THE TRUE STORY OF SMOKEY BEAR

"Little Smokey" with his friend Judy Bell, who nursed him back to health—

Here it is, Smokey 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 living symbol of forest fire prevention.

signed--

THE EDITORS

Smokey, the bear that captured the heart of all America— has a special message for all his friends!—

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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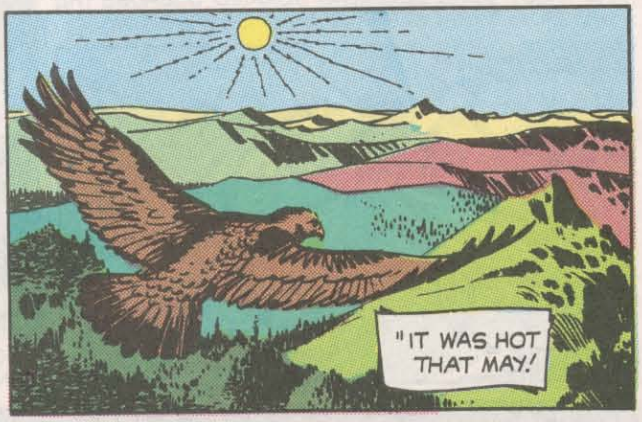
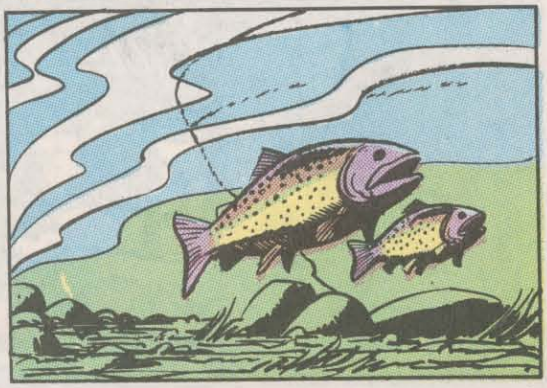
SMOKEY BEAR

THE TRUE STORY OF SMOKEY





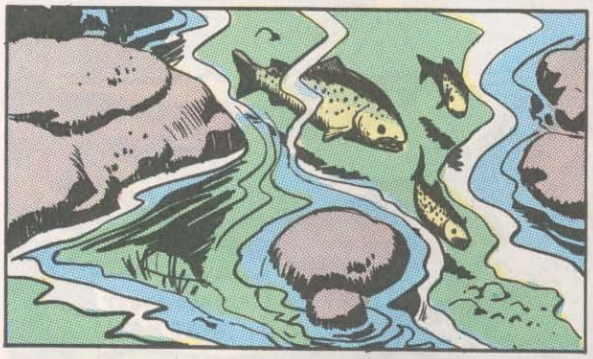
"EVEN THE BUTTERFLIES WERE RESTING!

"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!

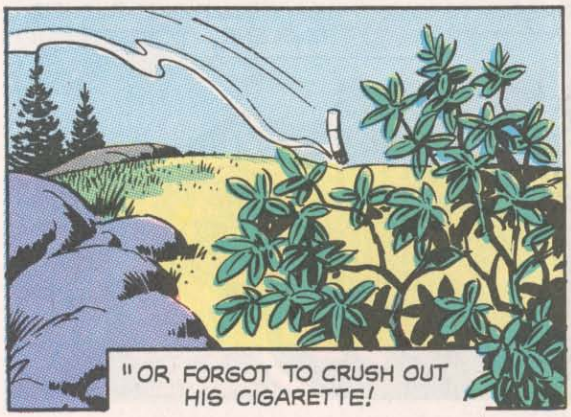
"THE TROUT WERE BECOMING WORRIED BECAUSE THE WATER IN THEIR STREAMS WAS GETTING LOW.



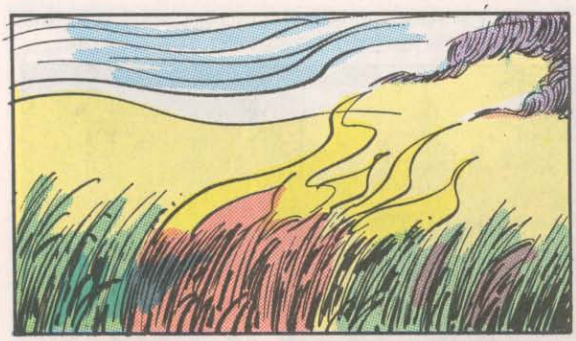
"STICKS AND PINE NEEDLES WERE SO DRY, THEY SNAPPED LIKE POPCORN UNDER HIS FEET!

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

"OR LEFT HIS CAMP-FIRE BURNING...


"OR FORGOT TO CRUSH OUT HIS CIGARETTE!

