

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.

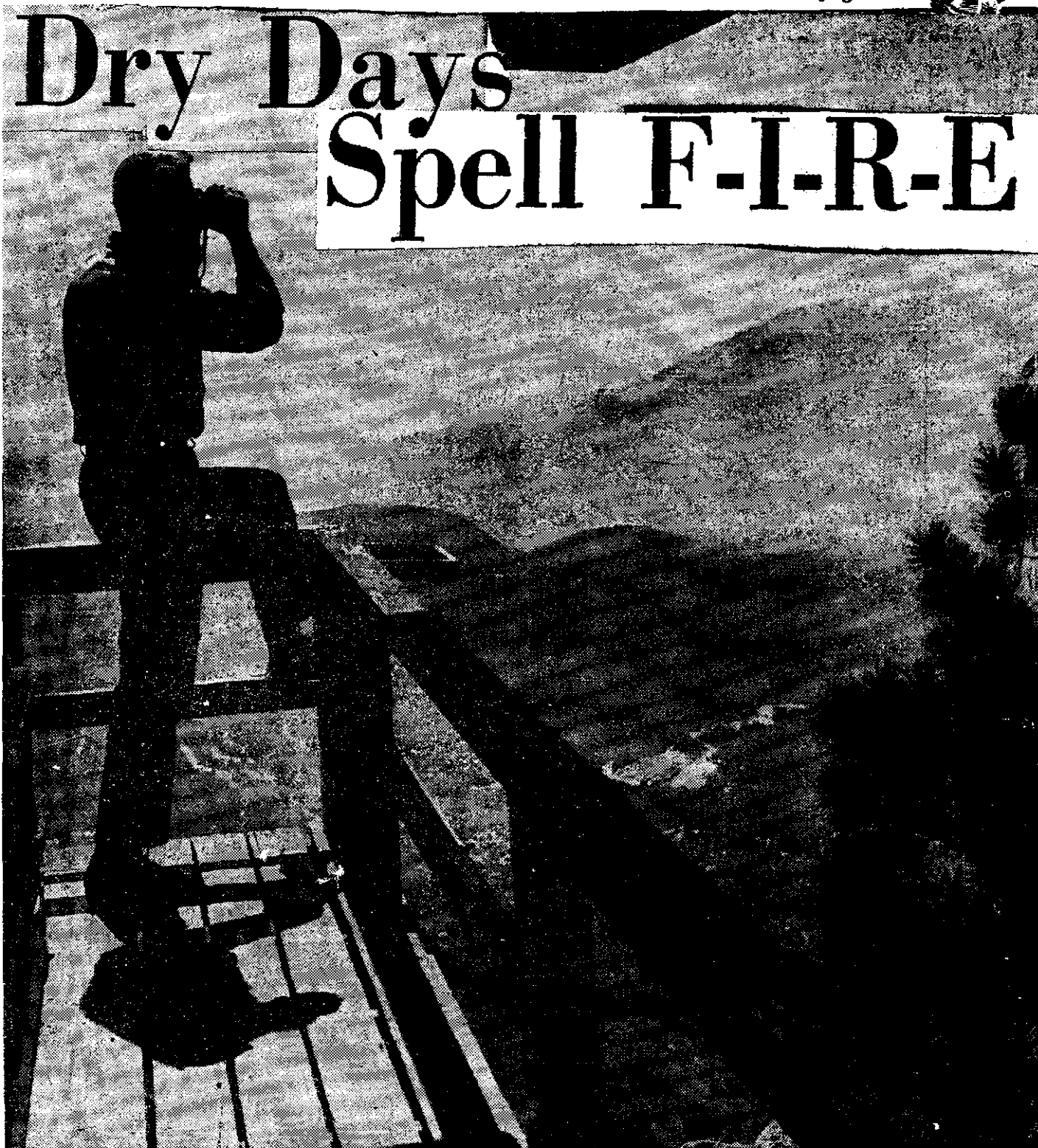
# SMOKEY BEAR

PRESS CLIPPINGS

JULY 1961

NUMBER 21

page 1



# Dry Days Spell F-I-R-E

ON GUARD—Lookout Jerry Merwin, 18, keeps his binoculars trained on Angeles National Forest land-

scape from Vetter Mountain station. Scant winter rain gives promise of early, rugged fire season.

