

BAN BOOSTS APPEAL
 TORONTO (CP)—A Toronto advertising man says Canadian restriction of beer and liquor advertising only helps to increase their appeal to young people. Mac Shoub of Vickers and Benson Ltd. Wednesday told a meeting of the Tea and Coffee Association of Canada: "If I were you, I think I would take a chance of perpetuating the myth that coffee and tea are not good for you; that you ought to be 21 and need an identification card to drink them."

Over-fused electric circuit invites fire

An over-fused electric circuit invites fire in the home. And a national survey shows that hundreds of thousands of Canadian dwellings may have the wrong fuse (costing less than a dime) in a socket.

In a typical municipality of 25,000, fire investigators found that only 15 per cent of the homes visited were properly fused.

FIRE HAZARD
 What is over-fusing? It's when you use a 20, 25 or 30 ampere socket fuse in an ordinary branch household circuit.

Why can such fuses provide a fire hazard? Because they engender a sense of false security. They do not "blow" when the "load" is dangerously increased. The wiring heats. Heat plus fuel and oxygen means fire. If the wiring is concealed, fire may start in the wall.

"It happened in a flash, like a bolt from the blue." Nothing can be more terrifying than a "flash fire" in the home, especially since it usually strikes in the most innocent way.

In minutes, it may be out of control, perhaps tragically.

EVEN PENNIES!
 Says the Fire Chief of a prairie community with 25,000 homes: "In most of the older homes where we found over-loaded circuits, practically all were using 30 amp. fuses, and even pennies and tinfoil behind the fuses."

Check with your fire chief, the utility, an electrician or even a knowledgeable neighbor to make sure you have the proper fuses in your sockets. For under a dime, why gamble with fire?

Who, why, what for campaign

A reduction in the spiralling losses of property and human life by fire is the goal of a new public education campaign against fire carelessness in Canada, a country with one of the world's worst loss rates. It is conducted by the Joint Committee of the Association of Canadian Fire Marshals and Fire Commissioners and the Canadian Association of Fire Chiefs.

Primary objective: the promotion of Fire Prevention Week (in reality, every week) in support of safety drives and inspection programs. Directors and officers serve without compensation.

The campaign is financed by grants and subsidies from public and private sources. The effort is endorsed by all levels of government, and generously assisted by editors, broadcasters and poster media.

The Association of Canadian Fire Marshals and Fire Commissioners comprises the Fire Marshals and Fire Commissioners of the 10 provinces and the Northwest Territories as well as the Dominion Fire Commissioner, and the Fire Marshals of the Canadian Forces. The strength of the Canadian Association of Fire Chiefs is drawn from municipal and industrial Fire Chiefs from coast to coast.

Welcome authorized uniformed inspector

Shame (over an untidy house), fear (of consequences), ignorance (of what it's all about) — forget these things if you have an ounce of commonsense. Welcome the uniformed, authorized fire fighter, if he knocks at your door, suggesting a look-see for fire hazards.

Close your door to fire, keep it open for fire prevention. This neatly describes the philosophy of Canada's campaign for greater fire safety in the home, on the job, and everywhere. In plants, office buildings, stairwells, fire doors must be kept closed. Why? To shut off live air (oxygen) from fueling a fire. In the home, too, a closed door will slow down the spread of fire.

SO SIMPLE
 But because three-quarters of all fires happen in the home, and because the basic hazards

are quite simple (over-fusing, frayed wiring, faulty heaters, rubbish and the like) their elimination will go a long way in prevention. Hence the purpose of the fire fighter's call.

But why wait for the fire fighter? Check these hazards yourself. Or call the fire chief and make an appointment.

Pocket pickers

Firebugs—a troublesome and expensive breed, whether they be souls who smoke thoughtlessly or who carelessly handle welding torches. On the job or in the home.

Firebugs are pocket pickers, your pocket and your neighbor's too. At the annual rate of \$38.99 (including indirect losses) for every living person in Canada. Share your knowledge of fire prevention with your neighbor. Swat firebugs hard.

CHANDLER BROS. SUGGEST



before they start

TOP OFF your house RIGHT with a SELKIRK CHIMNEY!

- Safe
- Efficient
- Easy to Install



October 3-9 is Fire Prevention Week a week to be especially aware of fire hazards around the home.

A major cause of home fires is the overheating of chimneys, protect your home against this hazard by installing the Selkirk Chimney, inquire today at

Chandler Bros. Ltd.

Your house and home style Centre

1 Plywood Place
 Ch'town

DON'T BE CARELESS PREVENT FIRES



Fire prevention is everybody's business. Especially during fire prevention week we should be especially careful of fire hazards around our personal property.

