

THE TRUE STORY OF
SMOKEY
the **BEAR**





Smokey, the bear that captured the heart of all America —



has a special message for all his friends! —

Dear reader,

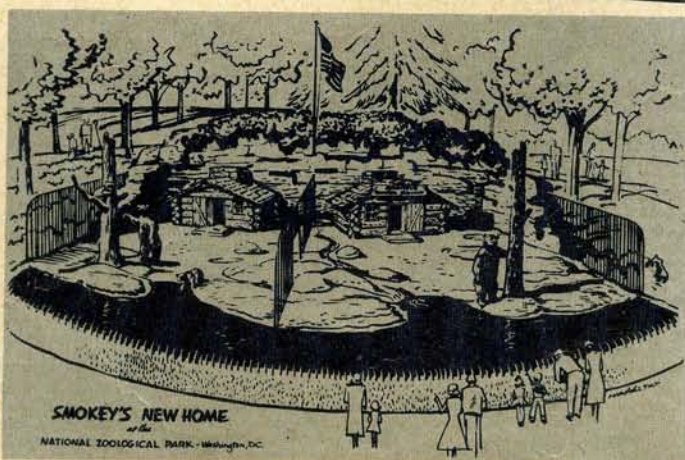
Here it is, Smokey the Bear fans -- the story of Smokey's first thrilling adventure!

As a vast fire sweeps through the tinder-dry forest, a thousand woodland creatures flee in terror. Behind them in the fiery holocaust a bear cub is hopelessly trapped by the flames -- with no chance for escape.

That's the way it begins! Now read the rest of it -- the exciting story of the orphan cub who grew up to become Smokey, the bear who captured the heart of all America.

signed--

THE EDITORS



Boys and girls all over the country are helping Smokey build a new home pictured above. All contributors will have their names placed in Smokey's Record Book. Contributions are being sent to Smokey Bear Headquarters, Washington 25, D. C.

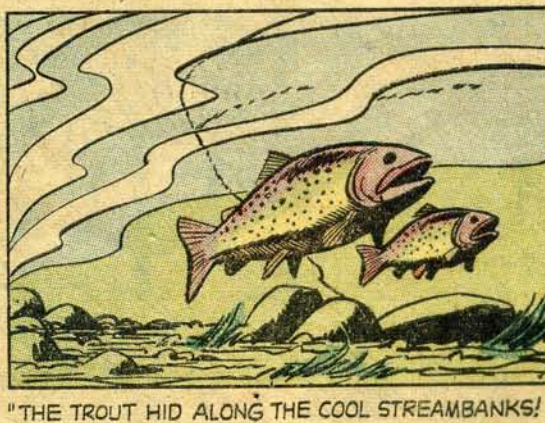


The Smokey Bear Campaign to prevent forest fires is supported by your State Forestry Department and the U. S. Forest Service and is sponsored by The Advertising Council, Inc.

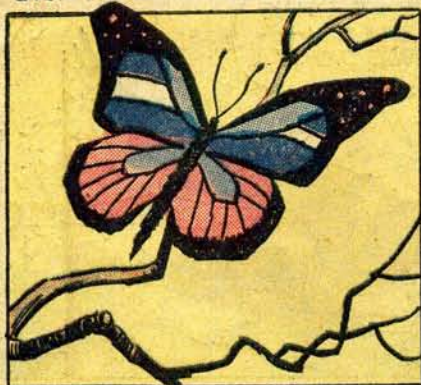
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SMOKEY the BEAR

THE TRUE STORY OF SMOKEY



"EVEN THE BUTTERFLIES WERE RESTING!"



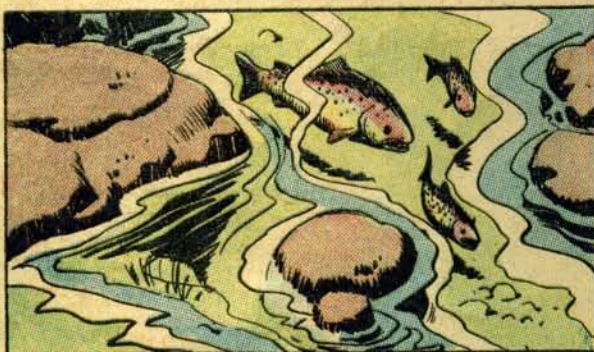
"I REMEMBER PARTICULARLY A LITTLE BROWN-COLORED BEAR CUB THAT WOULD LEAVE HIS MOTHER WHILE SHE WAS DOZING!"

