



## Smokey, The Bear, Enlists Help Of School Children

Silent though he may be, Forest Warden Odell Owen's partner is proving to be a crackerjack salesman.

Owen presently is in the process of visiting each of the county's 59 elementary schools with his message of fire prevention and reforestation.

A candid man, Owen readily admits that his speechless assistant is more effective than he when it comes to getting the message across to youngsters.

Owen's partner is none other than that nationally-known character, Smokey the Bear. Smokey's message, as any little one old enough to watch television can tell you, is: "Remember — only you can prevent forest fires."

What delights Owen about Smokey is that his presence guarantees double effectiveness. Not only do the boys and girls get the message, but they take it home to their parents as fast as—well, as fast as a forest fire.

As they visit each school, Owen goes in first. He talks to the children about fire prevention and reforestation. Before they can start squirming in their chairs, Owen readies them for the surprise.

"You know, children, this is the fourteenth year I've been into schools to talk about fire prevention and reforestation. I've talked about it so much, I believe I can get Smokey the Bear to come just by calling."

A volunteer is needed to open the door for Smokey when he comes, Owen informs the youngsters and thereupon selects one volunteer.

After Owen calls out, "Smokey," there comes a scratching on the door. The youngster opens the door, and, as Owen puts it, "the eyes on those little kids really pop" as Smokey walks in.

Once the chatter of excitement

is quieted down, Owen asks Smokey questions, all framed for an affirmative answer which Smokey gives by bowing deeply.

By the same method, Smokey answers the questions of the wide-eyed youngsters.

Finally, the lesson ends with Owen passing out literature to each of the children and urging them to take it home with them and show to their parents.

He has positive proof that this is what they're doing too, Owen said. Day before yesterday, he stopped in a store near Cascade where the first thing the proprietor told him was about his son's excitement after seeing Smokey.

The unsung hero of the Owen-Smokey partnership is Earnest Searce, who dons the bear clothing and plays his anonymous, speechless part to the hilt. Searce, when not playing Smokey, is a local forest warden and forest fire patrolman.





Remember PEOPLE STILL CAUSE MOST FOREST FIRES!



SMOKEY BEAR, AND FRIENDS Fred Kennedy, Albuquerque, N.M., president of the American Society of Range Management, inspects new "Smokey Bear" products along with William W. Huber director of the "Smokey" program, and Rudy Wendelin designer of the commemorative range conservation stamp. Society opens annual convention Tuesday in Salt Lake City.

DESERET NEWS  
Salt Lake City, Utah  
1-31-61

Tracy Perry, pretty Australian miss and youngest "delegate" at rangers' meeting, made friends with Fred C. Renner, Washington, D.C., past president of the American Society of Range Management and director of range conservation for the U.S. Soil Conservation Service, even to the extent of trading her Koala for a Smokey Bear.

THE SALT LAKE TRIBUNE  
Salt Lake City, Utah  
2-1-61



# Memorial Presented Children of Poster Creator

"We owe a lot to Ted."

This is the caption underneath a painting of Smokey the Bear and his forest friends looking at the last poster created by the late Ted Wright.

The painting, executed by Rudolph Wendelin, was presented yesterday to Wright's children, Teddy, 9, and Betsy, 12, both of 1845 La Loma Rd., Pasadena.

The brief memorial presentation ceremonies were held at San Rafael School where Teddy is a student, Betsy goes to Mc Kinley Junior High School.

Wright, who died last Sept. 1, was art director for Foote, Cone and Belding, volunteer advertising agency for the Smokey Bear fire prevention campaign. As such, he supervised art work on Smokey posters.

Sim Jarvi, supervisor of the Angeles National Forest, presented the 11 by 14 inch painting to the children.

Don Porter, information officer and education director for the Angeles Forest, assisted Jarvi by appearing in a Smokey the Bear costume.

Wendelin is official artist for the U.S. Forest Service in Washington, D.C.