# She Pleads Guilty to Conserving Two-Way Domestic Tranquility

By ANN CONNOR  
Journal Staff Writer

Mrs. Roger Waybright is a firm believer in conserving natural resources, but when it comes to her own reservoir of energy, she taps it with a lavish hand.

It's squandered on her main interest — a field that stretches from the state level, where she is conservation chairman for the Florida Federation of Woman's Clubs, to the local arena, where she fills the same position for the Duval County Camp Fire Girls.

"Once I became interested in conservation, I decided to specialize in it," explains Evelyn Waybright. "It makes it easier if all your activities are in the same field."

Her interest was first aroused when she was co-chairman of the civics department of the Woman's Club of Jacksonville. The conservation division operates under this department and one of their projects winged its way straight to Evelyn's heart and has roosted there ever since.

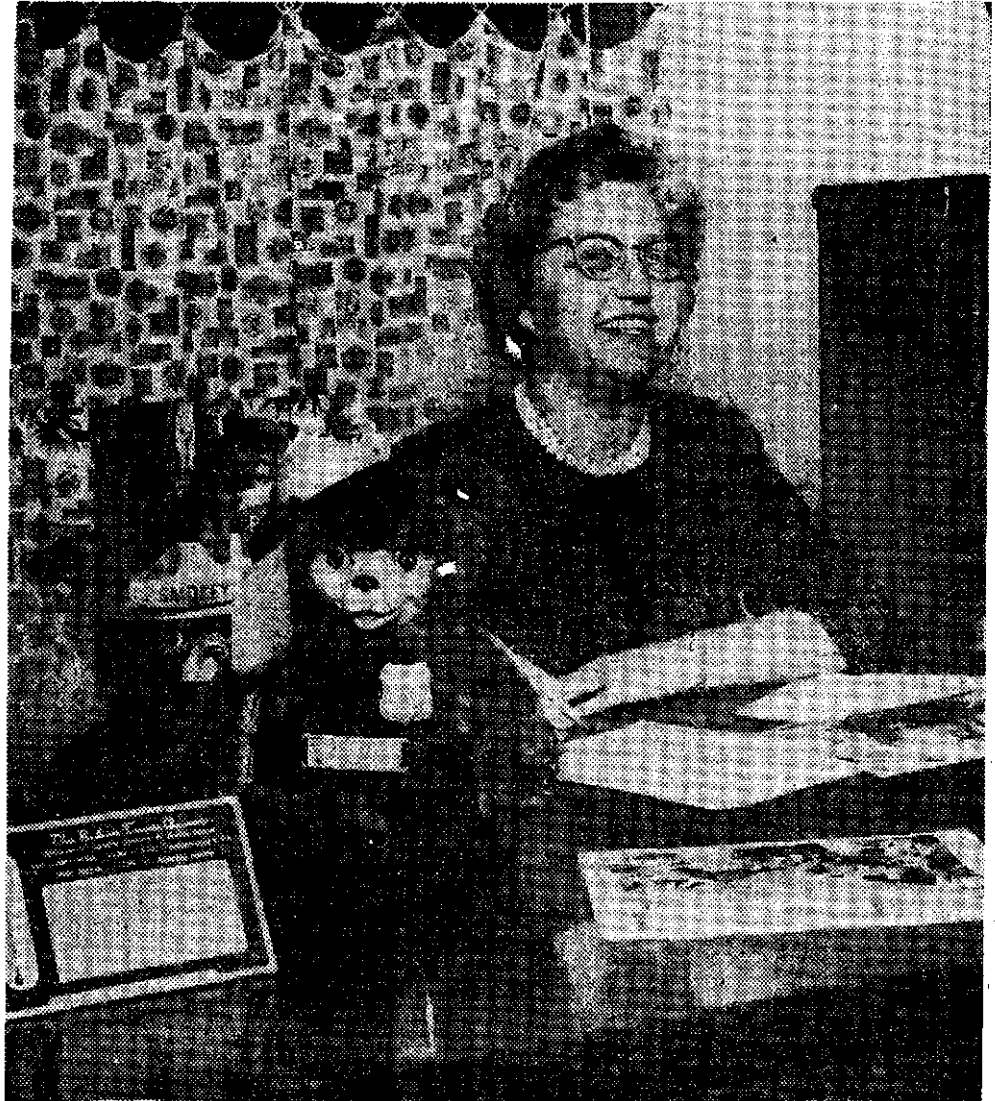
"I spend a good deal of time on it," she says. "In addition to the two chairmanships, I'm on the planning committee of the Gateway Girl Scout Council and am currently getting a display on conservation together for them. And I'm also conservation chairman for my garden circle."