"HE LIKED TO PLAY IN THE GREEN MEADOW!"



"AS THE MONTH OF MAY WORE ON, THE GREEN GRASS TURNED BROWN IN THE DRY HEAT!"

"THE TROUT WERE BECOMING WORRIED BECAUSE THE WATER IN THEIR STREAMS WAS GETTING LOW."



"STICKS AND PINE NEEDLES WERE SO DRY, THEY SNAPPED LIKE POPCORN UNDER HIS FEET!"



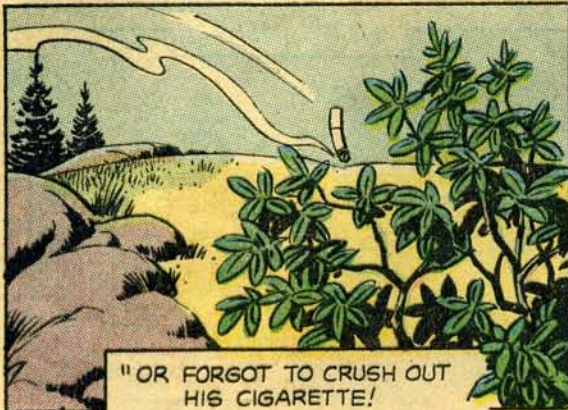
"EVEN THE SHADE OF THE FOREST WAS NO LONGER COOL! THEN THE WIND BEGAN TO BLOW! IT BLEW STRONG--AND HOT--AND DRY! THE FOREST WAS RIPE FOR A DISASTER!"



"THEN IT HAPPENED! SOME CARELESS PERSON
FLIPPED A LIGHTED MATCH...



"OR LEFT HIS CAMP-
FIRE BURNING...



"OR FORGOT TO CRUSH OUT
HIS CIGARETTE!



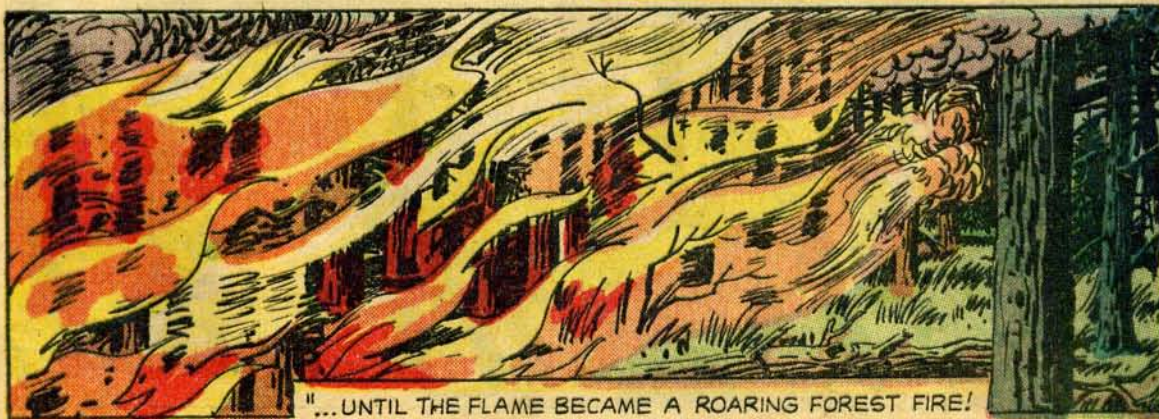
"ONE CARELESS PERSON--PLUS ONE LITTLE
SPARK--STARTED THE WHOLE THING!



"SUDDENLY, THE LITTLE SPARK BECAME A
FLAME! THEN WITH THE HELP OF THE
WIND, A PATCH OF GRASS BEGAN TO BLAZE!



