

The fire waste touches the pocket of every man, woman and child in the country. It is an indirect tax. It is paid in the cost of everything we eat, drink and wear. The fact that most of the money paid by insurance companies, out of the premiums they collect, is for losses caused through carelessness, is a serious indictment against an intelligent, progressive people—an indictment against our "habits."

You are most earnestly requested to join the great army of fire preventionists and help through your influence and hearty co-operation to reduce the fire waste and fire tax of the country.

There are great possibilities in co-operation. Drops of water are valuable only when they combine. Alone they dry up and vanish. The world war has furnished some striking examples of what may be accomplished through co-operation. Kipling has put it in a terse way:

"It ain't the guns nor armament, nor the funds that they can pay,

But the close co-operation that makes them win the day—

It ain't the individual, nor the army as a whole,

But the everlastin' teamwork of every bloomin' soul."

We must be inspired by this feeling of co-operation if we are going to win. If we only make up our minds to do it—we will win.

Taught by experience and the serious lessons of life, as a progressive people, let us strive to better our conditions.

Vast strides are being made in the preservation and improvement of the health of the nation by educating the children in hygiene; and let us hope that results of equal importance to the wealth and prosperity of the nation may be obtained by educating the children in fire prevention methods, so that their careless habits, as well as our own, may be changed.

Don't simply read but *study* every one of the following articles. They have been compiled with great care for your benefit. Learn what you ought to do to avoid fire, and *do it now*. Neglect may mean sorrow and suffering, even loss of life—loss of valuable stock that money cannot replace—loss of the savings of a life-time.

Yours for action,



Secretary Ontario Fire Prevention League.