

# Figures show needless waste

A sorry story of needless fire damage in Canada is told by the figures. Both in life and property, the national yearly loss is approaching an all-time high. No European nation even remotely approaches us, per head of population, in our evident consuming desire to burn up ourselves and our possessions. There is indeed a shameful record and lacking in pride in enlightened citizenship. What really hurts (but can be proved) is the realization that most of the fires are caused by human carelessness. Now that we are face to face with the matter, surely we can hope to do something about it. Legislation is certainly not the answer. Education in individual responsibility, as the Fire Service point out, offers real and tangible benefits.

Let's get rid of the notion implied by the figures that we are living an easy come, easy go way of life. This country didn't come to greatness on such apathetic thinking.

Let's throw out trash from our attics and in our thinking and habits of fire.

## FIRE IS BURDEN TO ECONOMY

Estimates of the cost of fire protection to citizens of Canada: Fire department annual operations—\$70,000,000. Capital equipment, building, etc.—\$250,000,000. Citizens also paid (1961)—\$25.1 millions in earned fire insurance premiums. This was a new record for fire insurance protection in Canada, comparing with \$23.6 millions in 1960.

Against the 1961 premium total of \$22.6 millions, the figures for loss claims (including adjusting expenses) was \$116.3 millions, or a loss ratio of 52.31 per cent, about 4.5 per cent lower than the previous year.

Fire is indeed a heavy burden on the Canadian economy.

# Fire marshal urges war on carelessness

By EARLE MACLEOD  
Provincial Fire Marshal

By Dominion Proclamation, the week of Oct. 7-13 is designated Fire Prevention Week. This proclamation, made in the name of Queen Elizabeth of Canada, is an imperative reminder of the control of fire and its hazards and appeal to all citizens to take the proper precautions to curb the careless causes of fire.



MR. MACLEOD

Figures released through the department of industry and natural resources, show a total of 507 fires reported in the province for the year 1961, with a property loss of \$86,428. Damage amounting to \$91,988 was sustained in a fire in a Charlottetown Pharmacy and adjoining occupancies on Jan. 13, 1961. A total damage of \$63,308 was incurred on Feb. 19, 1961, when a fire starting in a Snack Bar in Kensington, spread to the adjoining occupancies in the business block, with 22 losses in all. On March 14, 1961, a hotel in Summerside burned to the ground, causing a loss of \$87,000. On September 11, 1961, a large poultry building at Central Bonaventure was destroyed by fire, with a loss of \$67,652.

In a fire in 1962, in Charlottetown, the largest fire loss originated in the Newson Block 1 in Charlottetown on Sept. 3. The loss has not yet been adjusted, but it is presumed that it will be in the vicinity of \$25,000. On

levelled to the ground by fire—property loss \$23,838. On Feb. 10, fire destroyed a large feed mill at Windsor—loss \$34,367. On March 24, a cattle barn at Sherwood was badly gutted by fire—loss \$40,062. On Sept. 29, a motor vessel burned at Souris—loss approximately \$60,000.

It is with regret that we must report that we have had four deaths from fire, to date in 1962. One of these persons, a boy of 13 years, died in a flash fire, caused by lighting the kitchen stove with gasoline. I would like to bring to the attention of the public, at this time, the danger of keeping flammable liquids in unmarked containers.

Members of the fire departments will be carrying out inspections in buildings, such as stores, apartments, places of assembly, dwellings, warehouses, etc. In order to discover fire hazards, bring them to their attention, and have them removed. Home owners and business people are urged to request to remove all conditions found likely to cause or promote the spread of fire.

As in previous years, I would urge all organizations and citizens to remember these enduring Home Owners' Appeal slogans: "Don't Give Fire a Place to Start"; "Fire Prevention is Your Job, too"; "Stop Fires Before They Start"; and "No Smoking in Bed."

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## A PENNY FOR YOUR LIFE

Fire authorities warn that fuses should never be used that will carry an electrical load heavier than that intended for the house wiring. Wires carrying too heavy a load can and have caused tragic fires.



## FIRES CAN BE PREVENTED!

**FIRE PREVENTION WEEK OCT. 7 - 13 and EVERY WEEK**

## CITIZENS OF BORDEN

National Fire Prevention Week is being held throughout Canada from October 7th to 13th inclusive. We urge the citizens of Borden to do their share in the prevention of fire. Check your home or place of business for any possible fire hazards that may cause fire, the result being heavy damage and sometimes the loss of lives. Remember for your protection Don't Give Fire A Place To Start.

## TOWN OF BORDEN

G. C. BELL, Mayor.

CHESTER LAKE  
EVERETT MCKENNA  
HAROLD PALMER

## NEVER JEOPARDIZE YOUR LIFE OR PROPERTY

ATTEMPTING TO DO DRY-CLEANING WITH GASOLINE OR OTHER FLAMMABLE FLUIDS

## "FIRE PREVENTION WEEK" OCT. 7 - 13

## FRESHEN UP YOUR FALL AND WINTER FINERY...

GIVE US A CALL TODAY

Get your family set for a festive fall and winter—give wardrobes a lift with our quality dry cleaning that keeps garments looking crisp and new. A phone call is all it takes, and you can help prevent accidental fires!

