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#10



Smokey Presents-- The 1957 CFFP Campaign



Thanks, Folks, for being CAREFUL!

Remember—Only you can
PREVENT WOODS FIRES!

As the 1957 Cooperative Forest Fire Prevention Campaign gets under way, Smokey Bear is again the leading figure as he pleads for public cooperation in the prevention of woods fires.

The CFFP campaign, sponsored jointly by the State Foresters and the U.S. Forest Service, is a public project of the Advertising Council. It features a great variety of publicity material including posters, newspaper ads, radio and television spot announcements, bookmarks, blotters and stamps. These are available for use in presenting the public with the 1957 fire prevention message.

The 1957 "Smokey" campaign serves as a reminder that millions of people will be traveling through wooded areas during the year, and the public's job will be to keep alert of the need for preventing costly fires.

Smokey constantly urges everyone to be careful with matches, smoke and campfires. "Remember—Only YOU can prevent forest fires."



WITH MATCHES!



SMOKEY BEAR Press Clippings #10

JUNE, 1957

Prepared for information of Smokey Bear licensees, State Foresters, U. S. Forest Service personnel and other cooperators of the CFFP Program. Released by Smokey Bear Headquarters, Forest Service, U. S. Dept. of Agriculture, Washington, D. C.

\$100.00 For Smokey Bear Contest Winners

Boys and girls, are you ready to work with Smokey the Bear on the prevention of forest fires?

For the past 3 years all of you have been such a big help, he wants you to do all you can again this year.

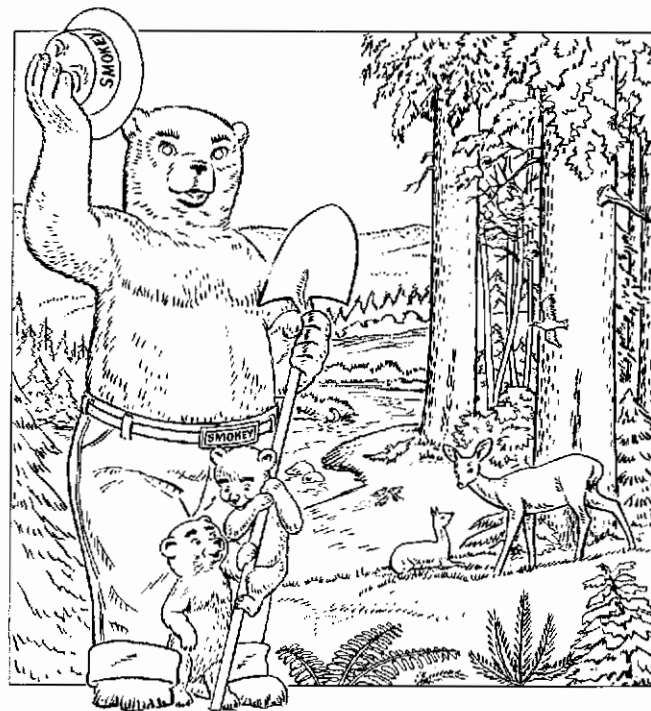
Here's all you have to do: On this page is a picture of Smokey and all his little helpers. Now all you have to do is color them and the surrounding forest scenery, so get out your crayons and let's have some fine entries for Smokey. When you finish fill in the coupon, cut it out along with the picture, put them in an envelope and mail to the Ranger Lady, First Federal Savings, 30 W. Adams, Phoenix.

There will be two winners from each First Federal Savings town, Phoenix, Mesa, Yuma, Flagstaff and Casa Grande. A \$10.00 savings account will be the prize and the winners will receive it from the stage of their local theatre on June 15 at the First Federal Ranger annual birthday party.

ANY boy or girl under 14 can enter the contest. Don't put it off, enter today. Contest closes June 7.

If you need more pictures to color you may get as many as you need at your First Federal Savings office. Just go in and ask for them.

THE REPORTER
First Federal Savings
Phoenix, Arizona
May, 1957



Name: Age:
Address: First Federal Ranger (Yes) (No)

Vol. 10

GEORGIA FORESTRY
March, 1957
Published Monthly by the
GEORGIA FORESTRY COMMISSION.

No. 3

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Suppl I

The Colfax Chronicle

COLFAX, GRANT PARISH, LOUISIANA — FRIDAY, APRIL 12, 1957

SINGLE COPY, TEN CENTS

VOL. DECATUR SUNDAY HERALD AND REVIEW

Mrs. Russell Helps With State Audubon Exhibit in Chicago 3/10/57

Mrs. C. F. Russell of the Decatur Audubon Society has been invited by the Illinois Audubon Society to set up a conservation exhibit in the Chicago Natural History Museum for the Society's activities this weekend.

Members of the Illinois group saw the conservation exhibit that Mrs. Russell had at Allerton Park last October when the Natural Resources Council of Illinois met there for their annual meeting.

The exhibit will feature the litter bug project of Garden Club of Decatur and the conservation work Mrs. Russell carries out.

G. Harrison Orians from Toledo, Ohio will give a lecture with his all color movie on the Smoky Mountain regions this afternoon. The Illinois Audubon Society

asked Mrs. Russell to tell the audience how they can help prevent forest fires before vacation time begins.

She will outline the work she has been doing the past five years on behalf of Smokey the bear.

The program will be held in the James Simpson Theater of the Chicago Natural History Museum, Roosevelt Road and Lake Shore drive.

Preceding the afternoon program a luncheon will be held for Mr. Orians with directors of the Illinois Audubon Society attending. Mrs. Russell is a director of the Illinois group.

CANBY HERALD
Canby, Oregon
April 18, 1957



State Forester Dwight Phipps presents Governor Robert Holmes with a Forest Fire Prevention-Keep Oregon Green tie, while Smokey Bear looks on and hopes Oregon's citizens will help reduce man-caused forest fires this season.

Smokey Bear Award to R. E. Davis - The Advertising Council, sponsor of the national CFFP campaign, has made Champion Paper's R. E. Davis an Honorary Chief of the Smokey Bear Junior Forest Rangers. Forest Supervisor Don Morriss presented the certificate at a meeting of the Western North Carolina Forestry Club at Asheville in February.

Davis, now an Industrial and Community Relations forester for Champion Paper and Fibre Company at Canton, N. C., was state I&E Chief for the Georgia Forestry Commission for several years. The award was made in recognition of his outstanding efforts in forest fire prevention.

Grant Parish First With No Firebugs

Grant Parish has established another forest fire record; a first in the state, and one of the proudest of all, for Grant has vanquished the most shameful enemy of the woods.

For a year (actually, 13 months and two days) NOT A SINGLE INCENDIARY FOREST FIRE has been set in Grant Parish.

Records have been checked and double checked with the office of State Forester Jim Mixon, and with Kisatchie Forest. Records in the state office show that Grant's last incendiary fire on privately owned lands occurred March 3, 1956. Records in National Forest Supervisor Hugh Redding's office show no incendiary fires in the portion of the forest in Grant (including some of the Winn District) since before January 1, 1956.

Mixon informs the CHRONICLE that every other parish has reported incendiary fires since those dates, and that none has ever reported a year without firebugs. The Winn District of the National Forest has previously had years with no incendiary fires, but there were others in its two parishes — Grant and Winn.

It's something all the people of Grant Parish can feel deeply proud of... in a land where 90% of all forest fires are man-caused, and about 60% of those deliberately.

ANIMATED SMOKEY BEAR LATE EDITION TO KOG

Keep Oregon Green's newest forest fire prevention fireman is only 5 feet 2 inches tall and tips the scales at a mere 75 pounds. He wears a regular fire fighter's blue jeans and shirts and also expresses himself about care with fire in the woods. But he can't even write his name—which is SMOKEY BEAR.

It is an erect figure of a small bear, standing on a base which contains a box with recording player and amplifying and other instruments. When the cord is plugged in and the amplifier turned on, Smokey wags his head and moves his lips as he speaks or sings his fire prevention message.

