

# EACH of US Should Do OUR Part to Keep FIRE LOSSES to the Lowest Possible Level

## WHEN THE CIGARETTE BACKFIRES

Last year nearly four and one-half billion cigarettes were smoked in Canada. This works out to an average of 1,250 cigarettes for every man and woman of smoking age.

The old adage "Where there is smoke there is fire" is aptly illustrated by the cigarette, for in 1935 nearly 12,000 fires were definitely traced to the careless handling of cigarettes, these fires involving a property loss of over \$1,800,000. Smokers' carelessness was responsible for more fires than any other single classification, three out of every ten fires being attributed to this cause.

Canadians, in common with people of other countries, are devoted to the little white rolls. The above statistics show this to be the case. Whether the cigarette is good for us or bad for us is not the point; we cannot blame the fires on Sir Walter Raleigh. The 'smoke' is not at fault but the smoker—not the cigarette but the habits of the man behind it. Every time a cigarette is carelessly tossed aside there is a danger of fire. A mathematician will tell you that if all the cigarettes smoked in Canada last year were placed tightly end to

end they would encircle the earth at the equator nearly eight times. This is a purely academic interest but the fire hazard of 197,000 miles of cigarettes is of very real interest to Mr. and Mrs. Canadian Citizen because it hits where it hurts—right in the pocket. Fire Prevention Week serves to call attention to the fire hazard of the carelessly thrown cigarette amongst other causes of fire loss.

BE CAREFUL.

## "FIRST AID" AS APPLIED TO FIRE

Many a life has been saved as a result of modern "First Aid" treatment.

The kit of the camper or Boy Scout is not complete without its tape, its gauze and its antiseptics. Immediate treatment, when the victim is far from skilled medical assistance, forestalls countless amputations and pro-

longs the days of thousands of accident victims.

The home itself will be thus supplied, if its occupants are as wise and cautious as they should be.

"First Aid" has its place too in the protection of the house against fire. Yet how deplorably small is the number of residences thus equipped.

The incipient fire has all the potentialities of the conflagration. If it cannot be stamped out or if the water bucket does not suffice, there is still a way to prevent its spread provided the home has been equipped with small fire extinguishers.

An old saying among those who deal with this question is that "all fires are small at the start." If caught in time, the number of fires that get beyond control may be very materially reduced.

"First Aid" is a present-day necessity in the protection of the home against fire no less than in the safeguarding of life against cuts and scratches and burns.

DUBLIN, Ireland, Oct. 7.—A disastrous fire broke out today here. It originated in an electric battery manufacturing plant. High winds aggravated the situation. Three explosions occurred successively resulting in the death of three firemen.

## IS THERE A FIRE BUG IN YOUR HOME?

The greatest fire loss in Canada last year, over \$2,780,000 was caused by 4,800 fires traced to defective or carelessly handled stoves, furnaces, boilers and pipes.

Disastrous fires from cookstoves and heating stoves come from many causes, the most common one being turning on the draft and leaving the room. If the stove for either cooking or heating is too small it is dangerous because by forcing the fire the stove overheats with grave risk of setting fire to wood partitions or the soot in the pipes or flues. If large stoves are used, the fire will not have to be forced, thereby eliminating this hazard.

The floor should be protected from coals or sparks by a sheet of metal or asbestos cloth placed under the stove. A stove should not be placed nearer than 18 inches from walls or partitions of either wood or plaster and the wall should be protected by a sheet of tin, zinc or sheet iron hung loosely on hooks allowing space for the air to pass between the wall and its metal protector. It should extend from a few inches above the floor to at least a yard above the stove or range.

All lath and plaster or wood ceiling over a large range should be guarded by a metal hood or ventilating pipes.

Many fires result from grease or fat boiling over on the cooking stove. Throwing water on the stove only makes the blaze more dangerous as it causes the flame to spread. Ashes, baking soda, flour or salt should be used to smother the flames.

Stovepipes should be cleaned every Autumn and where the pipes become thin or perforated, which condition is caused by the steam from sulphur, salt fumes from coal, the affected pipes should be replaced. See that pipes passing through a roof, wall, floor or ceiling are protected by a metal collar surrounding them, in which there is at least one inch of air space.

IS YOUR HOME SAFE?

## RUBBISH AND LITTER

Careless housekeeping in permitting the accumulation of inflammable litter and rubbish was responsible for 26,000 fires during the last three years in Canada.

The careless practice of dumping litter of all kinds in basements, or unused rooms, or around buildings, is not only a serious fire hazard but is unsanitary and disgracefully unsightly. It is a time honored saying that "CLEANLINESS IS NEXT TO GODLINESS."

