FIRE PREVENTION NUMBER

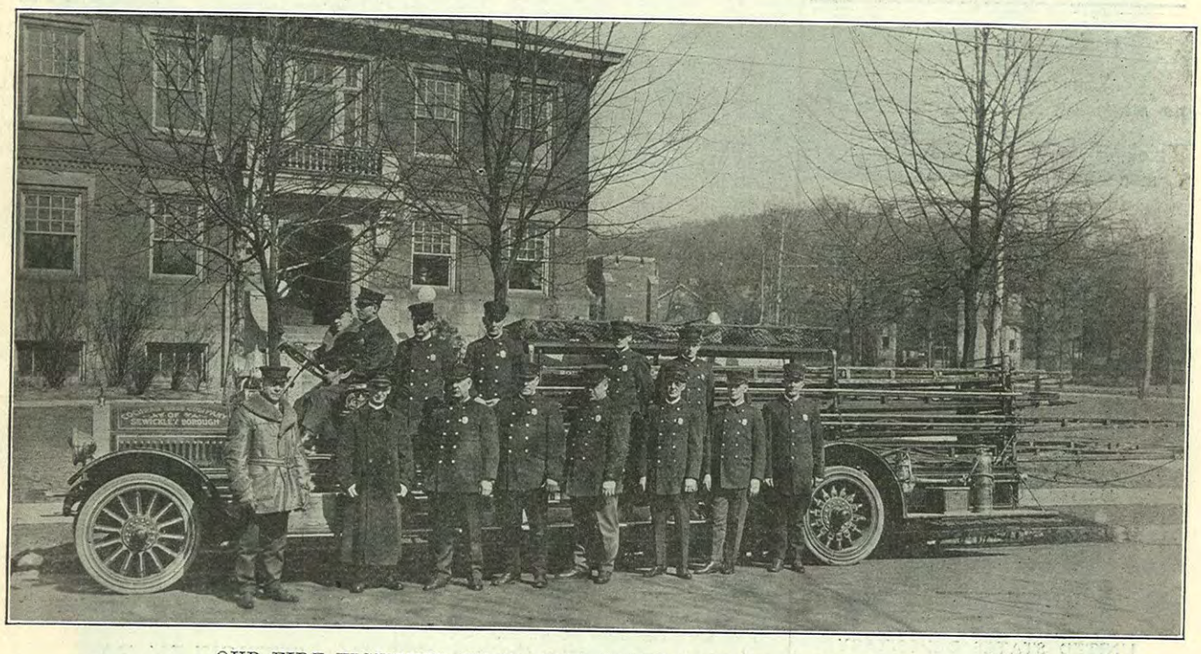
Municipal Review

AUTHORIZED BY BOROUGH COUNCIL EDITED BY BOROUGH MANAGER

Believing that the public is entitled to full knowledge of the Borough business affairs, this Review is one of a series that will be issued every month in an effort to acquaint the citizens and taxpayers not only with the facts pertaining to municipal government, but with the problems as well

Vol. I. No. 7 SEWICKLEY, PA. September, 1926

Fire Prevention Week October 3rd to 9th.



OUR FIRE FIGHTING CREW—THE COCHRAN HOSE COMPANY

PROCEEDINGS OF COUNCIL

September 14, 1926

Members present at this meeting were: Ellerton, Chaplin, Kuhn, Miller, Cunningham, Bevington, Richardson, Rose, Burgess, Solicitor and Manager.

Earl W. Myers of the Public Affairs Committee of the Sewickley Kiwanis Club, presented a communication from the Club asking that Council not pass the proposed ten minute parking ordinance for Beaver Street, and that present ordinance No. 469, Section 5 of which provides for thirty minute parking in the congested section be enforced.