Smokey was purchased through the cooperation of the Weyerhaeuser Timber Co., and Timber Service Co., both of Sweet Home and the Keep Oregon Green association. The bear made his first appearance before 380 students of the Candelaria public and grade school of Salem. He next traveled to Corvallis where he appeared before some 500 Fernhoppers during their annual banquet.

THE FOREST LOG

March, 1957
Published monthly by the
OREGON STATE BOARD OF FORESTRY
Salem, Oregon



SMOKEY THE BEAR—Bill Holtzclaw, district protection assistant at the state forest service headquarters here, makes no effort to compete with Smokey The Bear, robot which carries the message of Keep Oregon Green association.

The state forest service Northwest district headquarters set up a fire school last Friday for the benefit of 50 industrial foremen and other invited guests who watched demonstrations of fire control by experts from the state forest service.

Included in the faculty were District Warden Walter F. Sargent of Forest Grove, his assistant Burdell Birch and District Protection Assistant Bill Holtzclaw, with the added aid of Benny Macwhirter, assistant district warden at Vernonia; Ronald Smith, assistant district warden at Tillamook; and Bruce Cotnam, assistant district warden at Jewell.

These instructors, with assistance of fire teams, illustrated control work with action scenes. The agenda of demonstrations follows: Large fire organization, foreman's job I, foreman's job II, fire behavior, use of water, progressive method of line construction, timekeeping, safety on the fire line, radio use, training films and summary.

Another instructor who held the rapt attention of his class was

WASHINGTON CO. NEWS-TIMES
Forest Grove, Oregon
April 4, 1957



THE WALL STREET JOURNAL.

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VOL. CXLIX. NO. 48

NEW YORK, MONDAY, MARCH 11, 1937

Wildfire Woes Dixie Timber Men Fret As Fire Damage Grows And Arsonists Flourish

Rayonier, Inc., Loses 14,000 Acres; International Paper Mobilizes Planes, Plows

A Fire Bug Fights Boredom

By CAL BRUCELEY

Staff Reporter of THE WALL STREET JOURNAL

MIDDLEBURG, Fla.—At first the flames, little larger than those on a kitchen gas range, sent wisps of grayish smoke curling tendril-like up the tree trunks in a pine forest near here.

Minutes later the fire was a rearing, lashing monster licking across the forest floor and leaping from tree to tree. Jets of flame exploding up tree trunks flared as high as 20 feet above the pine tops. Billows of black smoke soon rose behind head fires racing across the forest mat of dried grass, dead limbs and fallen pine needles. Fanned by high winds, the wildfire leaped a 100-foot roadway, seeming to burn the air itself.

Like most of the 40 other forest fires that cracked in Florida on that not unusual day, the recent Middleburg blaze was full of drama and danger. Most of the fires shared another characteristic: They were not accidental.

Start with Twelve

Flying 400 feet above the Middleburg fire during its early stage, an observer in a spotter plane counted 12 places where the blaze had been set on lands belonging to International Paper Co. "Some one had to be very mad at the company to set a fire in 12 places," snapped an arson investigator.

The Middleburg fire highlights the costly and often discouraging battle which the South's fast-growing timber industry is waging against a sinister custom in these parts—deliberate woods burning. Although forest fires are a hazard to all the nation's woodlands, they are especially pernicious in the Southern timber belt where maliciously set blazes account for nearly a third of the area's 109,000 annual wildfires.

Deliberate man-set fires have helped push Dixie to the top of the nation's forest fire problem areas. More than 75% of all woods fires in the United States occur in forests stretching from Texas to North Carolina. Although the West's fires often are more spectacular, nearly 85% of the more than eight million acres of timber land burned yearly in this country is in the South.

"The number of fires set on purpose is shocking to any company investing money in Southern timber," fumes a St. Regis Paper Co. executive. "It's just like burning money."

Forest fires, although numerous, were not a major problem in the South a few years ago when timber was cheap. "Often it cost more to put out a fire than the timber was worth," recalls a veteran Georgia sawmill operator. But as the South industrialized, the region's timber has become one of its most valuable raw materials. About 60% of the nation's wood pulp and about 80% of its saw timber grow in Dixie.

A Hole in Dixie's Economy

Thus, the South's fire problem has economic significance far beyond Dixie's borders. The cost of fire damage and the expenses of fire control and prevention creep into the cost of a myriad of forest products including newspaper, shipping bags, cardboard containers, lumber, chemicals and such byproducts as turpentine and cough syrup. Wildfire damage to Southern raw materials alone amounts to more than \$250 million annually, timber experts estimate. Calculated in terms of finished products the loss is seven times that amount, a whopping \$1.7 billion hole burned in Dixie's economy, the experts say.

Many fires, of course, are not intentionally set to devour timber lands. Sometimes an unthinking farmer will touch off a small blaze to kill insects, vermin or snakes and then suddenly find the fire out of control. Or he may be trying to burn off dead grass and underbrush so the ground will "green up" for cattle grazing.

There's no question, however, that many forest blazes are set by incendiaries intent on destruction. Foresters and law officers say the motives of these people are many: To destroy evidence of illegal moonshine stills; to "get even" for a real or imagined grudge against land owners and outside companies; and even in a few cases, to relieve boredom.

A "Change of Scenery"

Recently a wildfire was set near Jacksonville, Fla., by a 31-year-old man who craved a "change in scenery." Unemployed, he lived with a brother, washing dishes, baby-sitting and running errands to earn his keep. On a particularly boring day he walked out of his brother's house and set "three or four" fires in an adjacent woods.

"I got tired of living like I was and decided to try something else, like getting in

Please turn to Page 9, Column 1

Wildfire Woes: Dixie Timber Men Fret as Fire Damage Increases

Continued from First Page

and chain-ganging for awhile," he later explained. The judge obliged, sending him to prison for a year.

One of the more shocking cases of deliberate burning occurred not long ago in Brooklyn, Miss. Four larking youths started more than 1,000 fires in one day by throwing lighted matches from car windows. In western North Carolina five men used three boxes of matches to set some 100 blazes along 12 miles of road. Result: 4,500 acres of valuable timber were destroyed.

"Intentional setting of forest fires in the South is little short of a national scandal," exclaims Warren T. White, vice president of Seaboard Air Line Railroad, a big hauler of timber and woodland products. "The problems of forest fire prevention continue to defy solution."

Fires plague small wood lot owners as well as giant timber and paper corporations. Burns range in size from a few acres to the record 110,000 acres scorched by a fire in Columbia County, Fla., last year.

"There are 2,000 to 3,000 fires yearly on our lands," says Earl Porter, woodlands manager for International Paper at Mobile, Ala. "It's the most serious problem we have to cope with."

A spokesman at Rayonier, Inc.'s, big cellulose plant at Fernandina, Fla., reports Rayonier lost nearly 14,000 acres of timber in fires last year. Container Corp. of America says fire destroyed 1,240 acres of its timber in 1936. Damage from a forest fire is both immediate and long range. A raging fire on an acre of good timber destroys up to \$600 worth of wood. Even trees which are just scorched lose commercial value; their susceptibility to disease and insects also is increased.

"The real loss is in reproduction," says Howard Hanna, a woodlands manager for Container Corp. Re-seeding or replanting a fire-ravaged pine tree tract costs anywhere from \$8 to \$20 an acre, forest experts figure. Production from a burned-over area may be set back as many as 20 years.

Fire fighting is a job shared in most of Dixie by land owners and state-operated fire fighting units.

The blaze near Middleburg illustrates how state and company equipment is mobilized. In many ways it resembles a military operation. A fire fighting boss tinkles with tactical, strategic and logistical problems in deploying ground fighters, motorized equipment and air forces.

When first spotted by an observer sitting atop an 80-foot tower staffed by the Forest Service, the Middleburg fire was small. By triangulation, its approximate location was plotted. A fighting unit, consisting of a crawler-type tractor and a big disc plow which cuts a five-foot-wide gash in the ground, was dispatched to the scene on a specially designed truck.

Weighing the factors involved—a 25 to 30 mile per hour wind, extreme dryness of the forest, the number of places the fire had been set—Clay County Forest Ranger C. R. Simmons decided to summon additional equipment and manpower.

