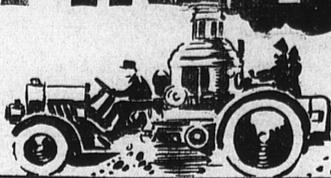


FIRE PREVENTION WEEK



Eliminate the CAUSE



Fire Prevention Week
OCT. 4th to 10th

Carelessly placed explosives, unquenched cigarette butts, loose greasy rags, and all dirty waste matter are the chief causes of the more than \$60,000.00 Loss EVERY HOUR last year.

This great loss, mostly due to carelessness, can be largely eliminated. And as far as you are concerned, it can be ENTIRELY ELIMINATED by carrying Ample Coverage in One of Our Old Line Companies.

LET US HELP YOU WITH YOUR INSURANCE PROBLEMS. WE ARE HERE TO SERVE!

Torrance General Insurance Co.

A. H. Bartlett

1261 Cabrillo

Phone 172

FIRE LOSSES IN THE UNITED STATES

- \$16 every second.
- 41 deaths every 24 hours.
- 47 people seriously injured every 24 hours.
- 1 dwelling house fire every 3 minutes.
- 15 hotel fires every day.
- 5 schoolhouse fires every day.
- 5 church fires every day.
- 1 farm building fire every 7 minutes.
- 1 hospital fire every day.
- \$60,000 loss every hour.
- Every minute a fire somewhere.

Nine Fires Out of Ten Are Preventable

41 Persons Die in Fires Daily; Property Loss Each Day Totals \$1,500,000.00

A tremendous disaster occurred today. Property valued at \$1,466,744.44 was wiped out and 41 persons lost their lives by fire. The destruction proceeded continuously through 24 hours; every hour \$61,115.60—every minute \$1,018.59—every second \$16.97—was wiped out!

This is another way of stating what the National Board of Fire Underwriters, the highest authority on the subject, tells us—namely, that our national annual fire loss is \$535,372,782.

What this means—may be comprehended from a few comparisons. Our annual production of gold and silver is \$103,119,741—less than one-fifth of our annual fire-loss. As a people we produced a wealth of \$1,900,287,000 in our 1922 corn crop; but we wasted more than 28 per cent of that amount by fire. Our 1922 cotton crop amounted to

\$1,192,461,000; our fire loss was 44 per cent of that sum. In 1923 we paid our government internal revenues, excluding income and inheritance taxes, totaling \$309,015,050. We wasted by fire that same year more than half again as much as Uncle Sam collected in these revenues.

What is the cause of this loss? Fire department chiefs, insurance and other experts tell us that 75 per cent of our fires are partly or wholly preventable, the results of one form or another of carelessness. Carelessness certainly is to be denounced. But it is a delusion to think that the time ever will come when it will not be necessary to forestall the results of carelessness.

Just what does this mean? In this state, according to the underwriters, "matches—smoking" is responsible for the largest fire losses.

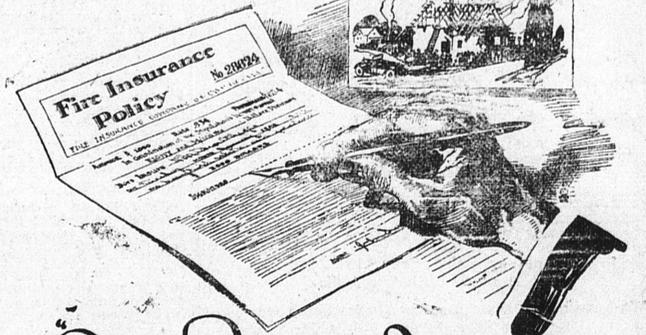
Insurance Is Your Protection

Is your home insured? If so, is the coverage sufficient? What about the household furniture?

Suppose your house should burn down tonight. Would you take all the loss or more of it than is necessary?

Fire plays no favorites. It is confined to no district. It sweeps the land.

Fire insurance is your protection. Are you taking full advantage of it? If not, consult an insurance man, NOW.



The Pen is Mightier than the Hose

Are You Fully Protected?

We Can Save You Real Money

On Your

FIRE INSURANCE

Ask Our Clients

We Specialize In

COMPENSATION AND PUBLIC LIABILITY INSURANCE

Gilbert, Hansen & Page

1339 Post Ave., Torrance

Phone 166

DEFECTIVE WIRING

Causes Fires

How often you read in accounts of destructive fires that the blaze was started by "defective wiring."

Cheap inexperienced labor is responsible for much defective wiring. That is why we employ ONLY THOROUGHLY EXPERIENCED ELECTRICIANS.

In letting your wiring contract, consider the kind of work you will get, and what kind of material will be used in the vital places "beneath the surface." In a word, make your wiring

FIRE SAFE!

TORRANCE ELECTRIC CO.

1418 Marcelina Ave.
Torrance

Opposite Postoffice
Phone 60-W

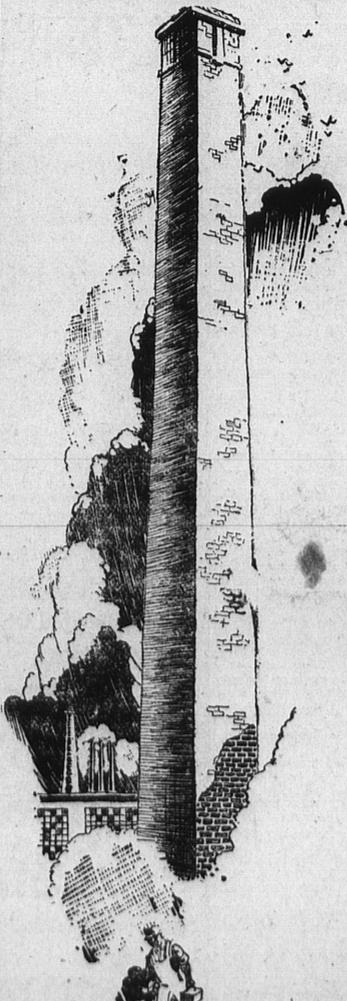
"Buckeye"
National
MAZDA
Lamps



BETTER LIGHTING
MAKES
BETTER HOMES!

Build So It Won't Burn!

You never saw a wooden chimney—



From the beginning of time chimneys have been built of brick—because brick is the one building material that is totally unaffected by fire.

Furthermore, brick is absolutely immune to the ravages of time or the corrosion of the elements. Because it is built of a multiple of small units, a brick structure absorbs the shock of vibration and impact when less enduring construction cracks and falls.

It is precisely these virtues of brick in emergencies that make brick the one ideal material in all types of buildings, from the huge office structure to the modest bungalow.

And there is another reason why you should build with brick. Right here in Torrance is one of the best brick factories on the Pacific Coast. You can come to us and get first hand knowledge of the economies and possibilities of brick. We are right here to stand back of every statement we make, too.

And aside from the fact that you are patronizing a home industry, you will enjoy the advantages of securing a superior building, a fire proof structure, and a truly artistic effect.

Now is the time to build—the cost of building is lower today than it has been or will be for some time. And when you build, build well—the cost of brick and brickwork today makes it possible to choose brick on a purely competitive basis.

"BUILD WITH BRICK"

TORRANCE BRICK COMPANY

Plaza del Amo, foot of Border Ave. Phone 38



"Take it from Me—

The BEST Protection
Against Fire Loss is

INSURANCE

In An Old Reliable Company

L. B. Kelsey

(Successor to
Foley & Kelsey)
"Where Insurance is Not
a Sideline"

1405 Marcelina Ave., Torrance
Insurance Loans
Phone 135-M