

# P. E. ISLAND FIRE LOSS \$700,000 in 1929

## TAXPAYERS, BY OWN EFFORT, CAN REDUCE ANNUAL FIRE LOSS

Fire losses are a tax on every man, woman and child in Canada. This is the case where the taxpayers, entirely by their own efforts, can reduce the rate and states one of the most serious problems of fire prevention in a concise, clear way. It is an unescapable fact that if this country is to materially reduce its annual fire loss, it must impress upon its citizens the necessity for guarding against fire and of providing adequate means for combating it promptly—when it does appear—so as to reduce its damage to a minimum.

Selfishness is a deep-rooted trait of human nature—we all have it to some extent. This is shown by the way crowds will gather to watch a burning building in the same spirit that they would watch a program of airplane stunting. They see in the fire not the loss of an industrial plant with its consequent shut-down and jobless employees, but merely an exciting spectacle. How about the owners of these homes and the employees of the burning industrial plant? They feel differently for it is they who are directly affected—they are the ones who lose their jobs, they are the ones whose cherished homes are reduced to ashes.

### REAL CALAMITIES

This, then, is the problem—to bring home to every man, woman and child the fact that fires, which do not involve their property, are not just exciting spectacles to them but are real calamities which are a drain on their pocketbooks. When this has been accomplished fire losses are bound to drop, for if the people of this country can be made to look at every fire as a waste of their personal earnings, they would no more countenance waste of their money than they would any other flagrant waste of money. When this thought has been driven

home to all the people a new era in fire prevention will be inaugurated. The moment the individual and the industry becomes fully alive to the fact that fire losses, no matter in what section of the country they occur, have a very real effect on their own interests, they will take drastic measures to reduce that loss. They will insist that every thing be done to prevent fire, and they will likewise insist that everything possible be done to quickly extinguish the fire when it does occur. They will realize that no matter how careful they may be in their homes or in their industries, fire sooner or later is almost inevitable. Therefore, realizing this fact, they will not be content merely practicing fire protection, but they will demand fire protection—an ever-more important consideration.

If adequate fire protection is maintained the chances are that an incipient fire can either be quickly extinguished or else be held in check until the public fire department arrives on the scene.

### P. E. I. LOSS

Prince Edward Island's property loss by fire during 1929 amounted to over \$700,000.00. This means that the people of our Island are actually out that amount regardless of the amount paid by Insurance Companies. Remember, it has been proven that 80 percent of all fires are caused by a careless and thoughtless population. In other words, about \$560,000.00 of loss by fire was preventable during 1929. Our fire loss per capita during 1929 was \$8.01. Compare this with England's figure of thirty-three cents. Of course, there are more wooden buildings in Canada than in England. But the most serious cause of fires could be removed at once if all people would assist; this cause is found in one word—CARELESSNESS

## I AM CARELESSNESS

I am more powerful than the combined armies of the world.  
I am more deadly than bullets, and I have wrecked more homes than the mightiest siege guns.  
I steal from the men and women and the children of Canada, hundreds of millions of dollars every year.  
I massacre thousands of wage earners every year.  
I spare no one—and find my victims amongst the rich and the poor alike. The widows and orphans know me. The young and the old, the weak and the strong are taken by me.  
I lurk in unseen places, and do most of my work silently. You are warned against me, but you heed not.  
I am relentless, I am everywhere—in the home, on the street, in the factory, at railway crossings, and on the sea.  
I bring sickness, degradation, and death, and yet few seek to avoid me.  
I destroy, maim, crush. I give nothing and take all.  
I am the Great Criminal, and Society's Ruthless Enemy.

## 'TIS BETTER TO BE SURE

If you require a new furnace ask us about the famous **CALORIC PIPELESS FURNACE**. This furnace has a triple casing which insures safety against FIRE and which meets with the approval of the Fire Underwriters Association.

If you don't need a new furnace have us inspect the one you have.

We can supply all sizes of stove pipe and elbows; hand made and guaranteed.

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## Insure Against Fire NOW

When a fire gets under way thousands of dollars worth of property is often consumed before the conflagration can be subdued. If you have ever gone through this experience you know what it means. Adequate insurance provides the only protection against loss. If you lack that let us provide it at once.

## Williams & Bentley, Limited

Insurance Underwriters, Charlottetown, P. E. I. Phone 1036.

## Fire Prevention

### YOUR OWN PREMISES MAY BE NEXT

The weather is getting cooler and we naturally start thinking of furnaces and stoves. Your first thought should be to the cleanliness of flues and pipes.

Every year in Canada, fire destroys property valued at more than \$40,000,000, and causes the loss of hundreds of lives.

You can help to prevent this tremendous sacrifice by removing the causes of fire in your own premises.

### COMMON CAUSES OF FIRE

- Defective chimneys and flues.
- Defective electric wiring
- Careless use of coal oil stoves and gasoline.
- Carelessness with matches.
- Carelessness with cigarettes.
- Carelessness with cigars.
- Accumulation of trash and rubbish in basements, closets and yards.

