

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.

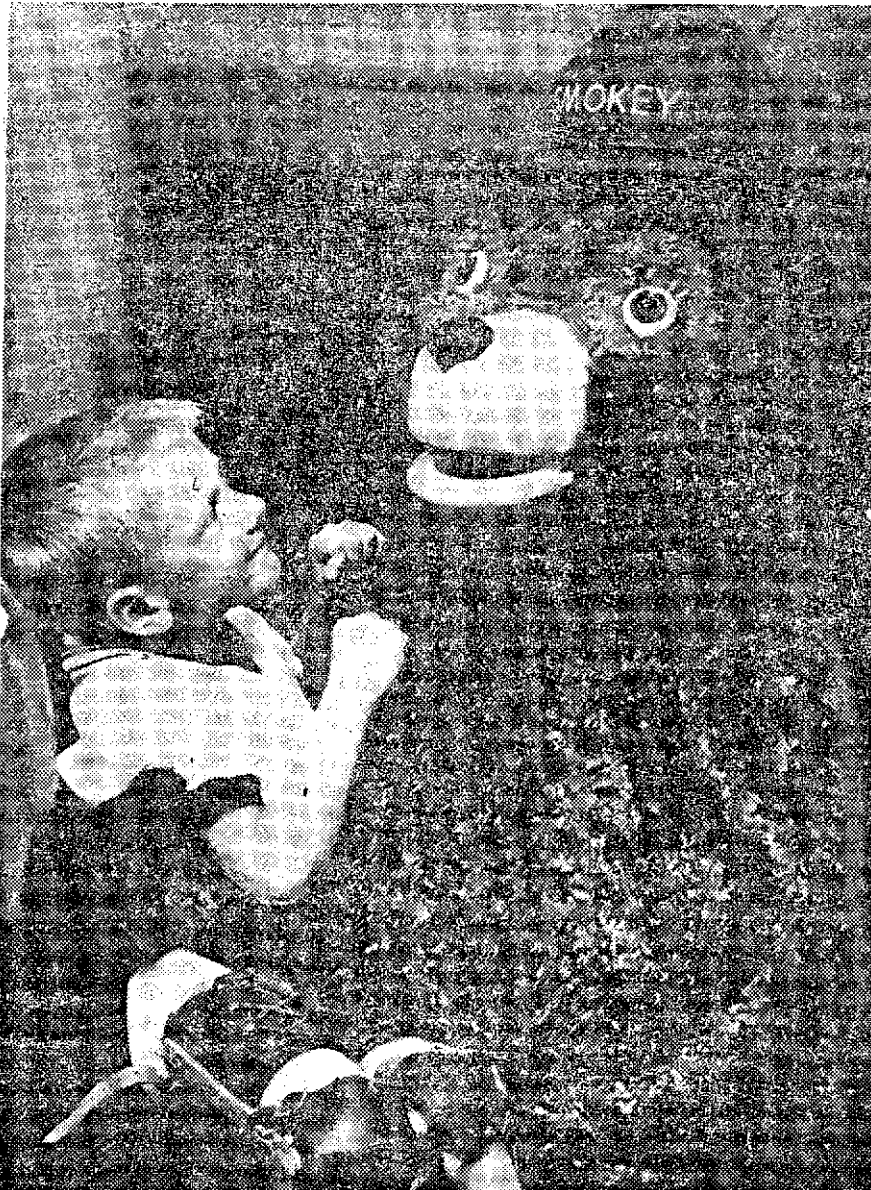
SMOKEY BEAR

PRESS CLIPPINGS

Smoky Nov 15 1959

SMOK' Smokey-The-Bear, Smokey

"Smokey the Bear"



HUGGED BY A BEAR

Tommy Thacker, 5, of the D. C. Society for Crippled Children, gets a big kick out of being held by Smokey the Bear at the musical party sponsored yesterday by the Sheraton-Park Hotel for crippled children from the D. C. Society, Montgomery County, Prince Georges County and the orphans from St. Anne's, St. Vincent's and St. Joseph's Homes. —Star Staff Photo.

Washington Star 8/20

Just a minute

ARE YOU a Smokey Bear helper? Do you think of Smokey when you carefully blow out your match and crush your cigarette in the ash tray of your car? In checking up, we find that most Department people do help Smokey, either this way or in more direct work in preventing forest fires.

