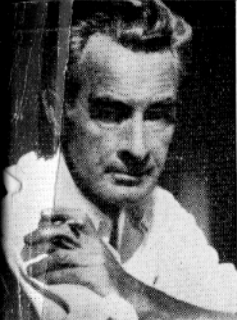


YOUR FORESTS -
YOUR FAULT -
YOUR LOSS!



JAMES MONTGOMERY FLAGG

The James Montgomery Flagg Forest Fire Prevention Painting— ITS MEANING

By F. A. Silcox, Chief of the U. S. Forest Service

Mr. Flagg has gone straight to the essential point in the problem of fire control—the human element. His title tells the whole story in rapid-fire style. America's forests are literally "Your Forests" Forests, no matter whether they are under private, state or federal ownership, influence the daily lives of millions of people directly dependent for a livelihood on forest products, and upon additional millions who use the forests for hunting, fishing, camping, and other forms of recreation. Green forests adequately protect watersheds; exert a powerful control on the source of floods.

The second part of Mr. Flagg's title—"Your Fault"—means just this: 90 percent of all the forest fires in the nation are man-caused. Because they are caused by man, they are preventable.

Due to the close interrelationship between the forests and our everyday life, the phrase "Your Loss" becomes equally true. It may reasonably be said that

when a forest burns, everybody loses. Mr. Flagg has made a valuable contribution in the fight against forest fires which burn annually over an area almost as large as the entire State of Washington.

To aid in halting the vast economic and recreational losses that follow in the wake of forest fires that sweep over 40 million acres each year, the United States Forest Service has launched a nation-wide forest fire prevention campaign centered around a masterful painting created for the purpose by James Montgomery Flagg—a painting destined to take its place in American history along with the immortal "I Want You", "Armless", "Tell It To The Marines", and "Don't Read American History—Make It", which, along with 42 others, Mr. Flagg made for the Government during the World War.

The painting depicts a Forest Ranger resembling Uncle Sam pointing a finger toward a burning forest, over the title of "Your Forests—Your Fault—Your Loss". It was Mr. Flagg's "I Want You", called by the contemporary press

"the greatest war cartoon of all time", that established in American history the figure which the world knows today as Uncle Sam. More than four million copies of this work were distributed by the government and publications with a circulation of more than ten times that number reproduced it, many in full page size; a comparatively large number in color. The original painting now hangs in the Smithsonian Museum in Washington.

Following the acceptance of the painting by President Roosevelt at the White House, "Your Forests—Your Fault—Your Loss" started a nation-wide tour to all centers of population throughout the country. The first public showing was in the concourse of New York City's Grand Central Terminal. Less than two blocks away, twenty years ago, the City of New York roped off Fifth Avenue while Mr. Flagg, before a war-crazed people, painted "Tell It To The Marines" on the steps of the New York Public Library.

Besides enjoying the reputation of being the most widely known artist in America, Mr. Flagg has written a dozen best sellers and produced 26 feature motion pictures. Up to the period of the World War his "Spirit of the Red Cross" called for more negatives than any other picture.

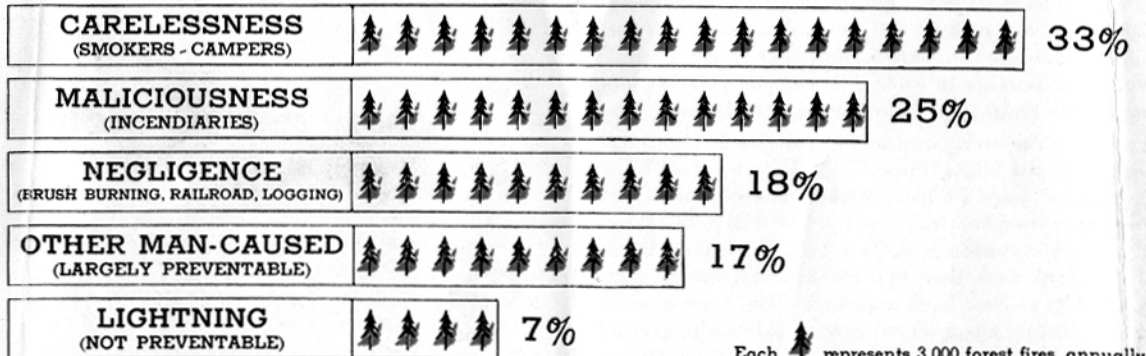
Hal Phyle, the widely known New York portrait photographer, close friend of Mr. Flagg, gratuitously posed for the painting.


F. A. SILCOX



CAUSES OF FOREST FIRES IN THE UNITED STATES

OVER 90 PERCENT OF FOREST FIRES ARE MAN-CAUSED AND, THEREFORE, PREVENTABLE



Each  represents 3,000 forest fires, annually

HERE ARE THE RULES—

- 1. MATCHES.** Be sure your match is out. Break it in two before you throw it away.
- 2. SMOKING.** Smoke only while stopping in a safe place clear of all inflammable material.
- 3. TOBACCO.** Be sure that pipe ashes and cigar or cigarette butts are dead before throwing them away. Never throw them into brush, leaves, or needles.
- 4. MAKING CAMP.** Before building a fire scrape away all inflammable material from a spot five feet in diameter. Dig a hole in the center and in it build your campfire. Keep your fire small. Never build it against trees or logs or near brush.

5. BREAKING CAMP. Never break camp until your fire is out—dead out. Always leave a clean camp.

6. HOW TO PUT OUT A CAMPFIRE. Stir the coals while soaking them with water. Turn small sticks and drench both sides. Wet the ground around the fire. Be sure the last spark is dead.

7. BRUSH BURNING. Never burn slash or brush in windy weather or while there is the slightest danger that the fire will get away.

8. PUT OUT any small fires you can; report others to the nearest Ranger or Fire Warden.