

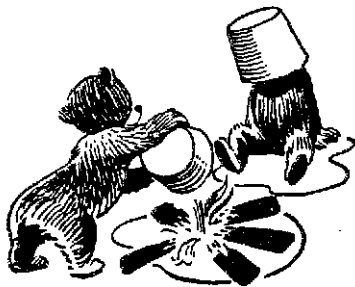


# The two little bears...



Two little bears-hunting things to do-  
Found a glowing matchstick,  
And broke it right in two!

Two little bears-roaming through a wood-  
Saw a burning cigarette,  
And crushed it out good!



Two little bears-and a camping fire  
left smoking-  
Made sure the embers were dead out,  
By giving them a soaking!

Two little bears-think ashtrays used in cars-  
Will help keep our forests green  
And free from ugly scars!



CAN  OR  DO LESS THAN  ?

# Conservation Of Forests Emphasized

From Yesterday's Final Edition

Next week — May 21 to 28 — has been set aside as Forest Conservation Week in Canada in an effort to remind Canadians of their personal responsibility for the preservation and development of the rich natural forest resources.

Each year an average of 2,000,000 acres of forestland in Canada are destroyed by man-caused fires and the Canadian Forestry Association, which is sponsoring Conservation Week, reports that 80 per cent of these fires could be prevented.

## THE GAZETTE (OTTAWA)

To help emphasize the importance of forest fire prevention in every province, the CFA is this year conducting a coast to coast railway tour. A special ceremony will be held in each provincial capital.

As a climax to the tour, the official "Conservation Car" will arrive at Union Station Ottawa on June 6 for a special presentation to Prime Minister Dieffenbaker.

This Ottawa ceremony is especially significant in view of the Government's recent announcement of its intention to establish a department concerned with Canadian forests.

The CFA has signalled the importance of Canadian forest products in our export trade and national economy as the prime reason why reduction of unnecessary man-caused fires becomes more vital each year.

WATERVILLE MORNING SENTINEL  
(WATERVILLE, MAINE)

# Smokey The Bear—In Button Form— Artistic Work Of Waterville Woman

Smokey the Bear—synonymous with fire prevention in Maine woodlands—came to life in another form recently, this time in buttons.

He is the work of Mrs. Thelma B. Haines of 3½ Park Street, and represents more than 6,000 buttons and three months in the making.

For it required painstaking work and many who have seen the bear have asked "how did she do it?"

Mrs. Haines' interest in Smokey was born of "her liking for the outdoors and Smokey." She wrote to the State Forest Service and obtained a poster of the bear, then a drawing was made on Masonite board of one-quarter inch thickness. Bathroom tiling cement was used to adhere the buttons to the board.

First Smokey's head came to life and those who were in on the first steps exclaimed at the likeness. Mrs. Haines then work-

ed down, as brown buttons were still being used. "All the brown buttons were the gift of friends but I had to order the blue buttons (for the trousers) from Bloomenthal Company in New York," she stated. These represented a "great gross" or more than 1700 buttons.

Smokey's name on his belt and hat was fashioned from beads strung on wire, black for the hat and white for the belt.

Now the famous bear was unmistakable. But background for the picture was needed and Mrs. Argie L. Buzzell of Oakland, mother of Mrs. Haines, contributed her talent—painting of the scenery.

Smokey was framed and began his tour. He was exhibited at a meeting of the State Forest Service in Augusta, then traveled to the meeting of the State Button Clubs in Pittsfield last weekend. At present he may be seen in the Kennebec Water District office where Mrs. Haines serves as clerk.

Long a favorite of children, Smokey has other journeys pering, although Mrs. Haines cannot supply the itinerary Wednesday.

What will she fashion next out of buttons? "Mary and her little lamb," she informed, adding "with good luck."

Her interest in buttons began last June and she has approximately 150-200 cards of buttons of all types. She finds her hobby fascinating as proved by her creation of Smokey.

Now her sights are set on Mary of fairy tale lore.



