



Monday, October 9th

YOU Can Help!

To Save Life and Property from Needless Fire Destruction

Just Think---

Fire takes an annual toll of nearly \$500,000,000.00 in this country. If all the buildings burned yearly were placed side by side, they would fill both sides of a street from Chicago to New York.

**October 9 Fire Prevention Day**

Washington, Sept. 21.—President Harding today issued a proclamation designating Monday, October 9, as national fire prevention day. The fire waste in the United States, year after year, the president declared, reaches appalling figures which are not approached in any other country. Their ought to be special effort, he added, to minimize such losses.

Property values of about \$7,869,000,000 were destroyed by fire in the United States during the 40 years ending with 1921. The loss during the last year of this period was approximately six times as great as that of the first year. In 1921 more than 15,000 lives were lost and property valued at half a billion dollars was destroyed by fire. This was simply the total of many separate fire losses and was not the result of any great conflagration.

"During the first seven months of the current year, property valued at \$230,000,000 was added to the nation's ash heap."

**After the House Burns**

It's too late then to think about removing that paper in the attic or the rubbish in the yard, where the fire started. Remember that a stray spark cannot do harm when it lights on a clean surface, nearly so easily as when it drops in a pile of old rags, papers or dead weeds.

Every household, every business, every building, should be insured against fire; but HOW TO PREVENT fires is what the insurance man talks about first. Clean up and stay clean and help to decrease the nation's \$500,000,000 annual fire loss. Clean Up means fire prevention. Paint Up helps to keep clean.

**Clean Your Premises**  
**Cultivate Carefulness**

**Correct Your Hazards**  
**Remove Rubbish**

*Reduce your fire risk by cleaning up. We can help prevent fires as well as insure you against them. See us NOW---after the fire it's too late.*

**American Security Co.**  
**F. E. Kolter, Ins. Mgr.**  
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