

'TAKE A CHANCE' SAID BIGGEST FIRE MENACE

Until every Canadian conquers the "take a chance" philosophy most of them have, there is little likelihood the country's fire record will be improved. Fire Chief Peter Herd said today, calling attention to fire prevention week Oct. 3 to 9.

The chief said: "The fire department always does its utmost to put out a fire, but after all, putting out a blaze is the poorest way of fighting fire. Fire prevention is the better way and fire prevention is possible only if every individual acts now."

Listing chief causes of fires, Chief Herd named careless smoking habits at the top of six items. "Smoking in bed and discarding lighted cigarettes or matches are high on the lists of human faults which lead to fire." His other five points:

"Use only safe cleaning fluids. Home cleaning with gasoline is inviting trouble.

"Be careful with matches. Children playing with matches cause many fires.

"Adopt good housekeeping habits. Get rid of accumulations of papers, rags, magazines, discarded furniture and similar combustible debris.

"Replace frayed electric cords promptly. Keep electrical equipment in good condition.

"Install heating plants and chimneys properly, and clean them thoroughly at least once a year."

\$2,300,000 RED FEATHER AIM AIDS OVER 3 OF 10 FAMILIES

By DENNIS BRAITHWAITE

When the Red Feather canvasser calls on you, some time in the next few weeks, you might bear in mind that he is appealing to you on behalf of 250,000 people in greater Toronto who next year will use the services of the 66 agencies financed by the Community Chest.

It is a sobering thought that one-quarter of Toronto's population will require these services. Last year, three out of 10 families in the greater Toronto area received the services of the 66 agencies. This year the need is greater and the Chest has set its sights higher.

This year's campaign objective of \$2,300,000 is the highest in Red Feather's history and represents an increase of 17 per cent. over last year. Raising that much money—it works out to about \$2.50 for every man, woman and child in the city—is an ambitious undertaking which has not been entered into lightly by the Community Chest.

Need Greater Sum

Frank H. Rowe, campaign chairman, said yesterday that, under present conditions, the Chest feels it cannot budget for a smaller amount but that an even greater sum is needed. "We feel that the money is there and that the people of Toronto will give generously if they understand the need. We have been at work since March training our 7,000 volunteer canvassers in order that they may appreciate the importance of their work and will be in a position to bring their message to the people."

FIRE RAGES 2 HOURS IN N.Y. RAIL SHEDS

New York, Sept. 29—(AP)—Fire raged through a large warehouse in a New York Central railroad's freight yard on the Hudson river front for almost two hours early today before it was put out.

More than 50 pieces of fire-fighting apparatus battled the blaze. The fire broke out at midnight in a 500-foot-long building, and flames were visible in New Jersey, a mile away.

There were several explosions, believed to be gasoline tanks of three trailer trucks which were destroyed. Two firemen were treated for minor injuries.

5,000 neglected children were given protection. That is a partial list of some of the good work accomplished co-operatively by the people of Toronto, acting through their Community Chest.

Toronto "Complacent"

The representative committee of business men, labor leaders and professional people who guide the destinies of the Chest feel that this year their campaign will have to establish precedents if the goal is to be reached. It is a fact, they say, that Torontonians have in the past shown a regrettable complacency in the face of the great need which

exists. This year the committee hopes to defeat this complacency. The 7,000 volunteer workers, who come from all sections of the population, have been "going to school" during the past months. They are being taught to understand the work of the agencies on whose behalf they will be soliciting. They have come to understand the problems of the people whom Red Feather benefits.

Housewives, salesmen, clerks, factory workers, executives—you will find all kinds in the corps of canvassers. They are your neighbors. They will be coming to see you on a matter that concerns your community—the health, security and happiness of all of its citizens.

The big, colorful events of the Red Feather campaign are yet to come. There will be the "jalousy parade" which has become a big event in the lives of 'teen-agers, along with the "Miss Red Feather" contest.

There will be banquets and rallies and interesting visitors to the city. Bay St., the nerve centre of the campaign, will be officially re-named "Red Feather Lane" by the city fathers, who are anxious to help make Toronto Red Feather conscious.

These things are to come. Meantime everyone is asked to begin thinking of the kind of contribution he will make.