"QUICKLY
IT SPREAD...



"...UNTIL THE FLAME BECAME A ROARING FOREST FIRE!



"THE MAN IN THE LOOK-
OUT SPOTTED THE
RISING SMOKE..."



"AND HE QUICKLY PIN-
POINTED THE BLAZE!"

"THEN HE CALLED THE
RANGER STATION!"



THERE'S A **BIG**
ONE STARTING UP
ON **CAPITAN**
MOUNTAIN!

"FIREFIGHTERS AND HEAVY EQUIPMENT RUSHED
TO THE SCENE..."



"BUT THE GOING
WAS PRETTY ROUGH!"

"A LOT OF HARD WORK HAD TO BE DONE BEFORE
THE FIREFIGHTERS COULD GET TO THE BLAZE..."





"WHEN THEY ARRIVED, THE BULLDOZERS
PLOWED WIDE FIRELINES..."



"...TRYING THEIR BEST TO STOP
THE ONRUSHING RED FURY!"



"BUT THE WIND BLEW
BURNING BRUSH ACROSS
THE FIRELINE..."



"AND THE FIRE CROSSED THE LINE!"



"BIRDS AND ANIMALS PANICKED
AS THE FLAMES ROARED ALONG!"



"IN THE HEAT AND SMOKE,
SOME WERE CONFUSED..."



"SO CONFUSED THAT
THEY RAN STRAIGHT
INTO THE FIRE!"



"OTHERS TRIED TO HIDE FROM THE FLAME..."

"BUT IN VAIN!"



"ANIMALS RAN AS FAST AS THEY COULD FROM THE FIRE..."



"EVEN THEN SOME DID NOT MAKE IT, FOR A FOREST FIRE CAN SOMETIMES OUTSPEED A DEER OR A RABBIT!"



"MORE EQUIPMENT AND MEN WERE NEEDED TO STOP THE FIRE! RANCHERS AND WOODSMEN JOINED THE FIRELINES!"



"SOLDIERS WERE BROUGHT IN FROM FORT BLISS, TEXAS, TO FIGHT THE GREAT BLAZE!"



"THEY WERE ALL THERE FIGHTING TO END THE WORK OF JUST **ONE** CARELESS PERSON!"



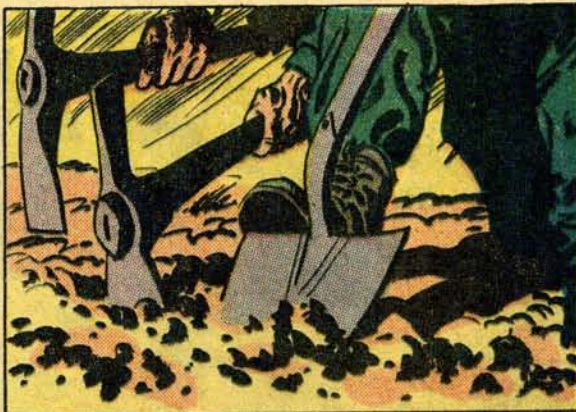
"THEN ANOTHER NEAR-TRAGEDY OCCURRED WHERE TWENTY-FOUR FIREFIGHTERS WERE BATTLING A SECTION OF THE FLAME..."



"THE FIRE IN FRONT OF THEM WAS A GROUND BLAZE!"



"THEY WORKED HARD TO BUILD A LINE AROUND IT..."



"BUT THE WIND BEGAN TO INCREASE..."



"IT BLEW STRONGER AND STRONGER UNTIL GREAT GUSTS WERE BLOWING AT NEARLY FORTY MILES AN HOUR!"



"THEN THE FIRE JUMPED INTO THE TREES AND SURGED TOWARD THEM..."

"THE BLAZE SWEEPED TOWARD THE TWENTY-FOUR MEN!

"THE FLAME BECAME UNBEARABLE!



"THEY RAN TO A ROCKSLIDE
AND LAY THERE, FACE DOWN!



"TO KEEP FROM
SMOTHERING, THEY
PUT WET HANDKER-
CHIEFS OVER THEIR FACES!