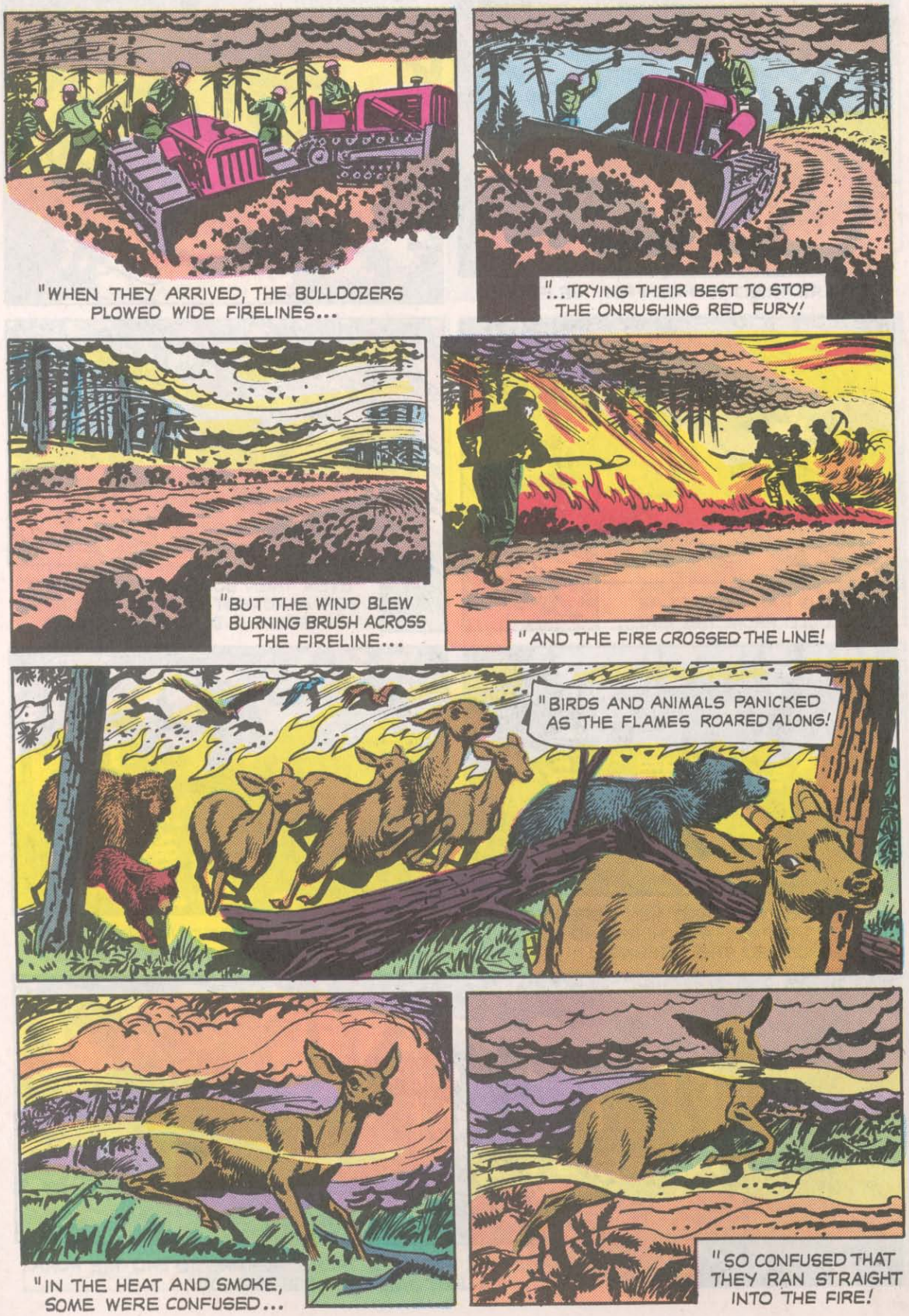
"ONE CARELESS PERSON--PLUS ONE LITTLE SPARK--STARTED THE WHOLE THING!


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

"QUICKLY IT SPREAD...

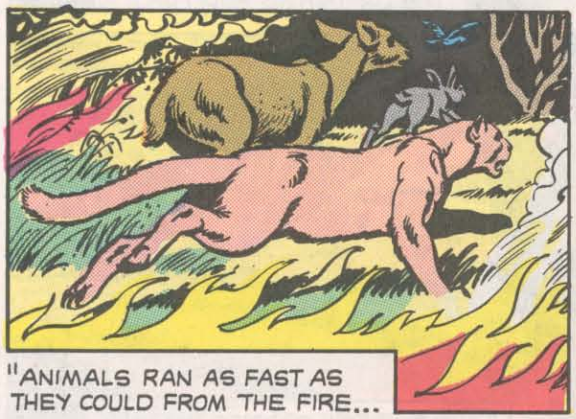
"...UNTIL THE FLAME BECAME A ROARING FOREST FIRE!