MANAGEMENT NOTES

### It's Smokey For Sure

The bear made famous through campaigns for fire prevention in Maine woodlands now lives in button form. Smokey was made by Mrs. Thelma B. Haines of 3½ Park Street, above, and

represents many hours of painstaking endeavor. Scenery was painted by her mother, Mrs. Argie L. Buzzell of Oakland. (Sentinel Photo by Maxwell)

MANAGEMENT NOTES May, 1960

METHODS OF SPREADING FIRE  
PREVENTION MESSAGES

Ranger John O. Kirby (R-8) has attempted to capitalize on Smokey Bear at a local more personal level. Following are three ways in which this was done:

Suggestion 1 - All children in Franklin County between the ages of 5 and 10 received personal birthday greetings from Smokey (See drawings 2 and 3 attached.) Some children wrote a thank you to Smokey with the local post office handling the mail.

(Continued- Next Column)



**FAMILIAR PERSONAGE**—Maybe you wouldn't recognize some of Montana's recently nominated primary candidates should you bump into them on the street but this guardian of the forests—Smokey the Bear—is a well known figure. Smokey's been warning campers and fishermen of the human element in forest fire control for almost 10 years and U.S. Forest Service officials report he's done a fine job.—Forest Service photo.

BILLINGS GAZETTE 6-12-60  
(Montanna)

In preparation for this program the local superintendent of schools was contacted and a list of all children in this age bracket was secured and copied on cards. These cards were then sorted and indexed by birthdays. Three days prior to the birthday the standard greeting letter was written and mailed.

The reaction of the children was terrific. All the children who wrote back to Smokey received an additional packet of fire prevention literature

Suggestion 2 - Local announcements inform the public that children will receive a Junior Forest Ranger badge if they write Smokey (in care of the local District Ranger) telling Smokey (1) why they think he should make them Junior Forest Rangers, and (2) what they have done to prevent forest fires.

Letters received from children writing Smokey were very interesting and in some cases helpful in appraising the local fire prevention effort.

Suggestion 3 - A local bank furnished the District Ranger a month's supply of their statement envelopes. The ranger affixed Smokey Bear stamps to the envelopes and returned them to the bank for use in mailing out statements.

This same procedure was followed for the monthly statements of several large business concerns in the vicinity.

Ranger Kirby's suggestion appears excellent for local application where there is an indicated need. They may also inspire other ideas along this line that you can fit to your local conditions.



MANAGEMENT NOTES

# Make This Toy For Grandma Riddle's Gift And Give Smokey Bear A Wonderful Lint!

"OH, ROY! How COULD we forget?" cried Rita, as the tears streamed down her face this morning.

"I don't know — I guess it's still on the dining room table," her twin replied, winking hard to keep back his tears.

Roy and Rita, the Republic twins, were on their way to Grandma Riddle's house in Oak Creek to celebrate Mother's Day. When Grandpa Puzzle stopped the car at Sedona, to get more gas, the twins discovered they had forgotten to take along Grandma Riddle's gift.

"What'll we do?" sobbed Rita.

\* \* \*

"WELL, FIRST of all stop crying! Tears never put out a forest fire," boomed a loud, jolly voice from behind a pine tree.

And out stepped Smokey Bear himself!

"Here's a gift you can make all by yourselves for Grandma Riddle—and you can help me keep our forest green at the same time," said Smokey.

"Here is a picture of me," Smokey went on. "All you have to do is to color it, paste it on cardboard, cut it out and attach the legs, arms and shovel. The tiny circles show where to tie or fasten the Smokey Bear toy together."

