Rededicate Yourself To Prevention

Americans from coast to coast are being urged this week to rededicate themselves to the task of helping hold down the nation's staggering toll of death and destruction by fire.

Lawrance Jones, president of the American Insurance Association, described Fire Prevention Week, Oct. 7-13, as "a time when every citizen should pledge anew to think and to practice fire safety throughout the year, when every householder, businessman, manufacturer should make a physical survey of his property and eliminate hazard which might lead to a costly fire."

Jones said fires in the United States in 1972 took 12,000 lives, injured thousands of other persons and caused property damage totaling more than $2.1 billion.

"Three out of four fires are the result of carelessness," he asserted. "Clearly, with concentration and care, many fires could be averted."

The American Insurance Association official suggested that greater attention be given to what he termed "common sense fire prevention measures."

He noted that many fires are generated by the careless use of matches and cigarettes, improperly operating cooking and heating equipment.

"Merely by making sure cigarettes are out, by having heating units inspected at least once a year by a qualified service man by using care in the kitchen while cooking, and by making sure electrical appliances are in trim, we can take a major step toward curbing our shameful fire toll," he said.

Many communities conduct special programs during Fire Prevention Week each year, and Jones urged that persons in those communities try to exact some measure of "positive, personal awareness of the fire prevention message" from such programs.

"Fire prevention is not 'just another crusade' to be taken lightly," he declared. "Unless you practice fire prevention the year around, you or members of your family might well become victims of this peril which is so easily avoided."

Stores, Shops Asked To Join In Fire Safety

Stores and shops were urged by the American Insurance Association today to join in this year's Fire Prevention Week activities by throwing out unneeded paperboard shipping containers, excelcelsior or other packaging materials that may have accumulated.

"Most retail establishments make it a practice to dispose of empty cartons and packaging materials promptly," the Association said. "However, even the best housekeepers sometimes tend to let cartons accumulate, particularly if the store manager thinks they may be of use at some future date.

"Stacks of empty cartons may be a very real fire hazard," the Association said. "A carelessly tossed lighted match in a storage room can cause a serious fire if there are flammables present upon which the fire can feed. "It's good practice to keep storage rooms free of such litter."

1) When placing merchandise on display shelves in the store keep all alles open to permit quick egress if fire occurs.

2) Check all exits to be sure doors can be opened quickly from the inside in an emergency.

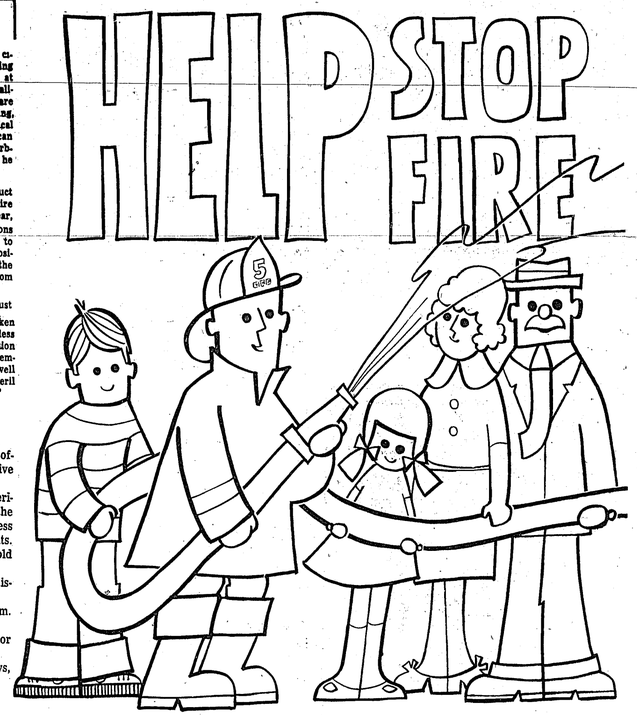
People Cause Fire

Matches and smoking, according to studies of official records, are responsible for one out of every five fires.

But don't let us kid ourselves, cautions the American Insurance Association, which points out that the real culprits are PEOPLE—people who are careless with matches or who have less than tidy smoking habits.

The Association offers these suggestions to help hold down fires of such origin:

1. After using a match, break it in half before discarding it.
2. Keep plenty of ash trays on hand in every room.
3. Use them.
4. Empty them often, but not into paper bags or other flammable receptacles.
5. Before going to bed at night, empty all ashtrays, preferably into a covered metal container.