International Paper's tractor-plow unit in the area went on the fire line and the company called in another unit from an adjoining county. Ranger Simmons received reinforcements from three other north Florida counties and sent out an urgent requisition for planes for aerial observation. One state-owned airplane was flown in and another craft was obtained from Jacksonville. Seven tractor-plow units were thrown into the battle.

Circling 300 feet to 400 feet above the blaze in an airplane backing sudden air currents rising from the blaze, an observer could see the 12 original fires converging into a solid, irregular front. Each headfire resembled an arc of flaming bayonets stabbing through the forest.

The pilot kept up a steady chatter by radio with field headquarters on the ground. From his vantage point, the pilot suggested to the fire boss: "She's burning fast toward the left. Better pull those tractors back or they'll be cut off. There's an open space about 600 yards ahead of the right flank. Looks like a good spot to blow a break."

Toting a Gamboa
Gambling on a quick decision, Ranger Simmons directed that fire breaks be plowed just in front of the blaze. Cat-skinners, driving the jostling, snorting tractors, moved in dangerously close to the fire, ignoring the dense smoke, flying embers and scorching heat. The fire only hesitated at the first breaks.

High winds blew sparks across the plowed break area into the tinder forest matting on the other side faster than fighters, using jalis, could smother them out. In two spots it leaped a 100-foot wide right-of-way along State Road 215.

Seeing that the fire breaks were useless, Ranger Simmons decided to try backfiring, a dangerous and difficult fire fighting technique. The object of a backfire is to burn off an area in front of a wildfire so that when the main fire reaches the backfire there will be no timber left to fuel it. The danger, of course, is that a backfire may get out of hand.

A backfire was built along a bid trail about a quarter of a mile ahead of the wildfire. When the two fires burned together there was a double roar, then a few sputters as the wild headfire died. The fire was under control.

Secondary fires within the burned-over area smoldered for days. In all, about 1,000 acres of trees, including saw timber pines and a stand of half-grown trees, were destroyed.

The town of Middleburg was not endangered by the recent fire, but often communities are destroyed. Not long ago a rural church house and a half dozen dwellings were burned in a forest fire which raged near Valdosta, Ga.

Although they receive assistance from state foresters, woodland owners themselves are primarily responsible for fire protection on their own lands.

Measures employed by International Paper to guard its more than 3.3 million acres of forest land are typical. Last year the cost of the company's fire control work totaled more than \$1.6 million. In addition, International paid \$66,000 to various state governments for supplemental assistance.

International's Protection brigade includes 30 tractor-plow units, airplanes for observation, an elaborate system of radio communications and 17 pieces of road building machinery to keep roads open to all parts of its property. The company's fire fighters do not spend all their time just waiting for a blaze to break out. Many of the tractor crews are regularly engaged in plowing protective fire breaks. Other workers are employed on routine woods management chores.

In most areas, timber owners team up with forest rangers, who are trained, professional fire fighters. In Duval County (Jacksonville), for example, the county ranger crew coordinates the fire fighting crews and equipment of the state, St. Regis, Container Corp., St. Mary's Kraft Corp. and Duval Construction Co. Last year, Bowaters Southern Paper Co. of Calhoun, Tenn., fought 81 fires on land not owned by the company.

Deliberately setting a forest fire is only a misdemeanor in some states, even though damage may run into thousands of dollars. Prosecution of suspects often is a costly and unrewarding process; convictions are obtained on less than 4% of the 35,000 wildfires set yearly in Dixie, according to R. E. McArdie, chief of the U. S. Forest Service.

Slow Burn Gives Arsonists Time for Fast Getaway

By A WALL STREET JOURNAL Staff Reporter

Arsonists bent on lighting forest fires and making tracks have devised a series of infernal devices called "slow matches" to give them getaway time.

Some of the favorite slow matches: A burning cigaret stuck in a roll of gasoline-soaked cotton ringed with kitchen matches. When the cigaret burns down, a hot fire flares up.

A lighted candle girdled with kitchen matches at the base.

A pair of old trousers, one leg soaked in kerosene and thrown over a tree limb. The dry leg is lighted and acts as a delayed fuse.

A magnifying glass focused on a cluster of kitchen matches. When the sun reaches a certain point, the matches flare.



Remember—Only you can
PREVENT FOREST FIRES

In Courier-Post Comic Strip

Smokey says:
BE SURE
it's **DEAD OUT**



Join
Smokey's
Campaign

BE CAREFUL
WITH
EVERY FIRE



Remember—Only you can
PREVENT FOREST FIRES!



SMOKEY THE BEAR is shown with a ranger of the U. S. Forest Service beside one of the many Forest Service planes carrying his name and picture as an American symbol of forestry conservation. Smokey the Bear is now syndicated as a comic strip and will appear daily in The Courier-Post starting Monday.

In June of 1950, Smokey, a important of all, he is making the three-month-old black bear cub, people more conscious of forestry over 1,400,000 children. Each surviving a forest fire in New Mexico, Smokey was found clinging to a charred tree near Canyon, N. M. After a fire had destroyed 10,000,000 feet of timber and killed untold wild life in the Lincoln National Forest in New Mexico.

State Game and Fish officials, taking pity on the cub, took him to Santa Fe. Here he was treated for third degree burns, and nursed back to health on a diet of milk and honey. Smokey's burned feet resuscitated to treatment. They filled his belly full of good baby food and he grew fat and sassy.

Famous Overnight
Pictures of the little cub with the bandaged paws appeared in newspapers all over the country. Almost overnight, he became famous. His forlorn expression touched the hearts of millions of readers.

It was then that U. S. Forest Service presented the cub to the Washington, D. C. Zoo as a symbol of the need to be careful of fire in the forest.

Little Smokey was flown to Washington in a special Piper Pacer, and in a special ceremony at San Francisco before the take-off, the airplane and the cub were both christened Smokey.

Already Smokey is one of the most famous residents in the zoo. He has been on TV programs, his picture has appeared in newspapers and magazines. Hollywood wants him for a picture, but most of

the Brownies, with a membership of over 1,400,000 children. Each year an event familiar to American children is the visit of an actor, in Smokey disguise, touring the nation's schools, encouraging good forestry citizenship.

The original Smokey, a real live bear in Washington's Zoo, receives a constant stream of homage from youngsters — with only one complaint: "But, daddy, why isn't he wearing his dungarees?"

A new league of young forest-minded Americans is now being created by the Forestry Division under the name of "The Junior Forest Rangers."

Young Americans who pledge their loyal protection to our nation's forests may receive from the Department of Agriculture Forestry Division, a membership card, proving their membership in the Junior Forest Rangers of organizations.

Columbia Features President, Glens A. Adcox, has declared that his syndicate has pledged full cooperation with the Government Smokey program. Columbia Features believes it is only natural, after such glowing fame that Smokey the Bear should reach the American public through the mass media of newspaper comic strip syndicates.

Smokey says: "I'll be seeing you on The Courier-Post comic strip."

Coming to Camden
Smokey the Bear is being syndicated by Columbia Features, Inc., starting Monday as a comic strip in newspapers throughout the country by joint arrangement between the Forest Service and Columbia Features. The comic strip will appear daily in the Courier-Post beginning next Monday.

Smokey the Bear now enjoys the distinction of being the only comic strip character authorized by Congress. By an Act of Congress in 1952, he was declared the American symbol of forestry conservation.

Smokey's role as America's guardian of forests will continue in the comic strip feature, but the educational aspect of Smokey's role will be greatly extended in the picture series.

Smokey, together with a scrappy bear youngster, Little Smokey, and a comical raccoon named Specs, will acquaint readers intimately with the wonderful riches that are our American heritage, in the wild life of our great natural forest lands. Animals, birds, waterfalls, folklore, path finding, fire control, game conservation and scouting all will be learned through the eyes and daily capers of Smokey and his comical, laughable animal companions.

