

EFFECTIVE CITIZEN CO-OPERATION

WHAT IS EVERYBODY'S BUSINESS SHOULD
BE EACH BODY'S BUSINESS

Issued by the
BUREAU OF MUNICIPAL RESEARCH
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**Toronto's Fire Loss
in the month of March was
\$492,666.00
and five lives**

If 75% of all fires are preventable,
as stated by a leading authority,
the financial loss for March should
not have exceeded

\$105,666.66½

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TORONTO

Two Steps in the Right Direction :

Looking toward a strong central authority to supervise and co-operate with local authorities, the Provincial Legislature has advanced a Fire Marshal Bill to its second reading.

Looking forward to a strong local organization which can depend on the co-operation of all city departments and all citizens, the Toronto Board of Control has decided to take up at an early date the question of establishing a Fire Prevention Commission to co-operate with the Provincial Fire Marshal's office.

The lesson of the Woodbine Hotel fire is already beginning to lose its force. Should action be taken at once or should it be postponed until another, and perhaps worse, catastrophe shocks the community into action?

IF YOU ARE INTERESTED TEAR THIS OFF, FILL OUT AND RETURN

Toronto, April , 1914

Are you in favor of the immediate estab- } (Use check ✓)
lishment of a local fire prevention }
organization? } YES
NO

Remarks : _____

Name _____

Address _____