

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

DECEMBER 1960 NUMBER 19

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Bad Year in Forests

IN THE UNDERSTATED APPRAISAL of weary forestry officials, this has been "a real bad year" for Smokey the Bear in California.

To date, some 4500 fires have blazed up in the Federal, State and local forests and have blackened hundreds of thousands of acres with property damage of some \$25 million and an incalculable loss of esthetic and recreational values.

SAN FRANCISCO CHRONICLE 8-15-60

What saddens these officials is the fact that 75 per cent of all these fires in national forests, 90 per cent in State forests, were man-caused—the result of carelessness and accidents with matches, cigarettes, campfires, bonfires, automobiles and machinery. What terrifies them is the probability that the statistics, twice as bad as those for 1958, three times as bad as those for 1955, will worsen sharply in the next two months unless rains arrive in unexpected number and duration. In dry years, such as this, October and November are the months of gravest danger from forest fires.



(Sun-Sentinel Photos by Paul Whitehouse)

'SMOKY BEAR' ATTENDS BOYNTON READING CLUB

... Kenny Tribble stands distance as sister Ginger not afraid of 'Smoky'

Boynton's Smoky Bear, Makes Young Fry 'Flip'

"Why doesn't his mother take him to the vet to be clipped—he's so hot," exclaimed a wide-eyed flaxen-haired moppet as Smoky Bear burst through the door of the Woman's Club Library in Boynton Beach Monday afternoon.

Greeting Smoky Bear as he made his grand entrance were about 60 children from three to nine years of age — some paralyzed with wide-eyed expectancy, some grinning from ear to ear, and some fighting back excited tears.

Smoky Bear had come at the invitation of Mrs. Edward Sullivan, librarian for the Woman's Club Library.

Dignified and "pat-ible," Smoky Bear awarded certificates to reading club members who had completed the 10-book requirement of the reading program sponsored by the club.

SUMMER HOURS

Looking on were envious small fry who attend the Junior Woman's Club Story Hour each Saturday morning, where two members read to the youngsters while they drank milk and ate cookies. Each looked forward to the day when he can read by himself and will be qualified to receive a certificate from this marvelous animal who wears a hat.

Refreshments were served to Smoky Bear and to the excited children who attended him Monday afternoon. The party was sponsored by the Junior Women's Club.

Heading the committee which made the arrangements were Mrs. George Tribble, president, and Mrs. Norris Saltsman, chairman of the Story Hour.

SUN-SENTINEL
Pompano Beach, Fla.
August 30, 1960

Lower Michigan NF

The Baldwin Ranger office, Lower Michigan NF, was host recently to a celebrity—namely, Fred Lake, aged 11, hailing from South Bend, Indiana, who won the annual Soap Box Derby held at Akron Ohio. He won a scholarship for his efforts and appeared on NBC-TV in New York. He was on a camping trip with his family and stopped at the Station to inquire as to our camping facilities. When questioned as to what he intended to do when he grew up, he said he wanted to be a truck driver. Ol' Bud (W.L. Fournier, Clerk) pinned a Smokey Bear badge on his somewhat ruffled sweatshirt and made him a Junior Ranger. He left the Station stroking the coveted badge with his hand and the gleam in his 11-year old eyes showed that the honor awarded him meant as much as the championship.

North Central Region
CONTACT
Milwaukee, Wisconsin
October 6, 1960



Jackson Weaver and two of his many "faces"; Smokey, the bear, and Hortense, the housewife.

THE SUNDAY STAR
TV MAGAZINE
Washington, D.C.
Sept. 25, 1960

FAMILY HERALD
Montreal, Canada
May 19, 1960



Fully grown Smokey at his home in the Washington Zoological Park where he entertains millions of visitors and receives 2,000 letters daily.

Smokey Bear At Home and Abroad

Smokey Bear's opposite number in New Zealand is a Koala bear. Over on the other side of the world they have a forest fire problem just as we do--only there, because of the basic difference in native vegetation, it is a bush fire problem.

Like our Smokey, the New Zealand bear is a popular and effective symbol of fire prevention, featured at special functions, on posters and television where he invariably appears wearing a fireman's hat. "Smokey" the Koala Bear's pledge reads: "I hereby pledge myself always to observe the simple, thoughtful acts of care which can prevent bush fires."

Meanwhile, back in the States, the North American Smokey Bear has been in a mad whirl of activity. He has appeared in the District of Columbia at Rock Creek Park Day; has helped illustrate a forest scene at the 43 National Automobile Show at Detroit; and has appeared (in the "talking Smokey exhibit") at the National Safety Council in Chicago where he shared the honors with Jack Heintzelman, WO safety director. In addition the new animated Smokey exhibit was tested at the recent South Carolina State Fair at Columbia; and the West Coast animated Smokey exhibit is en route to San Francisco where it will be featured at the Seventh Building Materials Exposition.

