

WORDS TO KNOW

| | | | |
|-------------|----------------------|------------|------------------|
| advertising | ad • ver • tis • ing | message | mes • sage |
| campfire | camp • fire | prevent | pre • vent |
| destroyed | de • stroyed | prevention | pre • ven • tion |
| equipment | e • quip • ment | symbol | sym • bol |

Smokey the Bear

Smokey the Bear began as an advertising idea over 60 years ago. In 1942 the men who worked in the forests in California were worried about the number of fires destroying the forests.

They did not have the money or the people to do a good job of fighting forest fires. They did not have enough equipment either. They had no idea.

If they could find a way to remind people to be more careful, maybe the number of fires would be less. Many artists and writers worked on ideas. None of them seemed just right.

At last, in 1945, everyone agreed that an animal should be used. If the animal they chose could stand upright, it could use its paws and front legs to show ways to prevent forest fires.

Of course, a bear seemed just perfect.

A well-known artist, Albert Staehel, was asked to draw the bear. He drew the bear wearing overalls and an old style ranger's hat. The very first poster showed the bear pouring water over a campfire. It said, "Smokey says - Care will prevent 9 out of 10 forest fires."

The friendly bear became a well-known character to millions of Americans. They paid attention to Smokey's messages. Very soon the number of forest fires became less.

Smokey was seen on posters, bumper stickers, and in magazines and newspapers. His message was always the same: "Take care of our wonderful forests."

In 1950 a tiny black bear cub was rescued from a forest fire in New

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Mexico. He was badly burned. He was cared for by a girl named Judy Bill. 268

Her father was the game warden of New Mexico. Judy and her father 281

named the baby cub Smokey. 286

When Smokey was well he was flown on an airplane to Washington, 298

D.C. The National Zoo in Washington became his home. He was a living 311

symbol of forest fire prevention. 316

On November 9, 1977, Smokey the Bear died at the National Zoo. 328

His body was taken to the Smokey Bear State Park in New Mexico. 341

Smokey's messages are still seen and heard in forests and parks all 353

over America. 355

| WORDS READ | TIME | WORDS PER MINUTE |
|------------|------|------------------|
| | | |

1. Why were the forest workers in California worried? _____

2. Why was a bear used? _____

3. What was Smokey's first message? _____

4. How did Smokey's messages help? _____

5. Who helped save the bear cub? _____
