



FIRE COSTLY SETBACK TO INDUSTRY

FIRES MORE COSTLY

Flames take 596 lives, cause \$147 million loss

Fires that devastate their homes are proving more costly to Canadians than ever before. That glaring fact is revealed in the 1964 assessment of fire damage in Canada. Today the average cost of a household fire is \$800. Ten years ago it was \$400. Industry, too, is finding fires more expensive.

Last year an estimated \$147,500,000 in all property went up in smoke in 77,000 reported fires—or about \$1,918 a fire. In 1963, the cost of 83,207 fires was \$154,051,628—or \$1,850 a fire.

MORE CHILDREN DIE
Despite Canada's population growth, the fire death rate remains fairly constant, although last year there was an increase of 43 deaths. The record shows 596 fatalities in 1964, compared

with 553 in 1963. Once again, children lead with 250 victims, followed by 243 men and 103 women. Worst year was 1957, with 638 deaths.

Park fires costly to taxpayers

Grass fires in public parks and picnic areas eat up the taxpayer's money.

Recently, the volunteer fire fighters in one Canadian town were called out to combat 14 grass fires in one weekend—all caused by picnickers.

Town council was informed that it cost \$800 to fight these weekend blazes. In the hot debate that followed, one councillor stood up and laid the issue on the line.

"Can the culprits be found and saddled with the bill?" he asked. "Otherwise, that \$800 will go on the tax-payers' bill next year."

Nobody, the taxpayer least of all, escapes the responsibility of fire—on the job, in the home, and in this case on public park grounds.

Excluding forest and federal government fires, fire waste per capita population is reckoned at \$7.67 in 1964 and \$8.15 in 1963.

Only direct costs enter into the fire waste assessment of \$147 millions. Taking into account the indirect economic factors—including industrial production and job disruption—the total burden of a year of fire would be \$750,000,000 fire authorities say. This works out to a \$38.99 cost for every man, woman and child in a country of 19,235,000 population.

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Babysitter's ground rules

Fire Protection ground rules for parent and babysitter:

- Sitter has sense of responsibility, likes children, preferably lives in neighborhood.
- Instructions in writing: How to reach you. Fire department number.
- Exit locations.
- Furnace or stove operation.
- Flashlight handy in power failure.
- If there's a fire, get the kids



BUSINESS EQUIPMENT PLANT BLAZE INJURED ONE

out. Don't wait to dress them. Call for help. Say exactly where you are. If you can, turn on the front lights to attract attention. Don't re-enter the place.

ACT PROMPTLY

Sound the alarm, your call can save your job

Sound an immediate alarm in fire. Call the Fire Department. Don't take it for granted that somebody has acted.

How you react in emergency can mean your job. If the place is destroyed, nobody will be working there tomorrow, maybe never.

In a recent Canadian business office fire, it was 20 minutes before help was called.

It takes only a few minutes for a minor fire to become a big one. Analysis of 1964 large loss fires in North America shows that discovery was prompt in only a third of the outbreaks.

Safe evacuation of people depends, too, on early warning. It took 30 minutes to get out 3,000 workers in a Canadian skyscraper fire.

Water is still the best way to put out most fires, and automatic sprinkler protection is a great asset to a building. But remember that water is useless in, say, an oil fire. Water only spreads the burning oil.

For a working knowledge of the right portable extinguisher to use on various kinds of fires, consult the illustration.

Know how to get out

It's not the actual flame, but the smoke and the gases that usually threaten personal safety in a highrise building, office or apartment, where upper floors are beyond reach of the highest fire department rescue ladders.

It took half an hour to evacuate 3,000 people from a 36-story building which was quickly smoke-filled by a fire that itself did not reach above the fourth floor.

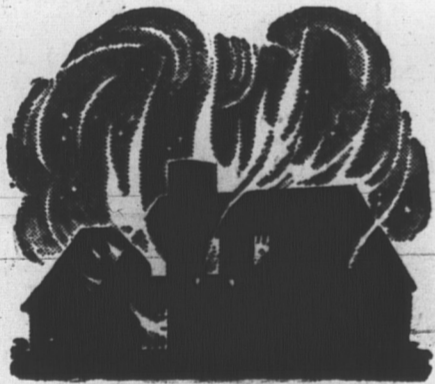
The fire started in an air-conditioning duct.

For the people involved there are two rules:

- Know the fire alarm signal and drill.
- Know the exit plan.
- If there's a small blaze on your floor, telephone the fire department directly.
- In one recent office building fire, it was 20 minutes before anybody called the fire fighters.
- FIRE'S TRAGIC HOURS**
- Most home fires taking three or more lives occur between 9 p.m. and 9 a.m., fire records show.

Mrs. Housewife

FIRES CAN BE PREVENTED!



DON'T DRY-CLEAN AT HOME!

Any home dry-cleaning fluid can start a big fire! Be careful! Never keep dry-cleaning fluid in YOUR home! Don't risk your life to save pennies! Our professional dry cleaning is safe, thorough, and economical! Take our advice . . . bring all of your dry-cleaning garments to us for the expert and safe care they deserve.

CUDMORE'S DRY CLEANERS

120 KENT ST. DIAL 4-4922

MASTER CLEANERS

122 FITZROY ST. DIAL 4-5636

NEW METHOD CLEANERS

130 LONGWORTH AVE. DIAL 4-7366

RITE-WAY CLEANERS

192 FITZROY ST. DIAL 4-7387

When It Comes To Electrical Work

Don't Do It Yourself Call A Qualified Electrical Contractor



INSIST ON THE RED SEAL STANDARD OF WIRING

Check These Safety Hints:

1. Fuses are for your protection, under no circumstances place pennies behind fuses.
2. Do not place cords in door jams, squeezing like this breaks the protective covering.
3. Cords should never be run over radiators or steam pipes, insist on approved cords made for use in damp places where contact with metal is likely to occur.
4. Never run cords under rugs. They become worn quickly and you are not aware of their condition..
5. Never have heating appliances connected when not in use.
6. Do not disconnect appliances by pulling on the cord, use the plug.
7. Cords should never be used as substitutes for permanent wiring, have an experienced electrician check the load on each outlet.
8. Cord should be examined regularly, worn out cords should be replaced to avoid short circuits.
9. Insist on approved labelled cords with appliances, lamp and cord attachments. They wear longer and are safe.

If In Need of Electrical Advice Call the Following Electrical Contractors:

NEWSON ELECTRIC

161 Queen Street 4-8325

MacLEAN & SON LTD.

254 Kent St. 2-2443

BURKE ELECTRIC LTD.

112 Kent St. 2-1221

CANELCO SERVICES LTD.

Freetown P. E. I.

PALMER ELECTRIC LTD.

96 Fitzroy St. 4-8543

SUMNER CO. LTD.

Kensington Range 4-3162