Furthermore, a forestry report on the CBS television children's program "Captain Kangaroo" (still to be seen over some western channels) includes an appeal from Smokey which has brought in some 25,000 letters and postcards to date. And, just to wind things up, that well-known S. Bear has turned up unexpectedly this autumn in cartoons in both THE NEW YORKER and (of all things) PLAYBOY. W.O. Forest Service Personnel INFORMATION DIGEST, October 28, 1960

"SMOKEY, sprechts du Deutsch?"

"Ja, ich spreche Deutsche!"

With these few words "Smokey Bear" made new friends. It happened at the Missoula County fair last week. CAL GUNTERMANN was busy being "Smokey" when along came three little blonde girls. The man on duty with Cal gave them their "Smokey" pins and the story about helping prevent fires. The youngsters nodded believingly when along came a woman who in broken English pointed out that the kids were but two weeks off the boat from Germany, and didn't speak a word of English themselves. Cal, who was educated in Germany, took over from there. Darned peculiar this America, not only do they have talking bears, but the bears speak German to boot. The little people registered wide-eyed amazement. After quite a verbal exchange, the three trooped off, knowing full well that "Smokey" needs everybody's help in preventing forest fires. **NOW YOU KNOW Office of Montana State Forester, Missoula, Mont., Sept. 12/60**



WASHINGTON
POST
10-17-60

Youngsters Learn Bear Facts of Nature

Some 1500 children enjoyed the sun and fun at Rock Creek Park yesterday, as they watched Indian dances

and heard a talk on nature. On hand to greet them was Smokey, the fire-prevention bear.

Eric Turns in 'Smokey' Badge, Began Fire

WASHINGTON (UPI). — A Junior Forest Ranger has turned in his badge to Smokey the bear because he considers himself unworthy. He started a fire.

Eric Riggenschach, 9, Williamsburg, Iowa, is the first of more than 3 million Junior Forest to resign. He made a full confession of his mistake and asked if there was anything he could do to regain the badge he surrendered voluntarily.

Smokey the bear is the Forest Service's symbol of fire prevention.

After Eric started the fire, he bundled up and sent to Smokey the bear headquarters here the printed literature, blotter, letter of appointment, Smokey's com-

mandments and all the things necessary for a junior ranger to go about his job of helping prevent forest fires.

ALONG WITH the bundle was this letter, in Eric's child-like scrawl: "I, Eric Smokey Bear. Age is nine.

"I was playing with matches while I was visiting my cousins house. I threw the matches on the ground. A fire started to burn the grass and the trees and the wild flowers.

"They called the fire department. They came to put it out before it reached our cousins home or any home nearby. My dad and mom told me to send everything back. They do not think I should have any of it. I do not feel worthy of belonging

to the junior forest rangers. "Eric Riggenschach.

"P. S. I do wish I can be a Junior Forest Ranger after that mistake. Is there anything I can do to earn the badge again."

The Forest Service said that if Eric refrained from playing with matches and was otherwise careful with fire, his badge would be restored in three months.



