

and Dominion, and both immediately agreed to put this notice in; the result is that every box of shells has a fire warning notice. Both of these firms went to a great deal of expense in getting out these notices. The Dominion people got out a nicely lithographed notice, showing a picture of a forest fire, with birds, moose, and various animals fleeing before the fire. It also contains a direct appeal to the sportsmen:—"The Canadian forests are your hunting grounds; will you not help to preserve them?" That is an appeal to selfishness. We try to induce the hunter to be careful of fire in order to preserve his own game. On the backs of the notices are the ordinary fire warnings about throwing away lighted matches, cigar stubs, etc., special attention being directed to camp fires, with a final injunction that a little extra care may save thousands of dollars, and innumerable birds and animals.

The Remington people have, on their own initiative, extended the campaign. They were much pleased with the original proposition because game preservation means a great deal to ammunition companies.

The greater portion of the sales of the ammunition people really is for hunting, not for trap shooting or the other sports with a rifle or shot gun, and it is therefore of vital importance to them to leave nothing undone to protect the game.

To extend the educational campaign the Remington people issued their ammunition box fire notice in the form of a poster stamp. This they furnish in quantity free to dealers for sticking on all parcels containing sporting goods. They thus reach the man who may start a fire, the man who may go into the woods. They also spread the gospel of care with fire by having a write up of their own efforts published in the trade papers and many of the newspapers. The ammunition companies have carried on this campaign entirely at their own expense.

Reaching the Campers

Another class of people liable to cause fires are those who live in tents, either for recreational or other purposes. An appeal was made to tent manufacturers to insert a fire warning notice in every tent, so that a man living in a tent would, the first thing in the morning, see a notice: "Be careful of fires," and every time he entered the tent he would have the benefit of the iteration of that notice. The result is that nearly all the tent companies are inserting the fire warning notice, at their own expense, in every tent turned out. The notice is printed on a cloth label and sewn into the tents. This entails some expense but the tent manufacturers are satisfied that it is good business for them