

SMOKEY BEAR

(1987)

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The guardian of our forests has been a part of the American scene for so many years that it is hard for most of us to remember when Smokey first appeared. Dressed in a ranger's hat and belted blue jeans and carrying a shovel, this symbol has been recognized to mean forest fire prevention for over 40 years. Today, Smokey Bear is the most famous advertising symbol in the country and federal law protects him. He has his own private zip code, his own legal counsel, and his own private committee to ensure that his name is used properly. Smokey Bear is much more than a make-believe paper image. He exists as an actual symbol of forest fire prevention. All aspects of the use of Smokey Bear are contained in CFFP's "Smokey Bear's Training Guide."

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