Charles Drynan of A. C. C. Drynan & Sons, appeared before Council and stated that while he favored the request of the Kiwanis Club, that any parking restriction on Beaver Street would be hard on the merchants who did not have rear entrances for use of their trucks, and stated that eight or ten merchants were so affected. Mr. Drynan felt that the merchants so affected should be al-

(Continued on Page 6)

OUR FIREMEN

This issue of the Municipal Review is carrying several illustrations of the Cochran Hose Company, the Sewickley Fire Department, which shows the "Boys" and their equipment. You may know some or all of them but do you realize what this organization means to you? Primarily it is a volunteer fire company, but in reality is a company of men who have pledged themselves to render as a civic duty any service they may be called upon to render in the protection of life and property. This company gives the Chief of Police an auxiliary police force of fifteen men for emergencies, as each fireman is sworn in and has full police powers. The boys also have a first aid crew, headed by John Himelrick, captain of one of the crack Bell Telephone crews, and is equipped with pulmotor and other necessary appilances. There is also a crew to man the new equipment for use in case of drowning accidents. This equip-

(Continued on Page 3)

FIRE PREVENTION

By Thomas L. Pfarr, Fire Marshall of Allegheny County.

The most important problem confronting the public today is the high cost of living. Investigations of all kinds are being conducted for the purpose of discovering the causes of the situation and suggesting effective relief measures.

All this is well enough, and will no doubt produce some highly beneficial results, but in the midst of this agitation the people are overlooking one highly important factor, and that is that their own indifference and neglect are responsible for a very large part of this high cost of living. Waste is the greatest enemy of thrift and economy, and fire is the commonest and sostliest form of waste.

Every employee should be directly responsible for an inspection of his portion of the premises every night, the last thing before he goes home, to see that all oily waste, rubbish and loose material have been cleaned up and that

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everything is in order. Be ready for the breaking out of fires in all parts of your plant, and train men what to do in such an emergency, seeing to it that certain individuals in every department are perfectly familiar with the location of all fire apparatus; also that they know how to use it in case of an emergency.

Fire, while one of man's most useful servants, is also one of his greatest enemies, and like a burglar, strikes at the unexpected hour and place. Ten ten times as many homes, stores and factories are visited by fire as are robbed; yet we take more precautions to protect our loved ones and valuables against thieves than we do against fire. Fire plays no favorites, it is an enemy to all—the universal menace that threatens every man, every home and business. It reaches everywhere to exact its toll in human lives, to take claim in ruined property, to brand the stamp of failure on thousands of going concerns. Buildings thought fireproof by men are too often the sport of flames that sweep through them with unabated fury, snuffing out lives of those who cannot flee before its onrush, and in its wake it leaves misery and ruin. It is a parasite that thrives on human carelessness. Why pays for this desolation and destruction? Everybody!

The simplest act of carelessness may result in immense damage, untold misery and even loss of ilfe. A neglected fire hazard may be the cause of a blaze that will wipe out your entire plant and result in the loss of many lives. One has only to glance at the statistics of losses and then examine the causes of the fires which were responsible for them, and it is a conservative estimate that nine-tenths of such losses arise from preventable causes and could have been avoided with the exercise of a little care, a little forethought, and common sense. Which is cheapest, to shut your eyes to your many fire hazards and have your plant burn down, scattering your workmen among rival plants, losing profits on unfilled orders, losing customers to competitors, or to take the steps necessary for proper fire prevention and fire protection and thus feel the confidence that comes of knowledge that your plant is safe from fire?

The first business of an executive is to develop others along the line, and lead them to take over more and more responsibility. The application of this principle to the fire safety problems will help to solve them, just as business problems have been solved. In many plants fire safety responsibility might be centered upon a man who is carrying out other duties; in fact, this is the practice in mercantile and industrial establishments where the size does not permit employment of one man, who is to do nothing but supervise the plant from a fire safety standpoint. Most business men start with the idea of fire protection rather than fire prevention. They take precautions for fighting the fire after it starts, but practically none to prevent its starting. The prevention of fire depends on the removal of the conditions that lead to fire, and the presence of those conditions can be learned only by routine inspection and watchfulness.

