

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

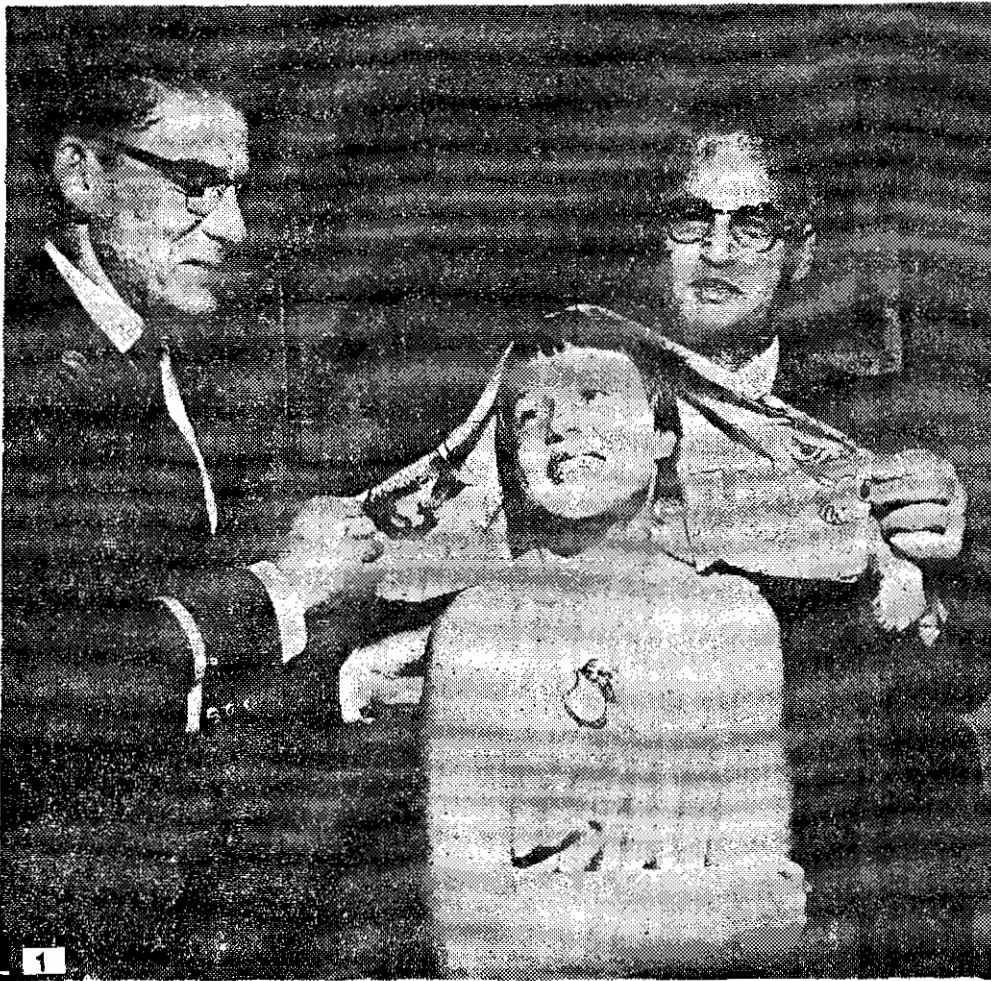
SMOKEY BEAR  
FEBRUARY 1960

SMOK 'Smokey-The-Bear'  
**'Smokey**  
"Smokey the Bear"



SOFT SELL?

# Girl's Fire Action Brings Award



The Keep Oregon Green Assn. Tuesday gave to Helen Ball, 13, 2584 NW Thurman St., its Service-Under-Fire award for her alertness in summoning help to a neighborhood fire July 1. "Smokey the Bear" badge and head scarf were presented by Fire Inspector Tim Dunlop (left) and Fire Commissioner Stanley Earl.

# Media Aids Major "Smokey Bear" Drive

— LOS ANGELES —

The "Smokey the Bear" fire-prevention campaign benefitted to the tune of \$1,000,000 worth of free advertising during a 10-day period, when Southern California media cooperated with an all-out effort in conjunction with the first Los Angeles meeting of the Board of Directors of The Advertising Council.