STAR-NEWS  
Pasadena, Calif.  
11-10-60

—Staff Photo

**MEMORIAL PLAQUE**—Smokey the Bear (portrayed by Don Porter of the U.S. Forest Service) assists Angeles Forest Supervisor Sim Jarvi in presenting a memorial painting to the children of the late Ted Wright who did most of the Smokey posters. The children are Betsy, 12, and Teddy Wright, 9, both of Pasadena.

# League Presents "Smokey" With Conservation Award



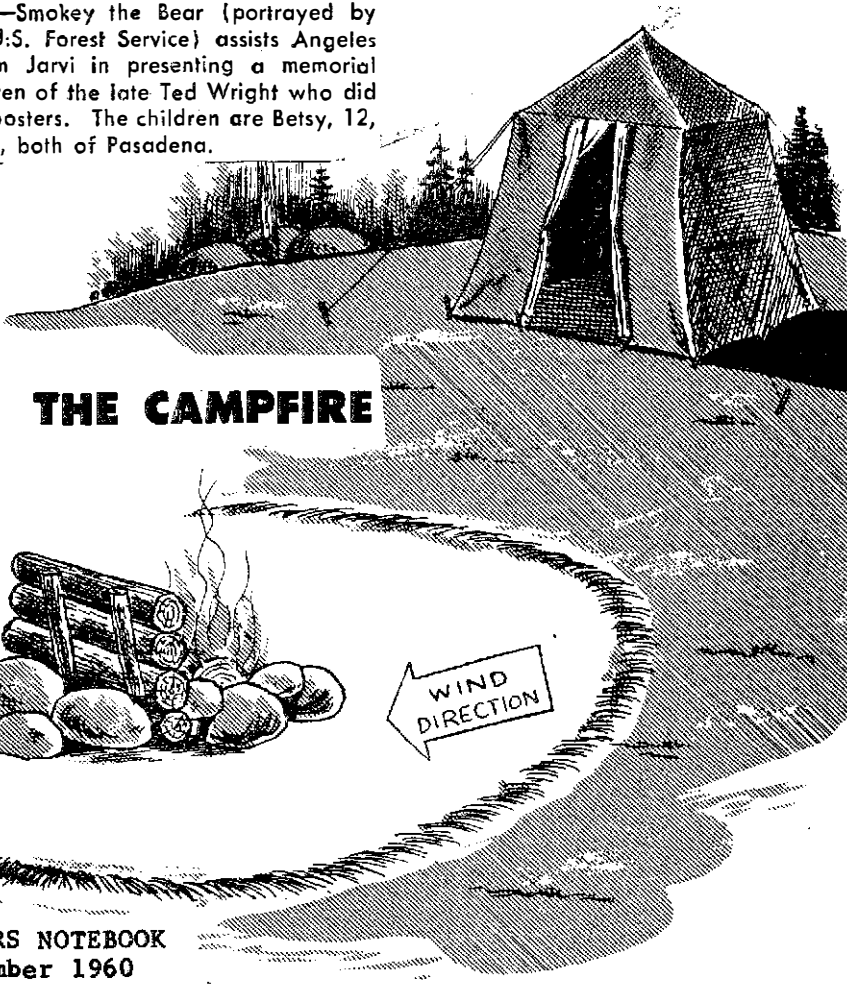
Jack Binford, Chairman of the Executive Board, presented an Izaak Walton League Honor Roll award to Smokey Bear and the Smokey Bear Program at the annual banquet of the Association of State Foresters in Missoula, Montana.

The award was accepted for the Association of State Foresters and the U. S. Forest Service by the Association's President, Mike Webster. Gary Moon, State Forester of Montana and Host to the Convention and Bill Huber, Director of the Smokey Program, are also pictured.

OUTDOOR AMERICA  
November 1960

Check wind direction. Pitch tent so smoke and sparks will not blow into it. A wind-blown spark could destroy your expensive camping gear.

