

# FIRE PREVENTION WEEK OCTOBER 9th to 15th



## PREVENT FIRE LOSSES

A spark twinkles at the wrong time, or in the wrong place . . . In an instant, your home—your barn—your business is a flaming torch, reducing hopes and dreams to ashen rubble. Such tragedy is needless when, all it takes is a little care . . . a little thought, to eliminate fire hazards. Our representatives will be glad to discuss complete protection against fire and fire loss, with you. Call us today!

### AGENTS

CARL WEEKS, Alberton  
W. B. WARREN, Kensington  
GEDDIE MACLEOD, Bonshaw  
SYDNEY B. BIRCH, Port Hill  
V. VERNON CRAIG, Middleton  
M. R. MACLEAN, North Wiltshire.

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Head Office: Summerside Branch Office: Charlottetown

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Consult

**T. Edgar MacNutt**

Charlottetown, P. E. I.



"Potential" fire leads a quiet life, in oily rags . . . in unchecked electrical systems . . . in overheated furnaces. Destroy fire in the "potential" stage, before it destroys you in the flaming stage. Clear your home of fire hazards now—and "FLAMEPROOF YOUR FUTURE". We will be glad to show you the way. Call us NOW!

**R. E. ELLIS**  
-SUMMERSIDE

## Province Has Heavy Fire Loss During 1948

While emphasizing the need of home owners and managers of business premises carrying out self-inspection of their premises during Fire Prevention Week, Mr. D. H. Saunders, Provincial Fire Marshall, stated that it was also very important that they at all times keep in mind aids to fire safety and be conscious of the suffering and loss that has occurred due to this great hazard.

As an example Mr. Saunders pointed out that four lives were lost and \$301,274.82 damage was suffered in the 289 fires that occurred in this Province during 1948.

Largest single loss was the \$33,000 blaze at Horton's Cannery while damage caused at Borden School amounted to \$24,000.

In Charlottetown proper loss amounted to \$19,000 while Summerside Prince County capital had damage amounting to \$10,000.

Fires in dwellings, numbering 118 led to a \$40,000 loss. Farm properties were next in line with 107 fires occurring with damages amounting to the big total of \$128,000.

There was one fire of incendiary origin while investigations were carried out in a number of other cases.

Concluding Mr. Saunders stated that the main cause of a great many of the fires was due to carelessness in smoking while the next cause in line was due to defective and over-heated flues.

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## FIRE LOSSES

Follow These Four

Commandments of Fire Prevention!

Don't pile up paper, rags, inflammable fluids in your cellar; Don't leave your fireplace smouldering; Don't leave lighted cigarettes around; Don't let a moment of carelessness cost you a lifetime of effort.

Inserted by the City of Charlottetown in co-operation with Fire Prevention Week.

PETER. E. HOLLAND,  
Chairman Fire Committee

B. EARLE MacDONALD,  
Mayor.

**W. K. ROGERS Agencies Limited**

FOR

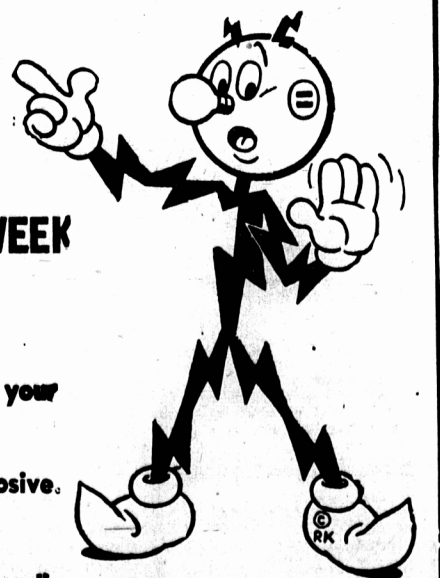
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TAKE PROTECTIVE MEASURES NOW

CHARLOTTETOWN and SUMMERSIDE



**HOLD IT!**



NEXT WEEK IS FIRE PREVENTION WEEK

OBSERVE THESE SAFETY RULES:

1. Remove all Fire Hazards from in and around your home.
2. Don't meddle with Fluids that are highly explosive.
3. Be careful with Matches and Smoking.
4. Electrical Fires are due to misuse or poor condition of electrical wiring or equipment. Upon discovery of any electrical trouble consult a competent Electrician immediately.

Each and every one of us can serve a worthy cause by doing everything to prevent fires. If more attention is given to preventing fires much loss and effort will be eliminated. To cut down on fires we must prevent fires by removing their cause.

*Reddy Kilowatt*