Cub Needs Mascot
Smokey is the official mascot of the National Cub Scouts and

OUTDOOR NEWS BULLETIN
Issued bi-weekly by the
Wildlife Management Institute
Washington, D. C.
May 10, 1957

Smokey Bear Comic Strip to be Commercially Syndicated:

Smokey, the U. S. Forest Service's fire-fighting bear, will be the hero of a comic strip to be released for daily and Sunday features starting June 16, the Wildlife Management Institute reports. Smokey and two other animal friends will acquaint readers with forest resources conservation, fire control, folklore, game conservation, woodcraft, pathfinding, and animal and bird habits.

AG REPORTER
By and For
Agriculture Dept. Employees
Washington, D. C.
June, 1957

Snuffit!



Photo by Cunningham

Smokey says "Snuffit" to prevent forest fires. If you are a conscientious smoker who would enjoy a quick and neat way of putting those cigarette stubs dead out before they are tossed you'll like this small item. It's a miniature plastic Smokey Bear with a hole in his hat. A lighted cigarette when inserted on top little Smokey's hat — for 5 seconds only — goes dead out and can then be SAFELY discarded.

Verna Jensen found this novelty item while passing through Williams, Arizona on a vacation trip last year. A magnet in the base of the dash of a car (or any magnetic metal surface) so it's always handy. She later ordered a small supply of "Snuffits" to use as favors at a Graduate School. If you want one of the few extra ones she has left over, take 61 cents and see Verna Jensen at the Graduate School Bookstore.

Lufkin Daily News
May 23, 1957

I could
be wrong

Here and There:

Executive Secretary Ed Wagoner of the Texas Forestry Association Advises me that "Smokey Bear" is going to become a syndicated feature.

Word has been received that the well known symbol of forest conservation is going to be made into a cartoon strip for daily use and a half page for Sunday in color.

The feature will be syndicated by Columbia Features, Inc., of New York City.

A lot of us in this part of the country more or less consider Smokey as our area's "native," but he is used nationwide in the effort to prevent forest fires and otherwise preserve our forest resources.

Smokey will appear at the National Boy Scout Jamboree at Valley Forge this summer and in so doing call attention of the thousands of Scouts and leaders to the forest areas of East Texas.

Ed conceived the idea of having a giant Smokey Bear at the entrance to the East Texas Boy Scout Troop area and the project has been financed through his efforts.

Smokey will be 24 feet in height and will be constructed of eight large pieces of marine plywood. He will be painted in appropriate colors and should be a hit at the Jamboree.

After the conclusion of the Jamboree he will be brought back to East Texas for further use.

Cooperating in the project are the Texas Forestry Association, Angelina County Chamber of Commerce, KTRE-TV and KTRE-Radio and The Lufkin Daily News. We are glad to be a part of this project.



BROWNIES MEET SMOKEY — A Brownie Troop from Milford under the leadership of Mrs. Claude Juch visited State Forestry Department recently and met Smokey. It was Smokey's first appearance in Dover. (Photo by Clem Mittledorff). **DELAWARE STATE NEWS** — 2/5/57



SMOKEY REWARDS CAREFUL CUBS: The Cub shown receiving an award is Leslie Sylvester. At right is Dr. Alfred L. Thelin Jr., Cubmaster. Music for the event was played by the Troop 84 Boy Scout Band, the only such band in the Kit Carson Council. It is directed by Scoutmaster Harlan Lanier. (Thorson photo)

ALBUQUERQUE JOURNAL
Albuquerque, New Mexico
June 3, 1957



The Lufkin (Texas) Daily News, Wednesday, April 24, 1957

All Post Offices

Reporting Forest Fires

The Post Office Department is cooperating with the Department of Agriculture, as heretofore in its forest fire protection program. Postmasters, rural carriers, and star route carriers shall promptly report forest fires to the local State and Federal fire protection agencies.—Bureau of Post Office Operations.

POSTAL BULLETIN
Washington 25, D. C.
April 25, 1957

Texas Forestry Association Bulletin

TFA Promotes Fire Prevention Stamp

TFA is encouraging the Postmaster General to issue a forest fire prevention three cent commemorative postage stamp in July of 1958, which is the 15th anniversary of Smokey Bear, the symbol of forest fire prevention. The date will also coincide with the use of Smokey Bear posters on some 2600 Post Office trucks. A forest fire prevention stamp would be of great educational value and of national importance.

The following is an excerpt from a column in the Houston Post, written by Doyle Cougler.

"Is there anyone who hasn't heard of Smokey Bear? Dressed in his own fur, a forest ranger's hat and maybe blue jeans he's the character you often see peering at you on posters in store windows, post offices and numerous other places. Now and then, he even does a little skit on television.

Although Smokey Bear resembles some creation from Walt Disney's drawing board, he carries a serious message especially to folks in East Texas and other forested areas.

Smokey's mission in life is to make everyone more aware of the danger and serious consequences of forest fires. And he's doing a good job of it.

He urges everyone in a forested area to break their matches before throwing them away; to throw cigarette butts in your car ash tray instead of on the roadside, and to thoroughly extinguish camp fires after use.

When you consider the beauty of forests, the hunting and fishing facilities they offer and the gigantic lumber and pulp wood industry that depends on them, Smokey Bear and the spirit of his message become very important.

So, what is more appropriate than to put Smokey's teddy-bearish looking face on a series of U. S. postal stamps commemorating his vigorous campaign against forest fires?

A movement is now underway to do just that and is being headed by Ed Waggoner, executive secretary of the Texas Forestry Association.

Waggoner has already contacted Senator Lyndon Johnson (and others) and they have said they will see what can be done.

If you would like to see a Smokey Bear stamp, drop a line to your congressman."

Wants Forest Fire Prevention Commemorative stamp

E. R. WAGONER, Executive Secretary of the Texas Forestry Association, Lufkin, Texas, writes he would like to see a Smokey Bear forest fire prevention stamp issued in 1958 to point up the need for alerting our public to disastrous fires that result from carelessness. The recent tragic fire losses in California, and the fact that Texas had more forest fires in 1956 than any year since 1939 emphasizes the urgent need for accelerated forest fire prevention efforts, he states.

As each piece of mail is handled by many people, and as practically everyone uses and sees postage stamps, the commemorative stamp is a valuable educational factor, he contends, and would serve to give impetus to the drive to prevent these wasteful fires.

He urges that readers write to their senators and congressmen as well as to Postmaster General Arthur E. Summerfield and Secretary of Agriculture Ezra Taft Benson, requesting that such a stamp be issued.

June 8, 1957 ☆ STAMPS

The FAIRMONT Merchandiser

Vol. IV

SMP Builds Y.O.U

No. 2



ON ICE—Smokey Bear was in the spotlight during intermission at the recent Ice Capades show in Omaha. The show's announcer explained Smokey's work in forest fire prevention and Fairmont's contest while Smokey whirled about the arena.

Smokey Sizzles On Omaha Ice

Smokey was so hot in Omaha that branch officials put him on ice—via the week-long Ice Capades show at the Ak-Sar-Ben Coliseum. And sales manager R. M. Eller estimated that "over 40,000 people were exposed to Smokey Bear Maple Crunch Ice Cream and the 'Name Smokey's Friend' contest as a result."

The idea started at a February meeting between Eller, branch manager R. M. Fitzpatrick, account salesman "Red" Henderson, and the coliseum manager.

Some 100 copies of a special poster were placed with dealers throughout the Omaha territory. The posters featured Smokey, the contest, the Maple Crunch carton, and a photo of Rosemary Henderson, Ice Capades star.

A display trailer was built utilizing a five-foot cutout of Smokey and a life-size photo of Miss Henderson. The trailer carried the theme, "See Smokey and Rosemary Henderson at the Ice Capades of '37". The trailer was used throughout Omaha.

At the show itself, a Fairmont booth was erected on either side of the main lobby, using mer-

chandising material about Smokey and the contest. Smokey's helper greeted the youngsters at the booth before each performance and at intermission. Members of the Omaha sales department and manager Bob Fitzpatrick took turns at the booths.