If Smokey is not a personal friend of yours, just ask any child in your block, about age 11 or under. You will learn about Smokey. You will learn about the bear cub that was found left all alone following a bad forest fire in New Mexico. . . .

All of us in the Department can be proud of the success of the Smokey Bear program. In 1942, when this cooperative program started, some 200,000 fires burned 30 million acres. In 1958, 98,000 fires burned only 3,280,000 acres. That is the lowest acreage burned since fire statistics have been kept.

The Department owes a big vote of thanks to The Advertising Council and to the Association of State Foresters, who are full partners in Smokey's program and his success. On the other hand, Smokey owes a special vote of thanks to lots of folks in Agriculture who help him get his message across. Plant and Operations handles telephone calls promptly from all parts of the country. Special machines stuff Smokey kits and Central Supply ships millions of pieces of Smokey material each year. The Office of Information helps prepare and process Smokey motion pictures, TV films, radio platters, posters, pamphlets, costumes, and exhibits. Extension Service used Smokey to excellent effect in the recent 4-H Club national meeting. Yes, Smokey gets a lot of help here in the Department through all its agencies.

His hat is off to all of you for a good job of forest fire prevention.

—Arthur W. Greeley
Assistant Chief, FS

U.S.D.A. Employee
Bulletin 8/19

Staehe Joins Beigel Advertising Firm



ALBERT STAEHE

Albert Staehe, one of America's top illustrators, has entered the advertising field locally, as art director and creative consultant with Jerome Beigel Advertising, Inc., of Miami Beach.

He is well known as creator of the famous "Smokey, the bear" symbol of the Department of Agriculture's Forest Fire Prevention, and originator of the equally famous cocker spaniel "Butch" of Saturday Evening Post cover fame.

Staehe has been awarded three famous Kerwin Fulton Medals, for

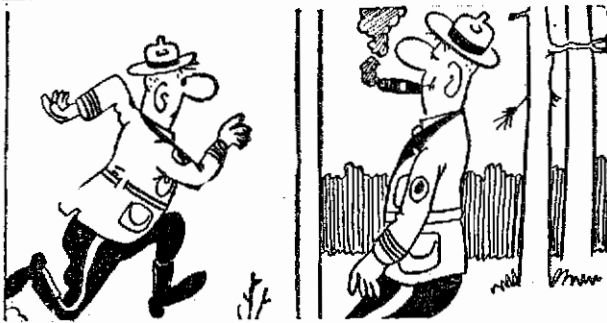
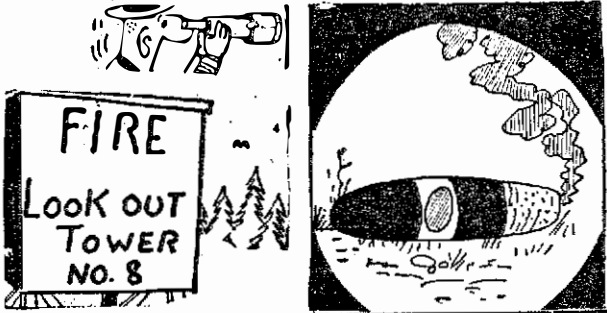
outstanding posters for Esso gasoline, as well as prizes for cartoons and continuity for the Art Directors Club in N.Y., and noted for his amusing 24 sheet posters. He has achieved many awards at the National Outdoor Advertising Shows in Chicago.

Staehe is in his fifties, handsome, with a quick sense of humor. A resident of North Miami Beach.

The famous original "Butch," winner of more pet awards than any living animal, is 16 years old blind, gentle and quiet.

Miami Beach Sun 8/16

HERMAN



"I'm from the Department of Forest Preservation!"

CHILD FIRES FOREST

Playing With Matches Causes 5-Day \$380,000 Blaze

WASHINGTON (Science Service) — A child playing with matches in a camp ground recreation area started a \$380,000 blaze in one of California's tinder box forests.

Ground tankers, bulldozers, air tankers dropping fire retardants and helicopters to ferry in fire fighters and some 1,050 men were needed to put out the fire. It was finally controlled after five days.

This Cold Creek fire was a "pretty good sized one," Guy Johnson of the United States Forest Service said. Some 11,000 acres were burned with a loss of 38,000,000 board feet of timber.

"California's fire season is one month ahead of normal in numbers of fires this year, even though we are just getting into the dry season," Mr. Johnson said.