If you must keep an all-night fire, make certain you build it down-wind from deadfalls, brush piles, etc. Heavy logs or old roots are best. They smoulder and won't burst into high dangerous flame while you are sleeping.



CAMPERS NOTEBOOK  
November 1960



# LO QUE LA NATURALEZA TOMO SIGLOS PARA FORMAR



**EL FUEGO PUEDE DESTRUIRLO EN UN  
MOMENTO DE DESCUIDO**

**RECUERDE: SOLO USTED PUEDE EVITAR  
INCENDIOS FORESTALES.**

Distingase como persona culta evitando incendios y sienta la satisfacción muy grande de ser usted un ciudadano útil a la Sociedad y a la Patria, cooperando en esta Gran Cruzada de Protección a los Bosques que forman buena parte del patrimonio Nacional.—

## XIV GRAN CAMPANA CONTRA INCENDIOS EN LOS BOSQUES

PATROCINADA POR LA

# UNION DE MADEREROS DE CHIHUAHUA

## Natural Resources Protection

Every Hamiltonian should protect our forests. Whether directly or indirectly affected by our activities, forest fire losses concern us. And when you admit we can all have in using, no reason why everyone should witness this destruction of our natural resources.

Smokey the Bear has:

1. Never leave a campfire unattended. Be sure it can't spread . . . Extinguish it before you leave.
2. If you smoke, limit your smoking to one cigar, cigarette . . . not two.

HAMILTON  
June - July

← NORTE  
Chihuahua, Chih., Domingo  
5 de Marzo de 1961



Victor Mendizabal, Chief  
Forest Service, 1

# U. S. Sets Fire to This 'Smokey'

CHICAGO, Jan. 7 (UPI) Eleven thousand pictures of Smokey the Bear, the arch enemy of forest fires, went up in smoke yesterday.

They were burned by Deputy United States Marshals in the basement of the United States Courthouse.

The pictures weren't quite like the ordinary cartoons of

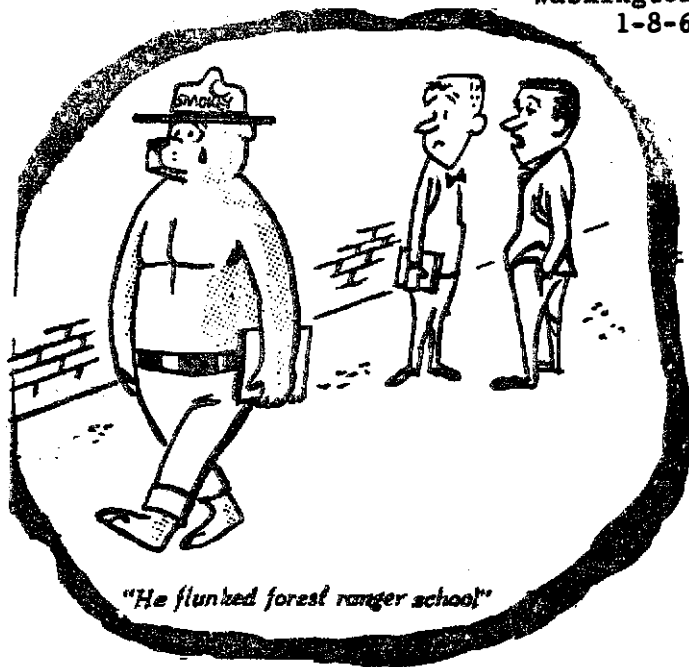
Smokey, the U. S. Forest Service's symbol of fire prevention.

These—on birthday cards—depicted Smokey wearing a party hat and holding a martini. The U. S. Government frowned on that, and also frowned on the failure of Greetings, Inc., a Joliet, Ill., firm, to get its permission and

pay royalties for the use of Smokey.

The Government filed suit against the firm last month, charging violation of Internal Revenue laws because the company had paid no royalties. When the firm failed to answer the suit, Federal Judge Julius J. Hoffman ordered the cards seized and destroyed.