### CLEAN UP YOUR PREMISES BE SAFE

Your fire department asks your active aid in their fight for Better and Safer Buildings. Proper Fire-fighting Equipment. Cleaner Premises. Safer School Buildings. Fire Prevention in the Home. Fire Drills in Schools, Hospitals and Factories.

Look your pipes over very carefully, and if there is the least doubt as to their soundness discard them and replace with new. The cost is nothing compared with the risk of dirty or unsound flues or pipes.

Be sure your furnace pipe will not set fire to the cellar ceiling no matter how hot your fire may be.

Be sure your stovepipes are far enough from walls, partitions, etc. If a pipe must go through the ceiling be sure a proper pipe-safe is installed. Cover the nearest wooden surfaces with asbestos board, sheet iron or tin. If iron or tin is used leave an air space behind it.

Protect the floor beneath stoves with sheet metal.

## "Think Fire"

### BEFORE IT HAPPENS

- DON'T allow children to play with matches.
- DON'T leave everything to the landlord; inspect your own house from cellar to garret.
- DON'T throw away lighted matches, cigars or cigarettes.
- DON'T go into dark closets, bedrooms, or cellars, using matches or candles to light your way.
- DON'T use coal oil, benzine or naphtha in lighting fires, or to quicken a slow fire—it may result in death.
- DON'T use gasoline or benzine to clean clothing near an open flame, light or fire.
- DON'T use alcohol lamps, especially if made of glass; they often break and the fluid is ignited at once.
- DON'T fill any lamp with gasoline or coal oil while the lamp is lighted. Keep the burners of all oil lamps thoroughly clean.
- DON'T fill oil lamps after dark or within fifteen feet of lights or fire.
- DON'T put ashes in wooden boxes or barrels. Keep ashes away from boards.
- DON'T use oils with a low flash point.
- DON'T accumulate rubbish in pantries, cellars, or workshops. While awaiting removal, keep such material in covered metal-lined receptacles.
- Damp lampblack will spontaneously ignite.

## BE ON THE SAFE SIDE!

### SAVE MONEY AND PROPERTY BY INVESTING A FEW DOLLARS IN PREVENTATIVES

#### THE DELTA LANTERN

A safe light for the barn or camp. \$3.50 complete

#### HOSE

Should always be handy in case of fire  
10c to 60c a foot.

#### FIRE EXTINGUISHERS

No home should be without this quick, easily handled fire extinguisher. No force or skill is required—a sure help in case of fire  
\$13.00 and \$17.00 each

#### STOVE PIPE

Do not take chances with rusty and broken pipe. New costs only 30c to 60c a length

#### FLASHLIGHTS

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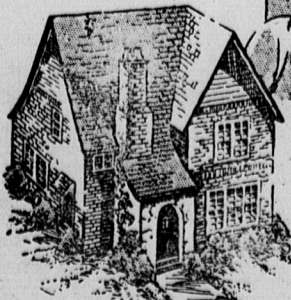
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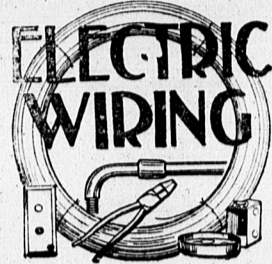
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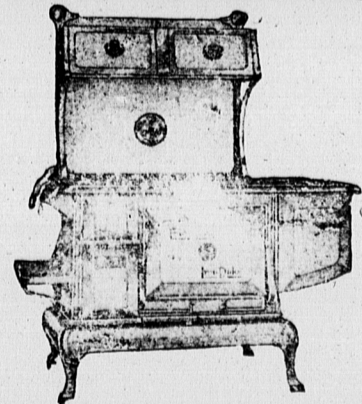
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### CANADA'S NEWEST AND BEST CAST IRON RANGE

The Iron Duke is the latest product of the Enterprise Foundry Company and with the long life and durability of cast-iron, combines all the fine appearance of a steel range with its square upright lines, attractive appearance, modern nickel trimmings and white enamel panels, always kept bright, clean and attractive.

Before the Enterprise Iron Duke was made you could not get a cast-iron range with the up-to-date equipment and beautiful appearance of the better steel ranges. The ordinary iron range is out-of-date, with its swinging oven door, small fire box, small top, small reservoir, out-of-date rounded doors with lower patterns, medallions and other obsolete designs which do not improve the appearance of the stove and make it hard to clean as well.

The Iron Duke is the only cast iron Range with a fire box designed especially for and large enough for the proper burning of Maritime fuel, either soft coal or wood. The Iron Duke's fire box duplicates the famous Monarch fire box, all parts being interchangeable. The coal fire box is economical on fuel and properly designed for the long life of linings, while the wood fire box which takes sticks up to 2 1/2 ins. long is specially made to give a slow even draft which is necessary for proper wood burning.

FREE. Write for Special Catalog giving full information, showing special illustrations of many features of the Iron Duke. This illustrates the regular black and nickel Range described above, also in colors the NEW ENAMEL IRON DUKE.

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