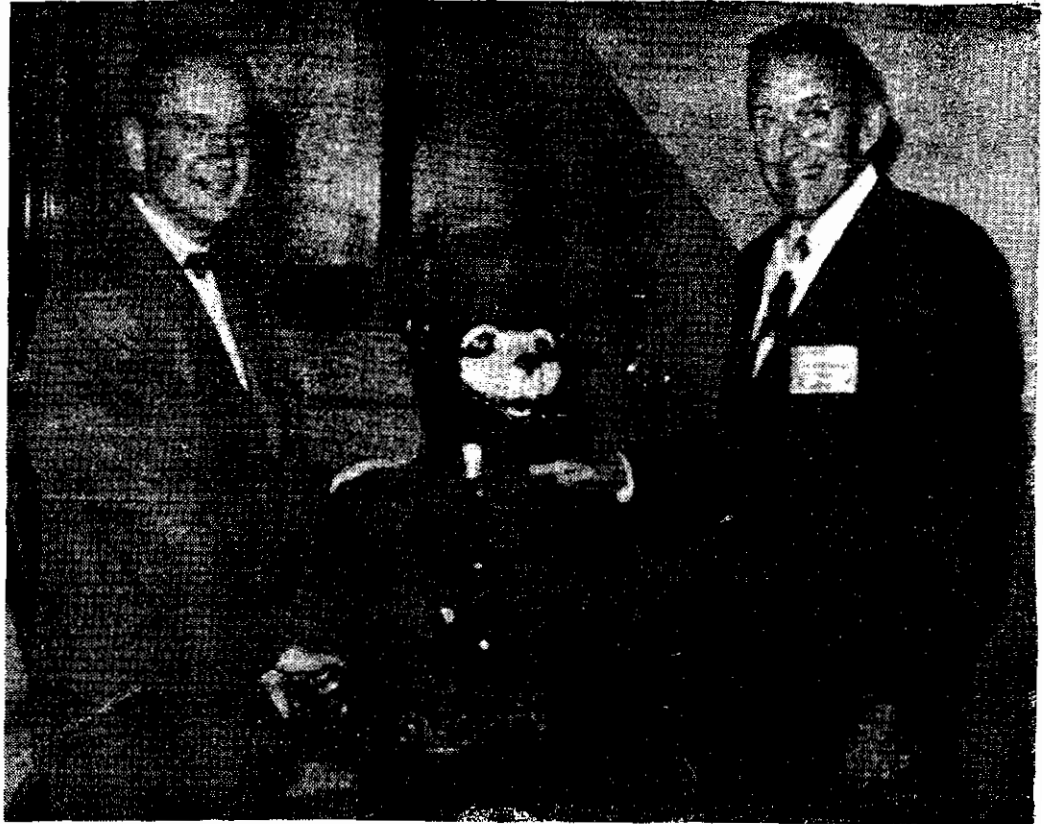
DAILY NEWS
Philadelphia, Pa.
9/9/60



Dr. Richard E. McArdle

An invitation to the public to attend dedication of the Northern Forest Fire Laboratory at 4 p.m. Monday west of the Missoula County Airport and to inspect the new plant and the Aerial Fire Depot has been extended by the Forest Service. Open houses are scheduled at both places from 1:30 to 3:45 p.m. and 5 to 7:30 p.m.

Dr. Richard E. McArdle of Washington, D.C., will be the principal speaker at the dedication. The new laboratory is a part of a 10-year program being carried out by the Forest Service under the direction of Dr. McArdle to help meet the future needs of an expanding population through multiple use of the nation's resources.



Russell Photos

Foresters Travel Long Distances to Conclave

Representatives of the two newest states had long trips to attend the national convention of the As-

sociation of State Foresters. Earl Plourde, left, of Anchorage, Alaska state forester, and L. W. Bryan

Bryan remarked, "Hawaii, the newest state, has had a Forestry Department since 1843 when the first forester was appointed under the Hawaiian Kingdom. Nearly 50 per cent of the total land area of the new state beauty. Alaska has great potentials in forest and woodland." The convention runs through Friday and put into effect to provide a here.

THE DAILY MISSOULIAN
Missoula, Montana

Smokey Has Partners

SMOKEY THE BEAR posters usually adorn Post Office trucks in the month of July. But this year, something new has been added. Smokey has some buddies: a Camp Fire Girl and a Boy Scout, both of which are celebrating their 50th anniversaries this year.

Smokey in picture above is Charles W. Taylor, district fire chief of Salem District, Virginia Division of Forestry. With him are Linda Eucker and Scout Al Woody.

FRANKLIN NEWS POST
Franklin, Virginia
7-7-60





Help MAG. SEPT. 1960

WARNER BROTHERS ICE PALACE

What Do You Want to Know?

Submit questions in writing and sign name and address, though not for publication.

SMOKEY BEAR

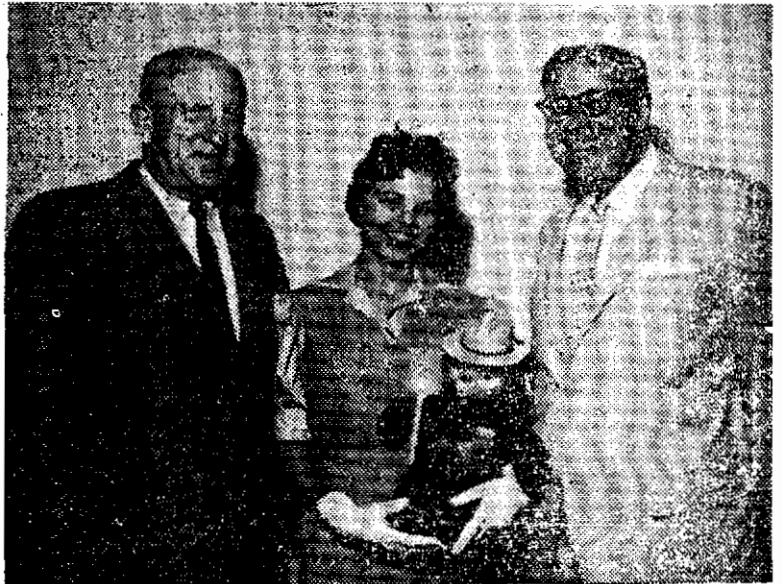
What is the origin of Smokey Bear, the forest fire prevention symbol? B. M. G.

