

Warning

FOURTH OF JULY is coming. Each year on this day the carelessness of adults and children results in many deaths, hundreds of injuries and hundreds of thousands of dollars' worth of property destroyed. How long must this sort of thing continue? How much longer must America keep on celebrating Independence day with this orgy of fatalities and destruction? Will you do your part by urging that your family, your neighbors, your community observe a sane Fourth?

FIFTEEN THOUSAND men, women and children lose their lives by fire every year in the United States! Thousands of others are blinded, crippled and maimed for life. The monetary loss is equally staggering—approximately \$300,000,000 worth of property annually goes up in smoke! If converted into silver dollars and placed end to end this huge sum would make a line almost eight thousand miles long.

AMERICA IS the most careless country in the world. No other nation has such a fire loss and, strange to say, each year it grows larger!

STOP for a moment and consider these facts. Most fires are preventable—must they continue?

WILL YOU DO YOUR PART?

WILL YOU HELP to save these precious lives and prevent these wanton destructions? You can help! It is a civic duty of every American—for his country's sake, his neighbor's, and his own.

FIRES COST every American an indirect tax of about three dollars each year. Thousands of Americans pay many times more—either because of their own carelessness or that of someone else.

THE THOUGHTLESSLY-THROWN blazing match, the discarded cigar or cigarette, the neglected electric iron or other device, the accumulated rubbish, the defective chimney or flue, the imperfect insulation, the carelessly-handled gasoline, the unextinguished camp-fire—all of these, and many more, cause destructive fires that a little thoughtfulness and care would prevent.

HERE ARE A FEW ways whereby you can help to lower America's fire loss and perhaps save untold lives:

- 1--Don't throw lighted matches away.
- 2--Don't leave matches around for children to play with.
- 3--Don't throw lighted cigars or cigarettes away.
- 4--Don't let rubbish accumulate—especially oily rags or waste.
- 5--Don't take chances with kerosene, gasoline or other inflammable substance.
- 6--Don't forget to switch off electric appliances when through using.
- 7--Don't hunt gas leaks with a lighted match.
- 8--Don't use rubber hose gas connections.
- 9--Don't forget to keep oil mops in the tin cans they come in.
- 10--Don't overload electric connections.
- 11--Don't forget to put out camp fires.
- 12--Don't permit litter to accumulate in basement or closets.
- 13--Don't let your extinguisher or other fire-protection devices become useless or defective through neglect.
- 14--Don't employ a watchman who is not thoroughly familiar with your fire-fighting facilities, or who is not thoroughly alive to fire danger.
- 15--Don't take chances with fire—play safe!

Northwestern Mutual

FIRE ASSOCIATION

F. J. Martin President Home Office, Central Bldg., Seattle, U.S.A.

Fire Prevention for Mutual Protection and Your Own Profit

F. I. FINLEY, Manager for Oregon

Board of Trade Building, Portland.