PHONE TODAY!

## Prevent Possible Disaster - Send Us Your Dry Cleaning

## McMORE'S MASTER CLEANERS

"Faster Pick up and Delivery Service"

DIAL 4-4922

## NEW METHOD CLEANERS LTD.

"The Home of Better Dry Cleaning"

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## Educational plan aiming to cut toll

A reduction in the past appalling losses of property and human life by fire! This is the goal of a new public education campaign, now in its fifth year, against fire carelessness in Canada. By 1967, Canada's losses of human life and property by fire were at an all-time high. Per capita, the property destruction was one of the worst of any nation. In 1959 under the sponsorship of the Association of Canadian Fire Marshals and the Canadian Association of Fire Chiefs, a Joint Committee was set up by official charter. Its primary objective

## FIRE TRAGEDIES CAN BE AVOIDED

The hand of human carelessness writes a ghastly message in the ledger of our nation's life. The facts are a burned deep.

In the last 10 years more than 5,000 lives were lost in fires (many of them, young children). More than 500,000 homes were destroyed or damaged. More than one billion dollars in property was consumed.

A tragic picture—a disgrace? Of that, but more important, a national tragedy that could have been averted by simple care.

By simple care in smoking, by intelligent use of heating and electricity, by cleaning out trash, by keeping matches away from young hands.

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## Jobs, money losses by fire seen heavy

To measure the impact of industry fires on the Canadian economy, consider this: Industry fires (manufacturing and commercial establishments) account for nearly half (46 per cent) of the total fire loss. Official 1960 figures show manufacturing properties with a loss of \$22 million, and 437 millions gone in smoke in mercantile places.

That year, 48 of these fires were big ones (250,000 sq. ft. or more). One alone accounting for \$32 million, or a quarter of the national total. And fires done damage of \$50 million and 100 lives lost.

By boxcar figures of direct losses are misleading. They represent only a fraction of the indirect, economic loss to the community. A documented analysis by the International Association of Fire Chiefs puts the indirect loss at five times the direct loss, and it may even be greater in particular circumstances.

One Canadian authority has even placed the indirect loss of serious fires at ten times the actual destruction.

## 10 YEARS OF FIRES CLAIM 5,529 LIVES

Fires in Canada in the last ten years have taken 5,529 lives, wasted more than a billion dollars of property. Most of the 798,000 fires of the decade were caused by carelessness and neglect. This is the heart of a proclamation to 18,500,000 Canadians in the name of Her Majesty Queen Elizabeth of Canada.

Prevent this economic waste and tragic loss of life in order that the nation's prosperity may be maintained," the proclamation urges.

While provincial reports for 1961 indicate a cut-back from the all-time high losses of 1957, the ten-year record to 1961 is the most severe of any decade in our fire history. The estimated worth of property waste is \$1,190,000,000, compared with the 1960 ten-year assessment of \$1,144,000,000.

## DWELLING FIRES DOWN

Estimated 1961 figures, related to those of recent years (forest and federal government losses excluded):

	1961	1960	1959	1958	1957
No. of fires	82,433	79,022	84,241	86,315	82,088
Killed	555	566	560	532	638
Loss (\$ millions)	127.1	129.4	124.6	120.3	133.5
Per capita	\$7.00	\$7.26	\$7.06	\$7.05	\$8.05

Black as the appraisal may be, certain encouraging improvements in recent years should not be overlooked.

Dwelling fires of the last three years are down, from 43,000 such fires in 1959 to about 60,000 in 1961. This is an important gain because fire in the home accounts for three-quarters of all fires, and for the same proportion of fire deaths. The nation's 60,000 fire fighters believe that simple lessons of fire safety learned in the nation's 4,500,000 homes will carry into the places where they work and play.

## PROTECT AGAINST FIRE HAZARD AND LOSS

A fire prevention tip: Be careful with smokes. And, don't let your home go up in smoke without adequate insurance. For the finest fire insurance protection, at lowest rates—give us a call today!

## CO-OP INSURANCE

Wilfred Driscoll  
163 Queen St. Ch'town Dial 4-6035

## WHERE TO GO FOR INSURANCE AND WHY

Always be prepared in case of an emergency. Your home needs to be INSURED.

## Residents of Montague

Prevent Fires! Save us! Save You! by cleaning all rubbish in your basement before it is necessary to use your furnace this fall.

## Learn to operate fire extinguisher

If you have a fire extinguisher in your place but don't know how to use it properly, you're living in a fool's paradise if you rely on it to do a job in emergency.

This is a straight-from-the-source warning by one of the nation's senior fire prevention officers.

Read the instructions on the housing of the extinguisher and hone up on them at intervals. Another expert says the extinguisher is capable of doing some types of fires in certain situations. Know what these are.

Because extinguishers in general only list the four principal causes of fire: 1. Men; 2. Women; 3. Children; 4. Lightning. Putting it another way: Fire is prevented in people.

Another expert says: Fire prevention is good housekeeping in industry, home or wherever you are.

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...can destroy your business!

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INSURANCE LIMITED  
72 Grafton St.  
CHARLOTTETOWN  
Phone 4-4014

**D. H. COFFIN, Fire Chief**  
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