

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

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Page 1



LOS ANGELES MIRROR

Monday, August 21, 1961



IT'S YOUR MONEY TREE THAT BURNS



Our Hero —! That's the sentiment of the Escobedo children at Mesa as they inspect a First Federal office window display calling attention to Smokey Bear. Left to right are Anita, twins Dannie and Stevie, and Dickie, sons and daughter of Mr. and Mrs. Dick Escobedo.



Bear 'Digs' That Forest-Fire Plea?

A small Maine bear apparently "got the message" from one of the United States Forest Service's "Smokey the Bear" posters, which urge citizens to "Keep Maine Green." An alert photographer snapped him in the process of looking at it.

Mesa Youngsters Admire Smokey

What Smokey Bear preaches is word of law for the five frisky sons and daughter of Mr. and Mrs. Dick Escobedo at Mesa.

The four, big enough to pick up coloring pencils, participated in this year's Smokey contest sponsored by First Federal, and two years ago Anita won a color book as a prize making her, at three, one of the youngest winners.

Her brothers are Dickie, 8, twins Danny and Stevie, 22 months, and lil' fellow Jamie, 7 months.

All are savers with First Federal, and their out-of-school activities span a variety of interests. Dickie belongs to a Little League baseball club known as the Buffalos, likes to read and to swim. Anita is a swimmer, too, and following her talent for art, likes to draw and color.

The other three do not have many outside interests other than breakfast, lunch, and dinner. But they enjoy mutual ownership of the clan pets — a cat named Hoppy and a parakeet called Pete.

Like all good Rangers, they're schooled in the Smokey Bear doc-

trine of the danger of fires and the need to keep our forests green. a factor their entries in this year's contest stressed.

Moss & Smokey Urge Extra Forest Care



The original Smokey the Bear, who lives in the Washington Zoo, Assistant U. S. Forest Chief Edward Cliff, a native of Heber City, Utah, and Senator Frank E. Moss warn western campers that they must not leave a spark in this summer's tinder-dry forests.

THE CHRISTIAN SCIENCE MONITOR August 16, 1961



THE WASATCH WAVE Heber City, Utah August 10, 1961

REPORTER
THE 1st FEDERAL SAVINGS IN ARIZONA
July, 1961



THE EVENING CAPITAL
Annapolis, Md.
August 3, 1961

Kiddies Greet Smokey

Children who watched the recent carnival parade of the Woodland Beach Volunteer Fire Department enthusiastically welcomed "Smokey" as he rode the fire engine from the Rescue Hose Company of Annapolis. They were especially pleased when "Smokey" walked among them to hand out favors on the carnival

grounds at the Woodland Beach clubhouse. Taking the part of "Smokey," the bear who warns of the danger of forest fires, was Miss Peggy Tongue, a secretary in the office of the State Department of Forests and Parks.

(Photo by Bill Clark)

Smokey Bear

Shortly after Pearl Harbor the U.S. forest service and other cooperative agencies launched a campaign asking users of forest and rangelands to be careful in use of campfires and to be wary of the flip of a burning cigar-

ette. IDAHO COUNTY FREE PRESS

As everybody knows, especially your youngsters, the star of the campaign is Smokey Bear. Although not yet quite of voting age, Smokey appears to be one of the nation's most respected citizens. He's awfully busy during the summer. You'll see him most everywhere you go when on forest lands.

He identifies a forested area much better than the usual brown rustic signs which say leaving Payette national forest, entering Nez-perce national forest.

Smokey has a large following among boys and girls. Only recently several 4-H clubs in the area have been putting up "Keep Idaho Green" signs and passing on Smokey's admonition: "Remember—only YOU can prevent forest fires."

SINCE PEARL HARBOR the campaign has been successful. The number of fires annually has been slashed from 210,000 in 1942 to less than half that number every year since 1956.

And while the number of fires has been cut, the number of people in forests has increased ten-fold, which leads us to believe that users of the forests are breaking matches, crushing smokes and making sure all fires are out.

Smokey is a good leader in the campaign. Yet, nation-wide, nine out of ten forest fires are still man-caused.—RLA

IDAHO COUNTY FREE PRESS
June 13, 1961



remember to put out that fire, says **SMOKEY**



CHICAGO LIFE
Chicago Daily News
August 26, 1961

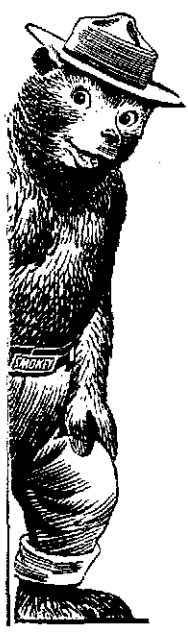




"SEE YOU AT SANTA'S VILLAGE," whispers June Lockhart, star of the TV "Lassie" show, to Smokey the Bear, who'll be honored with a "Day" of his own on Saturday, August 5, at the amusement center near Lake Arrowhead. A proclamation of "Smokey the Bear Day" at Santa's Village has been made by the San Bernardino Board of Supervisors to emphasize the need for extreme care in wooded areas as the worst season for forest fire approaches.

