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

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.

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

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