

Check Your Home for FIRE SAFETY!



Fire killed approximately 12,200 people in the United States during 1970. Property destroyed by fire last year reached a record high -- \$2,710,000,000. In Canada, fire caused an estimated \$181,900,000 in losses.

These figures were collected and published by the National Fire Protection Association, Boston, Massachusetts.

The NFPA has found that the principal causes of building fires are: 1) Defective or overheated heating and cooking equipment; 2) Defective or misused electrical wiring and equipment; and 3) Careless use of smoking materials. These three major causes accounted for 48 per cent of all building fires of known cause in 1969.

Complete figures of fire damage are not yet complete for 1970. How-

ever, 1969 figures are complete, and they can give some idea of fire prevention for the homeowner or apartment dweller.

One- and two-family houses and apartments were struck by fire 620,000 times in 1969, with property losses of \$643,000. Each day, on the average, the cost of fires in residential property is 18 lives lost, 1,701 homes and apartments damaged or destroyed, and more than \$1,761,000 in dollar losses. Major factors in fire deaths in homes include failure to plan ahead for escape in case of a fire emergency and delayed discovery of fire.

Facts and figures alone cannot describe the headache of fire damage to your home, the heartache of injury -- sometimes death -- which fire may bring. Every home fire represents a failure --



NO HOME IS COMPLETELY FIRE SAFE

Have An Escape Plan

The National Fire Protection Association suggests these points in an escape plan. It notes that family drills can be the difference between a tragedy and getting everyone out safely. Right now, think how your family can escape from each room . . . especially the bedrooms at night.

Make your plan now--

- Carefully figure out at least two routes to the outside from every room in the house. Remember, fire may block usual stairway or hall exits.
- From upper floors, use porch and garage roofs, ladders, or trees as ways to safety.
- Instruct each person how to reach the planned exit. Provide special help for invalids and infants.
- Be sure you sleep with hall or bedroom doors closed . . . to help hold back fire.
- Agree on signal (whistle, horn, etc.)--may be needed to alert people in other rooms.
- Pick an outside meeting place where the family will gather. Have rule--"once out--stay out!"
- Plan to notify Fire Department quickly after entire family is out of house.
- THEN PRACTICE! Avoid a panic tragedy by having everyone familiar with your emergency fire escape plan.

failure to correct hazards, to take precautions,

Take action right now. Test yourself to see how fire hazards, and how fire-safety conscious you and your family are:

Every "no" in this check list shows where your family's fire safety precautions fall short.

PRE-PLANNING FOR FIRE

- Have you planned at least two ways to get out of every room in your house? Yes No
- Have you made--and do you rehearse regularly--exit plans with your family, including the children? Yes No
- Do you keep exit routes clear--especially of such things as room heaters and stoves, where a fire might start thus blocking your escape? Are bedroom windows large enough and low enough to serve as emergency exits? Yes No
- Do you know how to notify your fire department quickly and correctly in case of fire? Yes No

ESPECIALLY FOR THE CHILDREN

- Do you make it a rule never to leave small children alone or unattended? Yes No
- Do you show your babysitter the escape routes from your home, and give instructions on the right way to call the fire department? Yes No
- Do your babysitters (and you!) know the first rule of safety in fire emergencies: Get everybody out fast, don't go back in? Yes No
- Are your children trained to keep a safe distance from flame and spark sources? Yes No

GOOD SMOKING HABITS

- Is smoking in bed strictly against the rule in your home? Do you make a bedtime check for smoldering butts lodging in upholstered chairs and sofas? Yes No
- Are you careful how you dispose of cigarettes, cigars, and pipe ashes? Yes No
- Are there plenty of large, safe ash trays throughout the house? Yes No
- Are matches and lighters kept out of the reach of children? Yes No

GOOD HOUSEKEEPING

- Do you keep rubbish cleaned out of the attic, basement, closets, garage, and yard? Yes No
- Is paint kept in tightly-closed metal containers? Yes No
- Are gasoline and other flammable liquids stored in safety cans, and kept well away from both heat and children? Yes No
- Have you made it a rule never to use flammable liquids like gasoline or kerosene for cleaning clothes or starting fires? Yes No

HEATING AND COOKING

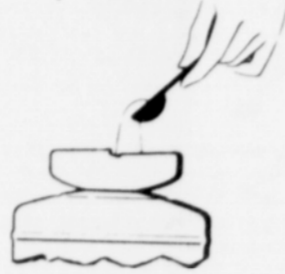
- Are furnaces, stoves, and smokepipes far enough away from combustible walls and ceilings, and in good repair? Is your heating equipment checked annually by a serviceman? Yes No
- If you have portable heaters in your home, do you see that they are properly maintained and located? Yes No
- Do you make sure there are no clothes, curtains, or furniture near any stove, heater, or fireplace in the house? Yes No
- Do you have the chimney cleaned and checked regularly to insure against chimney fires? Yes No
- For safety against chimney and other sparks, is roof covering fire retardant? Yes No

Outdoor living is fun. It's especially enjoyable when you have a beautiful yard and garden that is free of insects, weeds, and plant diseases.