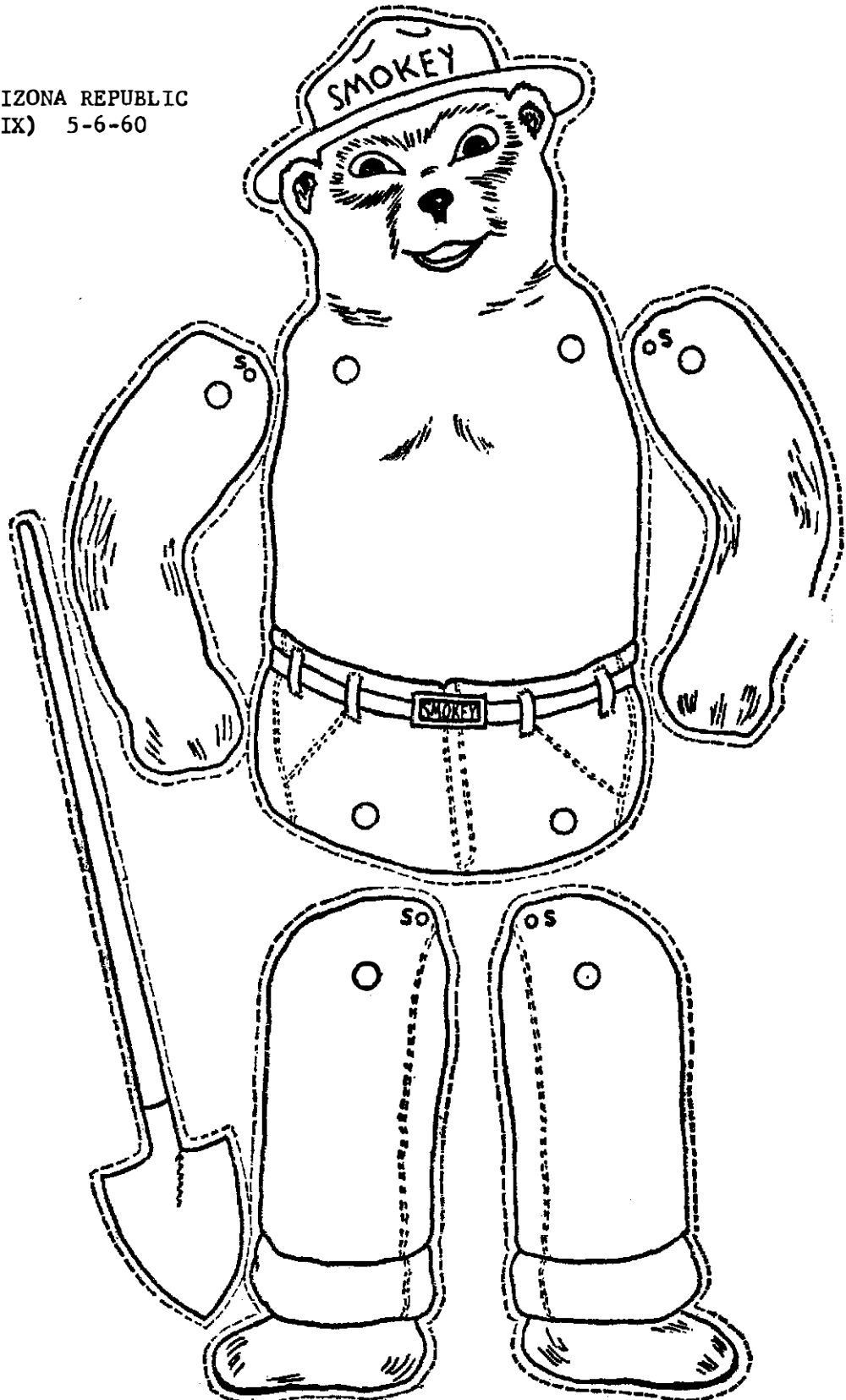
"Grandma Riddle will love this," said Rita as she took the picture from Smokey. She was all smiles now.

"BUT SMOKEY, how will this toy help you prevent forest fires?" Roy wanted to know.

"By making many people think about fire prevention in the forest," Smokey replied.

"After Grandma Riddle looks at your toy, she will send it to the Ranger Lady in Phoenix for the annual Smokey Bear coloring contest. This contest is sponsored by the First Federal Savings in cooperation with the Forest Service of the United States Department of Agriculture."

THE ARIZONA REPUBLIC  
(PHOENIX) 5-6-60



# 'Smokey The Bear' Visits Hayward As He Inspects Northwestern Wisconsin

## Represents A Symbol For Fire Prevention

"MAYBE readers of Boys and Girls Republic would like to enter that contest, too," said Rita.