Described as the most massive campaign of its type in Southern California history, the promotion included complimentary ads



in every newspaper in the area, editorial space, radio and TV spots and messages and some 700 twenty-four-sheet outdoor posters.

John C. Sterling, Council Chairman and Board Chairman of *This Week Magazine*, expressed the Council's thanks to Southern California media for their unparalleled cooperation in promoting this special message of public interest.

Campaign Chairman Edward F. Royal (Security First National Bank) complimented Foote, Cone & Belding, which produced the advertisements, and Kennett PR Associates, which conducted the publicity and public relations program for the Board meeting.

The Board announced at its meeting that the Council's 1960 anti-inflation campaign will seek to alert the public to the fact that America does not need inflation for economic growth (MAC, Nov. 2).

Shown above is one of the 700 billboards contributed by Foster & Kleiser and Pacific Outdoor.

Los Angeles, Calif.  
Media Agencies Clients

## \$85,000,000

### Up In Smoke

This is the staggering amount of money spent last year on forest fires. In addition to dollars, carelessly caused forest fires consumed enough board feet of lumber to build 50,000 five-room homes. They destroyed wildlife, valuable watersheds and recreation areas.

9 out of 10 of these fires were started by well-meaning but careless people. So please—any time you're out-of-doors be careful with every fire.

**REMEMBER, ONLY YOU CAN PREVENT FOREST FIRES**

*Published as a public service in cooperation with The Advertising Council*



## BRONX YOUTH GETS OUTDOORS AWARD

His City Hikes Led Boy to Organize Junior Rangers and Aid Conservation

A nineteen-year old boy who learned to love the outdoors while growing up in the Bronx has won a national award for conservation work.

The youth, Thomas D. Harrington, will receive a plaque at a United States Forest Service meeting in Washington in May. He will receive an American Motors Conservation Award for organizing the Junior Forest Rangers and promoting conservation throughout the country.

The tall, slim young man looks like a rising business man, but when the conversation turns to the outdoors, his eyes light up with all the zeal of a New Yorker who has just seen the Rockies for the first time.

Tom Harrington got started in conservation work in 1953, at the age of 12. He and his friends often went hiking in what show of wilderness the Bronx could provide and were outraged at what other people were doing to the woods.

"I was a zealot in those days, it really hurt me to see anybody destroying any part of nature," he says.

"So we formed a group and called ourselves the Junior Forest Rangers, and wrote to the United States Forest Service for free conservation propaganda.

Then we started making nuisances of ourselves by putting the material in banks and



**Thomas D. Harrington** stores, and carrying on a vocal campaign to convince the other kids that fire prevention and conservation were important."

### Appeared on TV

After having limited local success for a few years, the Rangers became an honorary branch of the Forest Service. In 1955, young Harrington and his friends designed some animal uniforms and began appearing on local television programs presenting skits stressing the importance of fire prevention. They were a great success.

Then, the youth donned the uniform of Smokey, the Fire

Prevention Bear, and made more appearances on television, at carnivals and in theaters.

Today, the Junior Forest Rangers is an organization with a membership of 2,000 boys and girls between the ages of 8 and 14. They have units in nine states.

"We really operate on a raggedy shoestring budget," he says.

The office is part of a room in the apartment Tom shares with his mother and brother Michael, 18, at 1215 Nelson Avenue, the Bronx.

The major expense is an \$80 a month phone bill. The other main cost is about \$300 a year for printing and distributing the quarterly Junior Rangers Bulletin, which has a circulation of about 1,000. Free mimeographing is provided by the Advertising Council.

He works as copywriter for an organization called Picture Pals, Inc., at 210 Fifth Avenue.

This is a nonprofit group that sends picture assignments to about 12,000 children throughout the country. Most of the assignments involve nature pictures, and when the pictures are returned, they are criticized for photographic effectiveness.

His work keeps him so busy he says, "I hardly have time to go for a quiet walk in the country on week-ends."

N. Y. Times  
2-7-60

## Now Smokey Will Smoke

There's a nationwide campaign under way to support Smokey, the bear, whose wise sayings are credited with helping to save millions of acres of national forests from destruction by fire.

