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## All right who ISTO BLAME?

EVERY YEAR America's forests and woodlands suffer an average of 210,000 fires. That's 575 a day . . . 575 while you slept last night!

MOST AMERICANS have the idea that forest and woods fires are just one of those things .... bad, but unavoidable. Maybe if Americans knew the truth about who really starts the majority of these fires, they would change their tune.

HERE ARE THE FACTS: 10 percent of all. forest and woods fires are the result of lightning. Not much can be done to prevent them. But... 90 percent are caused by good American citizens, like you, and something can be done about that! One word-carelessnessexplains the wholesale razing of America.

Every year fires burn over $31,900,000$ acres-more than in Yosemite National Park or the state of New York. Every year fires kill bllions of little treestomorrow's timber-and enough big trees to build 215,000 five-room homes! Every year vital watersheds are crippled, hundreds of thousands of mandays of labor wasted, nature's beauty scarred.

It's time - NOW - to put an end to this crying shame. You and your friends can help! Please read the rules on this page . . . read them again . . memorize them . . . tell others about them. Then be careful in all forest and woodland areas. Do your part help prevent fires!

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