FIRE PREVENTION WEEK OCT. 7-13

Local Firemen Practice Prevent-The-Fire Rule

The Mooresville Fire Department fights fires, sure but what does it do toward preventing them?

Foremostly, it is the full-time job of Howard Pender to make and keep Mooresville as free from fire as he possibly can. As the town's fire inspector, he seeks out and eliminates fire hazards, and he advises citizens on fire s afety. He works through the local schools to cultivate a respect for fire among children. He cooperates with builders to try and make each new structure safe from fire. He investigates every fire to try and learn how it was caused — and from such investigations he learns how to avoid fires.

The fire department cooperates with all interested civic groups around town to promote fire safety. Fire Chief Howard Pender says his department is working with the Mooresville Chamber of Commerce again this year to make Fire Prevention Week a meaningful observance.

Chief Pender naturally feels strongly about fire safety. He knows from personal observation the terrible loss of life and property that fire can cause in a few minutes. He also knows that by using a few simple precautionary methods, citizens can prevent most damaging fires.

The fire chief, discussing replacement costs, said that, "even in small fires, where the firemen are able to confine the flames to one room, it costs property owners two to three times as much to refurnish the burned-out areas as it did ten years ago." The chief particularly emphasized these points.

Great damage to our city is caused by rubbish fires. If we remove the rubbish from our cellars, attics and closets, fire losses will come down and many alarms will be eliminated.

Basement fires are the hardest to fight. Firemen have difficulty fighting their way in and often do not know what the conditions will be when they reach the basement. If these also were protected by automatic sprinklers, our country's nearly one billion dollars in fire losses would be greatly be reduced.

The chief particularly emphasized the large number of fires caused from carelessness in handling matches and smoking.

Check Up On Heat

— There was a feeling of draft in one or more rooms.

— There were cold spots in some rooms.

— You had to overheat some rooms to make others reasonably comfortable.

— It was impossible to make some rooms warm enough regardless of what you did.

— You had one thermostat to regulate the temperature in the entire house.

— Your fuel bills were up over the last two years.

If any of these things were true, it's time for a checkup, the Plumbing-Heating-Cooling Information Bureau says.

The checkup should be performed by a qualified heating contractor who will determine whether you need such new equipment as a boiler, burner, controls, heat distributors or thermostat. If you have an old-fashioned heating plant it may be worth your while to have it entirely replaced.

Support Your Local Junior Fire Marshals

CELEBRATE FIRE PREVENTION WEEK BY CHECKING *YOUR* HOME FOR FIRE HAZARDS

Piedmont Insurance AGENCY, INC.
188 N. Main Street
Mooresville, N. C. Office
Phone 664-4646
THE HARTFORD
JUNIOR FIRE MARSHAL IS A PUBLIC SERVICE OF THE HARTFORD INSURANCE GROUP

FIRE Can Be Costly!

Children home alone, the youngest ones especially, would be helpless to escape if fire should strike while you're away.

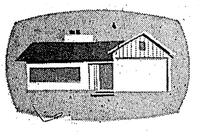
This tragedy happens every day and actually is the cause of one out-of every three child fire deaths.

Never leave small children alone. Even if it is necessary to leave the house for only a few minutes ask a neighbor to stay with the children. And whenever you must go out for a longer time, leave the children in the care of a baby sitter who not only has been told what to do in case of fire but who is also physically and mentally capable of carrying out such instructions.

SEE US ABOUT YOUR FIRE INSURANCE COVERAGE!

JIM BROWN'S INSURANCE AGENCY
346 N. Main Street Phone 664-1502

DO YOUR PART PREVENT FIRES!



INSURE YOUR HOME AGAINST FIRE

Is your home fully protected against financial loss from fire, in the light of today's higher rebuilding costs? Be certain that your insurance covers the full replacement value of your home. See one of our representatives for an insurance check-up.

We Salute Area Firemen On Their Fine Record Of Fire Ptotection Throughout The Year!

FIRE PREVENTION WEEK, OCTOBER 7-13

CLEMENT E. PLESS, Inc.
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228 N. Main Street Mooresville, N. C. Phone 664-5585

Mooresville Mayor Issues Proclamation

Incident to the annual National Fire Prevention Week, Mayor Joe V. Knox has issued the following proclamation:

"Whereas, it is an established fact that loss of life and loss of property by fire is annually a costly item in our lives, and

Whereas, much of this loss could be avoided if every citizen would take the necessary precautions once a year to eliminate fire hazards.

