

# PREVENTION WILL SAVE LIVES AND PROPERTY

CONSULT

**A. R. McINNIS**

75 Queen Street

Charlottetown

—FOR—

Fire, Automobile, Plate Glass Insurance

FOR FIRE INSURANCE

CONSULT

**T. EDGAR MacNUTT**

Charlottetown

P. E. I.

**FIRE**

—and—

**AUTOMOBILE**

**INSURANCE**

**H. L. SEAR & D. B. STEWART**

## FIRE PREVENTION WEEK

The week of October 3-9 has been set aside by Royal Proclamation as Fire Prevention Week for the purpose of impressing upon the public consciousness the enormous waste of life and property occasioned by fire and the means to be taken to reduce this tragic and unnecessary wastage.

When it is considered that Canada's loss by fire in 1942 was 304 lives and over \$31,000,000 property damage, it is easily apparent that something must be done about it. Fire is a disease that annually saps our national wealth and every citizen should resolve to do his bit to wipe out this menace to our happiness and prosperity.

Every citizen can be a soldier in this campaign by simply being careful with fire, by disciplining himself in his smoking habits, by seeing that every fire hazard in his home, store or factory is re-

moved and by knowing what to do should a fire start. Our soldiers, sailors and airmen are battling a grim enemy on far-away fronts. Let us battle that other enemy — the Fire Demon — on the "Home Front." We too can help to win the war by preventing fires. Every fire is small in its inception but it might easily reach the proportions of a conflagration. Our duty is to see that a fire does not start.

This week, in the press, over the radio, in theatres and from the platform, John Q. Citizen will be exhorted to use every care with fire, not only during Fire Prevention Week but every week in the year. It would be well for him to take this advice to heart and to make Canada a fire-safe country in which to live. We need only to call to mind two holocausts which have occurred during the past year in order to show the tragedy which can follow in the wake of fire. These are the Coconut Grove Night Club fire in Boston in which 491 people lost their lives, and the Knights of Columbus Hostel fire in St. John's, Newfoundland, in which 99 lives were snuffed out. WE CAN'T BE TOO CAREFUL WITH FIRE.

### HIGHWAY MINISTERS TO CONFER

MONTREAL, Oct. 1.—(CP)—An interprovincial conference of highway ministers, their deputies and engineers will be held at Calgary, Nov. 17 and 18 for the study and adoption of plans for post-war development, it was announced today by George A. McNamee, secretary-treasurer of the Canadian Good Roads Association.

Have all your  
**MOTORS  
APPLIANCES**

and

**INSURANCE BURNERS**  
checked as an aid to  
**PREVENTING FIRES.**

**Palmer Electric**

Phone 1444  
127 Kent Street



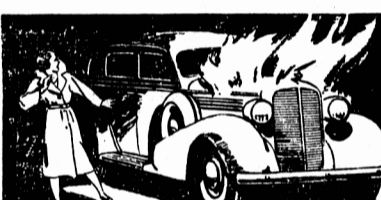
## FIRE PREVENTION WEEK

**October 3rd. --- 9th.**

The MAYOR and COUNCILLORS of CHARLOTTETOWN are co-operating with a nation-wide movement to observe NATIONAL FIRE PREVENTION WEEK—October 3rd — 9th. 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.

**B. ROY HOLMAN, Mayor**

## PREVENT FIRE



**MOORE & McLEOD LTD.**

**PROWSE BROS., LTD.**

**S. A. MacDONALD**

### Loss of Life By Fire In Ten Years In Canada 1933-1942.

| Year  | Men | Women | Children | Total |
|-------|-----|-------|----------|-------|
| 1933  | 44  | 68    | 142      | 254   |
| 1934  | 53  | 81    | 134      | 268   |
| 1935  | 47  | 92    | 154      | 293   |
| 1936  | 71  | 87    | 189      | 347   |
| 1937  | 68  | 73    | 105      | 246   |
| 1938  | 92  | 53    | 118      | 263   |
| 1939  | 137 | 53    | 73       | 263   |
| 1940  | 91  | 50    | 102      | 243   |
| 1941  | 148 | 58    | 117      | 323   |
| 1942  | 129 | 61    | 114      | 304   |
| Total | 880 | 676   | 1,248    | 2,804 |

These figures speak for themselves. The unfortunate victims cannot prevent fire and cut down this appalling loss of life. Parents! Do not on any account leave your children alone in your house. TWENTY-SEVEN SMALL CHILDREN LOST THEIR LIVES BY FIRE IN 1942 WHEN LEFT ALONE.

### Avoid Fire Loss!

With all your precautions, fire occurs — involving financial loss, unless you are adequately insured against damage from Fire.

To make your protection more complete, you should also include Supplemental Covers, at small extra cost. Rates and full information furnished without obligation.

**HYNDMAN & CO. LIMITED**

Insurance since 1872

Offices: Charlottetown, Summerside, Montague  
Consult our Nearest Agent

**FIRE**  
— AND —  
**AUTOMOBILE**  
**INSURANCE**  
**J. A. WEBSTER & CO.**

**E. R. Brow & Son**  
*Fire, Auto, Life, Accident, Sickness*  
*and Plate Glass Insurance*  
**at Lowest Rate**

Agent at Summerside, Lloyd Lewis  
144 Richmond St. Charlottetown

**HELP STOP Fires**

Through careless unthinking action hundreds of homes throughout Canada are gutted by fire 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.

**MARITIME ELECTRIC CO. LTD.**

Phone 130-131

139 Grafton Street

When in need of Protection against loss by



**FIRE**

CONSULT US — WE REPRESENT STRONG RELIABLE

**INSURANCE**

COMPANIES

**DeBLOIS BROS.**

Phones 1697-1698-1699

Charlottetown