The problem is most serious in California, Nevada and Utah where lack of rain has increased fire danger.

New York Times 8/4

URSUS, EE?

Thomas M. Clarke of 4652 Kendrick rd., Suitland, took his children out to the Zoo the other day. All went well until the Clarkes got to Smokey the Bear.

The kids were quick to note that one sign on Smokey's cage says he's an American black bear, but another sign says he's an American brown bear.

"He looks brown to me," says District Liner Clarke. But with four kids debating the issue he'd like an authoritative decision.

Lear Grimmer, associate director of the Zoo, says Smokey is really an *Ursus Americana*. That's Latin for "American bear." Familiarly, we refer to *Ursus Americana* as either a black or a brown bear, and both terms are equally correct.

As Grimmer puts it: "You can be either a blond or a brunette and still be an American. Similarly, Smokey might have been either brown or black."

Washington Post 7/15



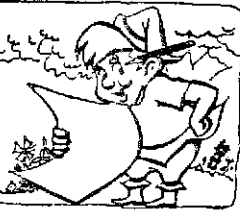
Those little trees are the next crop!



ECONOMICS OF FIRE LOSSES is the target for this newest stuffer, developed by RRCC and adopted for State-wide use by the State Division of Forestry. Depending on the area in use, the "KG" message is interchangeable. Art work was done by Ed Bills, San Francisco commercial artist. Conservation for Today

ask

Andy



Andy sends a complete, 15 volume set of Compton's "Pictured Encyclopedia" to Charles Grichar, 9, of Houston, Tex., for his question:

Is There a Real Smokey Bear?

Some years ago a baby bear was born in the deep woods of the Lincoln national forest, in New Mexico. He romped under the shady trees and he rolled in the soft grass. He made friends with the sassy squirrels and the bunnies, with the deer and the frisky frogs. He watched the flashing trout in their streams. Every little while he ran back to share his fun with his big, cuddly mama.

The green spring turned to a hot, rainless summer. The thirsty forest became parched and dry. Then, one day a careless person walked under the trees. Maybe he flung down a smoldering match or cigaret, maybe he left a campfire untended—we are not sure. But we do know that he left a spark on the dry forest floor—and went thoughtlessly away.

In the dry grass and leaves, the spark became a little flame. The flame became a greedy fire creeping over the forest floor. It licked at the trunk of a dry tree and almost at once the leafy branches were ablaze. Another and another tree became blazing torches.

Some of the animals smelled smoke and panic spread through the forest. The baby bear started to run back to his mama but the cruel fire was in his path. He turned and fled with his forest friends.

A forest ranger in a lookout tower saw the smoke and called in the alarm. Firefighters rushed to the scene, but the fierce fire was raging. Squirrels and foxes, bunnies and stoats, deer and pumas forgot their quarrels and fled together before their great enemy, the forest fire. Many perished and trout suffocated from the ashes falling into their stream. Then our little bear remembered what his mama told him to do when danger threatened. He climbed a tree.

Ranchers, woodmen and soldiers joined the firefighters and 24 men were almost trapped. They escaped only because they hid in a rock slide.

Later, when at last the fire was quenched, these men

looked around at the charred earth, the scorched and smoking stumps—all that was left of the lovely, leafy forest. And there, clinging to a tree trunk, was a burned and frightened baby bear.

He was homeless and he was an orphan. The rangers took him and bandaged his poor burned paws. They treated his scorched skin and fur and they named him Smokey because he was found in the smoky remains of the terrible forest fire.

Slowly, very slowly, Smokey got well. The rangers told his tragic story on the radio and on TV. Smokey was able to make some people listen and be careful about forest fires. The United States forest service employed him to carry on his good work. He went to Washington, D. C., where he now lives in his own home in the zoo.

This is a true story and Smokey is a real bear. Does he remember the terrible fire which made him an orphan and ruined his lovely forest? Does he remember all his lost friends who perished in the blaze? Yes, he remembers and he asks us also to remember and be careful.

HEY, KIDS!

THIS SAT. AFT.

