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DANGER LURKS IN THE MATCH

Carelessness with Modern Lucifer Brings Fire and Death.

WE ARE A WASTEFUL PEOPLE

Persistent Efforts to Check the Upward Tendency of Fire Losses —Kitchen Stoves on Danger Zones.

The 80,000,000 people in America use as many matches as the 80,000,000 in the rest of the world, according to the statistics of the National Fire Protection association. This is a startling commentary upon the American nation and supports the contention that we are the most wasteful and extravagant people in the world.

If one is in need of a match anywhere in continental Europe he must seek it in its proper place. Matches are not wasted in the old world. Centuries of training in thrift and economy make the continentals conscious of the fact that matches cost money. Where does one find them in America? They are in almost every room, in almost every building, public and private. The American breathes irresponsibly if he cannot at any moment of the day or night reach out his hand and find a match. They repose in the pockets or linings of every old coat and waistcoat; they are scattered about desk and bureau drawers; they are found in every accumulation of rubbish wherever it may be; they are so carelessly and recklessly thrown away that rats and mice have adopted them as a standard article for nest building, certain always of an available supply.

A Persistent Fire Bug. Unfortunately, the burden of this extravagance is not confined to the cost of the matches themselves. This little article, unknown until 1882, while perhaps the most important factor in our civilization, has been doing its best ever since its creation to destroy the world it was designed to serve. The assistance given it as an instrument of destruction by the carelessness of the American people is a matter of amazement to continental countries. The average per capita property loss by fire in central western and southern Europe is 32 cents; in the United States the average is \$2.02. The reason for this astonishing difference is obvious the moment conditions are scrutinized. While this is being written a continual shower of imperfectly extinguished matches is falling into waste baskets, rubbish heaps, upon the rugs of clubs, hotels, dwellings and offices, thrown by careless smokers. Men reputed to be good fathers have been known to light cigars in the hallway of their homes, throw the match in the general direction of a cuspidor and go out, to return in half an hour to see firemen rescuing their sleeping children from second-story windows.

In Massachusetts in 1907 there were 5,794 fires, 1,299 of which, entailing a loss of \$688,246, were caused by matches.

A Busy Season. The fire marshal of Wisconsin says that during a period of sixty days twenty-five fires in that state, involving a property loss of \$106,327, were traceable directly to the "parlor" match. In Ohio, another of the few states giving attention to needless fire waste, the fire marshal declares that match fires constitute a "continuous performance" at a cost of \$600,000 per year. In one year of 46 fires in matches in this state, 32 were caused by children; 28 by the carelessness of adults, and 26 by rats and mice—altogether carelessness of adults.

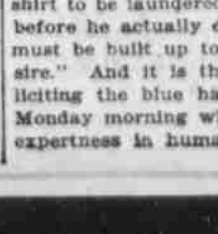
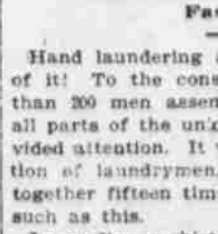
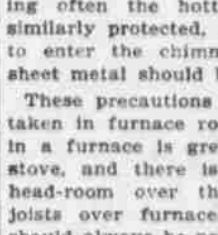
Thirty-six women and children were buried to death in Ohio through having their clothing fired in this state. One woman, who suffered death in this manner, while forming, thirty were children playing with matches left carelessly within their reach, and six were women whose clothing took fire from flying match heads. Among these are not included five mothers who were themselves burned to death while trying to save the lives of their burning children. The number of persons burned to death in the United States each year by the parlor match is between 800 and 900, and the property loss more than \$2,000,000. The "parlor" match is the common variety, which can be ignited upon any hard surface, as distinguished from the "safety" match, which cannot ordinarily be ignited except upon the box in which it is sold. The original "Lucifer" match, which when ignited gives off the choking fumes of sulphur, is still used extensively, and is a safer match where handled carelessly than the larger-headed parlor type.

Lessening the Zeal of the Torch. Certain effort has been expended upon the parlor match to lessen its fire hazard. In some varieties the stick is chemically treated, so that a live coal will not remain when the flame is extinguished. In others, called "bird's-eye" matches, only a small white point of phosphorus on the head can be ignited by friction. These improvements are good as far as they go, but vast quantities of the most hazardous type are found everywhere in the United States. Denmark and Switzerland prohibit their use, and other continental countries impose restrictions. It is in America only where cheap wooden buildings abound, and where, except for fire, restrictions are most vitally needed, that the parlor match is free to slay and burn.

