

5 MINUTES vs. 720 MONTHS

12,000 forest fires every spring, summer and fall.

Yes, you say, it looks as bad as deliberately destroying a field of ripened wheat.

Worse, You can plant your wheat again and get a full crop in a few months. **Forest crops don't come much under 720 months.** Just balance five minutes' carefulness **now** against a **720 months' wait.** Think that over the next time you start a blaze in your clearing, or drop a match, or pack up camp with the fire still glowing. **Do more** than think-it-over!

Here is another fact. Every forest fire **must be paid for.** And for every dollar of penalty you pay today, your grandson will pay three. If you do not believe that, turn up your father's bills for white pine. See how the \$15. a thousand feet looks beside your \$35. a thousand feet, then figure what your **grandson** will pay for **his** white pine or for any other lumber.

The **biggest reason for rising lumber prices** is the scarcity of accessible timber supplies. There are other reasons, such as higher wages, but timber scarcity has first place.

DON'T BOOST YOUR LUMBER BILL

Every bad forest fire puts up somebody's lumber bill. It does more than that. The ground burned over makes the finest kindling for a second, third and even fourth fire. After