Squarely behind Smokey is the Association of State Foresters of the U. S. Forest Service.

**JIM FELTON**, Los Angeles advertising account executive for Foote, Cone & Belding, which dreamed-up Smokey as a U. S. Forest Service symbol for saving the nation's timber, told the Phoenix Advertising Club yesterday what was in store for Smokey in 1960.

Smokey is to be the most wined and dined character the ad men ever saw or heard of.

**SMOKEY'S** accomplishments will be extolled—reduction in forest fires, decrease in forest fire losses by acreage, lessening of combustible waste cast aside by visitors to the national forests.

Since Smokey came on the scene, forest fire losses have been cut from 32 million acres in 1942 to a mere three million in 1957.

3

## Lincoln Forest Honors Smokey

"Capitan" will be the loser and the U. S. Forest Service's well known mascot, Smokey the Bear, will be the winner in name changes of three landmarks on the Lincoln National Forest.

Capitan Ranger District with its ranger station in Capitan will henceforth be known as Smokey Bear Ranger District and Station. Capitan Pass, locally called Capitan Gap, will be changed to Smokey Bear Gap.

**Block Lookout**, from which the 14,000-acre forest fire was discovered in which Smokey Bear was burned and rescued, will be renamed Smokey Bear Gap.

The small cub, now a full-grown 10-year-old bear, lives in the National Zoo in Washington, D. C.

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## Fighting State's Worst Fire Menace