Spray and dust materials are one of the best ways today's homeowner has to help toward achieving an attractive landscape setting and healthy environment. However, for the best results, it's important to apply the materials right and use the equipment that does the job best.

How you spray does make a difference. The right way to apply spray materials is with controlled application.

The people at H. D. Hudson Manufacturing Company, manufacturers of sprayers and dusters, have come up with suggestions to help you get the best results with controlled application. Their tips are:



Mix materials exactly as recommended. Read and carefully follow the instructions on the container of application material being used. Measure accurately so the solution won't be too weak to do the job or too strong to where you don't unintentionally harm your environment. Pre-mix recommended proportions of materials in containers that have content measurements clearly marked on them -- pint, quart, gallon, etc.



Use the right type of sprayer. Specific recommendations for applying mixtures necessitate selecting the proper applicator for the job you wish to do. The

HOW YOU SPRAY

DOES MAKE A DIFFERENCE



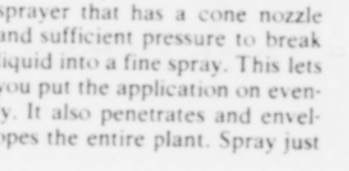
Spray where the trouble is. Because most trouble starts under plant leaves, it is especially important that you spray there. Diseases, in particular, start and spread on either side of leaves. Cover the entire stem system too. Spraying right on target avoids wasting time and material.



Control volume of discharge. Start or stop spraying instantly to avoid drenching, over-dose, or waste.

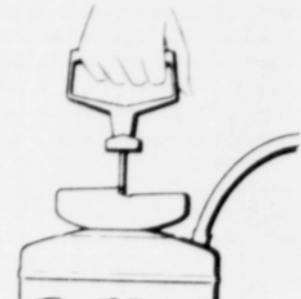


Choose the right spray pattern. An adjustable nozzle provides a cone-spray pattern with fine mist for close-up applications and a coarser, heavy spray for long-range applications.



Apply mixtures properly. To reach all plant surfaces, use a sprayer that has a cone nozzle and sufficient pressure to break liquid into a fine spray. This lets you put the application on evenly. It also penetrates and envelops the entire plant. Spray just

to the point of run-off to avoid any wasteful or harmful over-dosing.



Choose the right pressure. Use a high pressure for a fine penetrating mist (good for flowers); a lower pressure if you want a heavier residual spray (best for weeds).

Cans now fund raisers

A four-state program for public redemption of aluminum cans was launched Tuesday by Blitz-Weinhard Company in its latest effort to reduce the litter problem.

The recyclable cans will be turned over to Reynolds Metals Company for remanufacturing into other aluminum products.

Blitz-Weinhard's 53 distributors have all established convenient hours for purchasing the used cans at 10 cents a pound, according to Board Chairman William Wessinger.

Wessinger, a leader in the statewide SOLV (Save Oregon

from Litter and Vandalism) Committee, also noted the fundraising potential of the redeemable cans. "Aluminum can collecting by groups is an excellent means of earning money for worthwhile projects," he said.

Opening of the centers follows a \$250,000 conversion project.

Blitz distributors will accept all-aluminum cans, according to Wessinger. "We want to do everything reasonable to keep containers from becoming litter. The returnable bottle and recyclable can are the answers."

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McGOVERN SETS JUNE 30, 1972, FOR ELIMINATION OF HUNGER IN AMERICA AT IFMA SALES CONFERENCE

Nutrition and hunger were among focal points during IFMA's 16th Annual Foodservice Sales Conference, "Strategies of Interdependence," held recently at the Conrad Hilton Hotel in Chicago.

U. S. Senator George S. McGovern (D.-S.D.) chairman, Senate Select Committee on Nutrition and Human Needs, in a keynote address before the 600 marketing executives in attendance, announced his goal for the elimination of hunger in America by June 30, 1971.

McGovern said a greater sense of urgency and commitment on the part of state, local and federal governments, and the individual, would be needed to meet the goal.

Later, in one of seven panel sessions, "Nutrition Priorities for the Manufacturer," McGovern said that if government would fund the entire bill for school foodservice, much bureaucratic red tape and expense could be eliminated. McGovern said he would support such a program only for the needy or for schools attended predominantly by the needy, pointing out that state and federal monies are now feeding middle class children whose families can well afford to pay for their lunches.

Here's a defensive driving tip from the PORTLAND TRAFFIC SAFETY COMMISSION: When you see a road hazard requiring you to stop--pump your brakes lightly to signal traffic behind you.

What To Do In Case of Fire?

Keep your wits about you. Remember: Life, Safety come first.

- Spread the alarm! Be sure everyone gets out! Alternate escape routes should be pre-planned for night or day in case stairways or halls are blocked by heat or smoke.
- Call your Fire Department at once--Get help on the way!
The entire family should know location of nearest fire alarm box and how to report a fire by phone.
- Then, if the fire is still small . . . Fight It!
Every home should have easy-to-reach firefighting equipment. A portable fire extinguisher and your garden hose can give good home protection. Be sure you know how to fight different types of fires.
Remember: Get everyone out first, then call the Fire Department, before attempting to fight any fire.

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