"Sometimes I think the chairman gets more out of these projects than anyone," she continues. "Take me for example, I read everything I can find on conservation. The FFWC puts out a reading list and I just start at the top and work my way through."

"At the end of my four-year term as chairman, I'll have what equals a college degree—plus all that practical experience."

What does Circuit Judge Roger Waybright think about all these conservation capers?

"He thinks Smokey the Bear is a member of the household," laughs Evelyn.



Evelyn Waybright and Her "Adopted" Pet—Smokey the Bear

But husband Roger went along on his wife's latest conservation project — a gathering of Camp Fire Girls to plant trees in the National Forest in Ocala. "And he took about six rolls of film for me," she adds.

Evelyn also chalks up the office in their Southshores Road home to her husband's interest in what she is attempting to do.

"I used to keep my typewriter on the sewing machine in the spare bedroom with papers and materials scattered all over the place," she says. "One day Roger walked in when I was working and said 'Don't you want to have a desk in here?' With that, we fixed up my office."

But even with the office, the

Judge sometimes thinks he might have to move out of the house to make room for her work, smiles Evelyn.

With Evelyn about as hep on conservation as her husband is on the courtroom, there's often competition for dinner table conversation.



## Thanks for Trees

By NONA KEEN DUFFY

Thanks for trees

When the summer has come  
And the branches are filled  
With the twitter and hum  
Of the birds and the bees  
And the nests that are made  
And the dear little eggs  
In the leafy shade.

Thanks for trees

With their arms lifted high,  
For the courage of trees  
As they look toward the sky;  
For the shelter of trees,  
For their cool, loving shade,  
Thank you, dear God,  
For the trees you have made!



**TO VISIT HERE** — Smokey the fire fighting bear will fly into New Philadelphia next Monday

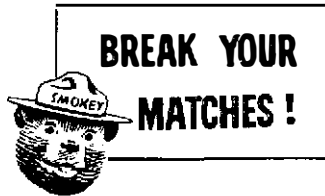
afternoon, with bands and speeches greeting his arrival and mark-

ing the start of Forest and Grass Fire Prevention Week.

\* \* \*

\* \* \*

ANONYMOUS



# Smokey Bear To Arrive At Airport On Monday

A treat is in store for the kids of Tuscarawas co when "Smokey" the fire fighting bear arrives Monday at 1 p. m. at the New Philadelphia airport to kick-off Forest and Grass Fire Prevention Week.

Present plans call for "Smokey" to fly into the municipal airport to greet the children during presentation of a "Smokey Bear Program." A number of county fire departments will be on hand with equipment used in suppression of "Smokey's" worst enemy — fires.

Highlights of the program include music by the Midvale and Salem-Washington school bands; addresses by Bryce Browning, general chairman of the Tuscarawas County Forest and Grass Fire Prevention committee, and County Supt. W. E. Laws, chairman of the Education and Poster Contest committee; and announcement of the county and grand Prize poster contest winners.

Winners will have the opportunity to meet "Smokey," and all children attending will receive Junior Forest Ranger commissions and copies of "Smokey's" own comic book, "The True Story of Smokey Bear."

County schools have been contacted for release of pupils in the third, fourth, fifth, and sixth

grades to attend this event.

The program is open to the public, and should inclement weather prevail, arrangements have been made to move the affair indoors to the Dover Memorial Hall.

