

Fire Prevention Day *SATURDAY* *OCTOBER* 9th

The inaugural day of a nation-wide campaign on FIRE PREVENTION. The day on which every American Citizen is called upon to do his or her bit in eliminating or preventing the creation of all conditions by which fire can originate; to vow allegiance to this duty, to continue throughout the year in exercising every reasonable effort to protect life and property against destruction by fire.

Every city in the United States will recognize today as a day in which to further the cause of Fire Prevention and impress on the minds of every man, woman and child the far-reaching results obtainable through a conscious, nation-wide campaign.

Never before have the people of a nation joined heart and hand in a more needed or greater cause than that in the protection of that which they have built. The largest percentage of the nation's wealth is in its structures, and if it were only to save them from ruin it would have served its purpose. But it goes beyond the labor of man and reaches out to save the work of our Creator. The loss of life by fire each year equals nearly that of other sources of accidents combined. If this can be reduced even meagerly the campaign has not been in vain.

It is a proven fact that fire prevention does eliminate fires. Perhaps not all together, but take your own city for example—between February 4th and April 25th,

1920, Bend was without a single fire alarm. Members of the local fire department and city officials have waged a consistent fire prevention campaign all during the past year, and the results of fewer fires must be contributed partly to their efforts. Again, take the conditions in your own home. You are cautious of fire, you try in every way to exercise care in handling your stoves or fireplaces, in seeing to it that your flues are in good condition; in extinguishing the flame from a match before it leaves your hand; you never put gasoline into a flame in the stove, and many other seemingly minor things along those lines—they are not minor—that is real fire prevention, and it brings results.

The people of the Nation are coming to realize the actual necessity of protection against fire. They are waking up to the fact that a large majority of the fires are caused through carelessness or thoughtlessness, and by using a little precaution and common sense they will save both life and property.

No One Is Exempt In This Campaign. We Need You, Your Family and Your Friends, to Succeed.

IF YOU DO NOT JOIN THIS GREAT ARMY OF FIRE FIGHTERS YOU MAY REGRET IT SEVERELY—YOUR HOUSE MAY BURN, YOUR FAMILY MAY PERISH, OR YOU YOURSELF MAY SUFFER DEATH THROUGH YOUR INDIFFERENCE TOWARDS THIS GREATEST OF GREAT MOVEMENTS.

PLEDGE YOUR SUPPORT TO THE CAUSE—THEN ACT. THOUGH YOU ARE YOUNG OR OLD, GREAT OR SMALL, YOU CAN DO YOUR BIT. WE NEED YOU, AND WE NEED YOU EVERY DAY IN THE YEAR.

Every one must work and work hard today, tomorrow

and all the time. It will avail you nothing to be careful the entire 364 days and on the 365th neglect that care and by so doing burn your home or business. It must be a care that is exercised all day and every day the entire 365 days.

LET'S ALL GET TOGETHER. LET'S ALL BE CAREFUL. LET'S CLEAN UP OUR YARDS, OUR BASEMENTS, OUR STORES, OR ANY OTHER PLACE A FIRE IS APT TO START.

LET'S ALL BE FIREMEN—NOT AT THE TIME OF A FIRE—THEN IT IS TOO LATE. THE BEST FIREMEN ARE THE ONES WHO

Extinguish the Fire Before it Occurs!

THAT'S FIRE PREVENTION!