

Which One Started The Most Fires?



PREVENT FOREST FIRES!

BELIEVE IT OR NOT, more forest fires were started last summer by patriotic Americans like you than by arsonists, lightning, or any other single cause!

WE CAN'T LET IT HAPPEN THIS SEASON

Yes, it's true—tragically true. A savage menace to our country's forests is . . . the average, outdoor-loving patriotic American.

A man like **you**.

He doesn't **mean** to start a fire, naturally. He just **forgets**. Forgets to put out his cigarette, his match, his campfire.

He forgets last year to the crackle of 170,000 forest fires.

But this season, if you thoughtlessly flip a lighted butt from a car or wander away from a campfire you "think" is out, your forest fire may sabotage the war effort by—

1. Destroying millions of feet of timber when we need every tree.

2. Laying huge watersheds bare when we need green ones most.
3. Calling for millions of man-hours that are needed to produce food, planes, tanks, and ships.

With two million former fire fighters at the front, with enemy sabotage always possible, we know you **WANT** to help.

THIS IS WHAT YOU CAN DO NOW

FIRST, read carefully the Forest Fire Prevention Creed printed here.

SECOND, mention this advertisement to at least three of your friends.

The Forest Fire Prevention Creed

1. I WILL smoke in the woods ONLY while halted in a safe place, completely cleared of dry or inflammable material.
2. I WILL break all burned matches in two before I throw them away, and WILL NEVER throw pipe tobacco, cigar butts, or cigarette stubs into brush, leaves, or pine needles.
3. I WILL scrape away all inflammable material before building a campfire, then build it in a hole dug in the center of this cleared space.
4. I WILL put out campfires before I leave—stir the coals while soaking them with water; wet the ground around the fire; make certain the last spark is dead.
5. I WILL never burn brush in windy weather, or without plenty of help.
6. I WILL put out any small fires I find, or report them AT ONCE by phoning the Ranger or Fire Warden.
7. I WILL remember that a burning match, a glowing cigarette, or a smoldering campfire can be just as dangerous as an incendiary bomb . . . that careless matches aid the Axis.