\* \* \*

## Awards Banquet For Fire Posters To Be Wednesday

Members of the Tuscarawas County Forest and Grass Fire Prevention committee will hold their awards banquet next Wednesday at 7 p. m. at Midvale high school, it was announced today.

County and grand-prize winners in the forest fire poster contest will receive their awards and their posters will be on display.

Bryce Browning will serve as toastmaster, and speakers will include representatives of the U. S. Forest service in Washington as well as the Ohio Division of Forestry in Columbus.

Tickets may be purchased at the local office of the Ohio Division of Forestry, 1838 E. High ave extension, this city, until noon on Monday. Adult tickets are \$1.25 and children's tickets are 75 cents.



**PRESENTATION** of a Smokey Bear citation to Mr. Rutledge Parker for outstanding effort in Forest Fire Prevention while State Forester of Montana from 1926-1954. Presentation was made by John Beale, State Forester of Wisconsin and chairman of the State CFFP Committee, Governor Hugh Aronson and President Mike Webster of the Association of State Foresters look on.

— U. S. Forest Service

INDIAN SMOKE SIGNALS  
March-April 1961

THE DAILY TIMES, New Philadelphia, Ohio-3/18/61

# 'LONG, ROUGH' SEASON

# Forest Fire

Light a cigaret in a mountain or brush area of Los Angeles county or Angeles National Forest, and it may cost you \$500 or send you to jail for six months.

Because of the high fire hazard, increased by lack of winter rainfall, "no smoking" regulations will be strictly enforced, beginning

today, according to Angeles Forest Supervisor Sim Jarvi and County Fire Chief Keith Klinger. Prohibited areas have been sign-posted.

The 1961 fire hazard season, beginning earlier than usual, is expected to be "long and rough," said Jarvi.

With the mountains and foothills dry and vulnerable as they are now and will

continue to be unless heavy rains come, the danger is acute.

One careless smoker can start a forest fire. Eighteen fires in the forest during 1960 out of the 70 man-caused started that way. One child playing with matches can do it — there were 11 such cases in 1960.

Forest Service personnel have started their annual training program at Chilao Flats, with an added course, one in human relations. It is designed to train the men in dealing with the public, especially in convincing the heedless that being careful about fire is just plain good sense.

Under Jarvi are 300 full-time employees — superintendents, rangers, fire control officers, lookouts, woods crews. During the summer fire season, 200 more are added.

But Angeles National Forest is rated the most visited forest in the nation because of the huge population on which it draws. In 1960, 7,000,000 persons visited it; Jarvi expects 8,000,000 this year.

Most of them will come during the summer months, and this year, because of weather conditions, they will start the rush earlier.

The Forest Service is getting ready now. Men are training and refreshing their skills. The eight lookout stations are manned and ready. Woods crews are removing fire hazards by cutting down dead trees.

The warehouse and shops on the 10-acre Arcadia center are packed with tools, supplies, equipment. The radio communications network is ready. Planes are ready for aerial water bombing.

Fire is the enemy. So is the careless visitor.



This could be your home—this year, next or even town. This year carelessly started forest fires will burn millions of acres of our priceless forests. Price to pay for carelessness; yours, mine or anyone largely through carelessness, and thus are preventable.

WARRENSBURG NEWS, War

## New Director of Smokey Bear

Norman P. Weeden, Su  
quarters at Tucson, Ariz.,  
Fire Prevention Campaign.

He succeeds William  
Assistant Regional Forester  
13.)

A native of New Mexi  
A&M College in 1942. He se  
briefly for the Soil Conser  
before taking an assignment  
has been ranger, fore sta  
the Regional Office in Albu



A PLEA ON A SIGN — Sim Jarvi, the supervisor of Angeles National Forest, leans by fire warning poster he wishes everyone would obey.

# Season Here



**SMOKEY BEAR'S PALS**—C. B. Marlin, left, state forester, meets with officials of the National Cooperative Forest Fire Prevention Program, in Jackson to survey promotion materials. Officials at the meet-

ing were William W. Huber, Washington, D. C., the program director; Richard Hodges, Atlanta, Ga., southern advertising director; and James P. Felton, national advertising director.