It is generally found by fire inspectors that in a plant of any size, the chief executive has not for a long time made a tour of the plant as a whole and that he does not know of conditions in portions of it. It is therefore advisable that he make occasional complete tours of the plant. This will have the effect

(Continued on Page 6)

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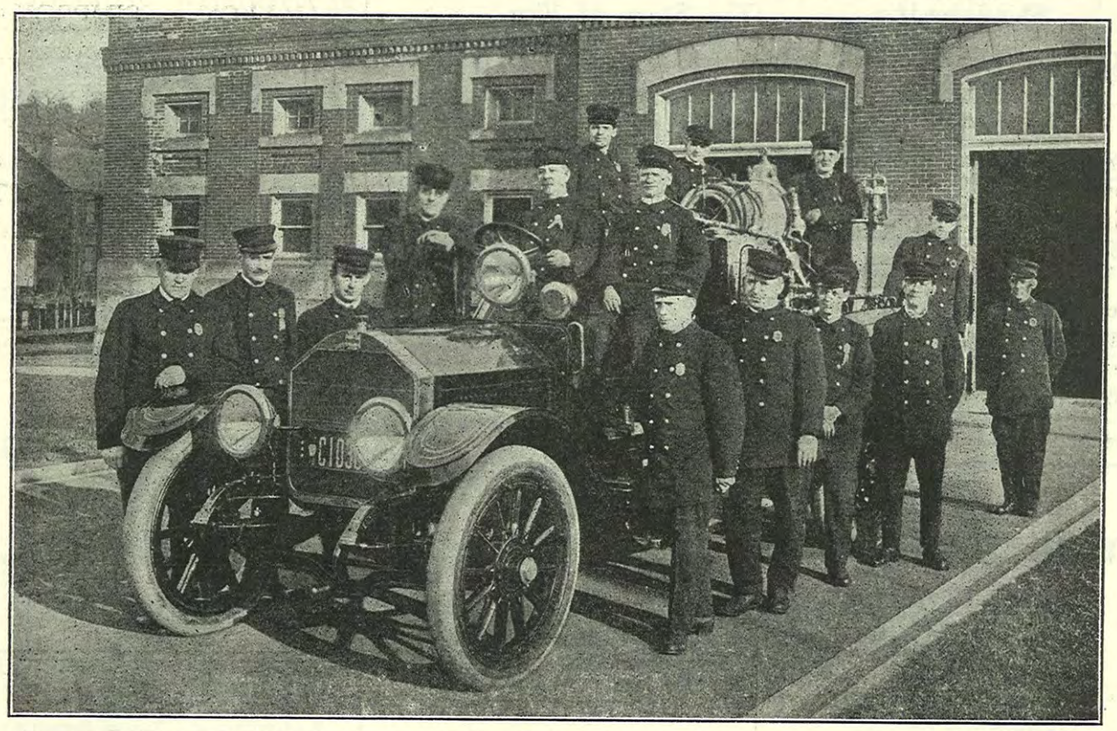

Our first pumper with "Pop" Doughty at the wheel and Chief McFar.and on the seat. A number of the "Boys" shown here have retired fr m the service.

AND THE "ONE-HORSE SHAY"

ment consists of boat, rope, hooks, lanterns, and everything that is necessary to render quick service. The boys have had many calls that were not fire calls and their response was immediate and effective. They have also done fire patrol and other work for local civic organizations and any request sent to the chief will receive due consideration.

Up to this date thirteen alarms have been turned in this year, with an average of twelve men in attendance, and in answering these alarms exceptionally good time was made; in some instances the apparatus "moved" as quickly as any city paid company moves its equipment.

The best of care and attention is given to the trucks by J. C. Doughty and John Himelrick, the drivers, and they are always ready to go!

The personnel of the company is: Chief, S. Y. McFarland; Assistant Chief, Ray McPherson; Secretary, Harry Dolde; William McCormick, James M. Stinson, George Hegner, J. C. Doughty, Charles Gordon, John Himelrick, Charles Hamilton, George Watson, William Beck, William McDonald, H. A. Roe, Earl Martin, T. Henle, and in the honorary membership list is Philip Doughty, Orian McPherson and A. J. Hegner.