During four weekend performances, one of the show's skaters donned a Smokey Bear costume and appeared on the ice during intermission. While "Smokey" skated around the arena, the announcer gave a two-minute commercial describing Smokey's forest fire prevention work and a full explanation of the contest.

Where Do We Go?

Buffalo, N. Y., consumers are really shopping for Fairmont, according to R. H. Murphy, branch sales manager. He reports consumers are calling and writing to the branch, asking for the location of the nearest retail outlet handling Fairmont Ice Cream.

Murphy adds, "Enthusiasm is high among salesmen and dealers. We believe the contest is excellent and deserves all the push we can give it."



TRIO OF MEROS—Three favorites with Omaha youngsters appeared together at a Hinky Dinky store recently, thanks to Fairmont. A Smokey trailer display was parked near the store's entrance while Smokey's helper and his friends (Ice Capades star Bobby Specht and Fire Chief John Vall) went inside. Specht and the fire chief were treated to Smokey Bear Sundae during the store demonstration.

Page 6

Detroit Gives Smokey Credit for New Outlets

Four new accounts, one over 10,000 gallons annually, have been credited directly to the "Name Smokey's Friend" contest by Tom Hill, assistant ice cream sales manager at Detroit.

Hill says Detroit salesmen give four reasons why they have found the program so successful in talking with old or new accounts—

- 1) It's easy to merchandise.
- 2) It makes a good door opener.
- 3) It's a good public service program.
- 4) It's different, something no one else has.

Although Detroit school policies made it impossible for branch employees to show Smokey films at school functions, Hill said Conservation department officials are distributing considerable Smokey material in the schools which ties directly into the Company program.

He adds that film showings have been scheduled up to May 15, through Scout groups and service organizations.

Detroit's biggest fountain promotion is underway at the H. L. Green Store, a high traffic outlet in one of the city's favorite shopping areas. Besides regular POP materials, special "flashing light" signs call attention to the

Smokey Bear Sundae. Sales clerks offer customers a contest entry blank with all fountain sales, and the store is planning to use the entry blanks as bag stuffers. Though sales figures will not be available until the promotion ends, May 15, Hill says the store manager "feels this is our best fountain promotion yet."

Sales So Good, Cartons Gone Says Denver

Sales so good, cartons are gone—reports Denver. Sales manager E. C. Thorpe explains:

"Smokey Maple Crunch is selling far better than expected. We originally ordered considerably more cartons than last year and now are trying to buy some from another branch to carry this flavor to the end of the campaign."

He adds, "Our Smokey contest has aroused interest in all our accounts and has been instrumental in obtaining increased volume from present accounts as well as influencing new customers to handle our products."

Denver's sales force put on demonstrations in five large chain stores on one weekend recently. Thorpe reports that Maple Crunch sales for the two days in just one of the stores hit 254 half gallons.



SMOKEY UNDER GLASS—George McCoy, sales manager at Lincoln, Neb., submits this Fleshed Store display as one example of how his branch is promoting Fairmont's contest. Display uses regular POP materials except large Smokey cut-out which was loaned by U.S. Forest Service.

Dairymaids Help

Colorfully costumed Fairmont Dairymaids are helping put over the Smokey program at Scottsbluff, Neb. Sales manager W. S. Hahn reported four separate Smokey promotions early in the campaign with Dairymaids handling the sampling and selling at each "with good success."

Later in the campaign, the Scottsbluff branch supplemented the demonstrations with a Smokey display trailer, using large cutouts of Smokey and the Fairmont fawn.

On weekends, the trailer is used in connection with store demonstrations. During the week, it's parked near schools (particularly at noon) and salesmen pass out contest entry blanks to the youngsters.

Displays, Films Featured Items With Scranton

Fountain displays and films are the features of the Smokey campaign report from F. C. Welker, sales manager at Scranton, Pa. The 10-day promotion by salesman Frank Ciliberti at Neisner Brothers store in Wilkes Barre, Pa., was outstanding.

Store officials okayed the use of a display window near the entrance and five large fountain mirrors for POP material on Fairmont's contest and the Smokey Bear Sundae. Clerks in all departments are helping to distribute special coupons for sundaes, and a contest is underway among the salesgirls to determine who does the best job. Results of the promotion are not available yet, but Ciliberti expects substantial sales.

Forestry officials in the Scranton area are cooperating 100 per cent, Welker reports. Chief Warden John Wargo has provided the branch with additional fire prevention films and literature.

And, through a local museum, Wargo secured the loan of mounted five-day-old fawn which Welker used as a central display piece for the branch's sales meeting at the start of the Smokey campaign.

First Showing

The first showing of Smokey films in the Southeast division actually happened before Fairmont's campaign started. Wayne Liddle and Harry Johnson of the Harrisonburg, Va., branch capitalized on a joint P. T. A. meeting in Franklin, W. Va., in early February.



SCHOOL ASSEMBLIES—Through school meetings, such as this, Green Bay expects to reach nearly 25,000 children and their parents. F. P. Clevenger, ice cream and milk sales manager, reports the branch is putting on two and three shows a day in public and parochial schools. Film, showing the right and wrong way to care for forests, the story of Smokey, and Fairmont's contest are making a big hit. Shown in one classroom are Major Eddie, well-known Green Bay personality, and Clevenger.



FIRMEN ENDORSE SMOKEY—Members of the Wheeling, W. Va., fire department dig into plates of Smokey Maple Crunch Ice Cream at the kickoff of Fairmont's "Name Smokey's Friend" contest in the Wheeling area. Representing Fairmont-Imperial at the event were Bill Snyder, J. P. Burby, and J. C. Weidls. The photo was given considerable space in the Wheeling News Register and details of the contest were carried in the caption.

Smokey, Kids' Hero, Turns Out to Be Meanest Bear Alive

By JACK SAMSON
ALBUQUERQUE, N. M., April 24.—(AP)—The truth about Smokey the bear can now be told.

He was the meanest darned bear ever to come out of New Mexico, bar none.

Smokey, now a full grown 6-year-old black bear, lives in the Washington zoo at the nation's capital.

He has been seen by millions of zoo visitors and has had his picture plastered over most of the nation since the day he was found with all four feet scorched wandering in the fire-blackened Lincoln national forest.

But it is his personality in these early days of his captivity was any indication of his true nature, attendants at the zoo better be very careful when they enter his cage—or

even pass by it for that matter.

At the risk of spoiling the illusions of the nation's kids, who have seen Smokey pictured as a fat, benevolent bear wearing a ranger's hat, let it be said here that Smokey was anything but kindly when he was young.

Ray Bell, chief of law enforcement for the New Mexico game department, is an authority on Smokey.

It was Bell's misfortune to be appointed foster father to the little monster from the moment he was found in the fire.

Bell flew Smokey to Santa Fe in the department's plane the same day he was found in 1951. The little animal, weighing about eight pounds, wore a perpetual snarl. It's no wonder. Having all four feet burned at the tender age had

soured him on everything that moved.

A Santa Fe veterinarian, who was given the unhappy task of treating the bear's feet and bandaging them, said he had never had such a day in his life.

Smokey was assigned to a cardboard box in the office of the game department the day he was released from the vet. That lasted about one day.

Department personnel and visitors alike, who came to see the "poor little bear" and who reached into the box, got a rude smack. Smokey bit everything that moved.

Bell, in the absence of any other "volunteers" was picked as the logical man to take Smokey home and care for him.

Smokey not only bit Mrs. Bell, Ray's daughter, Judy, Ray himself, and everyone

else who came into the house, but he kept up a running battle with the Bell's cocker spaniel.

He would rise on his hind legs, his little red eyes burning with rage, emit a high squeal and swat the cocker with his forepaw. The dog would roll across the floor and then come right back for more. He thought Smokey wanted to play. He didn't know Smokey.

Only one hint has come out of Washington about Smokey's disposition. Recently there was some talk about the bear being sent to Canada for use in that country's fire-prevention program. The plan never materialized.

There was some mention about Smokey being "the most unsocial bear alive."

The game department won't argue the point.