THE WASHINGTON POST  
Washington, D. C.  
1-8-61



Don't know whether you watched the Tournament of Roses parade in Pasadena over TV or not, but if you did you probably noticed the Smokey Bear float. Junior Forest Rangers all over the country were asked to join Smokey forest friends on the float in singing the Smokey Bear song as the float went by on the TV screen. It is estimated that more than 3,000,000 boys and girls joined in the sing-along. Which should make it one of the largest choruses ever. Incidentally, Smokey the Bear is the only advertising symbol protected by an act of Congress.

OREGON JOURNAL  
Portland, Ore.  
1-2-61

## REGION 9

To each daughter and son,  
We sent at least one.  
Although it was fun,  
We're glad that we're done.

But now that we're through  
O e problem it poses -  
What on earth will we do  
The next Tournament of Roses?



From "Operation Song Sheat" Report  
by Rebecca Hodges of the  
Angales National Forest  
1/20/61



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AN  
1960



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# Explorers Take Blue Ribbon, Scouts a Red Ribbon in Exposition at St. Louis

Salem Scouts and Explorers were among very few troops from outside St. Louis and its suburbs having booths at the annual Merit Badge Show held last week at the Arena in St. Louis. The Explorer booth took a first place ribbon while the Scout booth was awarded a second prize ribbon.

Explorers and their adviser, Forester Bill Martin, used the Forestry Merit badge as the theme of their booth and utilized Smokey Bear, enemy of forest fires, as the central attraction. Explorers took turns in donning the Smokey Bear outfit and shook hands with those who approached them, at the same time advising listeners of the dangers of leaving live fire in the forest and of the damage done by forest fires.

Throughout the show this booth attracted large crowds and the young people, both Cubs who were active in the show, and visiting children, were anxious to meet Smokey.

Scouts had difficulty in setting up their booth as they were unable to find transportation for the large train layout they had made. The layout was too large to go inside a car and no one able to make the St. Louis trip had means of carrying the layout on a cartop. As a last resort—a plastic outfit was obtained from a St. Louis hobby shop and the Scouts settled for much less scenery than that they had prepared.

Transportation to the show was provided by Wade Rousseau and E. J. Malone. The boys were returned to Salem by Elmer Hilgedick, E. J. Malone and Ralph Teverbaugh. John Rostron Sr., drove Malone's station wagon on the trips to and from St. Louis.

About 2500 pieces of Highway 19 advertising were passed out at the two booths. Those attending the show were amazed at the great interest in anything pertaining to the Ozarks and Current and Eleven Point rivers.

SALEM POST  
Salem, Mo.  
11/24/60



The Explorer booth, depicting the Forestry Merit Badge, attracted a big crowd with Smokey Bear shaking more hands over the weekend than "either of the Presidential candidates". Don Eudy

watches while Smokey (Maurice Day) shakes a couple of hands. The booth received a first place rating.



CONSERVATION AREA HIGH LIGHT—A VISIT BY SMOKEY THE BEAR.

# 16 NEW BLAZES EACH DAY

# Smokey The Bear Powerful Fire Prevention Symbol

The story behind . . .



By HOWARD LEWIS  
Of The Daily Mail Staff

Smokey the bear—the animal kingdom's biggest celebrity — is loved by kids ail over the United States.

His simple message — "break matches, crush smokes, be sure all fires are out . . . remember only you can prevent forest fires" —has become the commandment of forest fire prevention.

In the accompanying picture, Smokey — in the person of Gordon Palmer, youth education advisor of the State Conservation Commission — sits down at his typewriter to type out this warning to West Virginians:

—305 forest fires in the Mountain State since July 1 of this year already have destroyed 4,434 acres of timber at a cost of over \$25,000.

—126 of the fires have occurred in the southwestern part of West Virginia, an area that includes Kanawha, Boone, Logan, Lincoln, Cabell, Wyoming, Mingo and McDowell counties.

—Hunters cause most of the fires this time of year, officials report.

—Forest fires caused through negligence are punishable by fines and possible jail sentences.