(Staff Photo by Buddy Cox)

## FOR MISSISSIPPIANS

# Smokey Bear Too Juvenile

By **BOB GORDON**  
State Times Staff Writer  
Smokey Bear is too juvenile for Mississippi's forest fire prevention programs, his official caretakers said in Jackson today.

"In the South, due to special problems, we have to use a more adult approach," William W. Huber, director of the National Cooperative Forest Fire Prevention Program, told a group of state forest rangers.

Huber told Jackson newsmen "Over two-thirds of the nation's forest fires, and 65 per cent of the damage happens in the South."

The leader of the NCFPP, commonly known as the "Smokey Bear Program" said the South's problems with fire were centered around debris burning and malicious firebugs.

"For this reason we need a more adult appeal here," said Huber. "We even have a separate slogan for the South."

The Smokey Bear national slogan reads "Only You Can Prevent Forest Fires," he told the group, while the Southern slogan is "Every Time a Forest Fire Strikes, You Get Burned."

With a group from Washington,

Huber and other NCFPP officials are to tour Mississippi through Sunday to develop ideas for their program in the South.

Another purpose of the meeting, according to Huber, was to meet with C. B. Marlin, state forester, and others to obtain suggestions for artwork on Smokey Bear posters.

Huber said one of their drawbacks in the Mississippi program was the scenery on their posters. "Too western," he said. So the group brought a staff artist to study the Mississippi countryside.

Speaking of the familiar Smokey Bear cartoons, Huber told newsmen "No one man was responsible for him."

"It all started with a Walt Disney picture with a deer in the center of a burned forest," Huber said.

"We were looking for a symbol and someone suggested a bear," he said. "Later came the forest ranger's hat and pants, and there was Smokey."

ie year later that. Wildfire does not respect homes or  
will destroy someone's home—it could be yours. They  
his loss cannot be replaced in our lifetime. A terrific  
. Yes, 9 out of every 10 forest fires are man caused,  
ie. Let's prevent this tragedy and waste by being care-

ensburg, N. Y. - 4/6/61

### Campaign Appointed

ervisor of the Coronado National Forest with head-  
as been named Director of the Smokey Bear Forest

. Huber, who is transferring to Atlanta, Ga., as  
in charge of I&E (see INFORMATION DIGEST of April

o, Mr. Weeden received his BS degree from Colorado  
ved four years with the Marine Corps and worked  
ation Service and the Bureau of Land Management  
as assistant ranger with the Forest Service. He  
f of ver, and staff man in the Lands Division of  
uerqu.

W.O. INFORMATION DIGEST - 5/18/61

STATE TIMES, Jackson, Mississippi-5/11/61

# Smokey's Warning Is Clear to Tots

"We should make sure our matches are out And not just about"  
—Teddy Boettcher, Spencer, Neb.

During Fire Prevention Week last year, Smokey Bear posters, calendars and book markers were sent to school children in Boyd County.

The "thank you" notes and poems that Karl Loerch, extension forester, received from these children contain some real gems.

Nebraska has over a million acres in existing forests and woodland. In addition are millions acres of grassland where fire is a continuing hazard.

One fire last year in the DeHaven area near Crawford burned over 8,000 acres of



Smokey's bookmark.

timber and grassland. Obviously, fire is a dangerous threat to one of our more valuable natural resources. However, it takes a child to really get the message across. Here are some of their thoughts:

So let's all help Smokey  
And don't be so nokey pokey  
—Lois Kaczor

Little children like to play with fire  
And raise their parents' ire  
When a little child gets burnt  
I think he has finally learnt  
—Author Unknown

And Smokey Bear is awful static  
When the fire starts in the attic  
He makes a very big ado  
When fire gets started in the basement, too.  
—Bonnie Kaczor

## Real Word Picture

Occasionally, one of these children creates a real word picture:

But sometimes Smokey isn't always there  
To put the matches out with care.  
And a little spark is dwindled (?) to,  
And burns the whole big forest threw.

Oh, what a dreadful scene.  
Without a blade of grass to be seen,  
And not a single place to hide  
For the little animals that there abide.