SMOKEY
The Fire Prevention BEAR

Presented by the
W. Y. Jr. Forest Rangers
and the U.S. Forest Service

FREE! EVERY SAT.
1,000 BAGS OF
BONOMO'S ASSORTED
TURKISH TAFFY
One bag each to the first
1,000 Paid Admissions

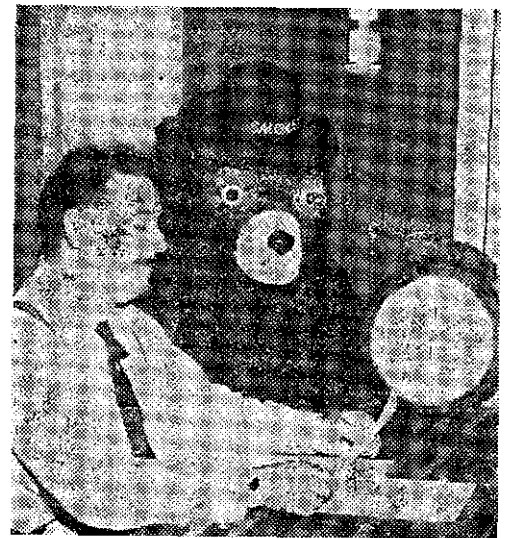
PALISADES
FAMULEMEN PARK
1/2 MILE SOUTH OF
GEO WASHINGTON BRIDGE

SWIM IN WORLD'S
LARGEST
OUTDOOR SALT WATER
POOL
SURF BATHING

FREE Shows & Dancing
LARRY ELLIOTT & His Orch.
JOE LICATA & His Orch.
FREE breathtaking
Aquatic Act.
The Diving Sensations

FREE PARKING

Also World's Largest KIDDIE PARK



FIREFIGHTERS—Jackson Weaver (left) joins Smokey the Bear in preparation of another set of messages for the National Fire Prevention Program. He's been Smokey's voice, between chores at WMAL and WMAL-TV, since 1945. *Washington Star 8/28*

Progress pressman Ward Drake tells me about a friend's 4-year-old youngster who has lost some faith in the veracity of television.

The boy became a fan of Smokey the Bear. He delighted at the public service spot commercials in which Smokey exhibited not the slightest bit of difficulty in handling a conflagration of any measure.

The youngster came into possession of a Smokey the Bear poster and placed it in a closet. In the same closet, he arranged to start a fire and said:

"Okay, Smokey. Put it out."

The boy came away with a singed poster and an equally warm posterior.

Progress (Monterey, Calif.)



FOLKS - THE LETTERS SHOWN
HERE ARE REPRINTED FROM
ACTUAL CORRESPONDENCE.
SPELLED AND WORDED EXACTLY
AS WRITTEN ORIGINALLY, THEY
GIVE US A PRETTY GOOD IDEA
OF THE FAR-REACHING INTEREST
IN MY CAMPAIGN TO PREVENT
FOREST FIRES... AND A FEW
LAUGHS TOO - - -

Pasadena, T

Dear smokey,

I got in a fight. Sence I am a ranger w
you send me some rules how to fight. He
me in the jaw. He hit me first. Please
send it. I need it very bad. I am not g
to say -- kid want to fight. I am going
let him hit first. I need the rules in c
he wants to fight again.

PLEASE!

Thank you Smokey,
R.S.

Dear Smokey Bear:

PLEASE sent me those things that you sent my
friend Gail. I was carful with fires. I have
a sister, brother, 3 horses and some chickens.

Thank you very much!!!
Love, B.N. Albany, Georgia

Dear Smokey Bear,

Please send me some of those things you
sent my friend Karen. My fires are very
good ones. I have a sister and a brother
and my mother is going to have a baby.

Love, C.N. Albany, Georgia

Dear Smokey Bear,

Just a few line
I read the book a
your mother. I w
grownup not to dr
forest. ad burn
winded. I will b
wind is not blew,
my trash. I am c
J.

Canada

Dear Smokey

I am also a member of the 16 Sports
Club and I have 3 22 caliber machine
gun bullets and I got the membership
just after the fire at my house.

B.H.

P.S. Do you remember me?

Dear Sirs:

I would like a fire pervention book
free. I know dad shouldnt smoke in
bed but he does. Please help me per-
vent a fire in bed.

D.B.

Dear Smokey,

I am perventing fires and if you can
send some tools and fire extinguishes
for putting out fires.

T.D.B.

Dear Smokey,

Please send me a membership card for my
sister Brenda. It was the day before
Easter when I got my kit. I was really
proud too. I had brought my shoes that
day but I was more proud of the kit
than the shoes.