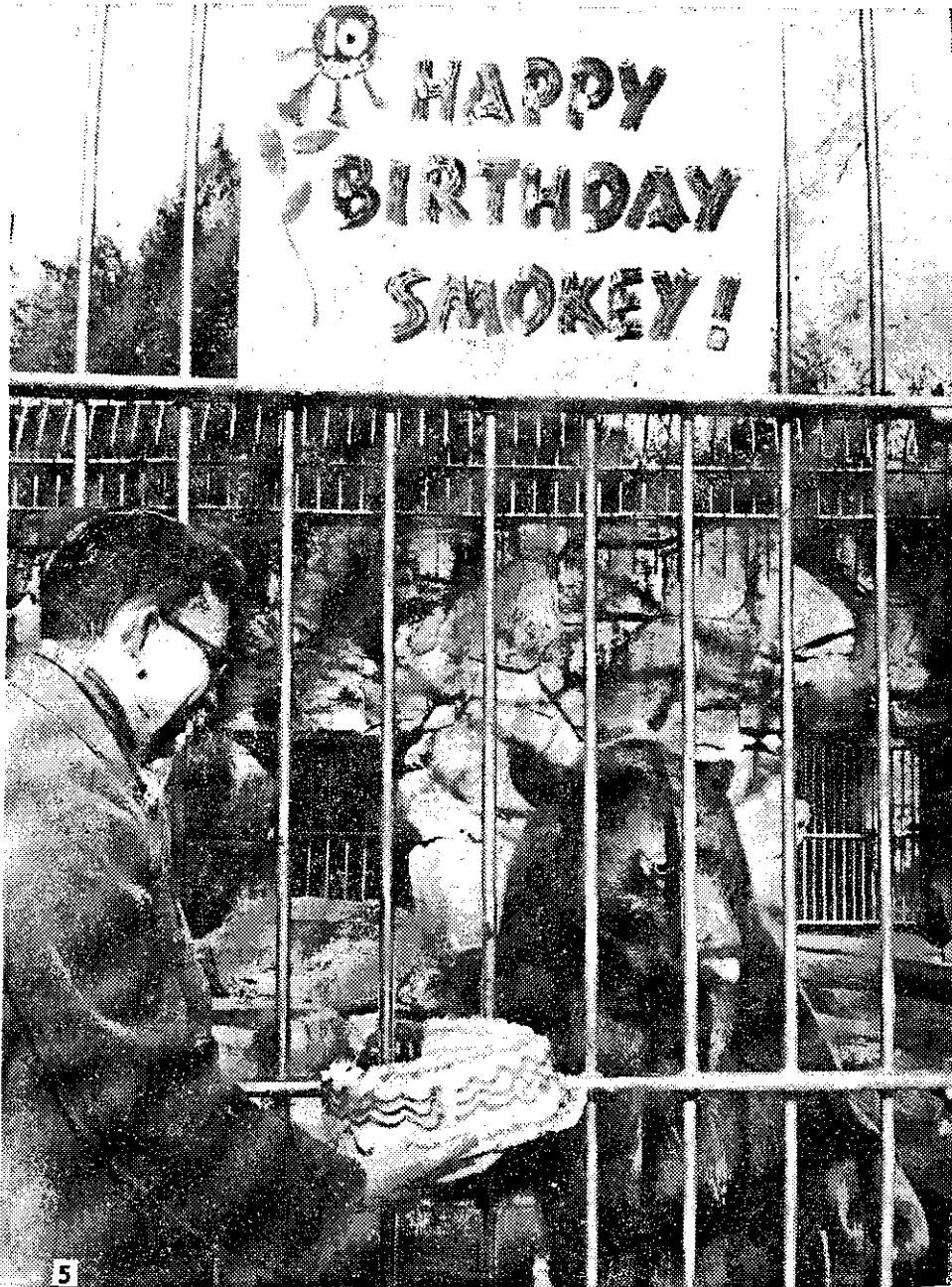


Because this year's prolonged dry season created the most precarious forest fire condition in California history, outdoor advertising companies extended for many extra weeks their display of the "Smokey Bear" posters that began this autumn.

The protracted drought made the fire hazard season at least three months longer than normal. By mid-November, state and privately owned forests had lost 150,000 acres of timber and U. S. Forest Service controlled lands had lost 135,000 acres, a total of 285,000 acres destroyed.

Forest officials announced that the great majority of the year's disastrous fires were man-caused, and appealed for continued warnings to the public. Accordingly, emergency arrangements were made to continue displaying the outdoor warning messages until rains would arrive to relieve the situation.

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### All Those Calories!

Smokey the Bear celebrated his 10th birthday yesterday at the Washington Zoo. The big treat as far as Smokey was concerned was the birthday cake fed him by Zoo Director Theodore H. Reed—but on Smokey's terms only. The cake, which read "Happy Birthday Smokey," had to

be coated with honey before he'd eat it. A similar cake, unhoneeyed, was sent to Children's Hospital. Smokey, who came to the Zoo after being injured in a New Mexico forest fire 9½ years ago, is the model in a forest fire prevention emblem of the United States Forest Service.

Photo and article credits not otherwise mentioned. Lower Photo - - Warner Bros., actress Karen Steele. Back Cover - - - CRACKED 3-60.

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|--|----------------------------------|
| 1. OREGONIAN 7-15-59;                  | 9. WASHINGTON STAR 2-2-60        |
| 2. ALBUQUERQUE JOURNAL 12-18-59;       | 10. BUSH NEWS 8-59               |
| 3. REPUBLICAN 11-2-59;                 | 11. REPUBLICAN 11-1-59           |
| 4. OUTDOOR BULLETIN 12-59;             | 12. TIMES-PIRAYUNE 10-17-59      |
| 5. WASHINGTON POST 2-3-60;             | 13. unknown                      |
| 6. ALBUQUERQUE JOURNAL 1-24-59;        | 14. ATLANTA CONSTITUTION 11-7-59 |
| 7. MISSOULA SENTINEL 12-23-59;         | 15. AG REPORTER (USDA) 11-59     |
| 8. YAKIMA VALLEY NEWS (Wash.) 10-15-59 | 16. ARBOR DAY LIFE               |

Attn. all CFFP Cooperators: Please include region, location, date and name of paper with your clippings for proper credit.



**FIRE FIGHTERS:** Two of the Albuquerque winners in the Smokey Bear Coloring Contest, to point up attention to fire prevention, are pictured here with Smokey Jr. (Lynn Hopkins). Two of the Albuquerque winners are Susan Schmidt, 3, center, daughter of Mr. and Mrs. Charles Schmidt, 2901 Wisconsin NE, and Scott Patrick, 6, son of Mr.



Draw  
"It's all right, Mabel, he's workin' spots."



