



**Smokey Bear,  
Ray Charles**

**1975, Radio, English**

**Ray:** I like the way the forest sounds, the way the leaves rustle in the wind and fall to the ground and crunch under your feet, the way the birds sing and the chipmunks chatter, the way a squirrel scrambles up a tree.

I like the way the forest smells, too. The air is fresh. And you can tell the difference between one kind of tree and another just by smelling them. But did you know we can destroy all that beauty in just one careless second? That's why I'm asking you to please be careful with fire because when we lose a forest, we lose a lot more than meets the eye. I oughta know. I'm Ray Charles.

**Announcer:** A public service on behalf of the Forest Service, State Foresters, and the Ad Council.

**[End of Audio]**

**Duration: 1 minute**