

SUNDAY SCHOOL SUPERINTENDENTS.

Might profitably devote a short period of the Sunday School hour on one or two occasions for the purpose of drawing the children's attention to the dangers of fire and the number of innocent lives that are lost annually through children playing with matches. Particulars regarding the essay contest should also be announced.

PRESIDENTS OF SOCIAL, LABOUR, PUBLIC AND PRIVATE ORGANIZATIONS.

Under this heading we include both men's and women's organizations. At your next meeting be sure and have some time devoted to the discussion of the subject of Fire Prevention. Your position as President makes you a leader. There are few subjects of more importance to our leading Canadian men and women than the Prevention of Fire which is ruthlessly destroying our substance—the life-blood of our country. We depend on you for co-operation.

FIRE CHIEFS.

If at all possible have a parade. A parade of the fire department is one of the best advertising schemes a Fire Prevention Campaign can have. The value of the parade, however, is largely augmented by having banners on the apparatus, with appropriate slogans, such as "A motor is faster than a horse—and eats less;" "A workman has no job in a smoke cloud and a burned factory pays no rent;" "A scout is careful of a fire in the woods—he should be doubly careful at home;" "Police can guard your property from without—you must guard it against fire from within."

The Boy Scouts will be glad to join with you in this work.

Fire Prevention is a matter in which we know you are greatly interested. This special occasion affords you an opportunity to arouse the enthusiastic co-operation of your fellow citizens and especially the school teachers.

BOYS AND GIRLS.

If you have been careless about fires, make a resolution to-day that from now on you will be *careful* and that in future you will not play with matches and will also try and influence other boys and girls to help in the work of preventing fires.

If there are any old boxes, rubbish or litter that should be cleaned up, "*do it now.*" We want you to have a part in this important work. It is a patriotic duty to prevent fires, and carefulness and cleanliness are of the utmost consideration.

SCHOOL PROGRAMME.

The school is bound to prove the most fruitful field for Fire Prevention work. If it can be impressed upon the minds of the pupils that carelessness in regard to fire hazards is a mark of bad citizenship, the fire waste in Ontario will automatically decrease as the years pass. In some cities and towns in the Province a half holiday