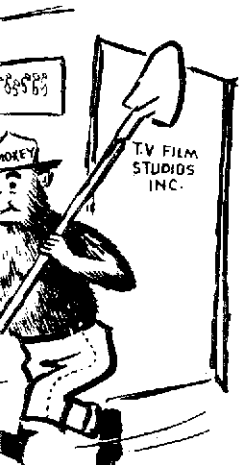
and Mrs. Emmett E. Patrick, 1512 Rita Dr. E. Another winner, not pictured, is David Emerson, 4, son of Mr. and Mrs. Gene Emerson, 3202 Dakota NE. Other winners were from Aztec, Farmington and Portales. The contest was sponsored by the New Mexico Garden Club, Inc., the U.S. Forest Service and the U.S. Brewers Foundation.



### Art of Making Christmas Trees Safer Is Shown

Dr. Richard E. McArdle, chief of the U.S. Forest Service, and Smokey Bear give a safety hint for Christmas trees by pouring water into the basin of a tree in an exhibit in the patio of the

Department of Agriculture Building in Washington, D.C. Keeping the base wet will make it less likely to burn and will keep it fresh longer.



BROADCASTING by Sid Hix on those fire prevention



This outstanding Forestry display at the Fair won the Nile 4-H Club a high "blue." Jerome Jefferson, Harry Jefferson, David Simmons, and George Howatt collected and labeled cones under the leadership of Spike Armstrong, Naches Ranger. It created much interest among viewers. Photo by Ed Reif

# Smokey Is Unbearable At His Birthday Party

Smokey the Bear, like many another 10-year-old, acted like a brat at his birthday party today.

He wouldn't eat any of his cake until it was smothered in honey.

And he went into a temper tantrum when a man from the United States Forest Service showed up in half of a bear suit.

It is beside the point that all the other bears along bear row at the Washington Zoo took umbrage at the presence of the human Smokey, who wore a Ranger's hat and blue jeans and growled fiercely as he passed. A person would think that the only two Smokeys in Washington would have gotten along.

A crowd of 50 turned out on this chilly day to help the now-imposing Smokey celebrate his birthday. Smokey was rescued from a forest fire in Lincoln National Forest in New Mexico about 10 years ago, badly singed and very frightened. He was flown to Washington in a small airplane by the Tuesday Musical Club, an association of non-musical aviation persons, and rapidly became the symbol of forest fire prevention for the Nation.

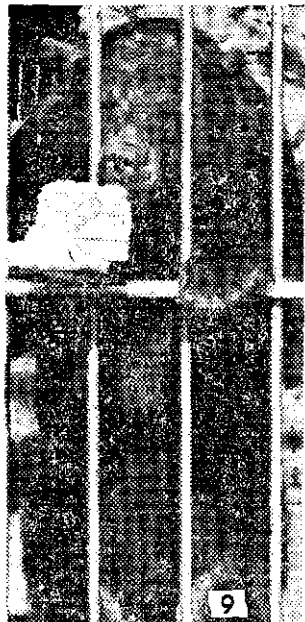
In the throng today were William Huber, who masterminds the Smokey program for the Forest Service; Zoo Director Theodore Reed; Ralph Platt, representing the officerless Musical Club; the human "Smokey" and four bemused Sikhs from India who doubtless are still pondering the strange local customs.

## 'Bear' Topic For Admen

"The Smokey Bear Story" of the campaign to protect the nation's forests from fire will be the subject for the Phoenix Advertising Club's noon meeting in Hotel Westward Ho tomorrow.

The story will be told by James P. Felton, Los Angeles, account executive for Foote, Cone & Belding advertising firm. Allan Wilson, vice president of the Advertising Council, and William W. Huber, director of the Smokey Bear Fire Prevention campaign, both from Washington, D.C., will be special guests.

Miss Arizona contestants will be introduced.



**SMOKEY**  
Takes a Bite.



Noreen Hauta, 100th student to complete the course at the Dryden High School Conservation Camp, is congratulated by Smokey, who presents the Mimitaki girl with the OFA book, "The Living Forest".