Make an inspection of your home and your place of business. Use the limit of your perception and reasoning powers to discover and eliminate all possible causes of fire, just as you would in making an important business deal. It will pay you a handsome dividend in safety and saving.

Do not cast the reflection of carelessness upon yourself or your business by becoming careless in your housekeeping. Keep all of your premises clean. It will reflect credit upon you and make a better impression upon others, besides eliminating a serious fire hazard.

## TEACHING THE CHILD FIRE PREVENTION

The child of today is the citizen of tomorrow. In a comparatively short space of time, our children will be the home builders and business men and women of the nation; the responsibility will soon be theirs of directing its destiny and of bearing our torch of civilization onward. We cannot prepare them too well for this great purpose. The progress that may be made in our and their day toward the ultimate goal of human happiness will depend largely upon how much we teach them of what is good, helpful and progressive.

You no doubt, know about the little things which start big fires. Many of the causes are simple things and are not too complex or difficult for the child mind to grasp and understand. Children cannot be taught the simple fundamentals of life too young. The younger they are, the more plastic their minds, and the more receptive to truth. To make them understand requires meeting their minds with child thought and language. The failure of so many, even of teachers in school, to teach children successfully is because they try to teach a five year old child in fifty years old language and thought. Another reason for failure is because of a lack of love for the child. To love a small child is instinctively to influence it. The child just as instinctively shuns those who do not love it.

Now while they are eagerly grasping every fragment of knowledge which comes to them, and while their ways are being moulded into life-long habits, commence the teaching of fire prevention. Teach them the dangers of heat, that is, stoves close to wood-work, or stove pipes through or close to wood walls or ceilings, or of oils when mixed with cotton or other fibres and hence of furniture polishes and other things which contain oils. Keep on teaching them until they understand, not necessarily why, but that these and many other simple things if misused or neglected become dangerous hazards which might harm or destroy them.

The most opportune time for teaching fire danger to children is in the impressionable age during the lowest grades of school. After that time, it becomes increasingly difficult to genuinely impress them; the older they become, the more stereotyped are their habits and when they reach the absent-minded age, they are hopeless. If you have small children, you are vitally interested for you want to know that they are safe from danger of fire. So begin at once to teach them the safe way and continue until you feel that they are competent to care for themselves.

ises clean. It will reflect credit upon you and make a better impression upon others, besides eliminating a serious fire hazard.

## Electricity

Electricity as a fire hazard is listed among the first four causes. During the last three years the number of losses in Canada from this cause totalled 9,700.

Safety from this hazard means safe wiring and installations, and the proper use of appliances. The best guide in electrical work is "The Canadian Electrical Code," and only the workmen familiar with its requirements are competent.

Do not attempt to alter or extend

wiring unless you thoroughly understand it. Do not bridge fuse plugs or use coins back of them. Do not overload your circuits by attaching several devices at the same time. A melting fuse plug is a danger signal. Find the cause. Do not overfuse. If the normal fuse will not stand, reduce the load. Do not hang drop cords on nails. Do not put paper shades on light bulbs. Do not permit switches, fixtures or appliances to be out of order.

## THE DAILY MAIL

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FIRE PREVENTION WEEK

## FIRE PREVENTION

The old saying that "an ounce of prevention is worth a pound of cure," has no truer application than in the case of fire.

"To insure or not to insure" is not the question.

If this agency can be of any help in selecting the proper insurance protection the pleasure is all ours.

## "Insure With Confidence"

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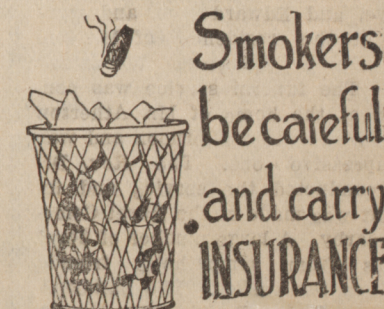
## ALL RISKS INSURANCE on PERSONAL EFFECTS

Did it ever occur to you that your present Fire Insurance Policy does not adequately cover your personal belongings? An All Risks Policy can be effected at a very reasonable rate at this office to cover all risks except ordinary wear and tear.

D. W. OLTS

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WHEN FIRE STARTS



## Real Insurance Protection Begins

Fire Loss is increasing. Fire Losses in Canada from Jan. 1st to Aug. 31st, 1936, total \$9,121,000 as compared with \$8,096,000 for the corresponding period of last year.