"THE FIRE WHIPPED
TOWARD THEM, BUT
THEY HUNG ON!



"THE TERRIFIC HEAT MADE
SOME MEN'S CLOTHING
BURST INTO FLAMES!



"BUT WHENEVER SOMEONE'S CLOTHING CAUGHT
FIRE, THE MAN NEXT TO HIM SLAPPED IT OUT!

"THEY LAY THERE FOR ALMOST AN HOUR,
AS THE FIRE RAGED BY!"



"WHEN THE SMOKE HAD FINALLY CLEARED ENOUGH,
THEY STARTED GETTING UP!"



"ONE-- TWO-- THREE-- EACH MAN COUNTED
HIS COMRADES AS THEY AROSE..."



"MIRACULOUSLY, ALL TWENTY-FOUR HAD
SURVIVED THE FLAMING ORDEAL!"



"LOOKING AROUND, THE ONLY OTHER
LIVING THING THEY SAW WAS A
BADLY BURNED BEAR CUB!"



"HE WAS
CLINGING,
TERRIFIED,
TO A CHARRED
TREE LIMB!"



"GENTLY, THEY HELPED
HIM DOWN!"



"THE MEN CARRIED THE LITTLE CUB..."



"THROUGH THE BURNED-OUT FOREST THAT WAS ONCE HIS HOME!"



"ON HIS WAY OUT, THE LITTLE CUB SAW THE BURNED AND DISFIGURED TREES..."



"...THAT WOULD NEVER AGAIN OFFER COOL SHADE TO DEER AND OTHER WILD CREATURES!"



"THERE WAS NO GRASS LEFT!"



"NO GRASS TO FEED ANIMALS OR PROTECT THE SOIL FROM THE HEAVY RAINS THAT WOULD SOON COME!"

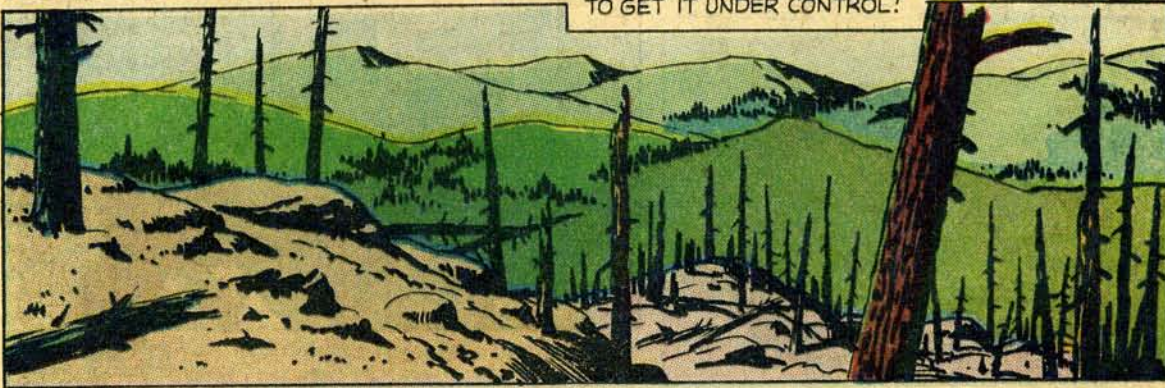


"THE TROUT NO LONGER HAD A PLACE TO SWIM! THE STREAMS WERE CHOKED WITH DEBRIS. WOOD ASH LYE BURNED THEIR MOUTHS, POISONING MANY!"



"THE LITTLE CUB SAW MANY OF HIS FRIENDS WHO WERE NOT AS LUCKY AS HE!"

"THIS HAD BEEN A BIG FOREST FIRE, AND A GREAT LOSS TO OUR COUNTRY! FIVE DAYS WERE REQUIRED TO GET IT UNDER CONTROL!"



"FIVE DAYS IN WHICH OVER 17,000 ACRES OF TIMBER WERE BURNED, COUNTLESS ANIMALS KILLED, GRASS SCORCHED AND THE WATER PRODUCING AND STORAGE CAPACITY OF THE LAND BADLY HURT!"