## Epic About Smokey

Then, of course, there is the real epic poem:

A lot of people do not know Smokey's story,  
So I'll tell you how he came to fame and glory.  
When Smokey was a little bear, life was kind of sad,  
But for his sake I'm glad.

One night there was the smell of smoke on the air.  
His mother told him climb a tree and stay there.  
A forest fire came and burnt everything to the ground.  
A forest ranger came and Smokey was found.  
He was taken to the ranger station  
And he is now the bear who leads fire prevention.  
Jay Ludwig

## Literal Truth

Jay's story is literally true. Smokey was found in the Lincoln National Forest in New Mexico after a disastrous fire. He now lives in the zoo in Washington, D.C.

And, most important, he pays for his keep. Manufacturers now make more than 150 articles (fishing poles, dolls, sweaters, etc.) that have the Smokey Bear emblem. These companies pay Smokey \$50,000 for the use of his name.

Being the kind of bear he is, Smokey graciously gives this money to the government.

Incidentally, any child who would like to become a genuine junior forest ranger can write Smokey Bear Headquarters, U.S. Forest Service Washington, D.C. Smokey will see that this child gets his credentials.

SUNDAY JOURNAL  
& STAR  
Lincoln, Nebr.  
1/22/61



As we left the Pennsylvania Turnpike at about 2 a.m. and headed through the mountains toward Wheeling, W. Va., we immediately ran into dense fog. To make matters worse, the familiar road evaporated into detours around construction sites of a new superhighway. Creeping cautiously up a side road, we felt it turn into ruts. Since by now we could barely see the hood of the car, we stopped. I thought I saw a sign ahead and, getting out of the car, I groped my way toward it. When I reached the sign, I struck a match. In spite of our predicament, I burst out laughing. The sign read, "Smokey the Bear says put out that match!" —J. K. RIPPET (Baltimore, Md.)

READER'S DIGEST  
January 1961

WASHINGTON POST  
Washington, D. C.  
7/3/61

# Smokey Bear Back for 1961 Campaign

Smokey Bear was back on the job Tuesday to campaign against debris and trash burning in the national forests. Year average was reduced from 161,598 in 1956 to 105,290 at present.

Success of the program since it was launched five years ago was described by William W. Huber, director of cooperative forest fire prevention for the U.S. Forest Service. "Similarly, the annual average of acreage burned has been reduced by more than half, from 9,534,106 to 4,210,156," Huber said.

Huber addressed the annual Smokey campaign planning meeting in the board room of Sunkist Growers. Founders Awards were presented to Russell Z. Eller, of Sunkist Growers, who has served as volunteer coordinator of the campaign since its inception, and Don Belding, a founder of Foote, Cone & Belding, the volunteer advertising agency which guides the Smokey campaign.

Since the Smokey Bear campaign, Huber said, the number of fires based on a five-

# Metcalf Out To Get a Den For Smokey

Robert C. Weaver, administrator of the Housing and Home Finance Agency, was importuned last week by Sen. Lee Metcalf (D-Mont.) to see what he could do for the National Zoo's poorest-housed resident, Smokey the Bear.