"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...
"A LOT OF HARD WORK HAD TO BE DONE BEFORE THE FIREFIGHTERS COULD GET TO THE BLAZE...
"BUT THE GOING WAS PRETTY ROUGH!


"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!



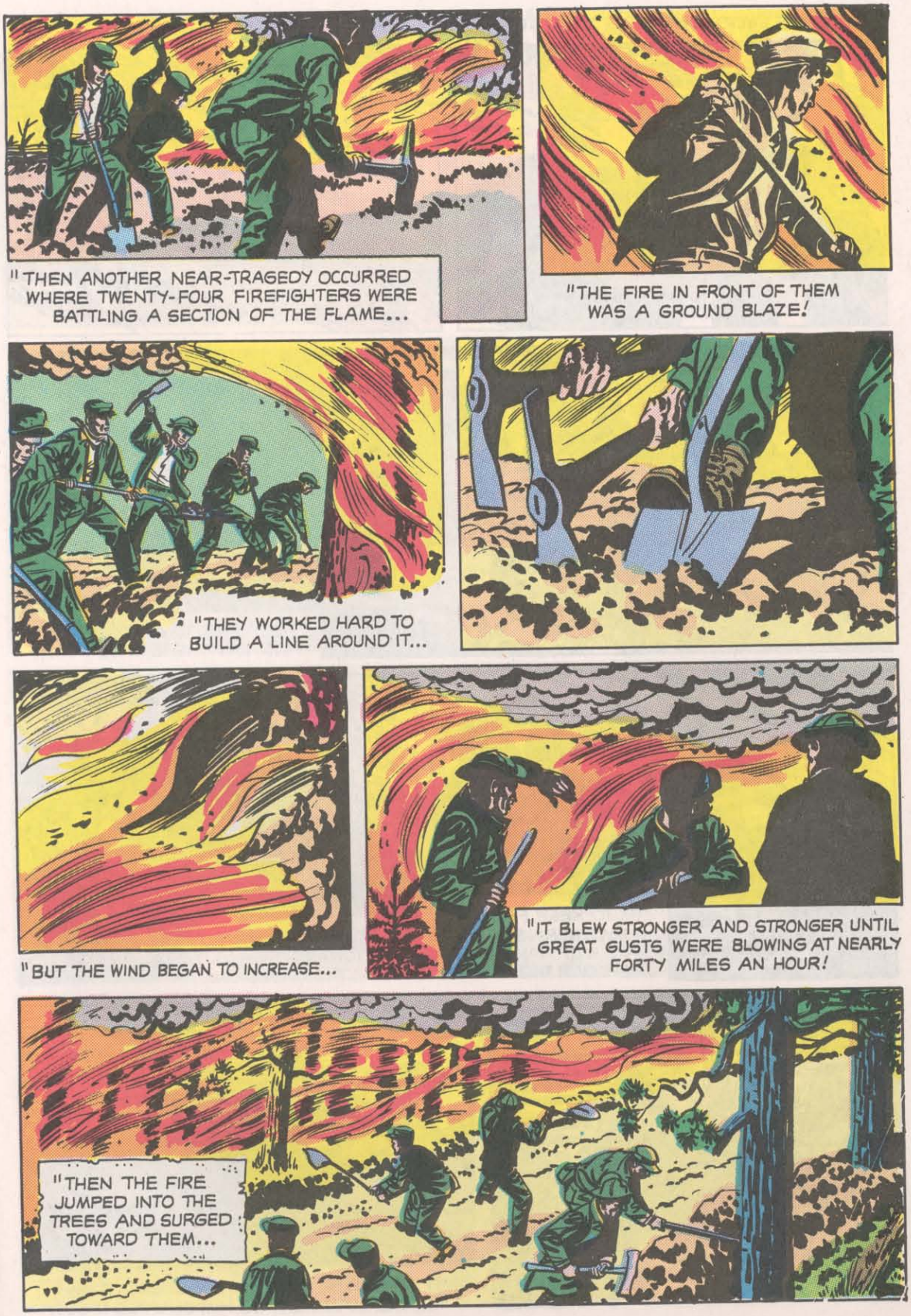
"ANIMALS RAN AS FAST AS THEY COULD FROM THE FIRE...

"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 SWEPT 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 HANDKERCHIEFS 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 SOMECNE'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!