SMOKEY THE BEAR AND FRIENDS

WASH., POST, 2/12/57 Smokey Bear Reigns as King

SMOKEY BEAR—or the Forestry Service official who impersonates the famed fire prevention character in public appearances—reigned as "king" last night at the annual boss party given by the Capital Chapter of the National Secretaries Association.

William H. Huber, who is Director of the Special Programs and Fire Prevention of the Forestry Service, was at the party as a guest of his secretary. In a drawing of his was selected to be "King Neptune," in keeping with the party's equator-crossing southern cruise theme.

He reigned over the festivities with Zelma J. Hicks, who had been selected "Secretary of the Month" for February by her fellow members.

The party was held in the International Room of the Occidental Restaurant.

THE PROGRAM included a satirical skit, "It Shouldn't Happen To A Boss," designed to show the bosses several types of potential employees who would snafu any office. The scenes, written by an Oak Ridge, Tenn., chapter and presented at a recent convention, was borrowed by the Washington chapter especially for the party.

Annie, Lovable Bear Cub, Subject of Custody Case

BAVVIEW, Idaho, May 25 (AP)—Three-month-old Annie, abandoned by her mother, is the subject of a custody case in this Lake Pend Oreille resort town.

Mr. and Mrs. Harold Farmer, who operate a tavern and cafe here, are trying to get permission to rear Annie, now a ward of the State.

The man who cared for Annie previously gave her away when he found she wouldn't stop whimpering when he allowed her to curl up on the bed beside him.

Officials fear Annie's unknown to Bavview and the farmer's mother may have tried to kill her.

Annie, whose full name is Little Orphan Annie, is an appealing bear cub. She was rescued half drowned from a creek near here.

Game officials said it was not uncommon for mother bears to dispose of a cub from a set of triplets.

The man who rescued Annie died her out and then set her free in the woods. He said he heard a scratching on the door and found Annie had returned to civilization.

She next stayed with Dun such as opening bear cassettes, chewing Linholm, manager of the Far-natut wildlife refuge. He soon discovered that Annie stopped feeds her.

Mr. Lindholm brought Annie to the State for a permit to care for Annie until she is old enough to forage for herself in the forest.

"It's an unusual request, but this is an unusual case," Mr. Lindholm said.

Annie has endeared herself with the farmers and their customers. One of her most appealing acts is to stand on her hind legs before a showcase display of dolls. She paws at the glass and then looks wistfully at the farmers as if to ask, "Why won't they come out and play?"

She also has less lovable traits.

THE EVENING STAR
Washington, D. C.
May 1957

District Zoo's Famed Bear, Smokey, Big Fire Forgotten, Is Growing Mellow

Smokey, the Washington Zoo's celebrated fire-prevention bear, used to be a snarling neurotic.

He still isn't the benevolent ranger pictured on postals, but he has mellowed somewhat since his youth.

It was six years ago that Smokey was found wandering in New Mexico's Lincoln National Forest, all four feet scorched by a blaze that had blackened the woods.

He was flown to Santa Fe in the State Game Department's plane and treated. When no one else volunteered to give Smokey a home, Ray Bell, chief of law enforcement for the game department appointed himself the cub's foster father.

Smokey not only bit Mr. and Mrs. Bell, their daughter Judy and everyone else who came to visit, but he kept up a running battle with the family's cocker spaniel, swatting him with a forepaw whenever the dog tried to play.

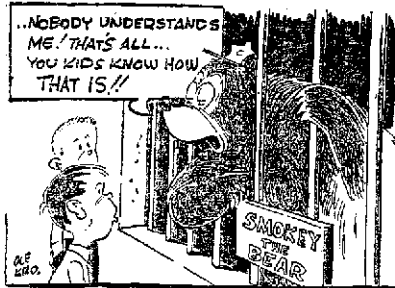
When Smokey arrived in Washington later that year, he was still "quite mischievous and quite pugnacious," in the words of Zoo Director Theodore H. Reed.

"But he was no worse than any other cub," Dr. Reed contends. "They're not cute, cuddly little things that like to climb on your lap."

Smokey today, at the age of 6, is "not particularly vicious," according to Dr. Reed, although zoo officials still don't enter his



THE NEW SMOKEY—His high-spirited youth forgotten, 6-year-old Smokey the bear faces the world in serenity from his cage at the Zoo.—AP Photo.



Peevish by Poke at Smokey

I WAS very provoked after reading the article written by Jack Samson in the April 24 Denver Post concerning Smokey the Bear. In my opinion it was a very cruel thing to do, as many children idolize this animal just as much or even more than Mickey Mouse or Donald Duck.

I doubt very much if any of the statements about Smokey were true, but if they were, there are many reasonable explanations as to why he conducts himself in such a manner. He had a very frightening experience when just a cub and now he is hated for the rest of his life. The terrible forest fire which killed his mother and seriously burned himself was most likely caused by man, so it isn't any wonder he doesn't welcome their presence.

Your newspaper also advertises the "Name Smokey's Friend" contest, but I can't see how you can expect youngsters to have any incentive to participate in such a contest when, only two pages previous, you ridicule their idol. He has served as a national symbol of fire prevention for nearly six years now, and I can see no reason why some people have to resort to such methods as this to destroy the love of children for someone or something.

MRS. JOHN WILKINS,
Denver.

ALBUQUERQUE TRIBUNE -- 4/12/57 -- N. Mex.

"HEY MOM, what's all the excitement?" says this little bear cub which made its first appearance at the City Zoo yesterday. The cub is one of two born Jan. 29 and kept in seclusion ever since. The mother is a sister to Smokey, of Forest Service fame. Story on Page 21. (Staff photo)

ALBUQUERQUE JOURNAL April 12, 1957 Smokey the Bear Proud Uncle of Twin Cubs Here

Smokey, the famous bear in the forest, sent the cub back into Washington, D. C., which are the cubs. Both the cubs, who appear on all the fire safety were born Jan. 29, came out posters around the country, is with their mother Thursday.

an uncle as the result of his morning.

sister, Ruby, who is in the Albuquerque Rio Grande Zoo, having twin cubs. The cubs were introduced to the public at the zoo for the first time Thursday when Ruby and the cubs came from their den.

Ivo Poglayen, zoo director, said that Ruby was captured with Smokey during a forest fire back in 1951 near Capitlan, N. M. Smokey went to Washington, Ruby to the zoo here, Poglayen said.

One of the small cubs attempted to "jump" the introduction slightly Wednesday by sneaking out of the dark cage. But the light and excitement and lack of its mother's protection were moved as they couldn't

This marks the first time in three tries that Ruby has been able to save her cubs. Two years ago she had twin cubs and she crushed them both to death when they were only a few days old. Then last year she had one cub—the first of February. The cub was crushed during the excitement around the year when the cubs were born. padlocks were placed on the den and taken off early this week.

Poglayen said he doubts the cubs will be crushed now since they are nearly three months old. Bears in the next cage were moved as they couldn't



Sparrow Errs On Butt, Causes Fire For Birds



William W. Huber, director of the Smokey Bear forest fire prevention campaign, looks over requests for Junior Forest Ranger kits.

UNCLE SAM CAN BE ACE BABY-SITTER

Government Offers More Free
Activity Than School
Rhythm Band

By ALICIA HART

WASHINGTON—(NEA)—Mothers, we might have something here. Uncle Sam may be the best baby-sitter and occupational outlet yet.

From tots to teenagers, the U. S. government offers more free activity than a third-grade rhythm band. And it costs next to nothing—that is, for the kids.

As taxpayers, we help underwrite some of the programs. Let's take advantage of them.

For example, is your six-year-old on the verge of a tantrum? Relax. Tell him he can become a bona fide Junior Forest Ranger with an honest-to-gosh membership card from Washington.

It takes no more than a simple letter for your child to join the happy throng of fire preventers and soil conservators which is already 850,000 strong.

In fact, harassed officials at the Agriculture Department are receiving membership requests at the rate of 1,000 a day.

"Maybe the terror of your household doesn't aspire to this sort of thing. Then direct his talents toward the Treasury Department.