—It's unlawful to burn during the fire season without a permit and then only during certain times of day.

These warnings were originated by Asher W. Kelly, assistant state forester in charge of fire control for the Conservation Commission. Kelly, a major in the Air National Guard and a command pilot, spends most of his time during the fire season flying over West Virginia's hills spotting forest fires.

Kelly reports that West Virginia has had 16 new fires each day during the last three days. And the state has been hit by 148 new fires in the last week. Logan and Boone counties seem to be where most of the fires break out.



"SMOKEY THE BEAR" . . . a reminder to prevent forest fires.

Across the nation and in West Virginia, Smokey the Bear, has been one of the most successful advertising and education mediums ever designed.

Nationwide in 1942, when Smokey first started his campaign, 210,000 fires occurred each year in the forests, destroying 30,000,000 acres.

In the past two years, the nation's average is about 92,000 fires — destroying about 3,500,000 acres each year.

In Smokey the bear, officials found an appealing animal of the forest, a victim of fires and yet strong enough to be a symbol of protection and watchfulness.

He was designed by Albert Staehle, a cover artist for a leading national magazine. And Smokey was widely promoted by a New York advertising firm.

Smokey is a real, live, cinnamon colored bear that makes his home in the National Zoological Park, Washington, D. C. He was the victim of a forest fire in New Mexico.

The U. S. Forest Service has adopted Smokey as a trademark. And Canadian officials have done the same. He has become an international figure. In Mexico he wears a straw sombrero.

The Smokey costume worn by Palmer represents one of the best mediums for education in West Virginia as it is in the United States. Conservation officials use it widely in talks before children.

Smokey as a symbol, represents a most powerful force for fire prevention in the United States today.

Nobody dreamed this paunchy character, attired in ranger's hat and firefighter's dungarees, would become the symbolic guardian of the nation's forest reserves. He was a wartime inspiration, a direct outgrowth of the War Advertising Council's forest fire prevention campaign built around such slogans as "Careless Matches Aid the Axis." When somebody thought a symbol was needed instead of a slogan, the first choice was Walt Disney's drawing of Bambi. But the next year (1945) admen came up with Smokey, who made an immediate hit.

Within five years Smokey and his two cubs were famous. "Keep Green" associations, conservation societies, garden clubs, forestry and civic associations and sportsmen's clubs are a few of the groups that promote Smokey and such poster messages as these: "Another 30,000,000 acres will burn this year unless you are careful"; "One careless match . . . yours?"; "Carelessness kills tomorrow's trees, too!"; "A match can be a deadly missile." Every year the nonprofit Advertising Council runs a new campaign, using \$10,000,000 worth of free space and time on radio, TV, billboards and in magazines and newspapers.

In 1950 a badly burned cub was rescued from a forest fire, nursed back to life, and installed in the National Zoo in Washington as Smokey himself. Now grown and thoroughly spoiled, the live Smokey is a favorite of the thousands of visitors to the zoo.

Smokey is the only trademark protected by an act of Congress. Licensees can use him for commercial products, but must pay royalties to the Smokey Bear Junior Forest Rangers. Purpose: to educate children in forest conservation.

Smokey is quite a pen pal; he gets about 1,000 letters and post cards every day. He's also a rousing success at his job. It's estimated his public appeals have saved about 10 billion dollars' worth of forest resources from the match.

CHANGING TIMES  
January 1961

# THE COST OF FOREST FIRES IS TREMENDOUS! —



More than half the forest fires in America today are in the South! Help stop this needless waste which seriously damages our Southern economy!

If you are burning off your own land, take these precautions beforehand:

1. Plow a wide firebreak around the area to be burned.
  2. Notify your neighbors and proper authorities in advance.
  3. Burn late in the day when there is no wind.
  4. Never leave a fire until it is dead out.
- Join Smokey Bear in the crusade to end careless woods burning.

*Remember—* **Only you can**  
**PREVENT FOREST FIRES!**