It costs no more to make the safety match than it does to make the deadly variety, and it is ordinarily sold as cheaply. Modern matchmaking machinery there turns out from 4,000,000 to 7,000,000 of either kind in a day. It rests, therefore, with the people themselves, either to continue the present careless snapping of match heads upon bed covers, curtains, carpets, clothing and other inflammable materials, for which practice so frightful a price is paid in property and life; or to protect the common interests of humanity and the life of their households by thoughtfully exercising care in ordering their match supply. It is almost wholly a matter of education.

Fire Dangers from Stoves. How many women with the responsibilities of the household on their shoulders are conscious of the danger that lurks in the constant drying of cloths near the fire? In almost every kitchen, and every nursery where there is a nursery stove, servants are allowed to surround the fire with cotton cloths which are very inflammable as soon as they are dry. There are "overheated" housewives who have not some time been given a start by a wreath of smoke or a smell of scorching cloth from cotton or linen things hung by the stove over chair backs to dry. Many homes are being constantly destroyed and many lives lost through fires from this cause. In every kitchen and nursery a drying rack should be rigidly fixed at a safe distance from the stove and its use demanded of servants; the housewife herself setting the good example.

An overheated stove cannot fire a house if it is properly installed in reference to walls or partitions, properly insulated from the floor, and there are no inflammable materials about it. Of course, the stuffing of fuel, and wide-open drafts, will result in a red hot stove. A roaring fire carries burning particles up the chimney to fall perhaps upon a dry roof or to set fire to the chimney seat. Therefore "overheated stoves" are bad things even when properly installed, for they may set fire to roofs as indicated. A stove with all drafts open



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and other standard make pianos. Then you will find such player pianos as the Angelus, Emerson Angelus, Price & Teeple Player Piano, Estey Player Piano. Every piano in our stock has been reduced from 20% to 30% below our regular price and we have the international reputation of selling pianos lower than any other piano house or department store in the United States. Therefore, when we make a reduction, it is a reduction, not a mere taking off of \$25.00 or \$30.00 from an inflated price.

ALL PIANOS REDUCED EXCEPT THE KNABE

Have you been waiting to buy a good high grade piano at a low figure or are you going to buy a piano in the near future? If you are it will pay you to investigate this sale. It is not a mere every day special sale, but it is the greatest piano sale that we have ever held. As we said before there is a reason for it. Our warehouses are now severely crowded. Every day we are receiving pianos that were ordered last fall from the great eastern factories and the backward season which we have had during the past few months has caused a falling off of piano sales. But which must have room. This is your chance if you are going to buy a piano—buy it now.

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should never be left long unattended. But most overheated stoves—that is to say, stoves in which a fire hotter than the ordinary has occurred, do their work of devastation by setting fire to woodwork about them. Such stoves are improperly installed.

A stove should always be set at least eighteen inches from all wooden or lath and plaster walls or partitions, and such partitions should be protected by sheet metal. This metal, tin, zinc or whatever it may be, should not be put on like wall paper. There should be an air space behind it. A sheet of zinc hung on hooks which hold it an inch or two from the wall is a good protection. The pipe being often the hottest part, should be similarly protected, and if it is carried up to enter the chimney near the ceiling, sheet metal should be placed above it.

These precautions should particularly be taken in furnace rooms. The body of fire in a furnace is greater than that in any stove, and there is frequently very little head-room over the top. Ceilings and joists over furnaces and furnace pipes should always be protected by sheet metal.

LAUNDRY WORK AS A SCIENCE

Psychological Aspects of the Business Discussed in a Scholarly Fashion.

Hand laundering a shirt—the psychology of it! To the consideration of this more than 80 men assembled in Chicago from all parts of the union and gave their undivided attention. It was the annual convention of laundriesmen, who have now come together fifteen times for discussing issues such as this.

In sending a shirt to the laundry, a man goes through four psychological states—such was the accepted fact, and it was set forth in a speech by A. F. Sheldon of Libertyville, Ill.

"First, he feels an interest in sending his shirt to be laundered," he elaborated. "But before he actually does the deed, his mind must be built up to the intensity of desire." And it is the work of the boy soliciting the blue hand inscribed bar on a Monday morning whose technical skill and experience in human nature must accom-

plish the uplift of mind. With this, however, his work does not end.

