

The Hundred Million Dollar Bonfire

America's annual waste through fire losses is due largely to ignorance and carelessness.

In 1916 fires destroyed in this State alone \$21,000,000 worth of wealth of homes and of workshops, where men earned their livelihood. The number of separate fires in Philadelphia alone is about 30 per cent greater than it was ten years ago.

With inexpensive appliances many of these fires could have been extinguished almost instantly and vast amounts of money saved.

Who burns to death in these homes? The husbands, fathers and big brothers? No! The wives, mothers and little children. In the country as a whole, one thousand children die by fire every year.



COMMON CAUSES OF FIRES:

SPONTANEOUS COMBUSTION OF—			THOUGHTLESS HANDLING OF—			
Oils	Paper	Waste	Matches	Gas Fires	Cigarettes	Chemicals
Benzine	Rubbish	Oily Rags	Paint Materials	Electricity	Pipe Ashes	Cigar Stumps

ARE WE AS CAREFUL AS WE SHOULD BE? ARE YOU? AM I?

GIVE YOUR WIFE AND BABIES A CHANCE TO LIVE. INSTALL SAFETY DEVICES, USE SAFETY MATCHES, LOOK TO YOUR FIRE ESCAPES, USE FIREPROOF DEVICES WHEREVER PRACTICABLE

REMEMBER: THERE IS AN IMMEDIATE LOSS OF EMPLOYMENT WHEN FIRE DESTROYS A PLANT. THEREFORE, MR. WORKMAN, "BE CAREFUL"

This campaign is supported in the interest of humanity by the following manufacturing Interests, Financial Institutions, Public Service Corporations, Insurance Companies, Firms and Individuals:

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