



## **Smokey Bear, Reasoning**

1980, Radio, English

**Male Speaker:** Have you any idea who's the world's largest producer of oxygen, you know, the stuff we all breathe? It isn't Saudi Arabia. No, the world's largest producer of oxygen is plant life. Green living things like bushes and trees make it possible for us to breathe. And when they catch fire, they can't make that precious oxygen. That's why we're asking you to please be careful with fire. The trees are helping to keep us alive. It only seems right to return the favor.

**Announcer:** A public service of this station, the Smokey Bear program, and the Ad Council.

**[End of Audio]**

**Duration: 1 minute**