Be it proclaimed that the week from October 7 to October 13 be Fire Prevention Week in the Town of Mooresville, during which time all citizens of said town be urged to eliminate all fire hazards within their jurisdiction."

JOE V. KNOX
Mayor of Mooresville

This the 4th day of October, 1973

If Fire Strikes Your Home...

GET OUT of the house the minute you discover it or smell smoke!

ALWAYS be ready to use different escape routes from any room in your house!

TEST doors before opening. If doors are hot, block them with furniture or wet mattresses to keep out smoke and gases. Get out another way!

NEVER jump from upper-story windows except as a last resort! Wait for firemen.

HOLD your breath if you have to make a dash through smoke and flame!

REMEMBER, the air is usually better near the floor in a smoke-filled room!

CALL the fire department at once! They know how to fight fire. Don't waste your time or your life trying to fight a fire, unless it's so small you're sure you can control it with the right extinguisher.

DON'T ever go back to a burning building for any reason! Smoke and fire gases from even the smallest fire can be deadly.

GET medical treatment at once, if you're burned or exposed to fire and smoke! Seemingly minor burns or smoke inhalation can have fatal results.

NFPA

SPARKY SAYS: DON'T GIVE FIRE A PLACE TO START!

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Emergency Phone 664-4536
AND REMEMBER . . . AT
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Every 100th New Prescription FREE!
SHOP AND SAVE

Don't Ever Leave Children Home Alone

Never leave little children at home alone, even for a short time, the American Insurance Association urges.

Fire fatalities in the United States last year totaled 12,200 and more than half of them occurred in homes. About one out of three were children.

When you go out, arrange for a responsible adult or teenager to stay with the children. Make sure that person knows that if fire should occur, the first obligation is to get everybody outside quickly; the second, to call the fire department.

Check Appliances As Precaution At Home, Office

Is there a coffee or dining area in the place where you work?

If you have an electric coffeemaker or toaster in the dining area, it should be an unwritten rule that the last person to leave the area should check to be sure the appliance has been turned off or disconnected, says the American Insurance Association.

Care with electrical appliances is just as important in the dining area of an office or an industrial plant as in the kitchen at home, the Association says.

Fire Equipment Has Right-Of-Way At All Times

When you hear a fire siren while you are driving your automobile, pull over to the curb and stop if fire fighting vehicles are coming your way, the American Insurance Association said today.

By so doing, you will permit firemen to move more speedily in answering an alarm.

Most cities have ordinances requiring private passenger automobiles to give the right-of-way to fire apparatus.

Failure to do so may be helping a fire to spread beyond control.

Keep Gasoline, Out Of House For Safety's Sake

Never use gasoline, benzine or any other highly flammable liquid for any household purpose, such as cleaning, the American Insurance Association said today. These liquids give off explosive vapors, and a single spark could start a serious fire, the Association added.

If you must keep a small quantity of gasoline on hand for a power lawn mower or outboard motor, keep it in an approved safety can, and store it either in the garage or an outbuilding.

To prevent fires caused by spontaneous ignition, never put oil mops, rags or cloths saturated with furniture polish, paint or wax in closets or cupboards.

If you have a fireplace in your home always keep a metal screen in front of it.

Mooresville Observing Fire Prevention Week

Mooresville joins other municipalities throughout the United States in observing October 7-13 as National Fire Prevention Week, under the joint sponsorship of the Mooresville Chamber of Commerce and the Mooresville Fire Department.

On the eve of the week-long observance, Mooresville Mayor Joe V. Knox urged all residents of the town to wholeheartedly support the week-long observance and do everything within their power to make Mooresville fire free—not only during the National Fire Prevention Week but throughout the year.

"Our fire department is one of the best in the nation, and the members of the department, paid firemen as well as the volunteers, are always at the ready when need arises," Mayor Knox stated. "However, we hope that the services of the department will never be needed."

Joe V. Knox, executive vice president of the Mooresville Chamber of Commerce, said safety promotional material again this year will be provided through the Mooresville Fire Department to schools, businesses, industrial plants and all interested citizens.

Fire Chief Howard Pender and all members of the fire department urge the residents of Mooresville to practice fire-safety at all times—365 days each year, and 366 days each Leap Year.

The Mooresville Chamber of Commerce conducts a year-round safety program with the assistance of the fire department.

This issue of the Mooresville Tribune carries numerous articles concerning fire safety. These articles are most informative and should be read carefully by all.