WAS SOMEBODY CARELESS? NEVER TAKE CHANCES WITH FIRE. If in doubt consult your Fire Department and for Sound Fire Insurance consult

W. HEDLEY WILSON

OFFICE: 404 QUEEN ST. PHONE 568

## F. CEDRIC COOPER

GENERAL INSURANCE

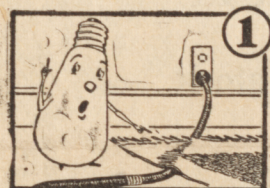
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## A FEW HINTS About Safeguarding Your Home Against Fire

This is National Fire Prevention Week and everyone is interested in learning sure ways and means of never having to call in the fire department.

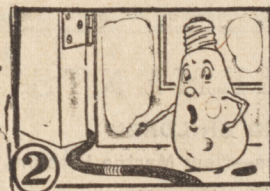
It's a bit embarrassing to realize that most fires are caused through



Never run cords under rugs.

sheer carelessness. So every so often cigarette smokers make a resolution to be sure their cigarettes are out. They swear never to put even a dead cigarette in a waste basket. Mothers teach their children again that matches are not to be played with. Oily rags are not thrown into corner closets and so on down the list of the obvious acts that cause fires.

But there is another cause of household fires that is a bit more baffling to the average householder and that is—defective wiring. When



Do not place cords in door jams.

they hear of a fire caused through an electric cord or through fire in the walls they immediately jump to the conclusion that electricity must be a dangerous fire hazard. Nothing is further from the truth—electricity can be the safest thing possible IF it is correctly used. The trouble is that people do not know enough about electricity to judge for themselves when and how it is safe. They rely on the word of the manufacturer of appliances or their

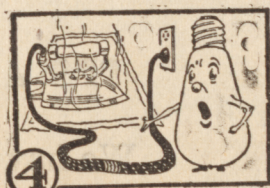


Cords should never be run over radiators or steam pipes.

dealer or the contractor who installs it. That is just what they should be able to do and what the industry is trying to make sure they can do.

Take cords—for instance. Practically everything electrical that you use in your home has a cord.

And all cords look alike to the householder. But there are cords on the market—so flimsy and so poorly insulated that they can and do cause



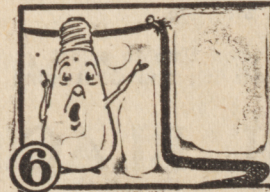
Never leave heating appliances connected when not in use.

fires. However, within the last few years a definite step has been taken so that you as a householder can be sure that your electric cords are safe. A little label has been devised that is clamped on reliable cord every five feet. This label simply



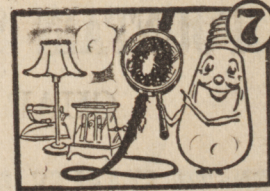
Do not disconnect appliances by pulling on the cord.

states that the cord has been approved by the Underwriters Laboratories. Every reputable manufacturer is using this cord on his appliances. And all reputable dealers. Department stores are refusing to handle appliances that do not carry this label. So whenever you buy a cord—a lamp or an appliance that uses a cord—make sure that the



Cords should never be used as a substitute for permanent and properly installed wiring.

cord bears this label and you do away with fire hazard from faulty cords. Of course if you mistreat even the very best cords, naturally they will lose their safety feature.



Cords should be examined regularly.

If you take the advice of the little man illustrated in these pictures your approved cord will last much

longer and it cannot be listed as a fire hazard.

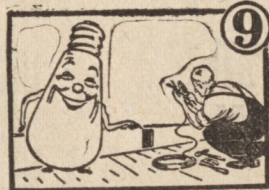
Another cause of fire in connection with electricity can be from overloading a circuit which is not protected by a fuse of the right strength.

Your wires can get too "hot" if



Insist on approved labeled cord with appliances, lamps and cord attachments.

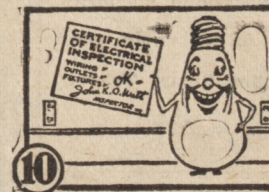
you try to take too much current over them. But if your circuit is properly fused you cannot take too much because the minute you start to—the fuse blows and you can't get any electricity, let alone too much. A fuse has just one function and that is to prevent wires getting too hot from overload. Your electrician should be able to tell you the correct fuse for your various circuits. On the average house cir-



Be sure to have all electrical repairs and wiring made by a competent electrical contractor.

cuit it is wise to say—use a 15 ampere fuse. And whenever a fuse blows that is your signal that you are expecting too much from the circuit—or that you are using a defective appliance or an appliance with a defective cord.

Our recommendation for safeguarding your home against any possibility of fires caused by electricity is to 1st: Ask to have an electrical Inspector come to your house



Have all wiring inspected by an electrical inspector.

to check over your wiring. If he tells you it is all right—it is. Next make a resolution to have only approved electricians do any work in your home. Discourage the men of the family from extending wires. And make sure that every cord in use in your home carries the Underwriters Seal of Approval.

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