Smokey's firm warning, "Remember, only YOU can prevent forest fires!" has played a valuable part in reducing the number of forest fires in the U. S. in the 16 years it has been displayed in magazines and on billboards and bus placards. The appealing poster bear was created in 1944 by The Advertising Council at the request of

the U. S. Forest Service which asked the Council to add forest fire prevention to its list of promotional campaigns. Artist Albert Staehle was commissioned to draw a personality that the Forest Service could adopt as its own special symbol. The result was Smokey in his familiar blue jeans and forster's hat.

In addition to the kindly bear of poster fame there's a real Smokey. As a baby bear cub he was found lost and hurt following a forest fire in Lincoln National Forest, N. M. in 1950. Named Smokey, he was nationally publicized like a movie star and after he was nursed back to health was brought to the Washington (D. C.) Zoo where he has become a living symbol of the Forest Service's campaign.

PHILA. INQUIRER
Phila., Penn.
Sept. 1, 1960



Queen Silvia (Lynda Smith) and "Smokey" attended the annual Convention of the Gulf States Section of the Society of American Foresters held at the Hotel Bently, Alexandria, Louisiana. The Section is composed of the states of Texas, Louisiana, and Mississippi. Queen Silvia is pictured with the two top men in the Society of American Foresters—Charles A. Connaughton, President of the Society on her right, and Henry Clepper, Executive Secretary of the Society on her left.

POLK COUNTY ENTERPRISE Livingston, Texas 9-1-60





PREVENTION THE ANSWER

YOU can help prevent forest fires; and you can make others aware of forest fire prevention. No matter who you are — schoolteacher, businessman, minister, civic leader, housewife — YOU can help. No matter how old or how young, YOU, even though you may rarely go near the forest, can help prevent forest fires.

You, the schoolteacher, can impress upon your students the importance of forest fire prevention. You, the P.T.A. member, can work to include a course in forestry and fire prevention in the curriculum.

You, the housewife and clubwoman, believe in the value of fire prevention. You can insist that your children understand the danger of playing with fire. By the same token you can organize and arouse your community to a greater understanding of the forest fire menace.

Carelessness is the cause of 9 out of 10 forest fires — man's carelessness. Almost one-third of this land of ours is forest — 630,000,000 acres. And every year in the United States over 200,000 fires burn and scar about 30,000,000 acres. Think of it! More

than one-twentieth of our woodland is burned and damaged every year. Fires can cause floods, destroy grazing lands, kill wild life, and destroy beauty.

By following these simple rules, and influencing others to do the same, you can help put a stop to this horrible waste:

1. CRUSH OUT YOUR SMOKES!

When smoking out of doors, clear off a spot in the surface litter and drop your cigar, cigarette, or pipe ash into the cleared spot.

2. BREAK YOUR MATCH IN TWO!

Always make sure your match is dead out; then break it.

3. DROWN YOUR CAMPFIRE!

Always build a small campfire away from trees or brush. Before leaving stir coals while soaking with water.

4. USE CARE IN BURNING!

Don't burn trash, grass, or leaves in unusually dry, hot, or windy weather.

Visiting girls given 'Smokeys'

Cuddly Smokey Bears, 114 of them, will soon be migrating to far parts of the world.

The furry bears, symbolic of green woods and enemies of fire, were presented this past weekend to Girl Scouts and Girl Guides attending the wilderness encampment in the Three Sisters area.

The bears are the gifts to the girls from Brooks-Scanlon, Inc., Bend; Gilchrist Timber Company, Gilchrist, and Tite-Knot Pine Mill, Redmond.

Presentation of the Smokey Bears to the girls took place at a bonfire program this past weekend, at Todd Lake.

Some of the little bears were taken into the hills by girls who are now on their wilderness encampment high in the Cascades.

When the girls pack to return to their homes in most of the 50 states and seven other countries, the bears will be carefully stowed in their luggage.

BEND BULLETIN
Bend, Oregon
August 14, 1960

Smokey Says:



Trash can be a fire hazard —
There's no excuse for bad
woodland manners!

RESERVE LIFE NEWS
Reserve Life Insurance Company

ALEXANDRIA DAILY TOWN TALK
Alexandria-Pineville, La.
October 7, 1960



AWARDED TO
NEWSPAPERS OF AMERICA-1950
For
OUTSTANDING PUBLIC SERVICE
IN FOREST FIRE PREVENTION
By
ASSOCIATION OF STATE FORESTERS AND
U.S. DEPT. OF AGRICULTURE FOREST SERVICE

MINNEAPOLIS, MINNESOTA
November 10, 1960