

## To all who are Interested in the Great Work of Fire Prevention

### GREETING:

As a result of the invitation sent by Sir William Hearst, Premier of Ontario, to various organizations and individuals, the Ontario Fire Prevention League was organized on August 30th, 1918.

A number of men and women from your municipality have expressed themselves as willing to co-operate in Fire Prevention work, a list of whom has been sent to His Worship, the Mayor, who has been asked to call a meeting of all those interested in the safety of life and prevention of fire in your community, with the object of forming committees and taking such action as is necessary for the proper observance of October 9th as Fire Prevention Day.

Herewith you will please find Suggested Programme and literature bearing on the subject which explains itself. We will be pleased to give you any further information that you desire in connection with this important matter; and, on the other hand, we will consider it a favor if you will let us know what action has been taken and the apparent results of your Clean-Up Campaign.

October 9th as Fire Prevention Day is an opportunity offered every person to talk "Fire Prevention" and "Clean-Up." Every town has few fires.

It is especially desirable to have his Excellency the Lieutenant-Governor's Proclamation read in all the public school classes by one of the scholars as well as at public gatherings.

Attractive lithographed window cards will be forwarded to the Chief of the Fire Department for distribution about September 25th.

Besides serving the purpose of general public education, the observance of Fire Prevention Day should be the starting point for some definite activity during the coming year—whether it be an agitation for an ordinance requiring regular fire department inspections and removal of rubbish, the building of a fire hall, better fire-fighting equipment, the improvement of the water supply, or a "personal liability" law, placing the cost of extinguishing the fire upon those through whose wilful neglect or disobedience it occurred, or for a by-law requiring the periodical cleaning of chimneys, etc.

The larger the number of organizations that can be induced to co-operate the better—such as the board of trade, rotary club, women's organizations and particularly the churches. The fire chief and school officials should obviously take a leading part in carrying out the arrangements. It is also an advantage to apportion each department of the work to the agency best suited for it, instead of overloading the backs of the willing few.

### CLEAN UP AND KEEP CLEAN

Across the border a crusade is annually conducted—and in some localities it is semi-annual—in 7,000 cities and towns enlisted in the nation-wide "Clean-Up Campaign," and has resulted in making hundreds of communities and thousands of homes "better places in which to live." The same conditions that breed fire breed disease.

The enthusiastic co-operation of the whole community is necessary. Enlist every interest and organization—every man, woman and child, in a crusade of

### CLEANLINESS, THRIFT AND CIVIC PRIDE.

Prominent speakers for the public gatherings can easily be selected from members of the legal profession, business men or clergy. Good speakers are now to be found among the women in almost all communities and it is important that they should take part in the brief talks that are given. Don't forget the Fire Chief—the boys will most certainly want to hear him.