

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 25, D. C.

A MATCH CAN BE A DEADLY MISSILE

SMOKEY BEAR

PRESS CLIPPINGS

Smokey BEAR
 MAY - 1959
 'Smokey
 "Smokey the Bear"



Remember:

ONLY YOU CAN PREVENT FOREST FIRES!



CAMPAIGN
 AIDS-1959



Remember:

ONLY YOU CAN PREVENT FOREST FIRES!





WAR whoops

By JIM NICHOLSON

Open Range Cry, "Fire And Destroy"

Kiamichi Valley and adjacent mountains suffered one of the worst disasters in recent years

by way of destructive fires that swept the mountains and valleys this past week. Left in the blackened footprints of scores of fires are the charred remains of hundreds of thousands of dollars worth of young pine, bluestem grass, squirrels and chipmunks too young to leave their nests, miles and miles of ruined fence rows, whole sections of improved pastures.

Anyone can easily see such tremendous losses. What can not be seen is the erosion that will come from mountain sides denuded of their protective cover. The exposed blackjack and post oak roots—where ever exposed will sprout another worthless and unmarketable

tree that will shade out more grass and pine. The many lakes and ponds that will now fill with silt and charred debris from burnt mountain sides.

This is a grass and pine country and there is no surer way of destroying these two products than uncontrolled fires.

These fires were set by men who wish to use the land free of charge... the so called "open range." While farmers and ranchers spent days and nights fighting a losing battle—watching their fences and improved pastures go up in smoke—the "open range" men enjoyed complacency. What could have been their thoughts while watching their land owner neighbors making a futile effort to stamp out the fire that threatened their very livelihood.

trees that would have within a few years been worth thousands of dollars. They buy the land, pay the taxes, then find the state laws protect the lawless torch bearer who demands that he use this land in his own primitive and destructive way.

Even the Ouachita National Forest suffered from a dozen deliberately set fires (including three big ones) the past two weeks. The Kiamichi District force spent one 44 hour stretch in the fire line without rest while hundreds of thousands of dollars in pine went up in smoke. Hurt us? Yes! For every dollar in pine that was destroyed, 12½ cents was taken away from Talihina, Whitesboro, Muse and Heavener school districts. That would have been our share from timber sales.

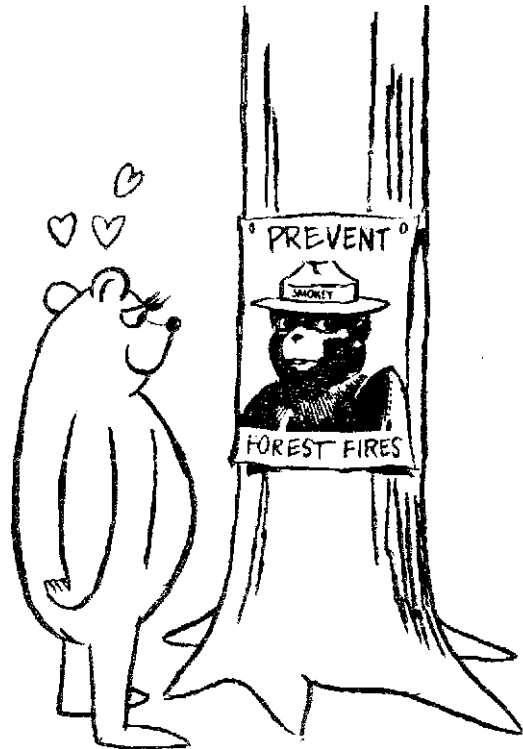
Despite the pleas for aid, no help came from our state legislators. None even come to view the damage.

The "open range" men call upon their landowner neighbors and townspeople each year and ask them for support in their demands before the legislature for free use of other men's property—yet not one advocate of the use of free range came forward in this area to help the land owner who was trying to save his own pastures and fences. Many of these ranchers have spent thousands of dollars planting pine seedlings and spraying grass, in an attempt to improve their own land as well as that of the community.