"It's what I hope," said Si. y Bear.

Just then Grandpa Puzzle spoke up.

"I have 20 surprise prizes for the 20 most original, neatest Smokey Bear toys sent to Grandma Riddle at the Boys and Girls Republic," said Grandpa.

"Grandma Riddle will chose these 20 winners, and then turn over ALL the color contest entries she receives to the Ranger Lady in Phoenix, for further consideration by the First Federal Savings and the U.S. Forest Service contest judges."

### ALL ENTRIES REWARDED

"And here is the best part," put in Smokey Bear.

EVERY boy or girl who enters the Smokey Bear contest will be rewarded.

Each one will be made a Junior Forest Ranger.

Each one will receive a cartoon book giving the history of Smokey Bear, a book marker, and a copy of the song of Smokey Bear.

### GRAND PRIZES

Savings accounts with the First Federal will be awarded as Grand Prizes in the finals in this contest.

There will be two Grand Prize winners in each area where the First Federal has an office — Phoenix, Glendale, Tempe, Mesa, Casa Grande, Flagstaff and Yuma.

A \$10 savings account will be awarded each Grand Prize winner from 5 to 9 years old and to each Grand Prize winner from 10 to 14 years of age.

Winners under five years will receive a \$1 savings account.

Read the contest rules carefully.

Then start to help Smokey Bear.

SEND YOUR puzzle answers, letters, original stories, poems, and drawings to EDNA LEVINE, Editor, Boys and Girls Republic, 120 E. Van Buren St., Phoenix.

Be sure to sign your own name, age, and address clearly on each entry. Write the name of your school and your grade, if you wish. Boys and Girls who have not yet reached their 15th birthday are eligible for prizes in the contests.

### CONTEST RULES

Paste the picture of Smokey Bear on cardboard.

Smokey the Bear, probably the best and most advertised bachelor in the country today, made a stop in Hayward last week to see how his forest protection program was coming along in the Northwestern portion of Wisconsin.

Actually Smokey himself didn't stop, but members of the Smokey the Bear Committee from Washington D. C., from the State of Wisconsin and other parts of the country did make the tour for him. Smokey, who makes his home in the National Zoological Park in our Nation's Capital and who was unable to attend, is one of the finest examples of symbolism today. He symbolizes forest fire prevention and is used in a tremendous education program for that cause by both the United States Forest Service and its Canadian counterpart.

Old Smokey, who is all of nine years of age now, was rescued from a forest fire in the Lincoln National Forest of New Mexico at a tender age and was flown to Washington by the Forest Service.

Each year, the Cooperative Forest Fire Prevention Division of the U. S. Forest Service, along with cooperating personnel from the individual states tour different states to see how the program and the forests are progressing. This year, for the first time, the unit picked Wisconsin and the Northwestern part of it, for their tour.

The tour this year began with 14 members flying into Hayward as a starting point. After a luncheon at the famous Turk's Inn, the group drove over to Gordon, inspecting the re-forestation along the way. The



Members of the "Smokey the Bear" tour that traveled through Northwestern Wisconsin last week are from left to right: Neil LeMay, Chief Forest Ranger for the State of Wisconsin, Tomahawk; William W. Huber, Director of the Cooperative Forest Fire Prevention program, Washington D. C.; and John Beale, Wisconsin State Forest Service. LeMay, Beale and Clarence Johnson, area Ranger in Hayward were hosts to the touring unit during their stay in Wisconsin. (Record Photo)

nursery at Gordon was visited and then the caravan moved on to the Brule River District. By late afternoon, the group finished up at Ashland where their planes were waiting for the flight to Eagle River and the Trees For Tomorrow Camp.

In addition to seeing first hand the condition of the forests, the groups plan their campaign for advertising purposes for the coming year. Actually, the whole Smokey the Bear program works on an annual budget of only \$150,000. The information to be released to the public is usually done through the medium of the press, radio and television on a free basis of public service. The Advertising Council of America

handles the program once it has been set up.