This present company is the development through long years of endeavor of the original organization formed on April 6, 1876, by Captain George W. Cochran. D. L. S. Neely was the chief in 1892. Later the department was reorganized and two new hose carriages and two chemical engines were added to the equipment Then by popular subscription a hook and ladder was bought, and this ladder truck did good service up until about five years ago, when the big motor truck was purchased. F. W. Straw was chief and B. F Campney was assistant chief. The officers had electric bells in their homes and were called by "central" when an alarm came in. Now the big compressed air horn sounds an alarm that lifts the boys out of bed at night and in a jiffy they are "on their way."

This is your fire company and you can rest assured that their services are at your command at all times.

Portraits
In your home, or at the Studio
A. H. DIEHL,
Phone 586. Photographer.

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The Story of Fire Prevention Week

Fire Prevention Week is a week of education; it is the period in which the effort is made to focus the attention of every man, woman and child on the dangers to life and property which lurk in fires, and the methods by which most fires can be prevented. But Fire Prevention Week is more than just this. It is also a rallying point from which the people of America, completely aroused to fire consciousness, should sustain their interest throughout the year in the campaign against Fire.

On October 9, 1871, Mrs. O'Leary's cow kicked over a lantern in a barn and thus started the Great Chicago Fire. The cow has become the symbol for the every day carelessness which must be curbed if the country's disgraceful fire waste is to be restricted. The anniversary of that date is therefore set aside as Fire Prevention Week

Does Fire Affect You?

Last year over 570 million dollars' worth of property was destroyed by fire in the United States. Does this fact interest you? Can you see how this loss affects either your freedom or your pocketbook? It does both. You are taxed to cover this loss. The portion of it you individually pay is part of the cost of every loaf of bread, every pound of meat, every pair of shoes you buy. If you buy these things you pay the tax. You cannot avoid it. You are taxed in this way because the insurance companies to which you pay premiums distribute your money and that of other prudent men among the careless people who have fires. If the carelessness of these people could be curbed, you would pay less money to the insurance companies. Your banker, your butcher and your tobacco man also pay insurance premiums and include them in the price of their goods, so that you pay their tax, too.

But more important than these financial matters is the fact that fire kills thousands of people each year in America—a human being burned to death about every half hour, usually a woman or child. Have you any right to tolerate conditions which promote such wholesale death and suffering? Can you morally refuse to devote your energy to spreading the message of Fire Prevention Week?

Most fires can be prevented. The physical factors which cause and spread fires are understood, and they are gradually being controlled. But no organization exists which can control the spirit of American carelessness. That is work upon which individuals should concentrate. That is your problem, the solution is in your hands, it is up to you to do your part.

What to Do

Interest yourself first in your own premises. Clean up existing fire hazards; instruct your family in the lessons which may some day save their lives; banish carelessness from your own home. Then get out into your community and spread the message of Fire Prevention Week. Work with your business and civic organizations and your fellow citizens to awaken the spirit that will make your community fire-safe.

"Fire losses are in effect a tax on every man, woman and child in the United States. This is one case where the 'taxpayers,' entirely by their own efforts, can reduce the rate. I hope we shall have no slackers in this campaign."—Herbert Hoover.

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ASPLUNDH TREE CO.
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SEWICKLEY VALLEY'S HOME-NEWS WEEKLY
If you are at home—The Herald tells you what is going on.
If you are away—The Herald is your best friend from home.

EARNED BY
CEASELESS EFFORT.

Through our years of serving the people of Sewickley we have striven to render the best possible service so as to merit their confidence and esteem.

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Ferns, Palms and Bedding Plants.
CUT FLOWERS
A Specialty.
Phone 789

FIRE PREVENTION DON'TS

Have You Taken Every Precaution to Safeguard Your Home Against Fire?

