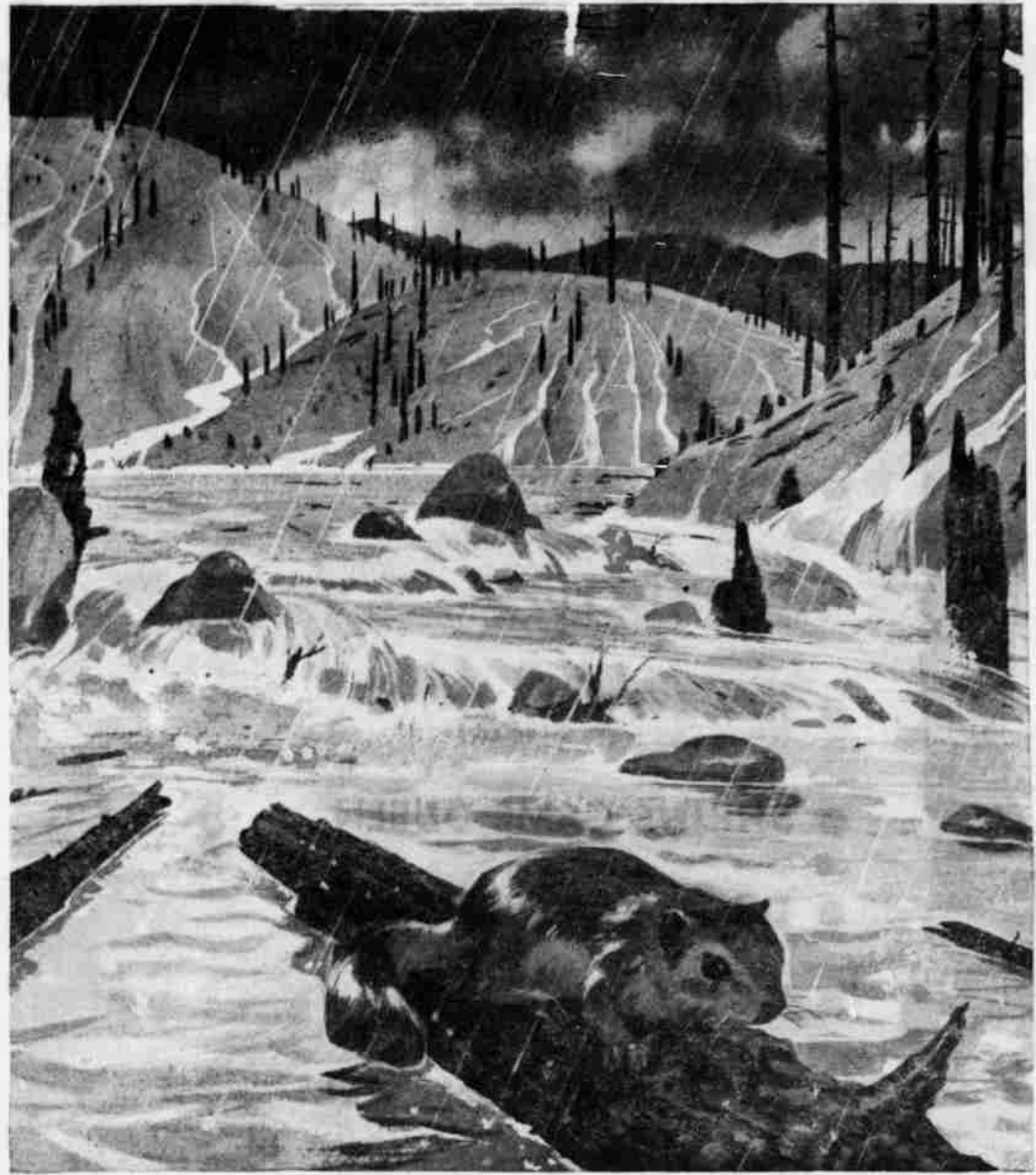


# FIRE SEASON IS HERE

## Be Careful With Fire



### TODAY'S FIRE - TOMORROW'S FLOOD

Forest fires burn the soil bare of grass and leaves which normally soak up the rain. So the rain just runs off—building from trickles to streams to roaring floods that can cost many lives and many millions of dollars.

Don't let this happen. Always follow Smokey Bear's fire prevention rules:

1. Hold matches till they're cold—then pinch them to make sure.
2. Crush out all your smokes—dead out.
3. Drown your campfire or warming fire—then stir and drown again.
4. Don't let children play with matches.



Remember—only  
**YOU** can prevent  
forest fires!

Like other American business firms, we believe that business has a responsibility to contribute to the public welfare. This advertisement is therefore sponsored in cooperation with The Advertising Council and U. S. and State Forest Services

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