

Fire Prevention Week October 9th to 15th



All Your Home's Contents Covered Under ONE Policy!

You'll find that a Personal Property Floater policy not only protects your clothes, furniture, books, records, jewelry, etc., against fire, theft and other hazards AT HOME... it also gives the same broad protection anywhere in the world! Let us tell you more about this coverage — at no obligation to you.

K. E. ELLIS & SON
GENERAL INSURANCE AGENTS
SUMMERSIDE





for
Fire and Automobile INSURANCE

Consult
H. L. Sear & Co. Ltd.
General Insurance Agents
88 Great George St. Charlottetown

MORTON DEW LIMITED
Insurance Counsellors
PHONE 3046
181 Queen Street Charlottetown



How's your FIRE INSURANCE?
Consult
T. Edgar MacNutt
Service — Protection — Security
Charlottetown, P. E. I.
Summerside Agent — Harold Rodd
Phone 3514



PRINCE EDWARD ISLAND MUTUAL FIRE INSURANCE COMPANY
ESTABLISHED 1885
MUTUAL SERVICE AND SECURITY

Fire Prevention Stressed By Provincial Marshal

T. A. CAMPBELL
By a Dominion Proclamation, the week of October 9th. to 15th. is proclaimed Fire Prevention Week. This is the week especially set aside to remind us all of our own responsibility in the fight against fire carelessness, and we, as good Canadian citizens, should be ever on the alert to detect fire hazards and to eliminate them as soon as possible. During this time, the emphasis is placed not only on cleaning up premises during Fire Prevention Week, but upon careful inspection of all buildings by the occupants to discover and remove conditions found likely to cause or promote the spread of fire. The need for this campaign is brought to our attention most forcibly by the fact that Canada's fire losses are among the highest of any country in the world today. Fire has cost the people of Canada many millions of dollars both in property damage and loss of employment. The Fire Marshal has asked his local Assistant Fire Chiefs and others in the Fire service to assist in every manner possible to make this country-wide Fire Prevention campaign a success.

1954 FIRE LOSSES
Figures released from the office of Mr. T. A. Campbell, Provincial Fire Marshal, show a total of 358 fires reported for the year 1954. Of these, 116 were in Charlottetown with a property loss of \$22,097.00. Six persons lost their lives by fire in this Province during 1954. The total property loss for the year was \$452,644.00.

The largest fire in the Province for the year 1955, to date, was the Roman Catholic Church at Seven Mile Bay, which was destroyed by lightning on July 5th, causing a property loss of approximately \$100,000. On Feb. 2nd, 1955, the Summerside Town Hall was burned, the property loss being \$75,000, and on June 4th, 1955, the store of the O'Leary Farmers Co-Operative Association suffered severe property damage from fire amounting to approximately \$65,000.

It is noted that, in recent years, the increase in the valuation of properties throughout the Province, has made it appear as though the fire loss is very much higher than in former years. For instance, large farm buildings which once were valued at \$5,000 are now tripled in replacement value.

One hundred and twenty-five farm fires throughout the Province showed a property loss estimated at \$218,787.00 in 1954. Farm fires have been increasing with modern farming, the introduction of machinery, bottled gas, electricity, storage of gasoline and other volatiles. The rural Fire Departments in some villages are handicapped in

Continued on page 11



Starve It With Care and Caution!
ALL FIRES ARE UNEXPECTED
NO HOME IS EXEMPT

Despite every precaution that you can and should take. YOUR home may be next! If your home is under-insured take steps immediately to bring your coverage in line with present-day realities.

Consult Us — We Represent Strong RELIABLE INSURANCE COMPANIES

DeBlois Bros. Ltd.
DIAL 7351 - 7352 - 7353



Guaranteed ROOFING AND SIDING

Before winter's icy blasts and snows hit your home, give it the solid protection and extra beauty of new roofing and siding.

Asphalt Shingles and Siding Protect and Preserve your Home from all elements including FIRE.



Could You "Take" Loss-by-Fire?
Could your bank account stand up under a direct hit by fire? If not, better take steps now to make sure that your insurance coverage is adequate.

For Correct Insurance Arrangement apply to the following:
Head Office Branch Office
Summerside, P. E. I. Charlottetown, P. E. I.
T. LELAND LINKLETER, MANAGER SUMMERSIDE

AGENTS
W. B. WARREN, Margate
GEDDIE MacLEOD, W. Royalty
SYDNEY B. BIRCH, Birch Hill
W. VERNON CRAIG, Bedouque
M. E. MacLEAN, North Willshire
G. M. GRANT, Charlottetown
FRANK I. GALLANT, Wellington
CLIFFORD SIMPSON, Stanley Bridge
ALEX. J. ROBERTSON, Charlottetown
ERROL STETSON, O'Leary

Prince Edward Island MUTUAL FIRE INSURANCE COMPANY
Mutual Established 1899 Agricultural Mutual 1885

Have All Your
MOTOR APPLIANCES
and
FURNACE BURNERS
Checked as an aid to
PREVENTING FIRES

PALMER ELECTRIC
PHONE 8543 - 8544
96-100 Fitzroy Street



Call Us To Check

- House Wiring
- Furnace Burners
- Electric Motors

STOREY ELECTRIC
175 Grafton St.
Phone 3237

INSURANCE OF Every Description
FIRE
POLO
AUTOMOBILE
B. M. HUGHES INSURANCE LTD.
72 Grafton Street
Charlottetown
Phone 4014

Guard Against FIRE



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.

WALTHEN A. GAUDET, Chairman Fire Committee.
J. DAVID STEWART, Mayor.

MAKE INQUIRIES TODAY

FIRE PREVENTION WEEK
OCT. 9th to 15th




MacDONALD - ROWE WOODWORKING COMPANY LIMITED
Lower Water St. Phone 8575 - 8576

Don't Take Chances!



AND
INSURE
Hyndman & Co., Ltd.
THE OLDEST INSURANCE AGENCY IN PRINCE EDWARD ISLAND



DON'T "GAMBLE" WITH FIRE --- THE ODDS ARE AGAINST YOU

MARTIN - WEBSTER AGENCY
Phone 3183 INSURANCE Mgr. D. K. MARTIN
136 Richmond Street

OBSERVE FIRE PREVENTION WEEK

BY

- Checking your electrical wiring and equipment. Upon discovery of any electrical trouble, consult a competent electrician immediately.
- Being careful with matches and while smoking.
- Removing all fire hazards from in and around your home.
- Eliminating fluids that are highly explosive.

PREVENT FIRES... BY REMOVING THEIR CAUSE.



Reddy Kilowatt
Your Electric Servant

MARITIME ELECTRIC COMPANY LIMITED