Don't permit rubbish to accumulate in basements, workshops or anywhere about the premises. Clean property seldom burns.

Don't burn trash, brush or rubbish near buildings, fences or other property, nor permit children to do so.

Don't keep ashes in wooden boxes or deposit them against wooden buildings or partitions. Keep in non-combustible receptacles.

Don't change your electric wiring without consulting a competent electrician.

Don't hang electric light cords on nails.

Don't fail to take precautions with electric flatirons and always use with a signal light.

Don't fail to place metal protection under all stoves and protect woodwork where stoves or furnaces are close to walls.

Don't pass stove pipes through ceiling, roofs or wooden partitions.

Don't neglect to have all flues cleaned, examined and repaired at least once a year.

Don't fail to provide screens for open fireplaces.

Don't connect gas stoves, heaters or hot plates with rubber hose.

Don't use gasoilne or benzine to cleanse clothing near an open flame, light or fire. Use non-flammable cleaner.

Don't use kerosene, benzine or naptha in lighting fires or to quicken a slow fire.

Don't use liquid polishes near open lights. Many such compounds contain volatile flammable oils.

Don't thaw frozen pipes by applying a torch or open flame of any kind. Wrap pipes loosely with cloths and pour on hot water, or send for a plumber.

Don't allow children to play with matches. Keep matches in closed metal box.

Don't go into closets with lighted matches or candles.

Don't fail to remember that there is always danger in the discarded cigarette and cigar stub.

A Memory Tax

Orator—"And now, ladies and gentlemen, I wish to tax your memory."

Member of the audience—"Heavens, has it come to that?"—Exchange.

$1.00 STATIONERY!
100 Env., 200 sheets. Good White Bond Stock printed in Bronze Blue Ink. Cash with order. Prompt delivery.
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of this chilly weather and then there'll be a rush season, when everybody will want "good coal" at once. Better let us give you a price now and book your order—then, as soon as the winter comes, your bins will be filled up, and you'll have no worry about the coal man during the balance of the cold weather.
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Second Floor Phone 1299
435 Beaver St. Sewickley, Pa.
TELL THE WORLD WITH SIGNS

FALL CLEAN-UP DAYS

HELP MAKE SEWICKLEY CLEANER.

Beginning Wednesday morning, October 6, and ending Thursday, October 7th, the Borough trucks will collect all waste materials placed at the curb or property line where they can be gotten at easily. This will apply to waste paper, rubbish of all kinds, brush, etc.--all waste except ashes and garbage. The Borough will be divided into two sections, one section being covered each day as follows:

WEDNESDAY, OCTOBER 6--Everything West of Broad Street

THURSDAY. OCTOBER 7--Everything East of Broad Street

Will you help by placing the refuse in strong receptacles, not too large for two men to handle, and placed where they can be reached easily. Your co-operation will be appreciated.

CLEANING UP WILL PREVENT FIRES

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426 GREEN STREET

FIRE PREVENTION

(Continued from Page 2)

of keeping the others up to high standard, and of improving the general work of fire prevention and fire protection.

Fire prevention means the elimination or the prevention of the construction of all conditions by which fire can originate; and providing for the extinguishment of fire that may occur. Fire invariably originates through a combination of circumstances so manifestly clear that an exercise of common sense would remove virtually all possibility of its occurrence. By the elmination of this combination fires cannot start; but in the efforts for prevention, it must be born in mind that the human elements of carelessness, indifference and neglect are large contributors. This is a combination approaching criminality and can be offset only by individual responsibility.