ERROL RIFT HEALED

Hollywood, Sept. 29—(AP)—Actor Errol Flynn and his wife, Nora, are as happy as a pair of cooing doves, his studio reported yesterday. Monday the studio quoted Mrs. Flynn as saying a serious domestic situation had developed.

SPOTS, NABS MAN WHO JUMPED BAIL

A citizen who went bond for a 30-year-old man who, police said, failed to appear in high court after being committed for trial on a charge of forgery, aided them in arresting him on Danforth Ave. last night. The bondsman, who had posted \$2,000 bail, saw him in the vicinity of Dawes Rd. and tried him until he found Constable Gordon Webster of Main Street station. He was charged with absconding bail on complaint of Sheriff J. D. Conover. He was arrested on a forgery charge in connection with theft and cashing of allowance cheques stolen from Toronto apartment houses earlier this year.

FLY B.O.A.C. SPEEDBIRD

**OSLO
PARIS
BRUSSELS
STOCKHOLM
AMSTERDAM**

Three flights weekly from Montreal. Convenient onward connections from London in conjunction with British European Airways.

Your travel agent is our local office. Reservations also through most other airline and railway offices or B.O.A.C., 11 King St. W., Toronto. Tel. AD. 4323.

B.O.A.C. SPEEDBIRD SERVICE Over the Atlantic...and Across the World

THE WONDER FUEL

Especially Suiited For:
JACKET HEATER, FIRE PLACE, RANGE, STOVE OR FURNACE.

DISCO

DISTILLED COAL

Gives more heat, less waste, than anything you have tried. Easily ignited with newspaper. Needs little or no attention. Smokeless.

Packed and Distributed by
YALE FUEL CO.

McEros 3572 Toronto

Now during this changeable weather is a good time to try DISCO. For sale in Greater Toronto of your local fruit, grocery and hardware — or phone us.

ALL FUEL CO.

McEros 3572 Toronto

for your
PRIZED POSSESSIONS

Depend on
PICKARDS for

- Expert Packing
- Careful Moving
- Safe Storage

Our Service is Complete

W.J. PICKARD LTD.
369 CHURCH ST. E. LGIN 2467
MODERN STORAGE WAREHOUSES

KILL RATS

Germ-carrying rats and mice can cause disease in your home! Drive them outdoors to die—with Common Sense Rat Exterminator—for over 50 years the leading dependable household rat exterminator. Sold at all Drug Stores.

COMMON SENSE MFG. CO. LTD.

FOOD PARCELS FOR BRITAIN & EUROPE

The best way to send parcels is from Denmark. Danish dairy products. The finest available.

DELIVERIES GUARANTEED OR MONEY REFUNDED.

- SAVE TIME
- SAVE PACKING
- SAVE MAILING

Send The Best At Reasonable Rates
BUTTER, BACON, SUGAR, LARD, HAM, EGGS.

Parcels from \$5.90 to \$17.00

Send For Complete Price List

UNIVERSITY TOURS LTD.
(Kenneth B. Conn, President)
2 College St. Midway 0937

ROBERT PARTRIDGE, 71 WRITER, SAILOR DIES

Funeral service will be held Thursday for Robert Partridge, 71, at William Sherin funeral home, Kingston Rd. Interment is in Mount Pleasant cemetery. Mr. Partridge died at his Helendale Ave. home yesterday after a prolonged illness.

For some years associated with Toronto newspapers, Mr. Partridge was born in England and came to Canada 45 years ago. He served as a reporter with the Evening Telegram and the Mail and Empire. A pen and ink artist, Mr. Partridge had written and illustrated articles published in the Sunday World and other publications. Prior to his retirement he was on the office staff of the Toronto Hydro-Electric system for 20 years.

A keen sailor, he was a member of the Queen City Yacht club. He was also a member of St. Clement's Anglican church, North Toronto. Surviving is a son, Robert Griffith Partridge.

NEED ANOTHER U.N. IF 3RD WAR—WALKER

London, Sept. 29—(CP)—If the world were suddenly threatened with an attack by people of Mars, all countries would immediately unite in the face of common danger, Hugh Walker, of the United Nations association, today told a public meeting.