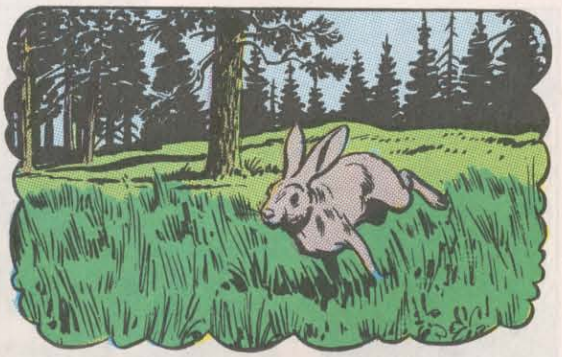
"THE MEN CARRIED THE LITTLE CUB...

"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!

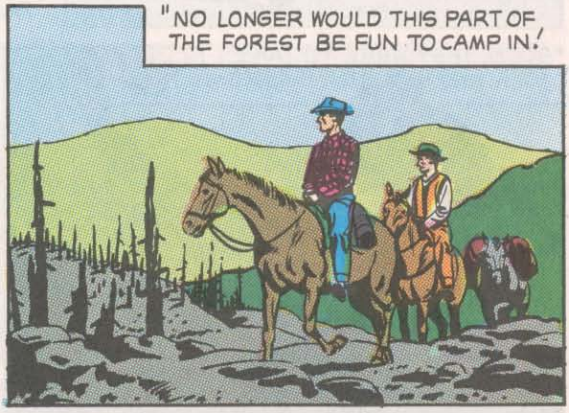
"THE TROUT NO LONGER HAD A PLACE TO SWIM! THE STREAMS WERE CHOKED WITH DEBRIS. WOOD ASH LYE BURNED THEIR MOUTHS, POISONING MANY!

"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!



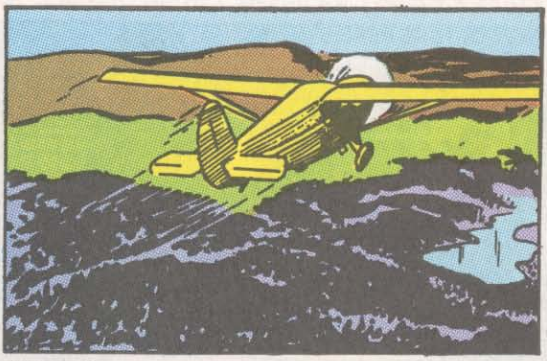
"NO LONGER WAS THIS FOREST A PLACE FIT TO LIVE OR PLAY IN!

"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 BEAR CUB GOT A NAME..."
SMOKEY!
THAT'S PERFECT! WE'LL NAME HIM AFTER THE SYMBOL OF FOREST FIRE PREVENTION!
WELL, HOW DO YOU LIKE YOUR NAME--SMOKEY?
"THE NAME STUCK..."
LOOK, HE'S OUT WALKING! HURRY AND SEE SMOKEY!
"HE WAS BECOMING PRETTY WELL KNOWN!

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



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

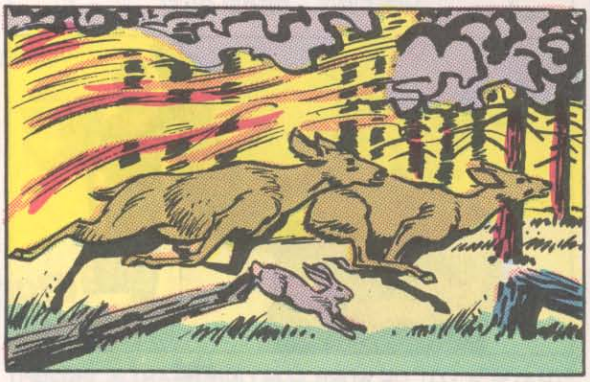
"WHEN HE LANDED AT THE AIRPORT, HE WAS MET BY PRESS PHOTOGRAPHERS AND REPORTERS! PEOPLE CROWDED AROUND TO SEE SMOKEY--*SMOKEY BEAR!*"

"THE POSTERS WERE EVERYWHERE!"
PREVENT FOREST FIRES
U.S. MAIL
BULLETIN
PREVENT FOREST FIRES
HEY, LOOK--IT'S SMOKEY!
PREVENT FOREST FIRES
PLEASE FOLKS, BE EXTRA CAREFUL THIS YEAR!
PREVENT FOREST FIRES
PREVENT FOREST FIRES
"IN THE FORESTS, IN SCHOOLS, ON THE STREET--EVERYWHERE YOU LOOKED, THERE WAS SMOKEY LOOKING AT YOU!
REMEMBER--ONLY YOU CAN PREVENT FOREST FIRES
10612
"HE EVEN BECAME A STAR ON RADIO..."
TONIGHT I'D LIKE TO TELL YOU THE STORY OF A BEAR--OF SMOKEY BEAR!
"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!