

TAKE FIRE PREVENTION MEASURES NOW!

CONSULT

A. R. McINNIS

75 Queen Street Charlottetown

FIRE, AUTOMOBILE, PLATE GLASS
INSURANCE

FIRE
— and —
**AUTOMOBILE
INSURANCE**



H. L. SEAR and D. B. STEWART

For

FIRE INSURANCE

Consult

T. EDGAR MacNUTT

Charlottetown, P. E. I.

Loss in Lives and Property Each Year Could be Avoided

"The fire losses the past two or three years have increased following an exceptionally good cycle of seven years of low fire losses," stated Mr. Charles A. Beer, Provincial Fire Marshal, in commenting on Fire Prevention Week which is being observed next week.

"Fire prevention measures are all the more necessary today in view of difficult building conditions and supply restrictions.

"Insurance losses as compared to property losses appear to follow the same trend, as for many years, about two-thirds of destroyed property being insured.

"In this connection even though immediate replacements were available the Province has a direct loss of one-third of its property while the insured loss to the property is actually collected from the insuring public; and insurance rates are definitely based on loss ratios so that an improvement in loss experienced over a period is reflected in the subsequent insurance rate reductions. This indicates that directly and indirectly the whole provincial property loss, as shown in the annual Fire Marshall's statistics, is just that much thrown away on fire, and it has been shown, down through the years, that about 80 per cent of all fires are preventable. Therefore, with due care and thoughtfulness in matter of fire prevention, our situation can be vastly improved.

"Pre-war figures, comparing the European situation with that on this continent, show a vast difference in per capita losses evidenced in such figures as 16 cents

How To Prevent Fires

It is an easy matter to prevent fires in our homes or places of business simply by being careful and using common sense. The following suggestions can be used as a guide in this matter.

Put lighted matches and smokes out before you throw them away. Keep matches where small children cannot reach them, and don't let your children play with matches. Never smoke in clothes closets, in the attic, in bed, or other hazardous places.

Remove rubbish, waste papers and all unnecessary combustible materials from attic and basement. Provide metal ash and garbage cans. Burn rubbish only in a properly constructed brick or metal incinerator. Watch the fire and have a pail of water handy.

Examine your stove, furnace and smoke-pipes to make sure they are safe and well away from woodwork or other burnable material. Have needed repairs made at once. Replace worn out smoke-pipes.

Value the advice of your fire chief who says that many fires are caused by dirty or defective chimneys. Have the chimney cleaned regularly, and have all defects repaired.

Escape the danger of flammable liquid fires and explosions by keeping no gasoline in the house. Do dry cleaning with safe liquids or send the work to the cleaners. Never start fires with kerosene.

Notify the electric company of electrical trouble and the gas company of gas leaks. Replace "blow" fuses with new ones—not pennies. Avoid homemade wiring jobs. Don't look for gas leaks with a match.

Teach everyone in the family to be careful of fire, to watch stoves, fireplaces, electric irons and all other possible fire causes.

Fireproof your home as far as possible by fire-safe roofing, fire stopping in hollow walls and partitions to stop the spread of flame, and a non-combustible basement ceiling.

Inquire of your fire chief, when buying a fire extinguisher, to be sure of getting the right kind. Don't hesitate to ask your firemen whenever you have questions on Fire Prevention.

Remember always where the nearest fire alarm box is and how to send an alarm. If telephoning, be sure the address is clearly understood. Use a neighbour's phone



rather than one in the burning building. Save life and property from needless destruction by fire by keeping the principles of fire prevention always in mind and never taking a chance wire fire.— Dominion Fire Commissioner, Ottawa.

E. R. BROW & SON

FIRE, AUTO, LIFE, ACCIDENT, SICKNESS
and PLATE GLASS INSURANCE

At Lowest Rates

Agent at Summerside:

D. O. STEWART

144 Richmond St.

Charlottetown



Make sure your lighting system is in good order.

For latest in electrical appliances

—SEE—

CHAPPELL & CO.

Rogers Hardware Co.

FIRE
for
**AUTOMOBILE
INSURANCE**

— SEE —

J. A. WEBSTER

Don't Take Chances!

PREVENT FIRE

AND

INSURE

Hyndman & Co. Ltd.

THE OLDEST INSURANCE AGENCY
IN PRINCE EDWARD ISLAND

DEFEAT FIRE

USE latest materials science can produce
in eliminating the Fire hazard.

SEE us when building or remodelling.

W. K. ROGERS Agencies Ltd.

For

**"COMPLETE INSURANCE
SERVICE"**

TAKE PROTECTIVE MEASURES NOW

Charlottetown and Summerside P. E. I.

WHEN IN NEED
OF
PROTECTION
AGAINST LOSS
BY



FIRE

CONSULT US — WE REPRESENT
STRONG

**RELIABLE INSURANCE
Companies
DeBLOIS BROS. LTD.**

Charlottetown

Have All Your

**MOTOR
APPLIANCES**

and

**FURNACE
BURNERS**

Checked as an aid to
PREVENTING

FIRES

PALMER Electric

Phone 1444

127 Kent Street

Phone 1687-1698-1699

FIRE PREVENTION WEEK OCTOBER 7 --- 13



The MAYOR and COUNCILLORS of CHARLOTTETOWN are co-operating with a nation-wide movement to observe NATIONAL FIRE PREVENTION WEEK — OCTOBER 7th - 13th

Its purpose is to spread information on fire prevention and fire control. The annual loss due to preventable fires has reached alarming proportions. To teach the nation to curb carelessness the Government of Canada has inaugurated FIRE PREVENTION WEEK

There are lessons in Fire Prevention we all can learn. Let us seek to know more about them.

J. E. BLANCHARD,
Mayor.



Through careless, unthinking action hundreds of homes throughout Canada are gutted each year. During National Fire Prevention Week let us all strive to lessen the danger to lives and property by taking every precaution against carelessness.

CHECK CAREFULLY YOUR
ELECTRICAL SET-UP

Maritime Electric Co. Ltd.

Phone 130-131

139 Grafton St.