

EFFECTIVE CITIZEN CO-OPERATION

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

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What Causes this Delay?

Should any consideration other than the safety of 500,000 citizens and \$300,000,000 worth of citizens' property delay Fire Department reorganization for one moment?

What reorganization has been effected in the Toronto Fire Department since October 31st, 1913 the date of Judge Denton's Report?

If nothing worth while has been accomplished in almost a year, how much will be accomplished in ten years?

Does the inclosed Fire Insurance Policy interest You?

Toronto Citizens' Fire Insurance Co., Unlimited

(470,144 Stockholders and 470,144 Policyholders)

Policy No. 470,144

On conditions hereinafter set forth the Toronto Citizens' Fire Insurance Co., Unlimited, insures John Smith, the latest arrived citizen of Toronto and therefore our latest stockholder in all the city's business, against preventable loss of life and property by fire.

CONDITIONS

1. That the insured insist upon immediate reorganization of the Fire Department on a business basis.
2. That he insist on the immediate organization of a fire prevention bureau.
3. That he insist on the establishment of a school for recruits and present members of the Fire Department for the instruction of the uniformed force not only in fire-fighting but in the latest methods of fire prevention.
4. That he hold the Mayor, Board of Control, City Council and Chief of the Fire Department directly responsible for any delay in effecting such reorganization.
5. That he hold the head of the Fire Department rigidly responsible for the conduct of the Fire Department after reorganization.
6. That he keep his house and premises and his place of business in entire conformity with the city by-laws and with the most modern practice as to safety from fire.
7. That he insist on the safety of all buildings used for public assembly even to the extent of bringing injunctions against lessees or owners or taking legal action against city officials responsible for the continuance of conditions in violation of city by-laws.

(With acknowledgments to the Rome Chamber of Commerce)