"It is a tragic fact that mankind seems only to be capable of uniting when confronted by some extreme common peril. Yet I think the stock of the United Nations has risen simply because there is a growing realization there is no other way to rid the world of war."

He said he was convinced if mankind survived another war "we would have to create yet another world organization to take up the fight where we had failed."

UNHURT UNDER 3 CARS

Philadelphia, Sept. 29—(AP)—An unidentified 17-year-old girl toppled into the path of a subway train yesterday and was run over by three cars but escaped unhurt. Police said the girl fell between the tracks and was untouched as the three cars rumbled over her.

Trans Canada Credit

LOANS \$50 TO \$1000

LIFE INSURED AT NO EXTRA COST

Loans for larger amounts also arranged

YOUR LOAN	EASY MONTHLY PAYMENTS				
	4 mos.	6 mos.	10 mos.	12 mos.	18 mos.
\$ 50	13.05	8.85			
125	32.63	22.13	13.73	11.64	
225	58.73	39.93	24.73	20.95	14.44
350	91.36	61.94	38.44	32.59	22.84
475	123.99	84.09	52.19	44.23	30.99
725	177.00	117.00	73.00	67.00	47.00
1000	244.00	174.00	107.00	91.00	63.00

Note: Payments quoted on loans over \$500 are approximate even dollar figures only

538 ST. CLAIR AVE. WEST—LA. 4831
1603 CANADA PERMANENT BLDG.
320 Bay Street—AD. 3241
IN NEW TORONTO: 8738 LAKESHORE RD.
N.T. 3966 OR MU. 5113

Other Branches in Hamilton, Kitchener, Belleville, London, Ottawa, Owen Sound and Windsor

TC48-27

Trans Canada Credit

THE CASH YOU NEED WITH FRIENDLY SPEED

Trans Canada Credit

THE CASH YOU NEED WITH FRIENDLY SPEED

... never knew cocoa could be so good!

BAKER'S COCOA

YES — there's more flavor — more aroma — more real goodness in every cup of Baker's cocoa.

Here's cocoa as it should taste — full-bodied, deep-chocolatey, richly satisfying — with a true, natural flavor that proves Baker's is all pure cocoa, with nothing added.

Economical, too — the 1-lb. package makes up to 90 servings.

A sure guide to quality and reliability is the famous Baker name — symbolizing more than a century and a half of experience and skill in making fine Chocolate products.

MADE BY THE MAKERS OF BAKER'S CHOCOLATE

BAKER'S COCOA

Product of General Foods

GYPROC WOOL

THICK INSULATION

FOR A LIFETIME OF SERVICE

Protection that Lasts

Wherever buildings are heated, GYPROC WOOL insulation is needed. GYPROC WOOL gives permanent protection—for this mineral substance never deteriorates—stays efficient and dependable for a lifetime.

And besides protection against discomfort and waste of fuel, GYPROC WOOL won't burn. It adds Fire-Safety, so essential in modern construction.

For a lifetime of insulation protection, make your choice GYPROC WOOL.

Builders' Supply, Lumber and Insulation Dealers across Canada

Gypsum, Lime and Alabastine, Canada, Limited

Vancouver Calgary Winnipeg Toronto Montreal 2 4-G-48

All Gyproc Wool Batts are packed in strong cartons.

"I WORK FOR THE COMPANY.. THE COMPANY WORKS FOR ME"

HE HAS A THREE-WAY STAKE IN BUSINESS

He Works

He Buys

He Invests

Many Canadian workmen today are Shareholders of the company that employs them. In this way the company they work for also works for them.

Business... and Canada, too... is built on the thrift, faith and farsightedness of every Canadian citizen who invests savings or capital. Today, Canada's Shareholders... men and women from every walk of life... are not only earning additional income for themselves but are promoting Canada's welfare by wise investment... by turning their savings into "creative money" that builds business and creates more employment, better working conditions and increased opportunities for Canadians.

More and more employees today are investing in the companies that employ them. Among the 4500 men and women who have money invested in George Weston Limited are many of the employees of the company.

Weston's

GEORGE WESTON LIMITED · TORONTO, CANADA