

9 out of 10

forest fires result from carelessness!

Don't let **your** carelessness make you guilty of the crime of destroying forests, causing soil erosion, ravaging farm lands, killing wild-life. Take extra care with cigarettes, matches, campfires, and help to Keep New Zealand Green!

Prevent Forest Fires

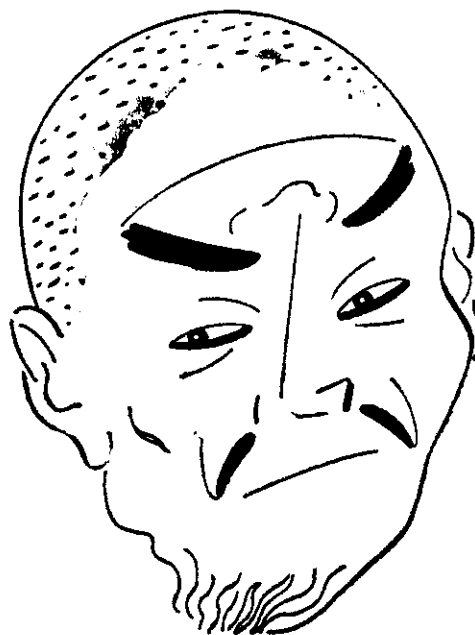
Farmers—Motorists—Trampers—Stop Fires early!
Please report any unattended fire immediately to the nearest telephone exchange who will send a priority toll call to the rural fire officer.

NEW ZEALAND FOREST SERVICE . . . SOIL CONSERVATION COUNCIL

P.6.4

!TUP JAJUQ !

To appreciate the difference
reverse the picture.



it's different!

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N.Z. LISTENER, JANUARY 13, 1950.