During Fire Prevention Week Oct. 3-9, the members of the Kensington Fire Dept. will be calling on homes in the area to check on all fire hazards. Your co-operation has been appreciated over the past years and is anticipated during this year's campaign.

TOWN OF KENSINGTON

Mayor Everett Champion

Fire Chief Bruce MacLeod

PUBLIC ENEMY No. 1

FIRE

See these agents ready and equipped to help you!

Mr. A. S. Roberts
 111 Grafton St.
 Charlottetown — 894-3037

Mr. Herbert M. Craig
 150 Belmont St.
 Summerside — Dial 436-5372

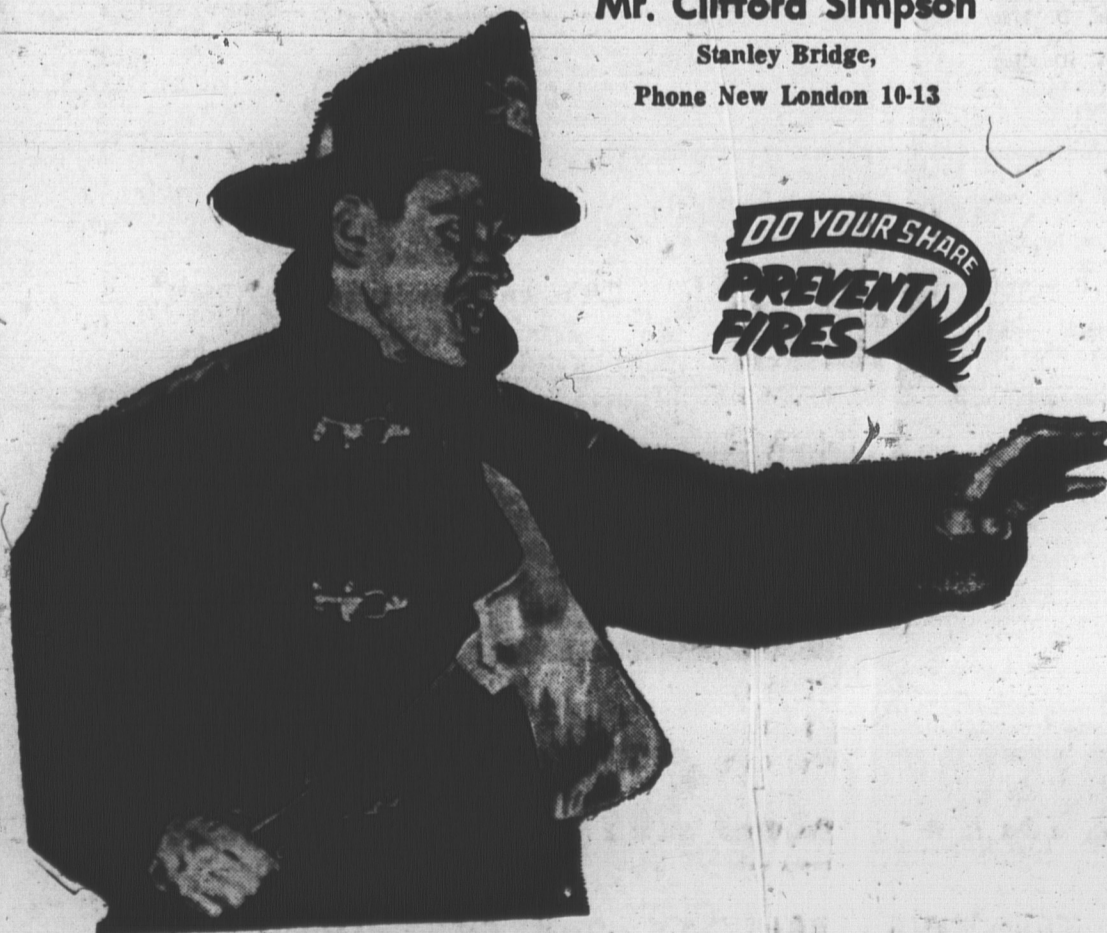
Mr. James I. MacKay
 Dial 894-3037

Mr. Errol Stetson
 O'Leary — Phone 50-12

Mr. Clifford Simpson
 Stanley Bridge,
 Phone New London 10-13

Miss Alice Gallant
 Wellington — Phone 24

Mr. Morrison R. MacLean
 New Wiltshire, Hunter River 26-3



It's up to you to get them! And a big reward is yours... The reward of greater safety for your and your family, plus protection for your valuable property, too every year this dangerous public enemy rages through the land taking a tragic toll in lives and property. Only you can stop fire... by removing fire hazards in your home and business.

For Extra Protection Check Your Fire Insurance Coverage, See Us NOW!