Attention, also, is called to the number of interesting advertisements which are published in this issue. It was that patronage which made it possible for the paper to offer this complete coverage of the Fire Prevention Week observance, and thus it is hoped that every advertiser will be kindly remembered.

Fires Take Heavy Toll In United States

Ignorance and carelessness! Carelessness and ignorance!

No matter how you arrange them, they are the two most important factors in the origin of fires which annually claim more than 12,000 lives and more than $2.8 billion in property losses in the United States.

Think for a moment what this means.

On an average day, like today,33 persons will lose their lives: 1,500 families will lose their homes: 30 schools will no longer be open for students: 10 churches will no longer be open for congregations: 139 industries will shut down, and thousands of workers will be without jobs.

All because of fires...and carelessness...and ignorance!

In an effort to combat the needless death and destruction annually wrought by fires, the National Fire Protection Committee initiated National Fire Prevention Week to be observed on Saturday-through-Sunday period in which October nine falls.

The occasion originally marked the anniversary of the Great Chicago Fire of October 9, 1871, but it was extended to a week in 1922.

In Mooresville, Fire Chief Howard E. Pender is emphasizing that the best way to fight fire is to prevent it from starting. Pender explained, "It's not our job just to fight fires. We must also make the public aware of the importance of fire prevention. Basically what this means is that if we can inform the public so they will no longer be ignorant of the causes of fire, and if we can get them to use good common sense, then we at the Mooresville Fire Department will have fewer fires to fight."

Several steps have been taken to inform the public. Posters from the National Fire Prevention Association have been distributed throughout Mooresville.

Children will be urged to take these list home to their parents to be filled out and returned to school.

Each list has 25 questions related to electricity, heaters housekeeping, matches, smoking, stoves, and general home fire safety. Parents are encouraged to allow children to take part in the home inspection, and efforts should be made to remove any potentially dangerous condition.

Fire drills will be conducted in each of Mooresville's public schools. Chief Pender said the purpose of these fire drills is to familiarize school children with the proper excape routes in case of a fire, and to inform them how to behave in the event of an actual fire.

He noted that many lives have been lost in school fires mainly due to the fact tant the occupants were not instructed in safe fire escape routes and were not told of the proper actions to take in the event of a fire.

Fire Rules for the Aged

The aftermath of fire too often leaves the elderly as a tragic statistic. This can be prevented, however, if they are made aware of a few brief rules to follow.

- First of all, the aged should be familiar with all exits and know two plans of escape. If possible, they should sleep on the first floor or near an easy way out.
- All stairways should be clear of objects to prevent falling.
- They should be instructed never to smoke while in bed.
- The elderly should wear fire-safe clothing when around an open flame.
- They should have easy access to a telephone, with emergency numbers at hand.
- Appropriate fire extinguishers, Listed by Underwriters' Laboratories, should be within reach, and the aged should be shown how to use them.

BE FIRE-ALERT Always

Your business may depend on it! Keep fire fighting equipment in topnotch condition at all times, be sure your employees are inofrmed of all Fire Department regulations.

See us for fire insurance, now.

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George L. McKnight Phone 664-3973

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For Your Home Owners Insurance Protection Plan!

FIRE PREVENTION WEEK Oct. 7-13

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Fire Prevention Week Message From Fire Chief Howard Pender

Howard Pender, chief of the Mooresville Fire Department, today reminded eeveryone that this week, October 7-13, is being observed as National Fire Prevention Week.

"Your fire department urges that you take time this week to think about fire prevention," the fire chief said.

Last year, fires took 12,200 lives and caused property losses totalling more than $2 billion. Many of these lives could have been saved with just a little care, it was pointed out. Too many little children lost their lives when they were left at home unattended and got hold of matches to play with, or otherwise became exposed to fire.

And, too, many elderly people, unable to take care of themselves, lost their lives when they could not get out of burning buildings.

The tragic thing about our fire toll, Chief Pender stressed, is that three out of four fires in this country resulted from human carelessness, and never should have happened.

"We observe Fire Prevention Week," the fire chief stated, "as a reminder to all of us that, with care, we can help save the lives of our loved ones from fire and hold property losses down.

Care with fire in the home is particularly important. Last year more than one-half of the nation's fire fatalities occurred in homes, and more than one-fourth of those who lost their lives in home fires were children.

