

GOOD INTENTIONS



A \$200,000 FIRE IN N. W. ONTARIO

This photograph illustrates the terrible holocaust, suffering and loss that destroyed the business section of a prosperous, self-satisfied, growing town.

The fire appears to have been caused by a match in the hands of a careless smoker. If the town had been properly planned, kept reasonably clean and free from accumulations of rubbish, the conflagration would not have occurred.

The various Mayors, Councils of past years and the business men realized that the town needed fire protection. They talked about it, they passed resolutions, their intentions were good, *but they did not purchase* the pump, the hose and the chemical engine that they talked about. How many towns and villages are similarly situated?

The fire fiend's fangs are getting deeper and deeper into the vitals of the nation while those most interested calmly watch the destruction of their substance and the gradual sapping of the resources—the life-blood—of our country.

ONTARIO FIRE PREVENTION LEAGUE

(INC.)

IN AFFILIATION WITH THE

ONTARIO FIRE MARSHAL'S OFFICE

GEORGE F. LEWIS
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