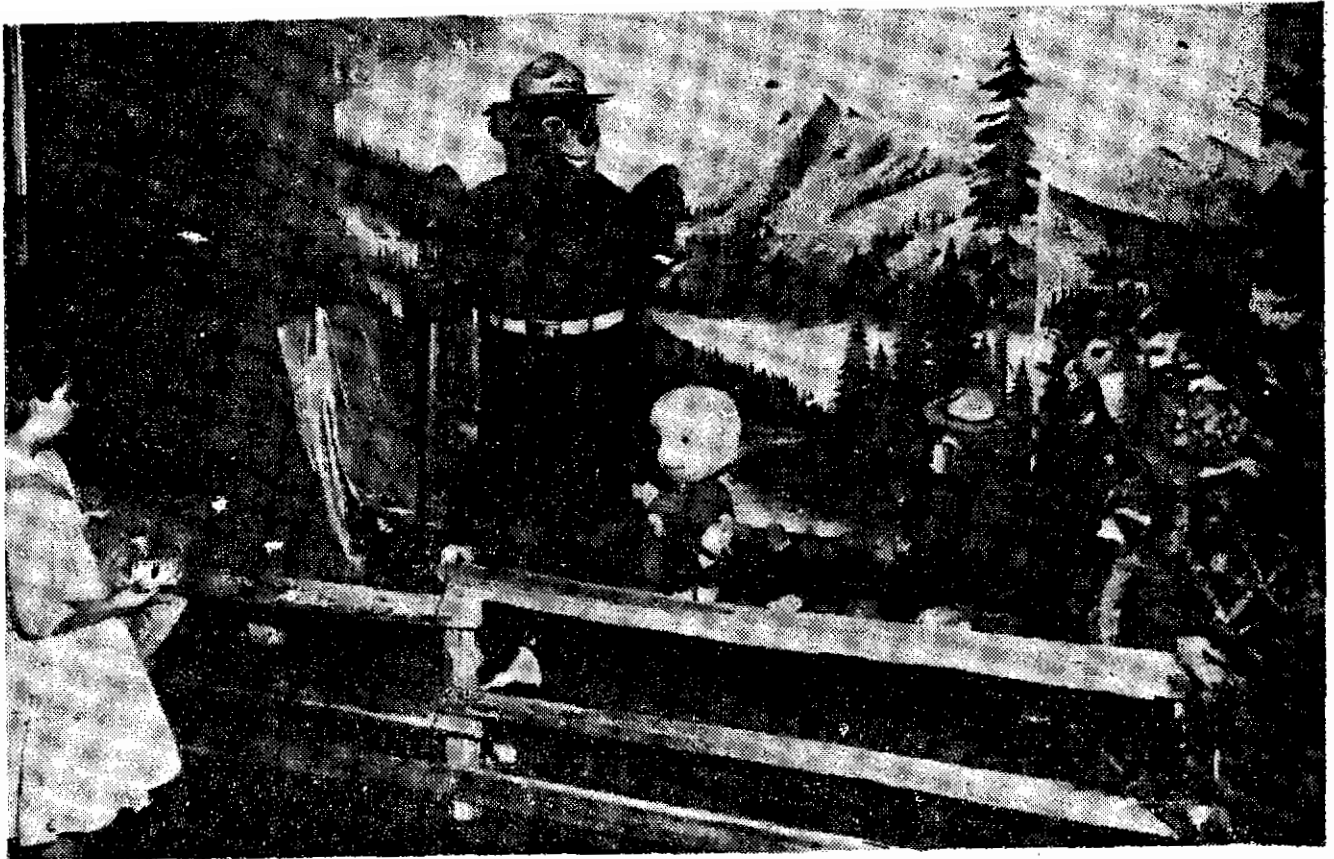
In a communication entitled "An Unbearable Situation," Metcalf said that through his symbolic work in fire prevention, Smokey already has "paid for a home many times over, but has none worthy of the name."

"He has taught millions of Americans, particularly children, lessons about our wonderful country and the conservation of its resources," Metcalf wrote, "(but) unlike many other teachers (he) is highly successful financially. He has earned \$200,000 in royalties since 1953."

Metcalf's reference was to payments by commercial interests for the use of Smokey the Bear's likeness on everything from sweatshirts to softballs.

A drive to house Smokey in a style befitting his national stature has netted about \$3000 in contributions from school children.

# Smokey the Bear at Show



**SMOKEY** the Bear and several of his friends are back in town. They will charm youngsters attending the Inland Empire Show, opening today at the Spokane Coliseum and continuing through Sunday, May 21. With aid of electronics, Smokey and troupe carry on timely conversation on forest protection. Seven-foot Smokey and pals will be shown by the sponsoring United States Forest Service.