"NO LONGER WOULD THIS PART OF THE FOREST BE FUN TO CAMP IN!"



"NO LONGER WAS THIS FOREST A PLACE FIT TO LIVE OR PLAY IN!"



"SO THEY TOOK THE SMALL CUB FROM HIS RUINED HOME!"

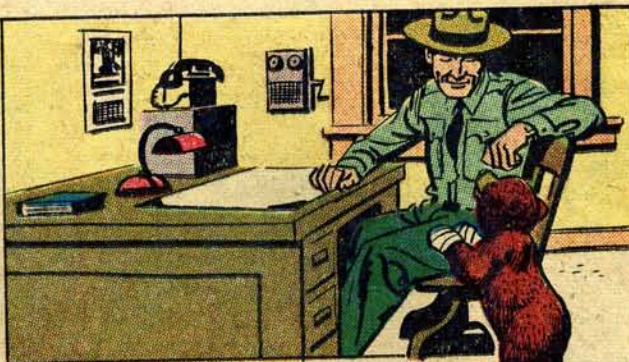
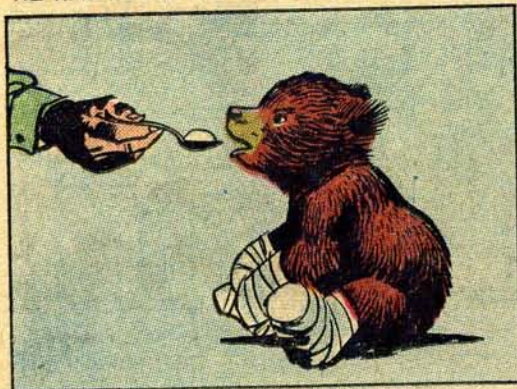


"FOREST RANGERS, VETERINARIANS AND WARDENS FROM THE NEW MEXICO GAME AND FISH DEPARTMENT TREATED HIS WOUNDS AND BURNS!"



"HIS FEET WERE CAREFULLY BANDAGED!"

"HE WAS FED BABY FOOD TO STEM HIS HUNGER!"



"DAY BY DAY, THE KIND TREATMENT PAID OFF-- HE WAS GETTING BETTER!"

"SOON, THEY WERE TO TAKE OFF HIS BANDAGES..."



"HIS HAIR GREW BACK OVER HIS BURNED SPOTS, HE BECAME WELL!"

"THEN THE LITTLE BLACK BEAR CUB GOT A NAME..."



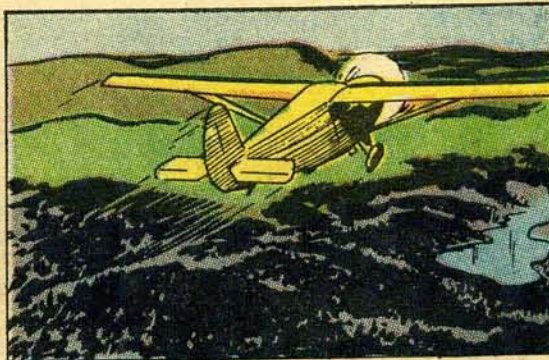
"THE NAME STUCK..."



"HE WAS BECOMING PRETTY WELL KNOWN!"



"SINCE HIS HOME WAS DESTROYED, SMOKEY WAS PUT ON A PLANE AND FLOWN ACROSS THE COUNTRY TO THE CAPITOL IN WASHINGTON, D.C.!"



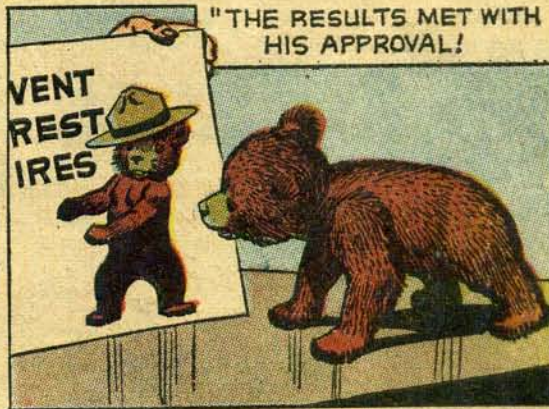
"ON HIS WAY THERE, SMOKEY SAW HIS FORMER HOME-- WHAT WAS LEFT OF IT!"