That question is easily answered. Our legislators will support "Open Range" until they are overwhelmed by public opinion. The land owner views with dismay the ashes of young pine



SMOKEY'S AT THE COURTHOUSE—Smokey the Bear, national symbol for forest fire prevention, now stands on the courthouse lawn to welcome delegates to the Northeast Texas Forest Fire Prevention Conference April 24. International Paper Co. employes erecting Smokey in the rain are H. D. Parr on the ladder and C. L. Roraback, Clovis Parker, Ed Harp and R. M. Gilbert. Smokey is 30 feet tall.
MARSHALL NEWS MESSENGER (TEARS) 4-19-59



SANGOR DAILY NEWS 2-28-59

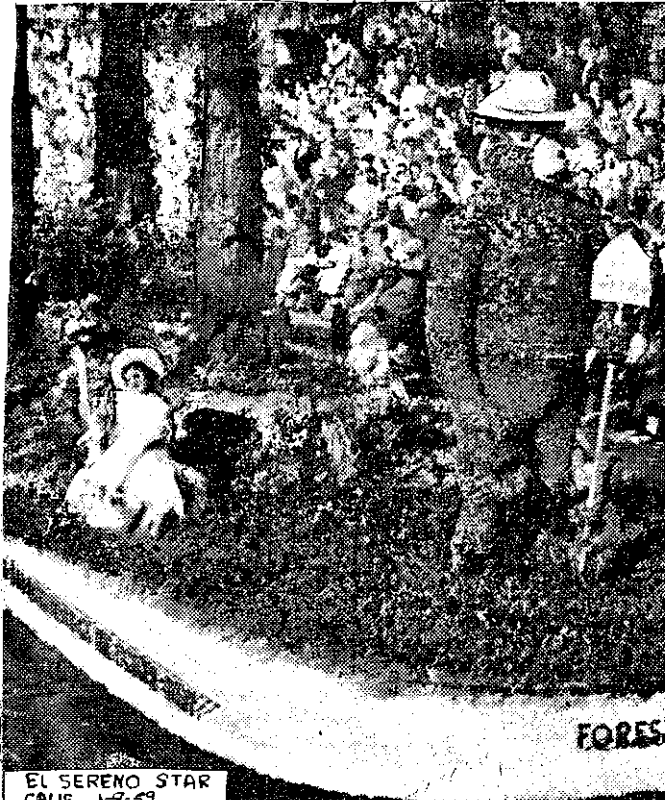


The Smoky Bear award of the United States forest service was presented Wednesday to Neil Le May (left), Tomahawk, Wisconsin chief ranger, by Arthur W. Greeley (right), regional forester of the service. State Forester John Beale, Madison, looked on. The award was made at a fire prevention and forestry meeting of state foresters from nine north central states at the Carpenter building, 536 W. Wisconsin av. MILWAUKEE JOURNAL 1-29-59 —Journal Staff



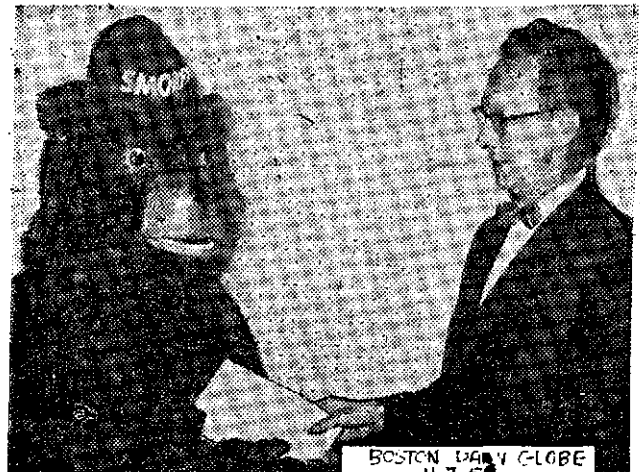
MAKE-UP — Philomena Wooster, left, and Anita Lugo put floral make-up on face of Smokey the Bear, a feature of the Forest Adventure float entered by the Native Sons and Daughters of the Golden West.