"The desire must blaze up until it melts the will," Mr. Sheldon continued in a voice fraught with emotion and carrying his listeners with him. "It is not until the will is touched that the decision is really made to have the work done." This act of touching the will is likewise the "game" of the boy accompanying the driver, whose only experience to the casual onlooker consists in full motion.

Such are the operations required for getting a man to have his shirt laundered, and, in the philosophy of Mr. Sheldon, two more activities are required for getting him to do it again. "He must have confidence," expounded the speaker with a gesture, presumably in the fact that the shirt would ultimately be returned. Then he would be satisfied, and to keep him in this state is the work of the laundry proper. It is said to be best accomplished by not tearing the shirt to pieces in the first wash, and, if possible, to return both collars and cuffs.

Mr. Sheldon does not believe even in extreme cases in exerting a hypnotic influence on a victim's mind. Results are said not to be good from a man who is unduly influenced to patronize the laundry. "Gentle persuasion is the best weapon," in the words of Mr. Sheldon, "and in the laundry business a little logic is an excellent thing."

One of the commonest mistakes of the inept solicitor is to use the negative suggestion when approaching his prey, and this is likely to throw him into a state antagonistic to laundries for long stretches of time. "You don't want any laundering done, do you?" is the form of suggestion most to be avoided, Mr. Sheldon says, and he suggests the substitute of "Is your laundering ready—if not, I can wait, five ten minutes, for it." And this never admits the subconscious possibility that laundering is not to be sent.

The peroration of Mr. Sheldon's address was received with particular approval and brought cheers and applause. "The fault, dear Brutus, is not in our stars," he quoted. "Shakespeare must have had a great moment when he wrote that, and so it is with poor laundering." The reporter thought maybe he was going to suggest

that it was the fault of the starch. But he declared that it was the fault of the mentality of the laundriesmen—Chicago Tribune.

GIVES BLOOD TO SAVE BABY

Columbia Professor Principal in a Wonderful Case of Transfusion.

Columbia relatives and friends of Charles Mead, formerly of Ohio State university, but now an assistant in the department of zoology at Columbia university, have just learned of a remarkable operation of transfusion of blood performed in New York a month ago.

Dr. Roy McClure of Columbia, a classmate of Mr. Mead at Ohio State university and a lifelong friend, assisted in the operation. He confirmed the story upon his return to Columbia.

A child was born to Mr. and Mrs. Mead four weeks ago. When the babe was 3 days old it weighed only four and a half pounds, and was so weakened by hemorrhages that it was decided transfusion was the only means of saving its life. Mr. Mead promptly consented to the operation.

A cut four inches long was made in his left arm near the radial artery, from which blood was taken. The blood was introduced to the body of the babe through the left femoral vein. A great deal of the blood was lost in the operation, but enough was transfused to put the babe on the road to health. It now weighs five and a half pounds and probably will live.

The cut in Mr. Mead's radial artery was sewed up after the operation, and the surgeons say it will be practically useless hereafter, but that the ulnar artery, which also supplies blood to the left hand, will become enlarged in order that it may perform its extra labor.—Ohio State Journal.

In the Swim.

"So you've been notified that a fortune awaits you in the Bank of England?" "Yes, and I'm glad of it."

"But you know that these reported fortunes sometimes are baseless." "Sure I do. They're always baseless, but the first class American family can afford to miss."—Philadelphia Ledger.

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1/2 Gallon Inside Barn Paint..... 40c	1 Gallon Liquid Filler..... 1.40
1 Pint Good Varnish..... 35c	1/2 Gallon Crack and Seam Filler..... .45
1 Quart Inside Wood Paint..... 40c	1/2 Pint Busy Paint..... .45
1 Gallon Good Roof Paint..... 1.00	1 Gallon Paint for Metal Surfaces..... .45
1 1/2 Gallon Ground in Oil..... 1.15	1 Pint Can Aluminum Paint..... .40
1 Gal. Outside and Inside Paint, (covers 300 square feet), 40 shades to choose from..... \$1.80	1 Pint Can Aluminum Paint..... .40

All of the Paints mentioned above come in from 3 to 6 sizes, sealed cans, and in from 4 to 40 shades. If you are going to paint anything at all see us and get Color Card and Descriptive Circular.

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