"WHEN HE LANDED AT THE AIRPORT, HE WAS MET BY PRESS PHOTOGRAPHERS AND REPORTERS! PEOPLE CROWDED AROUND TO SEE SMOKEY-- SMOKEY THE BEAR!"

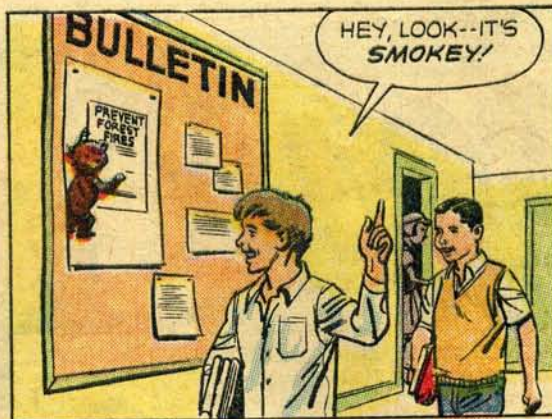


"AND SMOKEY POSED FOR SOME MORE POSTERS..."



"THE RESULTS MET WITH HIS APPROVAL!"

"THE POSTERS WERE EVERYWHERE!"



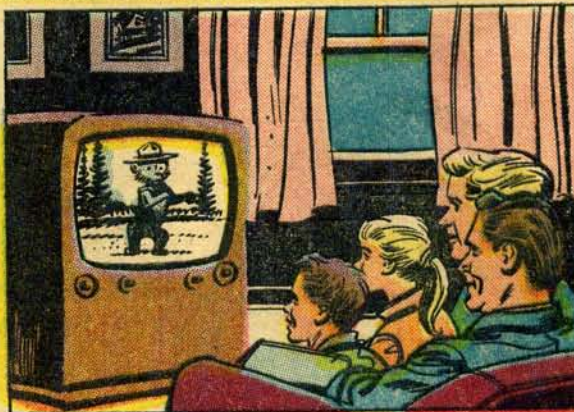
"IN THE FORESTS, IN SCHOOLS, ON THE STREET-- EVERYWHERE YOU LOOKED, THERE WAS SMOKEY LOOKING AT YOU!"



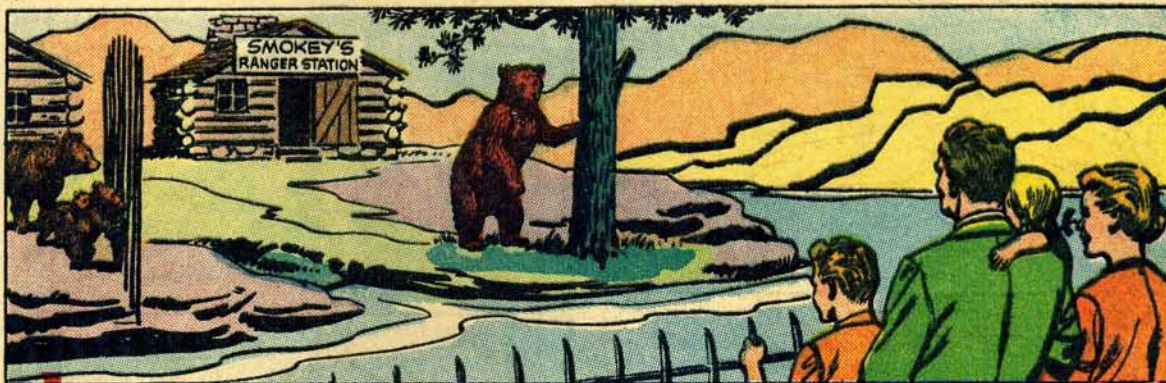
"HE EVEN BECAME A STAR ON RADIO..."