"Pre-planning fire safety in the home is vitally important. The Mooresville Fire Department urges that every family in our community take time out and have a good house cleaning. Piles of old newspapers; cardboxes, old clothes, and trash are places were bad fires start. Also, the misuse of electricity such as using improper amperage fuses, too many plugs in one outlet, frayed or worn extension and lamp cords, and electric cords running under rugs, are also places were fires start. By having a good house cleaning and a fire safety check, you can eliminate most of the fire hazards in your home."

Continuing, the fire chief declared: "You should have an escape plan if a fire occurs in your home. Get together all members of the family, including children and the older members, and work out at least two escape routes that you can use to get out quickly. You need to figure out two routes so that an alternate route can be used if fire cuts off the other. After you have decided the plan you want to use, you should rehearse it. With a little practice, everyone in the house should be able to get outdoors in less than a minute. Have a certain place outside to assemble."

Chief Causes Of Blazes Are Listed In Reports

Each year the National Fire Protection Association releases statistics based on the number and type of fires most often occurring in the United States and Canada.

The most recent figures represent a change in the number one cause of fires in the U. S. from smoking and matches to electrical causes.

Most fires caused by electrical factors can be traced to misuse, abeuse, or both. Every electrical appliance is designed for a specific use, and a specific amount of electricity is required to run the appliance.

Extension cords or other wiring are designed to transmit only so much electricity. When the appliance or wiring system is tazed beyond its limit, the end results are either failure of the equipment or fire or both.

Carelessness is the only word which can be applied when smoking and matches are listed as the cause of a fire. Inadequate ash trays account for many cigarettes falling into trash cans, onto upholstered chairs, or on carpeted floors.

"No Smoking" signs are po is taxed beyond its limit, the en ha results are either failure of th "S equipment or fire or both. Howard E. Pender, Chief of the Mooresville Fire Department, "is nothing but suicide. And many times this not only takes the life of the smoker but it also kills innocent women and children."

The third leading cause of fire is heating and cooking equipment. Most fires caused by heating equipment are due to the lack of preventive maintenance or improper installation of the equipment. There are often malfunctions of cooking equipment, but usually the cause of cooking equipment related fires is created, for example, such as dish towel, pot holders, or other combustibles too near the burner.

The fourth leading cause of fires is flammable liquids. Gasoline is the most commonly used flammable liquid, and its use should be confined to that purpose for which it was intended — to drive internal combustion engines only.

Gasoline is one of the most dangerous substances readily available to everyone, and firemen have urged all local residents to exercise extreme caution when using it.

Other major causes of fires include: children and matches, open flames and sparks, arson, chimney malfunction, fumes, lightning, and spontaneous ignition.

As a rule most residential fires start in the following order: living room, 37 per cent; kitchen, 22 per cent; basement, 14 per cent; bedrooms, 13 per cent; and all other rooms, 14 per cent.

Most residential fires start between midnight and 6 a.m. when most members of the family are asleep and the least prepared for a fire.

A critical factor in the death of many who die in residential fires is the lack of preparation for fire emergencies — no family planning of escape po is taxed beyond its limit, the en routes, no periodic family fire ha results are either failure of th drills to make sure that both "S equipment or fire or both. adults and children can act quickly and without panic.

Fire Prevention Week is a time to recognize that fire is a real and ever-present danger and that everyone's responsibility to remove hazards and to reform bad habits.

It could make the difference in whether or not you and your family suffer a serious loss from fire this year.

In another measure to prevent fires, Mooresville's service station attendants have been encouraged by local firemen to refrain from selling gasoline in any type container other than a metal container with a screw type lid and a nozzle.

Pender explained that one gallon of gasoline in the vapor state is equivalent to more than 200 sticks of dynamite.

INSURE YOUR HOME AGAINST FIRE

If disaster strikes, will your farm be adequately covered by insurance? Let us write complete coverage for your home or for any other needs. Call soon.

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MARINE INSURANCE
AUTO - FIRE - LIFE
Guaranteed Renewable HOSPITALIZATION
Herman P. Cranford
206 E. Stewart Dial 664-2105

"Sparky" says:

Don't Give Fire a Place to Start!

Smoking in bed is deadly!

Replace your frayed electric cords!

Keep matches away from children!

Remove coins, stitch & shoot "jinx"!

Avoid overloading electric outlets!

Vacuum all kitchen lint!

Be careful with ashes!

Use non-flammable cleaning fluids!

Be careful smoking!

Mooresville Insurance Agency
347 N. Main Street Phone 664-1520