Attending personnel: State Forest Services, George Zappatino, Carson City, Nevada; Cliff Marlin, Mississippi; Austin Wilkins, Maine; and John Beale, Wisconsin. Committee members from Washington were William Huber, Director of the program; James Dichl and Jay Grant. Members of the U.S. Forest Service in attendance were Robert Dunstan, New Mexico; Tenny Moore, Colorado; Bud Holiday and Ed Ritter of Milwaukee. Attending from the Wisconsin service were Neil LeMay, Chief Ranger and Clarence Johnson, area Ranger.

### THE SAWYER COUNTY RECORD (WISCONSIN)

Color Smokey, cut him out and attach his legs, arms and shovel.

Be sure to write your name, age and address carefully on the back of the cardboard.

Put Smokey in an envelope large enough so you do not have to fold him. If you do not have a large envelope, make one out of heavy paper.

If you need more pictures to color, just ask for them at the U.S. Forest Service, 104 N. Fifth St., in Phoenix, or at any Federal Savings office.

# Smokey Helps, But Forest Fires Still Prove Costly

BILLINGS GAZETTE  
(Montana)  
6-12-60

BY SAM BLYTHE

Almost 10 years ago, a trembling, whimpering bear cub was found by U.S. forest rangers as they mopped up after a disastrous fire in New Mexico.

No bear has ever had it so good since.

For the tiny animal, who lost not only his mother but much of his hair in the blaze, turned out as a living model of Smokey, the solemn-eyed, fire-fighting bear of poster fame.

The flesh and blood Smokey flew by chartered airplane to Washington, D.C. He met President Truman. He held a press conference with the aid of Forest Service officials and an enterprising advertising agency. And, most important as far as forest men are concerned, he gave impetus to the service's poster campaign which is held generally responsible for cutting down man-caused fires.

The New Mexico waif, aging but still active, lives the good life at the Washington, D.C. Zoological gardens. The grub's good, girl friends abound and tourists snap his picture all day.

Bob Van Giesen, who is responsible for fire control on the Custer National Forest says there was a cardboard Smokey long before the real McCoy showed up.

## Smokey Helps

"They'd been using a forest

ranger bear on posters since 1945," Van Giesen says, "but resulting publicity the real Smokey received back at Washington helped the campaign quite a bit."

Earlier fire posters always portrayed a deer, naturally enough dubbed Bambi, but for some reason they didn't click too well.

Finally the forest boys came up with the answer. A combination of animal and the human element was needed. A deer would look pretty ridiculous dressed in men's clothing but some other animal might be okay.

The forest men got to work. Rabbit—uhuh. Squirrel—squirrelly: Then some bright lad suggested a bear and the Smokey posters have been riding high ever since.

Even though the posters have done a great job in making campers more aware of fire dangers, Van Giesen said there's still plenty to be done.

## Danger Remains

"Sure, most fires are started by lightning," he said, "and those we can't help, but man-caused fires (there were two known here last summer) are the real heartbreakers. They're just inexcusable."

This might get your hands dirty but you'll save Van Giesen plenty of work.

"It's just common sense but you can't tell people about safety

regulations too much," the forest man says. "Take burning of debris for example. There's no easier way to start a forest fire than to burn up trash around a summer home improperly. All trash should be placed in an approved container and the fire should be tended every minute. By the time you come back from the kitchen with a glass of iced-tea you may have far more than a trash fire on your hands."

VanGiesen shudders at the thought of the coming three-day July 4 weekend. "There's a law against exploding fireworks in the forest," he said, "but just tell that to some people."

Unfortunately, some parents want to give the kids a fireworks treat right by the fishing stream and roman candles, sky rockets and sparklers are loaded in the family auto along with rods and reels.

"It's one of our toughest problems," VanGiesen says. "Naturally every bit of a firecracker is designed to burn and the explosion sends pieces of flaming material across a wide area. Only one thing to say about fireworks and that's DON'T."

## Expecting Trouble

No fires have occurred in Custer forest so far this year, VanGiesen says, but the inevitable outbreak shouldn't be too far away.