EL SERENO STAR 1-8-59



EL SERENO STAR CALIF. 1-7-59

BEAUTY AND THE BEAST — Pretty Barbara Benton of Eagle Rock teams up with Smokey the bear in the Native Sons and Daughters prize-winning float that copped the Governor's trophy at the Pasadena Rose Parade.



BOSTON DAILY GLOBE 11-7-58

SMOKEY THE BEAR AT JORDAN'S

The famed bear gives first-day covers of Forest Conservation Stamp to Laurence B. Dolliver, manager of Jordan Marsh stamp and coin center. Smokey will be at center tomorrow from 1 to 4 p.m. to meet youngsters with Sidney Thompson, a state forest ranger from Worcester County. Smokey will distribute conservation stamp first day cover, together with Junior Forest Ranger badge and membership card. The bear will also accept minimum 20-cent contributions to conservation fund.



WASHINGTON POST
12-12-58

By Douglas Chevallier, Staff Photographer

READY FOR CHRISTMAS—Flora Beth Benson, 13-year-old daughter of Secretary of Agriculture and Mrs. Ezra Taft Benson, dressed her "Smokey" bear named "Ted" in a red nightshirt and tasseled cap and placed him on the stairway of their home for a Christmas decoration. She received the bear as a gift several years ago for ap-

pearing on a Christmas program at the Department of Agriculture. This thrifty miss and her older sister, Beverly, decorated the Benson home for Christmas using holly from the trees in their front yard and red ribbon saved from previous Christmases, but washed and pressed for re-use, as wrapping on the stair rails.

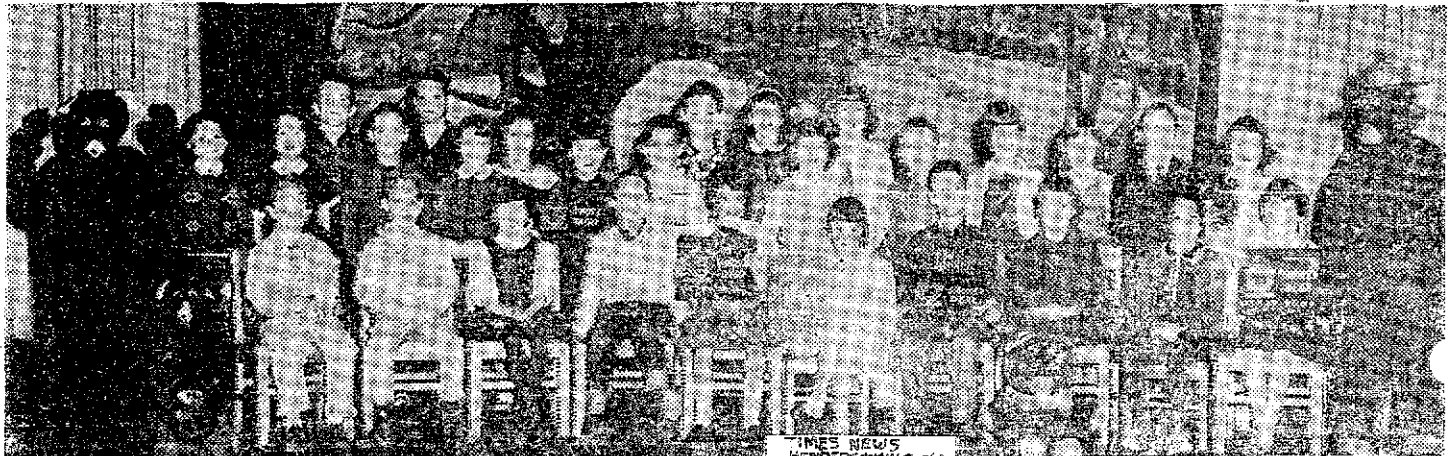


MILWAUKEE JOURNAL
11-6-58

Smokey the Bear, a nation-wide symbol of forest conservation, visited the downtown Gimbel's store Saturday to give children first day covers (envelopes) of the conservation stamp of Smokey. James Coleman, Wilson dr., Shorewood, a United States forester as Smokey, greeted Thomas Smagalski, 5, of 4113 S



Make this your badge of merit!



