hot stove.
- Don't leave a stove while broiling.
- Don't pour water on burning fat—use earth, sand, flour or salt.
- Don't hang clothes near a hot stove.
- Don't use gasoline or naphtha for cleaning except in the open air.
- Don't hunt for a gas leak with an open flame.

- Don't put ashes in anything but metal cans.
- Don't allow rubbish to accumulate in the cellar.
- Don't burn rubbish in furnace fire-box.
- Don't burn autumn leaves—bury them.
- Don't decorate the Christmas tree with candles and inflammable material.
- Don't put lighted cigarets near celluloid or imitation ivory articles.
- Don't use any matches except safety matches.
- Don't throw away a match unless you are sure it is out.
- Don't throw matches into waste paper baskets.
- Don't allow children to handle matches.
- Don't smoke in bed.

- Don't thaw frozen pipes with a flame
- Don't smoke in the garage.
- Don't fail to equip your home and office with reliable fire-extinguishers.
- Don't forget to keep the extinguishers in working order.
- Don't leave everything to the landlord—see to it yourself that he has made your house safe.
- Don't lose your head at a fire—keep yourself and others around you cool and avoid a panic.
- Don't forget that lower fire losses mean lower insurance rates.

There are 1,534,077 families and 1,190,414 dwellings in Illinois.