Safety Rules in Serious Fires

1. Make all your plans in advance.
2. Never go to bed without knowing the quickest, safest way to leave the house.
3. Keep the halls, stairs, doors and fire escapes free from obstruction.
4. Give the alarm promptly by calling "Fire!"—unless in a crowded room. In a crowded room give the alarm quietly, and keep the people calm.
6. Know where to find the nearest fire alarm box, and study the directions in advance.
7. Wait by the box, if it is outside the burning building, so as to direct the firemen when they appear.
8. If you send a telephone alarm, call the operator and say, "I wish to report a fire," and be sure to give the address.
9. If your door is closed, put your foot behind it and open it cautiously. Slam it shut if the fire threatens to rush in.
10. If there is smoke, but no flame, in the hallway, tie a wet cloth around your mouth and nose, and crawl on your hands and knees if the smoke is dense.
11. Close all doors that you pass, in order to keep the fire from spreading.
12. Do not jump from a window unless it is absolutely necessary. It is better to tear a sheet into strips, tie the strips together into a rope, fasten one end of the rope securely, and slide to the ground.

"With the loss of life amounting to thousands and of property aggregating more than half a billion dollars, it is evident that every effort should be made to reduce the fire waste of the nation."
—Calvin Coolidge.

MR. MERCHANT

Are you an advertiser in the "Municipal Review?"

If not, you are losing an excellent opportunity to have your business card reach practically every home in Sewickley, as well as giving your moral support to a civic enterprise---making it financially possible to have in your town a municipal publication such as no other town of our size has in the country.

EDITOR MUNICIPAL REVIEW

COUNCIL PROCEEDINGS

(Continued from Page 1)

lowed a greater parking period to properly carry on their business.

Frank Hegner stated that the ten minute parking ordinance would create a hardship on the business men, and that thirty minute parking would be satisfactory to his firm.

Burgess Richardson spoke on the history of parking regulations, and stated that he felt that the ten minute parking limit could be enforced.

Council decided to lay the ten minute parking ordinance on the table for thirty days.

Mr. Bevington stated that the suggestion had been made that in order to overcome the congestion of Beaver Street between Chestnut Street and Blackburn Avenue that eighteen inches be cut off the sidewalks on each side of the street between these streets, thereby making the street three feet wider than at present.

The Manager was instructed to prepare an estimate for the widening of Beaver Street by cutting eighteen inches from the sidewalk on eac hside.

In order to encourage parking on Broad Street between Beaver and Thorn Streets it was decided that in this block the parking limit of thirty minutes would be removed.

Tax Collector Sands reported August collections of 1925 taxes amounting to $326.20; balance to be collected $3,143.04. August collections of 1924 taxes $21.98; balance to be collected $541.13.

Tax Collector Lamont reported as follows: Amount of duplicate for 1926, $89,576.94; collected to September 1, $75,439.71; balance to collect $14,137.23.

The Manager was instructed to have several sidewalks repaved and repaired at once and charge to property owners.

The Police Department report for the month of August was as follows: Lodgers, 35; arrests, 14, and fines $248.

The Finance Committee reports a balance in the bank of $22,552.60.

The extension of Green Street to Thorn Street was again taken up and discussed at length.

Solicitor Woods informed Council that benefits could only be assessed against properties that actually abutted on the extension and not on other property indirectly benefited.

It was finally decided on motion that the matter of extending Green Street be dropped.

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HOSIERY
3 BEAVER STREET
PHONE SEWICKLEY 164-R

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RACING TO FIRES

AN ACT—No. 44

To prohibit the speeding and racing of certain motor vehicles to fires, the parking of motor vehicles in the vicinity of fires, and the driving of motor vehicles over lines of hose.

Section 1. Be it enacted, etc., That it shall be unlawful for any person, except a person connected with a duly constituted fire department, to drive at an excessive rate of speed to any fire or to race with any fire apparatus to any fire. It shall be unlawful for any person to park any motor vehicle within one thousand feet on the same street of any fire, other than such motor vehicles as may belong to any fire department or as may be used by any person connected with any fire department. It shall be unlawful for any person to drive any motor vehicle over any line of hose which for the time being is being used for the purpose of extinguishing any fire. It shall be the duty of the driver of any motor vehicle, upon hearing the approach of any fire apparatus from either direction, to immediately bring his motor vehicle to a standstill on his or her right hand side of the road or street, and to remain standing until such apparatus has passed his or her motor vehicle. This act shall not apply to any ambulance or police patrol. Nor shall any person be held to have violated the provisions of this act with regard to parking if the act of parking was done prior to the commencement of such fire.