The U. S. Savings Bonds Division is loaded with certificates of merit for kids who do an outstanding job of selling savings stamps in their schools.

A real deal comes from the Secret Service. Youngsters who come to the special attention of the Secret Service receive cards that officially make them honorary Junior members.

"We only have a small supply of cards," says an official, "and we're definitely not in the cereal box-top category. Requests have to be made on recommendation of our people in the field.

For kids who are somewhat older there's a wide range of opportunities in agricultural activities.

The U. S. Office of Education sponsors Future Farmers of America which emphasizes the educational end of agriculture. Members must be boys in public high school who are studying vocational agriculture. They do have to pay dues, which are 10 cents a year. Today there are 9,000 chapters and over 832,000 members.

Then there are the 4-H Clubs all over the country which are aided by the Federal Extension Service in addition to states and counties. More than two million boys and girls between the ages of 10 and 21 belong, and Uncle Sam spends at least 20 million dollars a year on them, according to one estimate at the Agriculture Department.

The eaves underneath the roof of the Shirlington Hot Shoppe, 2700 S. Seminary Road, are clear today of birds nests.

The nests were burned out yesterday in a blaze which the Arlington Fire Division thinks was started by a bird.

About 2:45 p.m. yesterday, a patron noticed smoke issuing from beneath the Hot Shoppe eaves where birds had built their nests. The customer reported the matter to employees who called the Fire division and then proceeded to do what they could themselves to put out the fire.

ACCORDING TO L. E. BROWN, MANAGER OF the Shirlington Hot Shoppe, he was told by firemen that a sparrow had probably picked up a lighted cigarette butt which a careless smoker had flicked on the pavement. Thinking the cigarette butt was something which would make the sparrow's nests a little softer, the bird flew with it underneath the eaves.

That, according to Manager Brown, was the only way firemen could account for the blaze. What's more, Brown said, the firemen told him it is not unusual for birds to pick up lighted cigarette butts.

Little damage was done—a few rafters burned. Customers inside were not disturbed. Smoke was confined to the area above the restaurant. Entrance to the area to fight the fire was gained through a trap door.

For the sparrows, however, it was calamitous—their nests were destroyed.

NORTHERN VIRGINIA SUN
Arlington, Virginia
4/25/57

Air-minded teenagers can keep plenty busy in the Civil Air Patrol Cadet youth program. It's open to any boy or girl between 14 and 18 who is an American citizen and of good moral character.

He or she must take a serious course of study in the basic fundamentals of aviation and attend meetings once a week for drill and instruction. CAP cadets can buy and wear regular Air Force uniforms with their own insignia. They're also provided with an impressive membership and identification card. To date there are about 50,000 cadets.

Another Air Force auxiliary is the Ground Observer Corps which is open to anyone 18 or over who qualifies as a skywatcher. This is a far cry, however, from becoming a Junior Forest Ranger.

"All you have to do is be old enough to write a letter," explains William Huber, director of the program. "Address it to Smokey Bear Headquarters, Washington, D. C., and say, 'Dear Smokey Bear, I'd like to become a Junior Forest Ranger.'"

"We get everything imaginable from children," adds Huber. "They send pictures of themselves, cards, drawings, lollipops and long letters to Smokey Bear."



CITATION for meritorious service in forest fire prevention is given Richard Zanotti, (right) of Richard Distributing Co., Albuquerque, by "Smokey Bear." Presentation was made by Mrs. Ruth Bush Jones, (left) information specialist with the Forest Service. The special scroll and Smokey Doll were given for a series of public service fire prevention programs and distribution of recreational maps by Zanotti's company.

ALBUQUERQUE JOURNAL
Albuquerque, New Mexico
May 9, 1957

City Firm Cited For Fine Work

The first individual citation for meritorious service in promotion of forest fire prevention in this area went to Richard Zanotti, of Richard Distributing Co., for a sponsored public service program and distribution of recreational maps, according to Forest Service officials.

Zanotti received an official "Smokey Bear" scroll and doll (which speaks a fire warning) during a meeting of licensed beverage wholesalers of Arizona and New Mexico, in Phoenix.

Mrs. Ruth Bush Jones, information specialist for the forest service office here, made the presentation.

"We appreciate the wide support in commercial circles for our conservation program, especially in fire control efforts," she told the group.

ALBUQUERQUE JOURNAL
Albuquerque, New Mexico
May 9, 1957

UNION REGISTER
Phoenix, Arizona
May 17, 1957



SMOKEY BEAR displays his yearning for carpentry as he reminds everyone that burned lumber builds no homes, and that extreme care should be taken by all of us to prevent forest fires. All it takes is care . . . care with matches, smokers, and campfires.

FIRE SAFETY TEACHING FOR JUVENILES URGED

William W. Huber, director of the advertising firm conducting the Smokey Bear campaign to plan 1958 activities. Participating in the meeting will be Jim Lambie, President Eisenhower's special assistant for forest fire prevention, and Henry Wehde, member of the USFS National Advisory Council.

Los Angeles Times
— TUES. MARCH 5, 1957 —

Huber and Rudolph Wendelin, artist for the Smokey Bear campaign, were guests of Angeles National Forest Supervisor R. F. Droege on their first tour.

They will end their national forest surveys here before meeting March 12 with Los Angeles representatives

Zanotti Wins Award From Forest Service

The U. S. Forest Service has awarded a citation for meritorious service in promoting the Smokey Bear forest fire prevention campaign to Richard Zanotti and his firm, the Richard Distributing Co. Mr. Zanotti received a scroll and a replica of Smokey the Bear at a meeting in Phoenix last week of New Mexico and Arizona beer wholesalers.

ALBUQUERQUE TRIBUNE
Albuquerque, New Mexico
May 11, 1957

THIS YEAR ...ON VACATION



...AND ON THE ROAD

1. Drive safely and courteously yourself. Observe speed limits and warning signs. Where drivers stay alert and obey the law, deaths go DOWN.
2. Look on strict enforcement of all traffic laws. Traffic regulations work for you, not against you. Whenever traffic laws are strictly enforced, deaths go DOWN.

Published in an effort to save lives in cooperation with

THE ADVERTISING COUNCIL
THIS WEEK Magazine, May 12, 1957

COVER



OVER 37 PER CENT of the forest wildfires last year in East Texas were caused by careless burning of trash, brush or fields. With the advent of spring, clean-up time around the home or farm may mean a decided increase in these fires. Although this scene depicts only brush burning, similar precautionary measures should be taken before disposing of other refuse.

Our cover is taken from a 1954 CFFI poster.

TEXAS FOREST NEWS

Vol. 86 March-April, 1957 No. 2

WISCONSIN CONSERVATION BULLETIN

Vol. 22, No. 5, May, 1957. Published monthly by the Wisconsin Conservation Department, Madison 1, Wisconsin in the interest of conservation education.

Fire Prevention Via Smokey Bear

WALTER V. LUECK

Dispatcher, Forest Protection Division, Wausau

Smokey is conservation's most famous symbol, and one of its most effective "educators." Here's the story of his career in Wisconsin.

The story of Smokey the Bear started in New Mexico when a raging forest fire in the Lincoln national forest left a young bear cub homeless and badly burned. He was found by fire-fighters and turned over to Game Warden Ray Bell, who flew him to a veterinary hospital where his burns were cared for and he was fed.

There is where the young bear got his name of Smokey. He was then flown to Washington, D. C. Here he was turned over to the New Mexico Game and Fish Service to be dedicated to all the school children in the United States as a symbol of forest fire prevention.

LITTLE SMOKEY grew up in the zoo. With him grew the story of Smokey, the fire preventer, drawn on cards and posters, distributed and shown on trucks, buses, in the woods and schools, and published in newspapers and magazines. He was drawn with a forest ranger's hat, Levis, and carrying a shovel. There is a song written about Smokey by Steve Nelson and Jack Rollins that many school children sing. Also, a movie was produced telling the story of "Little Smokey."

