

EFFECTIVE CITIZEN CO-OPERATION

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

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Nero fiddled while Rome Burned.

Who's fiddling now in Toronto?

At a conservative estimate, a million and a quarter dollars' worth of citizens' property went up in smoke in the first six months of

1914

Facts to Think About:

I.

	Annual City Department Cost per House	Annual Fire Loss per house
Paris (1910) - -	\$0.20	\$0.67
Philadelphia (1912) -	0.91	1.93
Toronto (1912) - -	1.28	2.66

Low cost does not necessarily mean low efficiency.

II.

Per capita taxes for 1914 \$20.80

Per capita fire loss for
first half of 1914 - 2.66 to 3.00

(Per capita fire loss for
1913 - - - 2.30)

The city tax rate is not always easily reduced, but the fire loss tax rate, within limits, is as large or small as the citizens are willing to make it.

Here lies one road toward reduced cost of living.

Mr. and Mrs. Citizen, whether your house burns or not, you and yours pay the fire loss bills and share the common danger.