J.K. Tallahassee, Florida

Dear Smocky,

I wanted to let you know that on the 8th
of October, the Lions Club met at 4 O'
clock in the afternoon. M.M. moved that
we changed the name of the club to:

Smomkey Bear's

Jr. Forest Ranger Club
Bakersfield, California

The movement was seconded by Mike's older
sister, Kathy. The vote was 28-0.

Club News

When President G.L. found that there was
no badges in last 16 kits (for our 16
new members) he collected all the badges
from the first 12 members and at this time
is having the treasurer hold them. There
is \$1.23 cents in the treasury.

I know that a Forest Ranger is reading
this letter and not Smoky, himself. So
would you tell Smokey that the Smokey
Bear's Forest exhibit was one of the best
at the Kern County Fair. Signed,
G.L. and: The Vice President, the Sec-
retary and the rest of the gang.

Dear Smokey,
Deare me. You m
for 50 bages. Y
(no

Dear Sirs:
I would like to
Bear club." I wou
it because I want
fires. One is "r
newspapers in the
Love, John

Your Camera



Contest Set Up To Help Smokey

By MABEL SCACHERI.

Two things I want to tell you about today, the "Help Smokey" contest and the hour for you to show up for a ticket to the weekend photo trip of the Metropolitan Camera Club Council. Let's take the second one first.

Well, doggone it, the written announcement of this trip to the Country School of Photography in Vermont said to get to the bus terminal by 6 p.m. today. NOW they tell me you should be there by 5:30 or even earlier. Ahhhh, shut-terbugs.

OK, now for the "Help

Smokey" contest. All you junior camera fans know Smokey the Bear, the symbol of fire prevention, and you all ought to know about Picture Pals, an organization for young fans, of which Miss Eve Harrison is director.

Picture Pals is starting a nationwide photo contest on the Help-Smokey theme, with 1000 prizes and a chance to have their winning picture exhibited in the National Zoo, Washington, D. C. This contest is open to "all snap-happy youngsters throughout the country." All entrants automatically become members of the Junior Forest Rangers, with full credentials sent them from the Dept. of Agriculture in Washington.

The contest closes Jan. 31, 1960, so you have more than a year to shoot pictures. What kind of pictures? Any picture exemplifying the beauties of nature, to call attention to the fine forests which may be destroyed by carelessness. You might just shoot a lovely scene, with tall, graceful trees, or wild flowers that grow in our national forests, or happy families camping or picnicking in a pleasant place in the woods. Pictures should be no larger than 4x5, and one picture per contestant is the rule.

Send for your entry blank and a copy of the rules to Help Smokey Contest, Picture Pals, Inc., Box 343, Radio City Station, New York 19, N. Y. You will get a folder which also shows you some examples of the kind of photographs suitable for the contest.

N.Y. World Telegram and Sun 9/25

Smokey, a deer, a bear cub and a boy move their mouths as each takes his turn delivering a short lecture on the prevention of forest fires.

The display was built in New York and was delivered with the voices already recorded. As a result, gruff-toned Smokey originally rumbled, "You gotta be careful wit fire and not boin' d' trees anna foins."

The voices were rerecorded in Portland, with an Oregon bear instead of one from New Joisey.

Seattle Times

Smokey the Bear's Stand-In May Be Sought Here



By BYRON FISH

THE other day we told why Smokey the Bear's voice had to be rerecorded for the Oregon Centennial. The "Keep Green" display was manufactured in the East and Smokey spoke with a New Joisey accent.

The display from the now-closed Portland exposition has moved to the now-open Western Washington Fair at Puyallup.

Barney O. Furseth, Jr., assistant director of the Keep Washington Green Association, suggests the association may give Smokey still another voice, this time that of a Washington bear.

"The possibility of getting a real bear recording is not remote," Furseth writes. "It is not far to Carkeek Park. Here, bear, bear, bear . . ."

Furseth and friends went down to Portland with a rental truck to bring Smokey up here. In light of the Carkeek furor, this was rated as a "dangerous mission."

"We were hoping," Furseth said, "that citizens and police would hold their fire."

It has been no secret that you can't keep bears down on the tree farm these days. They have been moving to the city. Furseth furnishes a clue that they may hail from Mason and Grays Harbor Counties.

"Two weekly newspapers, one in Mason and one in Grays Harbor, recently fell into an argument over which had the better bear meat," Furseth said.