Smokey Bear arrived in Wisconsin on fire prevention posters from the United States Forest Service. Of the many posters, one of the most striking was where Smokey was down on his knees in front of his friends in a clearing surrounded by heavy forest cover praying the simple prayer, "And please make people careful. Amen."

Each year forest rangers at all the stations in Wisconsin receive requests from many communities to enter floats in local parades. This means new ideas for

floats each year, but still with the same theme, "Prevent Forest Fires." To the knowledge of this writer, the first time Smokey appeared on a float presented by the Wisconsin Conservation Department, outside of the many Smokey posters displayed on trucks and other units in previous parades, was at the Firemen's Convention parade held in Hurley, Wisconsin and Ironwood, Michigan on August 3, 1950.

W. S. Carow, district forest ranger at Mercer, had received a request from the parade committee at Hurley to enter a float in the big parade. Mr. Carow discussed with his District 3 rangers the idea of having Smokey Bear ride on the float and all the rangers were for the idea 100 per cent. Ranger Carow conducted a search for a stuffed bear to represent Smokey, but all the mounted bears he looked at were either unfriendly or mounted in such a position that they couldn't be used to illustrate the friendly, upright Smokey. Time was short; if Smokey was to ride in the parade there was only one thing left to do: build a Smokey. So in the first parade that Smokey appeared in he was a stuffed wooden-head bear made by Frank Brunner, conservation aid at Mercer. Frank made the first Smokey out of a framework of wood and the head carved from a piece of cedar post.

WHEN THE FLOAT was finished there was Smokey surrounded by all his animal friends, riding on a trailer covered with forest greens. Yes, Smokey was praying beneath the sign, "And please make people careful. Amen." All the animals that rode on the float were stuffed except one bobcat. A trapper had brought



one in to be bountied a few days before the parade. The rangers were in need of animals that looked like they were praying. So the dead bobcat was bent into a praying position by Frank Brunner, fastened to a board frame and taken on a trip to the locker plant for deep freezing. On the day of the parade he was in top-notch shape for holding a praying position. He did fine, except that the weather was kind of warm and at the end of the parade the bobcat looked as if he were full of steam!

After the parade in Hurley and Ironwood, it was felt that there was a definite need for a Smokey that could be used in different positions on floats. So Ranger Bernard F. Klugow, then dispatcher at Mercer, suggested, "Why not build a Smokey suit that a man can wear?" Carow went for this idea like a bear goes for honey, and the construction project for the first Smokey Bear suit



This was the original Wisconsin Smokey—a stuffed, wooden-headed figure—as he appeared on a float in a parade at Hurley and Ironwood in 1950.

was started under the direction of Klugow.

If there is to be any credit given to anyone as to actual construction of the suit, it should be given to Neal Long, taxidermist at Sawyer, and Frank Brunner of Mercer. They got their heads together and the result was our first Smokey Bear suit. The bear hides were obtained by Klugow and most of the sewing of the Smokey suit was done by Mrs. Ada Hart, then a stenographer at the Mercer ranger station.

AT THE BIG Logging Congress parade in Wausau on September 28, 1950, Smokey was a living Smokey riding on a forest green truck float telling his stuffed animal friends in front of him that man was the animal that caused most of the fires in the forest.

As in practically every project, the results were short of perfect the first time. Smokey's head was too small and he didn't have a hat on—that is, not a permanent one. But the boys got along with old Smokey, visiting school children and riding in parades for three years.

Then a new, bigger and better Smokey Bear suit was made by Neal Long, Thomas Schucks and Mrs. William Maines, Mr. Long being the taxidermist. Schucks is a Conservation Department employee from Minocqua, and Mrs. William Maines is the seamstress employed to cut and sew the jacket and boots. A casting had to be made first from a concrete form of Smokey and then a permanent shell for Smokey's head was formed and covered with bear hide and con skin.

Since the construction of the second Smokey head, Thomas Schucks has taken full charge of Smokey productions. Of course the jackets and boots are still made by Mrs. Maines, but under Mr. Schucks' direction. He has found better ways to construct the suits to give more room and more durability.

Not counting the first suit, there are at present four Smokey Bear suits being used by Wisconsin rangers to carry the fire prevention message to the public.

The present-day Smokey looks "real." He walks and talks. Here he is with a team of Conservation Department specialists who presented Conservation Day Programs in high schools.

There are many ways in which this is being done.

In the winter months rangers contact grade schools, give short movies and fire prevention literature. Near the end of a surprise visitor, Smokey, will come in the door. Little eyes will become big and the room will become quiet. Smokey makes a big impression.

Farmers, store owners or shop workers often say, "Were you the finest ranger who came to our school? My children saw you and Smokey the Bear and that's all they talk about. Can't even burn garbage in my back yard without having one of them asking if I'm sure it's safe."

So, even people who have been burning for years hear again from their children how to be careful with fire. The message is getting across. The youngsters, even though only in grade school, thrilled by seeing a talking bear, will remember. When they have grown up, they still will be careful with fires.

There is nothing like young people to tell other youngsters who have moved in from the city what they have seen or done in school. And here again, Smokey the Bear comes up and these new children will tell their parents. The chain of words completes a circle and another family has a reminder to be careful with fire before they strike that match.

So the little time a forest ranger, dressed as Smokey the Bear, spends at a grade school is sure to spread from little lips to other ears. We have assurance that the words and time were well spent when we hear someone say, "Be careful with your fire."

Smokey has been to many public affairs in Wisconsin other than grade schools and parades. In three areas he has taken an active part in the high school Conservation Day program. He has talked to many thousands of people at county fairs, teachers' conventions, sports shows, state plowing contests, ice carnivals, Boy Scout jamborees and he has made many contacts at adult group meetings.

It doesn't make any difference if Smokey is on a television show or talking to 10 children at a rural school, he is always carrying that same message—Prevent Forest Fires. Remember—only YOU can prevent forest fires!



HELP

PREVENT
FOREST
FIRES!

Conservation Camps Aid State Forests



Aid Selves, Citizens and Nature - -

Prisoners Work in State Parks

This photo story is a tribute to the prisoners working in the Department of Corrections Camp Program. It has been written through the courtesy of The Advertising Council, Inc., the U. S. Forest Service and the Spectator.

Men in the camp program work days in state parks and conservation areas, returning to corrections camps evenings for study, recreation and needed sleep after days in the woods.

The fact that no major fires have raged uncontrolled in these areas since the camp program started is a credit to these men, as well as the Conservation Department.

Lower: Penitentiary camps are: Jackson (Paule Camp), Waterloo (Camp Control), Pontiac, Brighton (Young Offenders), Lehman, Wilkes, (now called Camp Pellston), and LaVictoire. Upper: Peninsula camps are: Tabquemenon Falls, Custis,

and Porcupine Mountains. A new camp is under construction in Baraga County in the U. P.

Flood Prevention
By preventing forest fires, these men also prevent floods. When undergrowth is destroyed by forest fires, there is no check for runoff waters after heavy rains and disastrous floods run lands.

Recreation Aid
When forests are destroyed by fire, hunting and recreation for vacationers, campers, and hunters are ended.

Everyone Gains
In an environment more healthy than within prison walls, these men aid themselves, their fellow citizens, taxpayers and the economy of the state.

Treatment Aid
In their ideal sense, treatment programs can be better implemented in the camp setting. Supervisors come to know all their charges first hand in an informal manner. Conservation employees can set an example and lead their prisoner-workers back into the paths of community living. These camps are the modern trend in penology.

Camp Work Widespread

From Massachusetts to California, corrections departments are increasing their emphasis on camp work as a part of the treatment program. In the open air of camps, retraining can be accomplished to a greater degree, with greater economy than can be done inside prison walls.



Three Steps Fight Fire

Prisoners in almost every state are prepared to work with Forestry and Conservation officers to fight forest fires, by hand and with modern equipment. Their preventive and salvage efforts represent an expression of willingness to aid the society that deemed their imprisonment necessary. It seems inviolate to term such men "antisocial".



The Spectator

THE NATION'S LEADING PRISON WEEKLY