Weather forecasting report for May at the Fort Howes station indicates that burning conditions in that area are higher than normal. The combination of bone-dry brush and timber coupled with a horde of incoming fishermen and campers might make the summer a tough one for VanGiesen and his firefighters.

VanGiesen gives U.S. Weather Bureau personnel at Logan Field a big pat on the back for their part in keeping the Treasure State green.

"During the fire season we receive day-to-day fire probability information from the weather bureau which points out potential danger spots," he says. "This helps our men stay on guard."

VanGiesen added that the bureau's findings are broadcast over radio stations in Billings and Miles City so that potential campers are made aware of the dangers too.

Probably the cardinal sin of national forest campers is committed at the camp fire. "Some people just don't know how to put out a fire," VanGiesen says, "and it's likely we'll have to put out a bigger one unless they learn."

He explained that you don't just dump a bucket of water on a blaze and drive happily away down the road. It takes a little more time and effort than that.

## Tips for Safety

"What should be done is to mix water with the embers until you have a kind of goo," VanGiesen says. "When that's done reach down and feel the mess with your hands, really stir it up. If there's any warmth left, something is still smoldering down there. A little more water is needed."

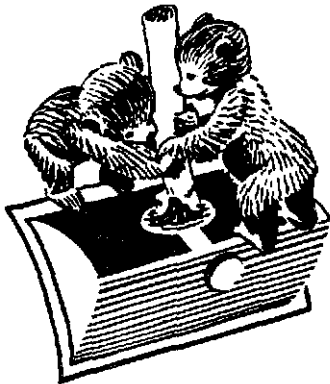
Cabins and trailers on national forest property come in for a few safety tips too.

Trailers shouldn't be parked under trees, VanGiesen says and an easily obtained spark arrester should be standard equipment on trailer and cabin stove pipes. Inside pipes should be built away from walls and ceilings.

"Most people realize this," VanGiesen said, "but it's a good idea to keep a layer of rocks or sand under a woodburning stove. If you don't the stove will burn out and a fisherman will lose his cabin and we'll lose a forest."

A fighting school for new service personnel will be held in Red Lodge later this month in anticipation of the season, VanGiesen says.

And, as usual, Smokey will be on the job while his alter ego lives it up back East, far from his wooded homeland.



MANAGEMENT NOTES



**REMEMBER THIS AD**  
 in the April 1958 Reader's Digest?

What has happened since then proves you remember my tips for preventing forest fires — as you've seen them in this and other magazines and newspapers, and many other places.

In these past two years, we averaged about 92,000 fires—destroying about 3,500,000 acres each year. But back in 1942—when I first asked you to help—we were averaging 210,000 fires a year, and destroying 30,000,000 acres!

Reducing the number of forest fires has saved America over ten billion dollars in timber and natural resources! Keep up the good work!

Sponsored as a public service by **Reader's Digest**

*Good advertising provides information, spreads new ideas and makes possible better values for people everywhere.*



Reproduced from the May, 1960 issue



# SMOKEY WARNS ABOUT FIRE DANGER

COUER D'ALENE PRESS  
(IDAHO) May 18, 1960



MANAGEMENT NOTES

Smokey the Bear passed out Keep Idaho Green buttons as sixth grade students toured the Diamond National mill Tuesday. Approximately 370 sixth graders visited Diamond National and Potlatch Forests, Inc., plants. Left

to right: David Morrow, Larry Crockett, Smokey the Bear (invited by K. E. Irvin of the Diamond National payroll division), Diana Halfhide and Linda Johnston.



TEXAS FORESTS  
AND TEXANS  
First Quarter 1960

**PRESENTED DOLL**—TFA President, Clyde Thompson, presents Miss Lynda Smith with a Smokey Bear doll. Smokey is the national symbol of forest fire prevention. The Smokey dolls are manufactured by the Ideal Toy Co. of New York. Miss Smith was crowned Queen Sylvia I at the 1959 Texas Forestry Exposition in Livingston. (Photo courtesy Jim Keeland)