

# Fire Prevention Week October 7 - 13



for  
**Fire and  
Automobile  
INSURANCE**  
Consult  
**H. L. Sear  
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General Insurance  
Agents  
88 Great George St.  
Charlottetown

## Provincial Fire Marshal Stresses Fire Prevention

By Proclamation, Governor-General Vincent Massey has designated October 7th. to 13th. as Fire Prevention Week. It is, as His Excellency has pointed out, an imperative reminder of the control of fire and its hazards.



PROVINCIAL FIRE MARSHALL  
E.T. MACLEOD

the Masonic Temple Building, Grafton St., housing the Prince Edward Theatre, the Lodge Rooms of the Masonic Order and the Confectionery Store and News Stand of Ray Keenan was completely destroyed by fire; and on June 17th. the McLure Building, corner of Kent and Queen Sts., containing Arthur Haslam's Grocery, Menton Whitlock's Restaurant and other stores and offices, was also razed by fire.

This includes the heavy loss sustained when the Summerside Town Hall was burned to the ground on February 2nd, 1955, with a property damage of \$75,000.

There were six casualties from fire on the Island in 1955, and to date this year, four persons have lost their life by fire.

The largest fire loss for the Island to date in 1956 was at the

McQuarrie Dry Cleaning Plant in Summerside on March 9th., with a property loss of approximately \$30,000.

On February 16th., of this year Wellington School was destroyed by fire, the property loss being approximately \$20,000, and on February 17th., Kennedy's Ladies Wear, Charlottetown, suffered at loss to building and stock of approximately \$23,000.

Fire Prevention should be practiced wherever fire threatens the lives and property of the people, and during this week we should all be reminded of our own responsibilities.

(Continued on page 15)

## Fire Chief Stresses Need Of Removing Fire Hazards

Fifty thousand fires in Canada last year with a tremendous financial loss and an appalling death rate, has prompted the slogan for Fire Prevention Week—"DON'T GIVE FIRE A PLACE TO START."

Charlottetown and the entire province can and does suffer fire losses in lives and financially just as elsewhere in Canada. We hope to stress the need of preventive measures this week through every available avenue of approach to citizens.

Here are a few of the causes of fires in Charlottetown last year—check them carefully and verify in your own mind that you won't be the next to suffer.—Overheated stoves,—defective smoke pipes,—smoke pipes passing too near to combustible material,—oil burning proper care of gasoline and other smoking and handling of matches.



FIRE CHIEF, H. H. JEWELL

## MORTON DEW LIMITED

Insurance Counsellors  
PHONE 3046  
181 Queen Street  
Charlottetown

## HAVE YOUR Electric Wiring Motors Oil Burners and Appliances

Checked as an aid to preventing Fires  
**PALMER ELECTRIC LTD.**  
96 - 100 Fitzroy Street  
Charlottetown, P. E. I.  
Dial 8543 - 8544

## CALL US TO CHECK

- House Wiring
  - Furnace Burners
  - Electric Motors
  - And any other electrical appliances.
- STOREY ELECTRIC**  
175 Grafton Street  
Dial 3237

## YOU CAN'T MEET FIRE HALF WAY

To protect against losses caused by fire you need more than half-way measures...

## YOU NEED ADEQUATE INSURANCE COVERAGE

Today it costs more to replace your property. Be sure your Fire Insurance covers full value of your home and everything in it.

INSURE... TO BE SURE  
**H. M. DAVISON LTD.**  
78 Great George Street  
Dial 4311

FOR  
**LIFE - FIRE - AUTOMOBILE -  
MARINE AND CASUALTY  
INSURANCE**  
KINDLY CONSULT  
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Phone 6331

**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.

**FIRE PREVENTION WEEK**

Don't forget those places in your home that need insulation against the cold. We can supply you with this wonderful insulation that resists both fire and cold in a form to suit your needs.

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

**PRINCE EDWARD ISLAND  
MUTUAL  
FIRE INSURANCE  
COMPANY**  
ESTABLISHED 1883  
MUTUAL  
SERVICE AND SECURITY

AMALGAMATED 1941  
A PURELY MUTUAL COMPANY

**IF YOU STORE GASOLINE IN QUANTITIES YOU NEED A PERMIT.  
IF YOUR BUILDINGS ARE VACANT YOU NEED A VACANCY PERMIT.**

Fire prevention week is observed once a year in Canada in try to impress on the citizens to take the greatest care to eliminate any potential cause of fire.

In the ordinary case where the origin of a fire is unknown the actual cause of the fire is the carelessness of some individual. There is always a cause for a fire and as stated above carelessness is the cause of a great many fires.

Be careful and eliminate anything that may cause a fire.

For Correct Insurance Arrangement apply to the following:

Head Office Branch Office  
Summerside, P. E. I. Charlottetown, P. E. I.  
**T. LELAND LINKLETTER, MANAGER  
SUMMERSIDE**

**AGENTS**  
W. E. WARREN, Kensington MRS. ALICE GALLANT, Wel-  
Geddie MacLeod W. Royalty Hinton  
SYDNEY B. BIRCH, Birch Hill CLIFFORD SIMPSON, Stanley  
W. VERNON CRAIG, Bedouque Bridge  
M. E. MacLEAN, North Will- ALEX J. ROBERTSON, Char-  
shire lottetown.  
G. M. GRANT, Charlottetown. ERROL STETSON, O'Leary.

**Prince Edward Island  
MUTUAL FIRE INSURANCE COMPANY**  
Mutual Established 1889 Agricultural Mutual 1885

**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,**  
Mayer.

**How's YOUR  
FIRE INSURANCE?**

Consult  
**T. Edgar MacNutt**  
Service — Protection — Security  
Charlottetown, P. E. I.  
Summerside Agent — Harold Redd  
Phone 3514

**INSURE Against Loss by Fire**

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

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

**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.**  
CHARLOTTETOWN DIAL 7351 - 7352 - 7353  
SUMMERSIDE

**Don't Take Chances!**

**Prevent  
FIRE**

AND  
**INSURE**  
DIAL 6567  
**Hyndman & Co., Ltd.**  
THE OLDEST INSURANCE AGENCY IN  
PRINCE EDWARD ISLAND

**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 the coverage—at no obligation to you.

**R. E. ELLIS & SON**  
GENERAL INSURANCE AGENTS  
SUMMERSIDE

**GUARD THAT  
MARGIN OF SAFETY**