"Their intention was to find a bear in each county, roast it and judge the quality. But, no one could find a bruin out there in the country. As a result, the editors were roasted instead." Seattle Times 9/23

D'Broon Din's Use Western Words

THE Oregon Centennial Exposition has a three-dimensional "Keep Green" display presided over by Smokey the Bear. The scene is about the size of those in department-store windows at Christmas.

RACCOON JOINS BEAR IN GUARDING FOREST

HARRISBURG, Pa. (UPI) Smoky the Bear now has a new chum in conservation — Howdy the Raccoon.

Smokey warns against burning down forest playgrounds. Howdy urges good outdoor manners and asks that you leave the woods just as beautiful as you found them so the next arrivals can enjoy them, too.

When Smokey the Bear was created ten years ago the biggest worry most park and forest officials had was forest fire. Prevent fires, they thought, and one of the most destructive forces ruining forests would be eliminated.

Howdy was created to deal with a new threat to forests; the increased use of forests by families.

Park and forest officials find it almost impossible to pick up after all families spending weekends and vacations out-of-doors.

The Pennsylvania Forestry Association, together with the state's conservation officials and other private groups, created a raccoon, wearing a battered fisherman's cap and a plaid shirt, to deliver their "Good Outdoor Manners" message. They asked Pennsylvania's school children to name the raccoon.

Names were submitted by 52,000 children. The winner was John Hoyes, a first grader from Charleroi, who picked the name, Howdy the Raccoon. The boy explained "Howdy" by saying:

"He welcomes you to the forest, his home, if you obey the rules of a good guest."

New York Times 8/30

Shell Posters Fight Forest Fires



CALIFORNIA FACES CRITICAL forest fire conditions this year, and the Shell Oil Company is performing a vital public service by devoting its entire August outdoor advertising campaign to meet the menace. This poster, created for Shell by Walt Disney, will deliver its appealing message next month to millions of people at the places where it is needed — on major arteries of travel.

Outdoor Bulletin 7/29

Outdoor Ads Help Fight Fire Menace



In the all-out fight against the worst forest fire conditions California has known in a generation, the outdoor advertising industry is doing its part. During the most critical periods, climaxing in August and September, outdoor bulletins picturing Smokey the Bear are delivering warning messages, sponsored by civic groups, on major thoroughfares throughout the State.

The bulletin pictured above is one of those sponsored by The Advertising Council. In the photograph, left to right, are Deputy State Forester James K. Mace of Riverside, Regional Forester Charles Connaughton of San Francisco, William W. Huber of Washington, D. C., director of the U. S. Forest Service's Smokey Bear campaign; Raleigh Taylor of the State Forestry Division at Sacramento, Superintendent Richard Droege of Angeles National Forest, Chief Leslie Dutton of the Los Angeles County Fire Department, Administrative Deputy Don T. Hibbard of the Los Angeles City Fire Department, and Elmer Osterman, of the Division of Forestry at Riverside.

Importance of the educational campaign, in which all advertising media are co-operating, is shown by the fact that of 3,400 fires reported by the end of August, costing eleven lives and vast economic and natural resource losses, more than 2,700 have been man-caused.

The Outdoor Bulletin (Calif.) 8/29

Forest Service Honors Walter

SANTA FE (AP)—The late Harold D. Walter of Santa Fe, photographer, mountain climber and longtime state employe, was honored Wednesday by the U. S. Forest Service.

The award was in recognition of his outstanding contributions to fire prevention nationally through his photography of Smokey the Bear.

The certificate was presented to his widow, Mrs. Mae Walter. Walter died last year in an Albuquerque hospital following a long illness.

An outstanding mountain climber, Walter had a peak named after him close to Wheeler Peak, the highest in New Mexico.

The award was presented to Mrs. Walter, at present secretary to State Conservation Director Fred Thompson, by J. Morgan Smith, southwestern regional chief of information for the U. S. Forest Service.