TIMES NEWS
NEWSPAPERS, INC.

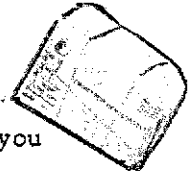
GIVE PROGRAM ON FIRE PREVENTION—Members of Miss Syrecha Sassamon's second grade at Ross Edwards School recently gave a program on fire prevention, climaxing a study of the subject since last fall. The program centered around "Smoky, the Fire Prevention Bear." Members of the cast are shown above.—Photo by Huntzweit.



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day to
forest
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*folks, the letters shown
were are reprinted from
actual correspondence.
Spelled and words exactly
as written, they give us a
pretty good idea of the per-
teaching effect of our
forest fire prevention
campaign... and a few
laughs too --*



From N.C. (Our prize)
Somky.

Goddam you why don't you
sent kit??

James

P.S. All the goddam other
kids got one.

(Ed. comment) And James still
doesn't have his g.d. kit be-
cause he didn't give his last
name.

From Altoona, Pa.

I would like if you can send
me A forest Ranger Helmet and
uniform for 50¢. I am a Junior
Forest Ranger. Please radio me
back by Western Union.

Stephen Age 7

From Nevada

Dear Smoky:

Please send me 25 Smoky Bear forest ran-
ger memberships....P.S. Who's gonna be
first to reach the moon. Russia or United
States. Please answer who you think.

I think the United States will. Because
in the Bible it says somewhere. "No un-
godly nations shall rule."

If Russia does get to the moon it will
probably be a failure.

Yours truly, Gary

From Atlanta, Ga.

Dear Smokey Bear,

On January 3d it wasn't cold at all, but
then I saw a man who was smoking a cigar.
I watched him for a long time and then he
threw it down. I went over and said, mister
you forgot to put out your cigar. He said
Aw shut up. Before I knew it part of the
grass was on fire. I saw a hose and put it
out. The woman thanked me.

Forest Ranger Janet

From N. Bellmore, N.Y.

Dear Smokey Bare

I have stared a culb and I asked six shetts
Bare kits. You said they would have to send
for it thereself. But there is no one who
can't write but me.

Ranger Bobby

From Newark, N.J.

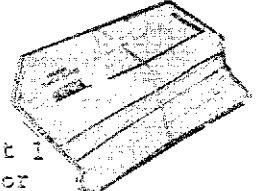
Dear Smokey;

My name is Ethel.

Would you please send me a Rager card?

I do all my dudies.

Love, Ethel



From Oregon

...I believe in you Smokey but I
don't believe in Santa Claus or
Easter Bunny...



COUR'DALENE PRESS
6-17-58

Smokey the Bear, symbol of forest fire prevention, receives a
trophy from little Cindy McPeck after catching Guberif the Fire Bug
demonstration staged by Coeur d'Alene Jaycees as part of their
Idaho Green campaign. The trophy, appropriately enough, was a
fire extinguisher. Smokey was played by Don Kilian, Jaycee director.
ough cool, moist weather the past few days has reduced the fire
er, the situation will become critical with the return of hot
her, and a full page ad in today's Press calls attention to the
being careful in the woods.



Smokey the Bear, portrayed by Forest Ranger Ross Stump, gives first-day cover of new forest conservation stamp to Jermette Rossi, 16, of 538 Winton st., yesterday at Gimbels.