Any person violating the provisions of this act shall, upon conviction in a summary proceeding before a justice of the peace or alderman, be sentenced to pay a fine of twenty-five dollars.

Approved—The 31st day of March, A. D. 1921.

The foregoing is a true and correct copy of the Act of the General Assembly No. 44.

CYRUS E. WOODS,
Secretary of the Commonwealth.

Preserving the Balance

Joseph, authorized by Pharoah to hoard during the seven fat years enough corn to feed his people during the seven lean that were to follow, and who has thus become the world's first purveyor of "insurance," knew full well that not one kernel more could be distributed than had been garnered. Interpreter of dreams though he was, Joseph did not live by dreams alone. He was the very soul of practicality.

There is a people living today in another land of plenty. Men call them Americans and their country the United States. Among them dwell certain spiritual descendants of Joseph, who designate themselves underwriters, and who maintain funds to relieve the great blight of modern times, which is not famine, but fire. When the flames scourge any section of the country, these underwriters promptly reimburse the relatively few unfortunate victims out of moneys collected from those who have escaped harm.

Surely at this late date it should be no task at all to convince these Americans that only as much can be paid out as was originally taken in; that, in other words, premiums shall at least balance loss payments, taxes and general operating expenses. For Americans boast of their practicality and hence must be on friendly terms with sound economics.

LUMBER—COAL

ED. McMILLEN LUMBER CO.
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A match has a head but no brains. When you use its head, use your brains.

A fire extinguisher on hand is worth two in the store.

People who live in frame houses, shouldn't throw matches.

Fire loves a disorderly housekeeper.

A tree will make a million matches, but a match will start a fire which destroys a million trees.

A week without a fire—let's make it fireless week in Sewickley.

Clean property seldom burns.

A man steals a few dollars and is sent to prison, but when a man through carelessness and indifference causes a fire which results in the loss of thousands of dollars worth of property and sometimes the loss of life, he is not punished. Which is the greater criminal?

Careless smokers burned $30,000,000 worth of property last year. Do not smoke where smoking is forbidden.

Fire Prevention protects your home and family.

Hundreds of children were burned to death last year playing with matches. Keep matches in metal boxes where children cannot reach them.

Do not put hot ashes in wooden barrels—if you do the fire department is going to call on you.

Where Your Money Goes

Our waste of $5 per capita per annum means that every man, woman and child pays $5 a year for fire waste. That means that the man with the average family, his wife and three children—a family of five—pays $25 a year fire tax. It is estimated that the cost of maintaining fire departments and water supplies for fire protection is as much more. This means $50 a year to the average family. Now, if on some blue Monday in every year a representative of the Government were to come around and ask us each for our check for $50 to pay our share of the national carelessness, then we should realize what we pay. But we do not realize that we pay it, because that tax is indirect. The big manufacturers and the big merchants know that this fire expense is a tax. They equip their premises with automatic sprinklers. They put in protective apparatus.. They get the lowest insurance rate they can because it helps them to compete; but the man in the street, the ordinary man, does not know how this fire waste is paid. Take wool, for example. Wool in the warehouse is insured—that is a tax. It is insured in transportation, and there it pays a fire tax. It is insured in the textile factory where it is worked up into cloth. It is insured in the clothing store, insured in the tailor shop, in the department store; and all the way along this fire eax is added to the cost, and when you buy a coat, you pay it. Every stock of goods that is insured carries this tax, and it is passed along to the ultimate consumer. The masses do not know that they pay it. They do not realize that when they buy a hat, or a pair of shoes, or a suit of clothes, or anything which goes through the regular channels of industry,—production, distribution and exchange—they pay a tax. Not realizing it, they are indifferent to fire. They think the fire loss does not affect them.

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