"AND ON TELEVISION, TOO!"



" SOON HE WILL GET A NEW HOME IN THE WASHINGTON ZOO AND HE WILL NEVER BE LONELY AGAIN."



"AS SMOKEY GREW UP, HE HAD SOMETHING TO TELL FOLKS --AND HE **STILL** TELLS THEM THE SAME THING!"



"SMOKEY TELLS THEM HOW HE HATES FOREST FIRES!"



"HOW THEY DESTROY HIS ANIMAL FRIENDS..."



"HOW THEY BURN UP TIMBER THAT COULD HAVE BEEN USED TO MAKE HOMES-- PERHAPS, A NEW HOME FOR YOU..."



"HOW THEY WASTE WOOD THAT COULD HAVE GONE INTO FURNITURE..."



"OR EVEN TO MAKE PAPER TO PRINT COMIC BOOKS ON!"



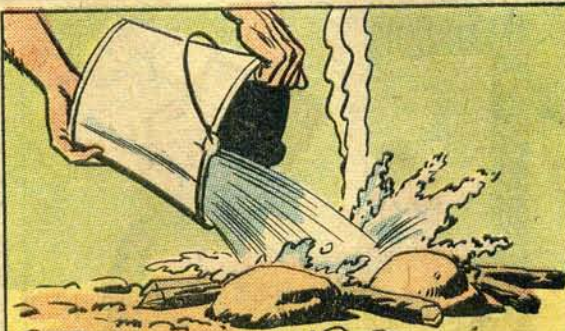
"AND SMOKEY TELLS HOW FIRE DESTROYS GOOD
CLEAN WATER THAT WE NEED TO MAKE
THINGS LIVE AND GROW!"



"HOW IT SCORCHES THE GRASS
MANY ANIMALS NEED FOR FOOD!"



"SMOKEY WANTS TO MAKE SURE
EVERYBODY IS CAREFUL IN THE
FOREST WITH MATCHES--**BREAKING THEM!**"



"THAT EVERY CAMPER PUTS OUT
HIS FIRE--**DEAD OUT!**"



"THAT NO CIGARETTE IS TOSSED ON THE
GROUND-- BUT IS **CRUSHED OUT!**"



"THAT'S A LOT OF WORK FOR ONE BEAR! I THOUGHT
I'D HELP BY TELLING SMOKEY'S STORY SO YOU'D
KNOW WHY **SMOKEY** IS OUT TO END ALL FOREST FIRES!"



"IF WE LISTEN TO SMOKEY, NO OTHER CUB WILL
SUFFER THE WAY HE DID--ORPHANED, BURNED
AND MADE HOMELESS BY A FIRE! LET'S ALL
REMEMBER WHAT SMOKEY SAYS..."

ONLY **YOU** CAN
PREVENT FOREST
FIRES!



Dear Reader:

Before I became the symbol of forest fire prevention, many people and many organizations worked hard to prevent the 210,000 forest fires that destroyed an average of 30,000,000 acres of forest and range lands each year. But the efforts were scattered and spotty. It took Smokey, as the symbol of forest fire prevention, to get folks to do something about forest fire prevention, to unite in a great campaign to stop all forest fires.

Since 1945, when The Advertising Council, Inc., and Foote, Cone and Belding, the advertising agency, made me the symbol to prevent forest fires, the fires and acres burned have been reduced until now there are less than 100,000 man-caused fires a year, and the acreage burned is below 5,000,000 acres. This is still too high, and I ask you to continue to help. Let's protect our beautiful country, its woods, its range land, its fine recreation areas, and all our wildlife friends from the terrible danger of forest fires. Remember, only you can Prevent Forest Fires by always being careful with fires. You should tell grownups to put out their cigarettes and to be careful while burning brush, leaves, and trash. Never burn on windy days. Tell all your friends that playing with matches is playing with fire and that this can cause them a great deal of harm.