PHILADELPHIA INQUIRER
11-12-58



\$625 GIFTS PUT SMOKEY BEAR NEARER DEN

Smokey the Bear is \$625 closer to a permanent home today, but he still has a long way to go.

Presentation of the money was made yesterday by D. Randall Buckingham, secretary-treasurer of Woodward & Lothrop, to William W. Huber, director of the Forest Service's fire prevention program, and Dr. Theodore Reed, director of the National Zoological Park here.

All the money was raised through donations solicited in Woodward & Lothrop and more than a dozen other department stores located throughout the country.

The Forest Service has been trying for more than a year to raise \$50,000 with which to build its furry fire-fighting symbol a den befitting a bear of his stature. Contributions, however, have been slow coming in, and to date the total money raised is still less than \$3,000.

Smokey, meanwhile, must continue to live in a cage, like any other bear at the Washington Zoo.

WASHINGTON POST



Chief Richard McArdle, U. S. Forest Service, and Smokey Bear look over one of the thousands of letters which have poured into Smokey Bear Headquarters in Washington, D. C. during recent months. Smokey wants every boy and girl to become one of his Junior Forest Rangers and join State and Federal foresters in their drive to prevent man-caused forest fires. Girl Scout National Headquarters announced that 2 million girl scouts will help Smokey this year in his drive to prevent man-caused forest fires. Already the National Council, Boy Scouts of America which numbers over 3 1/2 million members have a conservation program which embraces training to prevent man-caused forest, brush and grass fires.

Smokey's Hat On Missing List

ALBUQUERQUE JOURNAL 10-11-58

It appears a hatless Smokey the Bear will talk to visitors to the Dept. of Agriculture exhibit in the Coliseum during this year's State Fair.

Someone apparently made off with fire-conscious bear's green-gray broad-brim Forest Ranger's hat. Mrs. Ruth Jones, information specialist of the Forest Service, said there are no hats on hand to replace the one that is missing.

"We can only hope that, if someone did take it, they return it," she said. The eight-foot bear is equipped to speak on phases of the forestry service's program and is wearing all other items of his usual uniform.

Mrs. C. E. Martin Wins Bear Award

Mrs. Chester E. Martin of 300 Blackland Rd., NW, has received a Smokey Bear award for her work in conservation of Georgia's natural resources. The award was presented to Mrs. Martin by Guyton DeLoach, director of the State Forestry Commission and James Vessey of the U.S. Forest Service at a recent Small Woodland Owners Conference in Macon.

THE ATLANTA JOURNAL
12-1-58



JAMES RICARD of Canaan, fire prevention and training officer for the state Forestry Service, presents to Gov. Wesley Powell a hooked rug, bearing an outline of Smokey, the forest-fire fighting bear. The rug was made by Ralph Peabody of Shelburne, a former fire warden in 1957, when Peabody was 84 years old. The 3x4-foot multi-colored rug will be displayed in the State House Hall of Flags.



LNBL HELPS SMOKEY DEVELOP HIS SOUTHERN ACCENT!

More than half the forest and woods fires in the U.S. are in the South—many the result of malicious or careless burning. The broad scope and distinctive nature of the Southern forest fire problem called for special attention.

Under the auspices of The Advertising Council, a highly successful program built around the famous "Smokey Bear" has been carried on for many years. To supplement the national campaign, The Advertising Council was asked to appoint an agency to create forest fire prevention advertising with a strong regional emphasis.

Liller, Neal, Battle and Lindsey was the choice!

As a public service LNBL now is engaged in creating a variety of advertising material directed at fellow Southerners for use by the U.S. Forest Service and state forestry departments in the area.

It's another example of this agency's recognized advertising leadership and good corporate citizenship.



LILLER, NEAL, BATTLE & LINDSEY INC.
Advertising

Don't Let Me -



Burn!

"PROGRESS"
N.MEXICO GAME
AND FISH