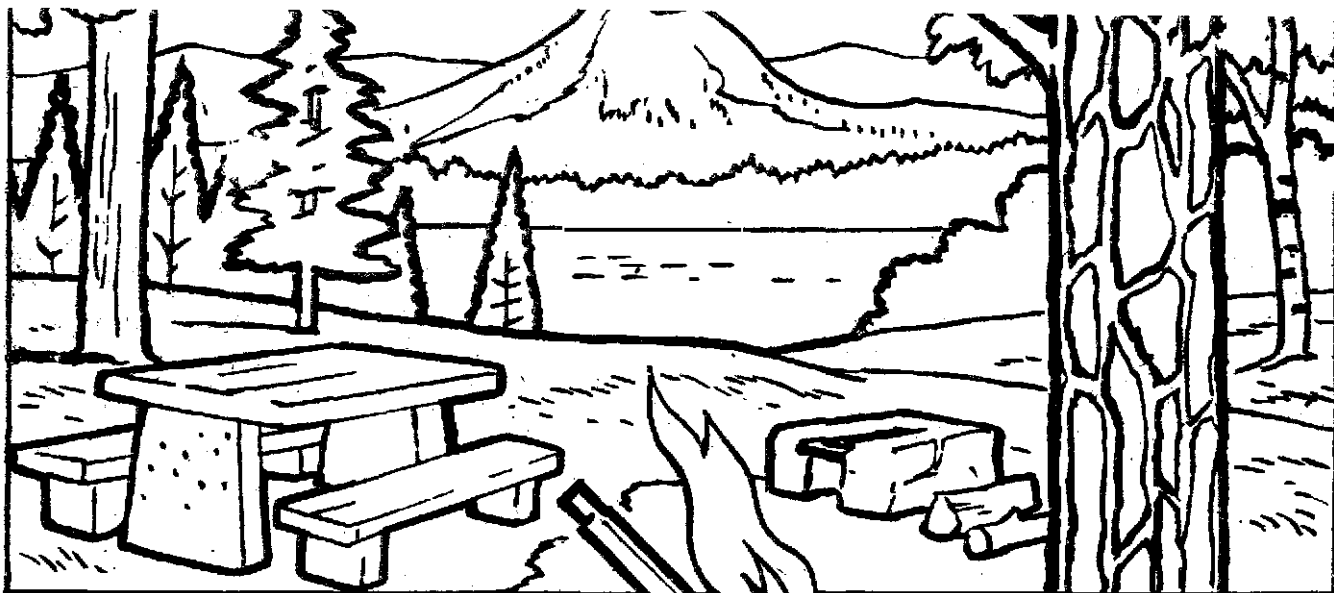
SPOKESMAN-REVIEW, Spokane, Washington - 5/13/61

WHY NOT SEND SMOKEY BEAR  
POSTERS AND OTHER FOREST  
FIRE PREVENTION POSTERS  
AND LITERATURE TO  
ELEMENTARY AND HIGH  
SCHOOL CLASSROOMS WITH  
YOUR COMPANY'S COMPLIMENTS?

In this Department of Agriculture picture, Rudy Wendelin, Smokey Bear artist, draws this famous character for four interested onlookers.

For material write to William W. Huber, Director, Cooperative Forest Fire Prevention, U. S. Forest Service, Washington 25, D. C.





## PLAYING WITH MATCHES...



## ...CAN CAUSE THIS!

Never play with matches. . .

**HELP PREVENT FOREST FIRES !**

To plant in the minds of our children the need for vigilance in protecting our beautiful forests from fires, the Warrensburg News has enlisted the aid of Smokey Bear, the famous forest ranger whose influence on the young has been so beneficial. We are herewith publishing the above poster for the children to color with crayons. To stimulate their interest, we are, together with a group of forest products manufacturers, offering prizes for the best job of coloring.

The rules are as follows:

1. Any child up to the age of 12 may enter.
2. All entries must be in the office of The War-

rensburg News by Monday, April 24.

3. A prize of \$5 will go to the child submitting the best coloring; \$3 to the second best; and \$1 to the third best. The decision of the judges will be final.

Sponsors of the contest include The Warrensburg News; Harold H. Cooper, Warrensburg Logging Contractor; Everett Frulla, Inc., Warrensburg; International Paper Co., Glens Falls; McPhillips Brothers, The Glen; and Alfred Najer, Panther Mt. Tree Farm, Chestertown. They are, however, in no way responsible for the decision of the judges.