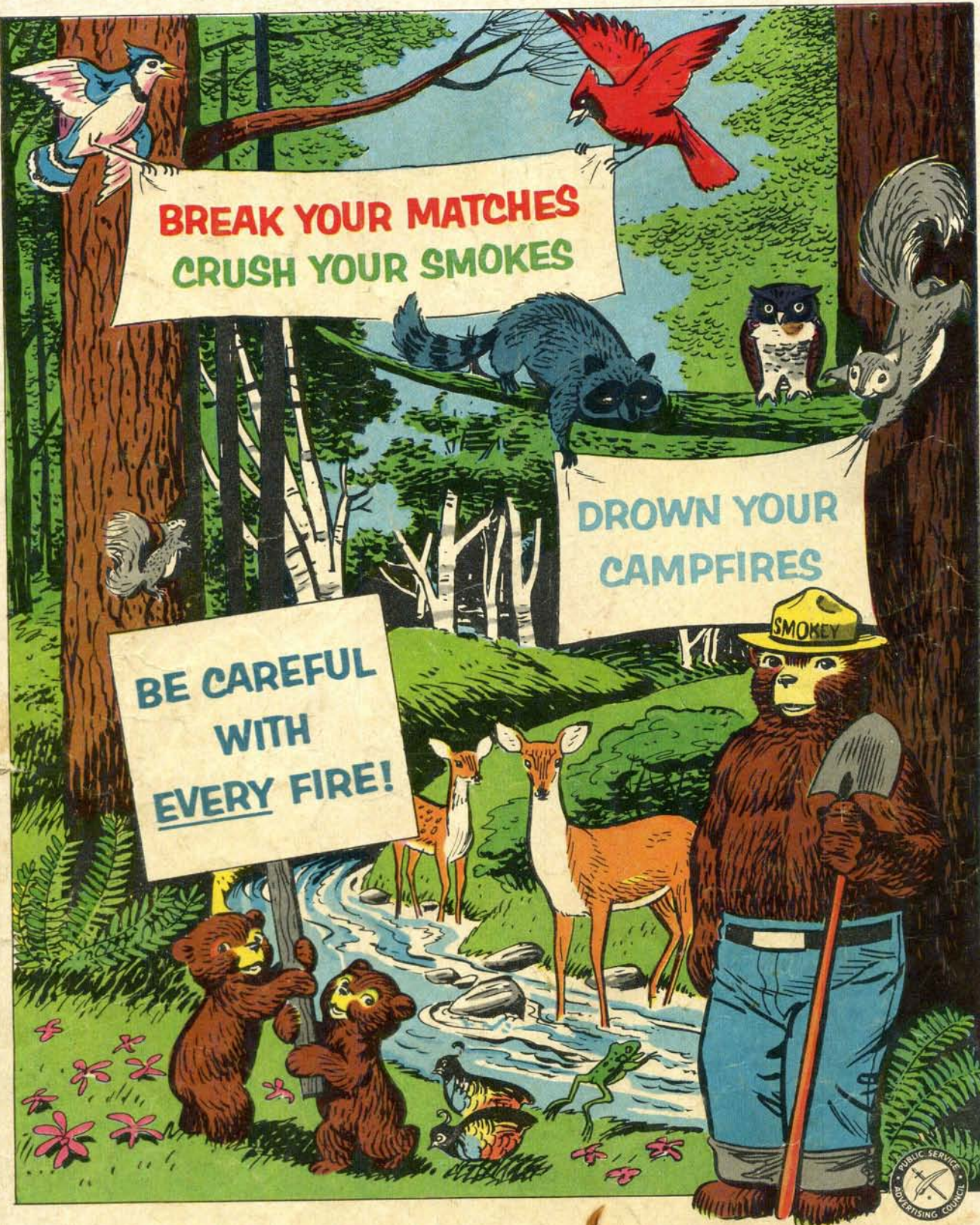
Regards,

Smokey



...and please make people careful, amen





Remember—Only you can
Prevent Forest Fires!

U. S. Department of Agriculture
Forest Service

NATIONWIDE COOPERATIVE FOREST FIRE PREVENTION CAMPAIGN
SPONSORED AS A PUBLIC SERVICE BY AMERICAN BUSINESS

State Forestry Department