Albuquerque Journal 7/30

GUBERIF CONVICTED IN MOCK TRIAL HERE TODAY



"Guberif", convicted on a charge of negligent camping, careless smoking and littering, was sentenced by District Judge Clay V. Spear to six months in the county jail after a mock trial ending early this afternoon. The defendant, whose name is derived from Firebug spelled backwards, had his sentence suspended but he was placed under probation to Smokey the Bear and Junior (Cub). Richard H. Bieber, chairman of the Junior

Chamber of Commerce's Keep Idaho Green committee and Tom Jones were witnesses for the prosecution and James Bray was the only witness for the defense. James W. Ingalls was prosecuting attorney and Bliss O. Bignall defense attorney. Jim Cory and Duff Taylor filled roles as Smokey and Junior, respectively. As a last gesture "Guberif" changed his plea to guilty.

Cour d' Alene Press 8/20

TOOTSIE EYES \$50,000 DEN, POPS QUESTION TO SMOKEY

This isn't a Leap Year, but Smokey the Bear has received his first proposal.

The word must have got around fast that the Forest Service is going to build their furry fire-fighter a new \$50,000 home at the Washington Zoo. The new den is suitable for two and the Government will be looking for a mate for Smokey when it's built.

Today, a female bear named Tootsie from Bitely, Mich., popped the question in a letter from her owner to the Forest Service, as follows:

"Gentlemen. I expect by now you have a herd of female bears looking for a nice mate in a nice home.

Well, I'll send you a line also.

"Tootsie is 5½ years old. Tame a wonderful bear. Never has been mated. She was raised with children. I am old but still handle my trowel; make statues and things. Must dispose of my bears but too poor to give them away. If you are interested, let me know. My bear is from Northern Michigan, black. Sincerely yours, F. E. Medcoff."

Since Tootsie apparently has a price tag, the chances are she will remain in Michigan. Dr. Theodore Reed, director of the Zoo, said there is no thought of setting Smokey up with a bride until the new quarters are built. Even then, he said, bears are practically a giveaway item.

Besides, Smokey is a cinnamon phase black bear. His mate will be, too, according to Uncle Sam's match-makers.

Washington Evening Star 10/3

When Man Looses the Demon

Leaders in the fight to extinguish fires lately flaring simultaneously from several centers and sweeping over hundreds of acres of range land and wooded areas in a hilly perimeter ringing Boise declare without equivocation that these blazes have been man-caused. Their judgment is supported by the meteorological record showing an entire absence of lightning or other natural phenomenon that might have kindled the flames.

There is thus brought to attention a situation that is distinctively disturbing.

If these fires were caused accidentally, then the situation is shameful. Certainly there has been sufficient warning that the range and woodlands are tinder dry so that the fire hazard is explosive and extreme and common sense alone would dictate extraordinary precaution on the part of anyone entering these areas.

If these fires were set deliberately, then the offense is inexcusable. They have caused extensive damage, and they have posed a fearsome threat to life and property. They have called into the fire lines and exposed to mortal danger hundreds of valiant fire fighters including a multitude of volunteers as well as those regularly employed by the Bureau of Land Management and the Forest Service to combat this peril.

Whether it be on foot or in the air or at the helm of a bulldozer, the task of the fire fighter is one that's sweaty, exhausting and dangerous. It calls for a high order of courage, determination and stamina. Those who are enlisted in it are well deserving of our respect, our appreciation, and our cooperation.

This we might well bear in mind when the fires' lurid red glare is regarded as a sight-seer's spectacle and impulse prompts a rush as close as possible to the scene of action so that, as a result, the efforts of the fire fighters may be seriously impeded.

We can best cooperate with the fire fighters, and at the same time serve our own best interests, by making absolutely sure that no fire is started as a result of any sin of omission or commission on our part.

Let none become inadvertently guilty, insofar as results are concerned, of the crime of the deliberate arsonist who is deserving of nothing better than the penalties the law prescribes and the condemnation of his fellows.

Idaho Daily Statesman 8/5

Smokey Bear Display Set

Smokey Bear is going to have something to give away to Green Guards attending the Oregon State Fair on Children's Day.

Smokey will have a helper

dressed like him, who will present Smokey Bear hats and forest fire prevention rulers to those guards, coming by the Keep Oregon Green booth. It is in the County Exhibit building near the Forestry Department exhibit.

The Keep Oregon Green exhibit will feature a fire danger board and a talking Smokey Bear.

Oregon Statesman 9/9



Smokey the Bear presents Little Smokey, who plays while Daddy sings, "Smokey the Bear." Children of American Revolution Magazine 6/59

Little People's Panel



The small fry enjoy taking pictures of Smokey, the Bear, protector of forests.

Christian Science Monitor 9/29