P.E.I. MUTUAL FIRE Insurance Co., Summerside

Branch Office at 111 Grafton St. Charlottetown

Dial 894-3037

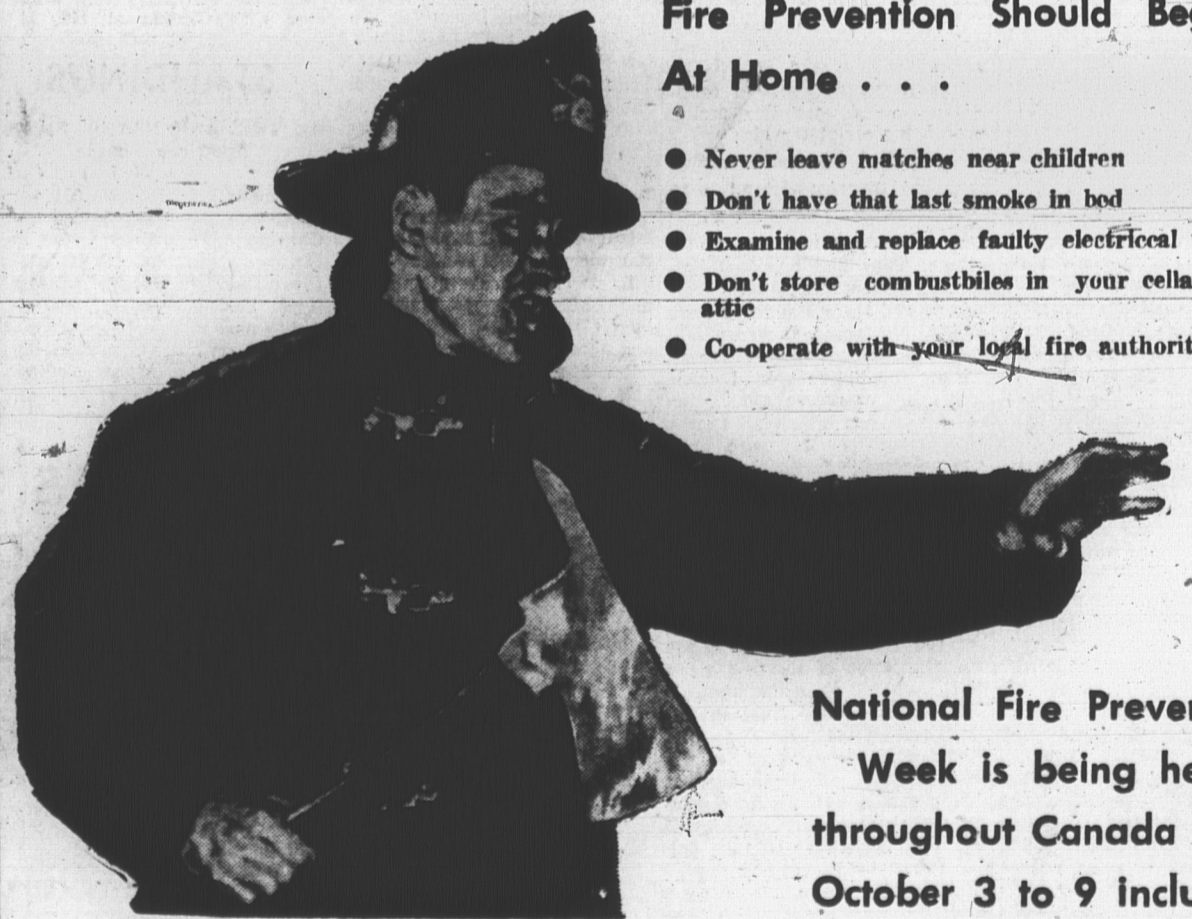


PREVENTION

is up to YOU

Fire Prevention Should Begin At Home . . .

- Never leave matches near children
- Don't have that last smoke in bed
- Examine and replace faulty electrical wiring
- Don't store combustibles in your cellar and attic
- Co-operate with your local fire authorities



National Fire Prevention Week is being held throughout Canada from October 3 to 9 inclusive.

We urge the citizens of Summerside to be strongly reminded of the dangers and the consequences of fire. It is felt that most fires are caused by carelessness and can be avoided if preventive measures are taken. During Fire Prevention Week we urge you to have your home checked for all fire hazards which may lead to a serious fire.

Your co-operation is continually needed to help firemen in your community to protect you from disastrous fires. Not only during Fire Prevention Week . . . BUT . . . 52 weeks of the year we must prevent fires. Don't give fire a place to start. Not only is our property at stake during a fire but also our lives and the lives of our loved ones.

TOWN OF SUMMERSIDE

GEORGE KEY, Jr. Mayor

COUNCILLORS

- Mrs. Frances Perry
- Milton G. Mellish
- Grant Mollison

- Eric Johnston
- J. Ernest Morrison
- Herbert B. Schurman