By JOHN REIDY

Smokey, the forest fire prevention bear, will be the keystone of a nationwide photo contest among boys and girls being conducted by Picture Pals, an organization of children with a love for photography. Young camera fans are being invited to photograph the beauties of nature as a means of calling attention to the need of preserving natural wonders from man-made disasters.

Organized especially for members of Picture Pals as the latest in a continuing series of "photo assignments," the contest is open to all youngsters throughout the country. All entrants automatically become members of the Junior Forest Rangers—with full credentials sent to them from the Department of Agriculture in Washington.

Prize-winning pictures will be published in newspapers, displayed in store windows and used in any way that will help Smokey in his fire prevention campaign. Judging of the pictures will be done by a panel headed by Eve Harrison, director of Picture Pals, with a special exhibit of entries to be hung at the Washington D. C., Zoo, the residence of Smokey himself.

The "Help Smokey" contest closes Jan. 31, 1960. Application blanks are available through Picture Pals, Inc., Box 343, Radio City, New York 19, N. Y.



—Photo by The Times-Picayune.  
**FORESTRY QUEENS** of Louisiana and Arkansas share the limelight with Smokey the Bear as they pause Wednesday in New Orleans on a tour of the state for the forest industry. Miss Helen Elizabeth Fielder (right), 17, of Ruston, is hostess to Miss Claudette Smith, 18, of Star City, Ark., on the week-long tour of Louisiana. They will be here until Saturday making appearances in connection with the forestry products.

## More Information On "Smokey the Bear"



Staff Photo—Billy Downs

**SMOKEY GOES ORIENTAL**—Smokey the Bear of the U.S. Forestry Service has expanded his fire safety work all the way to Formosa. Yuan-Lin Lin of the Taiwan Power Co. at Taipei visited forestry officers here Friday and displayed a Smokey poster in Chinese which says: "Everyone should pay attention. Fire! Everybody please prevent forest fire."

The Forest Fire Prevention Campaign (Smokey Bear) was born in 1942, several months after Pearl Harbor, when the government became worried about possible sabotage to our nation's forests. A Japanese submarine had just shelled an oil field in Goleta (pronounced Go-lee-ta), a few miles north of Santa Barbara in southern California. Military authorities feared that saboteurs might start fires in forests along the Pacific Coast. Such fires could destroy valuable timber and, with smoke, hinder air operations.

William Mendenhall, supervisor of the Los Angeles National Forest, asked advertising people for help in rallying the public to protect the nation's forests. As a result, forest fire prevention became one of the first public service programs of The War Advertising Council.

Smokey didn't really get into the act until 1945, and then he crept into the hearts of Americans without great fanfare. It happened like this: the first few years of advertising and posters featured war themes—the grinning enemy and frightening scenes of devastation. In 1944, Walt Disney designed a poster featuring forest animals, notably Bambi the deer.

This was so well received, that it was decided to feature another animal in 1945. Someone suggested a bear adorned with trousers and a ranger's hat. Chipmunks, squirrels, and deer were also considered. Albert Staehle, the New York commercial artist, was commissioned to do the first interpretation. He came up with a bear, the initial version of Smokey Bear.

The first Smokey was rather nondescript. But as a symbol, Smokey became an immediate success, and continues today as an outstanding symbol of Forest Fire Prevention.

