

**RULE 1**  
Only you can prevent wildfires.



**Never play with matches or lighters.**

**RULE 2**  
Always Be Careful with fire.



**RULE 3**  
Never play with matches or lighters.

Smokey Bear wants you to know the five rules of fire prevention.

**RULE 4**  
Always watch your campfire.



**RULE 5**  
Make sure your campfire is completely out before leaving it.



Smokey Bear needs YOU to follow these rules to help prevent wildfires.

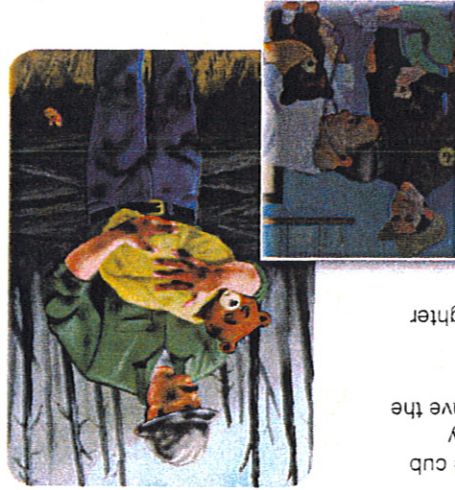


www.smokeybear.com



Ranger Ray named the cub Smokey Bear, after the wildfire prevention character.

Smokey Bear grew up and promised to do all he could to teach people how to prevent wildfires.



A firefighter rescued the cub who was injured and very scared. The firefighter gave the cub to Ranger Ray Bell. Ranger Ray and his daughter brought the tiny bear to Dr. Edwin Smith, an animal doctor, who fixed the cub's injuries and returned him to Ranger Ray.

## Smokey's Story

In 1950, a tiny bear cub played happily in the forest.

Somewhere in the forest, people were being careless with their fire.



Soon the fire was burning out of control – a wildfire! Trees and bushes were in flames!

Quick as he could, the tiny bear climbed a tree to save his own life.



Luckily, someone called the ranger station, and before long firefighters were putting out the fire.

