



**Smokey Bear,  
Register & Complaint**  
1970, Radio, English

- Announcer:** The cost of paper just went up 20 percent. [Cash register ringing].
- Oregon just had a forest fire.
- That oak dining room set you ordered last month is going to cost you a little more. [Cash register ringing].
- California just had a forest fire.
- A cord of firewood now almost costs more to use than gas. [Cash register ringing].
- Vermont just had a forest fire.
- That dream house you plan to build isn't going to come in at the estimated price. [Cash register ringing].
- Georgia just had a forest fire.
- Wood. It's all around us. It's everywhere we look and touch, and it's being wasted; burned to the ground by careless human beings, and it's got to stop. So, please, be careful with fire in the forest. Be sure to hold your match until it's cold and not to flick your cigarette out the window. If not, the price of wood may go out of your reach.
- Male Speaker:** A box of wooden matches, please.
- Female Speaker:** That'll be \$8.50. [Cash register ringing].
- Announcer:** A public service of this station, the Smokey Bear program, and the Ad Council.

**[End of Audio]**

**Duration: 1 minute**