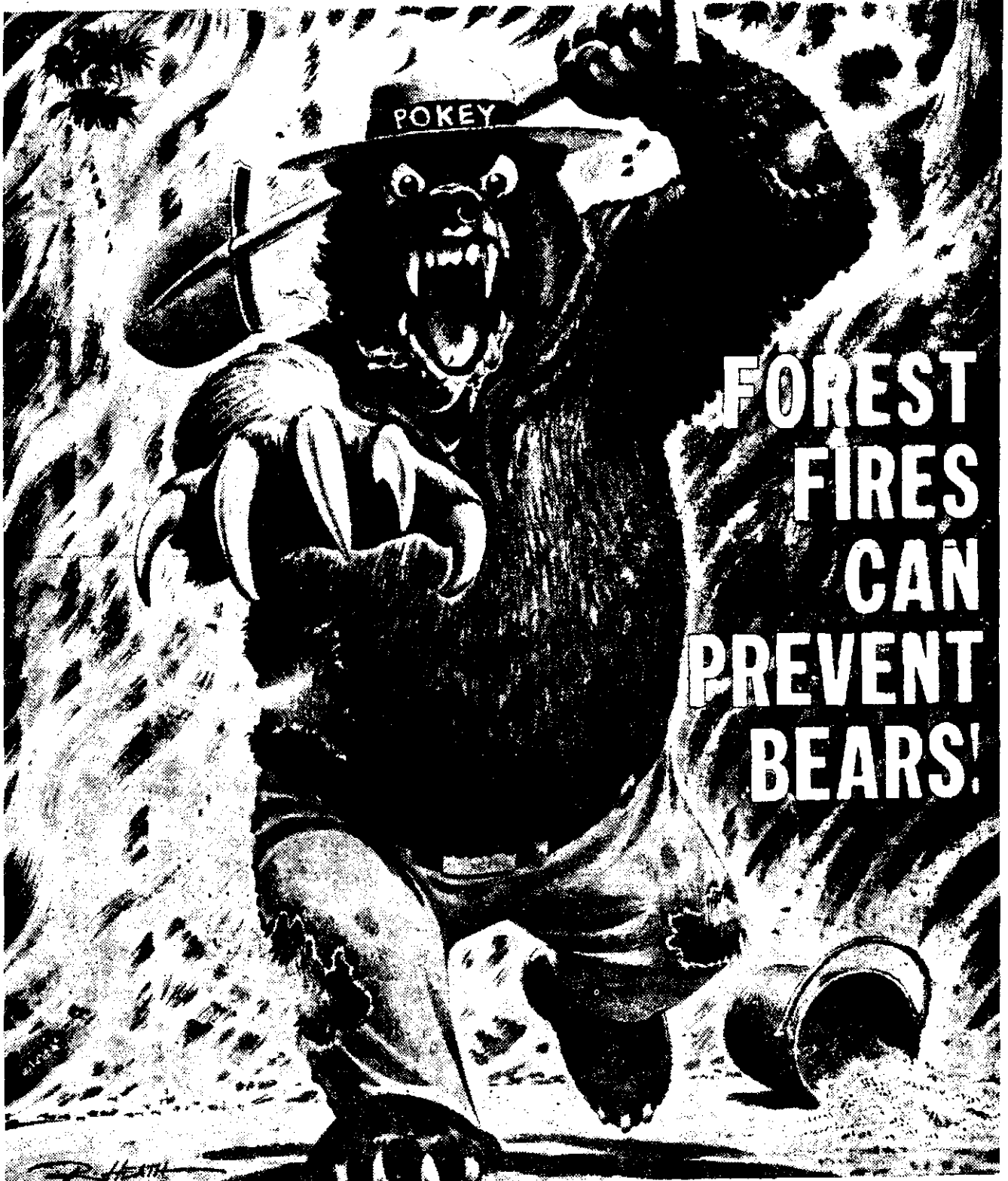
Smokey has created an army of civilian forest "rangers" who put out many fires before they can even be reported. He has encouraged many people to help him in the campaign against carelessness—a major cause of forest fires. But these civilian forest "rangers" are not the only ones helping Smokey and forest fire prevention; Boy Scouts, Girl Scouts, Camp Fire Girls, 4-H Clubs, Safety Patrols, and even Smokey Bear Clubs have come to Smokey's aid. Every year, more people are doing their part—and all because a kindly bear convinced the country that forest fire prevention is important.

Smokey's Headquarters in Washington, D. C., get between 3,000 and 4,000 letters a week from children throughout the world asking about Smokey or requesting a special kit to make them official members of the Smokey Bear Junior Forest Rangers. Most of the letters are from youngsters who write eagerly if not too well. Some don't even carry postage and many are simply addressed "Smokey, U.S.A." But every letter is opened, read and answered. 16



Smokey Bear watches "Miss Rangerette" receiving her honors. From left, Smokey, R. E. McArdle, "Miss Rangerette" and W. W. Huber.

# REMEMBER!



HARD SELL?