1. Smokey Bear impresses on Nancy, 3, Christine, 9, and Steven Gehrig, 6, of 301 S. Dwyer, Arlington Heights, two basic fire prevention rules: be sure that matches are not only out, but cool enough to break in two; and that cigarets are ground out under your heel. 2. Prepare campfire area by clearing away any burnable litter that is not to be included in the fire. Do not build fire near dry grass. 3. John, 5, and Paul Zarlengo, 4, 62 Joe Orr Rd., Chicago Heights, learn that fires should be put out by dousing with water or sand. The children were visiting Santa's Village in Dundee, Ill., where Smokey Bear put on this demonstration.

CRESTLINE COURIER
Crestline, Calif.
August 4, 1961



SANDPOINT PEOPLE can check on fire conditions in the forest very simply these days by driving past the Kaniksu headquarters. Ranger Ted Navratil here points to a new Smokey Bear sign on which the pointer in Smokey's paw is adjusted each day to indicate the fire situation.

SANDPOINT NEWS BULLETIN
Sandpoint, Idaho
July 20, 1961

Smokey on the job.



Smokey, stationed on State highway 57 at the Falls Ranger Station, gives passing motorists daily fire index warning. The crew at the Falls built Smokey to remind people of the dangers of forest fires in this hot, dry period.

PRIEST RIVER TIMES
Priest River, Idaho
July 27, 1961



Here are pictures of Smokey as he looked 11 years ago (left) when he arrived at the National Zoological Park and approximately as he looks today in the tempo he inhabits at the park.—Star Staff Photos.

WHAT SMOKEY BEAR SAVED

AS ONE OF THE early recipients of benefits from the Advertising Council's public service programs, the Forest Service wishes to commend you for your article "Advertising's Biggest Bargain" [SR, June 10]. Communications Editor Richard L. Tobin and writer James F. Fixx have done a fine job in telling the story of the Council's work.

The Smokey Bear Program was started in the spring of 1942 to counteract the loss of trained fire fighters to the Armed Services, and to alert the public to the disastrous effect that destruction of timber resources would have on the war effort. As a measure of its success, the number of man-caused fires has been cut in half over the past twenty years, despite great increases in use of our forests. The acreage burned has been reduced from 30,000,000 acres a year to less than 4,000,000 acres.

A large part of this success may be credited to the sponsorship of the Advertising Council and to their appointed coordinator, Russ Eller of Sunkist Growers. Also contributing are the volunteer agencies of Foote, Cone and Belding and, more recently, Liller, Neal, Battle, and Lindsay.

As partners in this venture, the Association of State Foresters and the Forest Service appreciate your interest in the Advertising Council and its programs. We are confident that its future work will provide an equally effective public service.

RICHARD E. MCARDLE, Chief,
U.S. Department of Agriculture
Forest Service.

Washington, D. C.

No Mate or Home for Smokey

By JERRY O'LEARY, Jr.

Star Staff Writer

The plight of the world's best-known bear has attracted more mail than most Congressmen's intervention of a United States Senator who thinks 11 years is too long for Smokey to wait for a home and a bride. Smokey has been bearing up without a great deal of grace in a cage at the Washington Zoo since 1950, although the Forest Service has a dandy set of plans on the shelf to build him a separate moated home. The home would be modeled after a typical Ranger's cabin and would cost \$50,000.

But the celibate Smokey gets no mate until his home is built and the situation has aroused Senator Metcalf, Democrat of Montana.

May Get Too Old

Senator Metcalf, with one eye on the Nation's new housing law, wrote Robert C. Weaver, administrator of the Agency:

"I urge expeditious action before Smokey qualifies only for the program for the elderly."

The Senator pointed out that Smokey, a national symbol for forest fire prevention who gets more mail than most Congressmen, is now 11 years old. He wrote that each year thousands of youngsters go to see him in his temporary cage and are disappointed because the bars block a view of their friend. "These children, throughout America, have contributed almost \$3,000 toward construction of a better home for Smokey," wrote Senator Metcalf. "Therefore, Smokey already has more than enough money for a down payment. I propose Smokey's needed new home be financed through the new housing program."

Smokey's Indifferent

Mr. Weaver wrote back in a whimsical vein that he could not give a positive answer on Smokey's need for housing, "as he has not indicated any interest whatsoever in any of our programs."

"Having heard a great deal of his rather eccentric preferences," Mr. Weaver said, "I

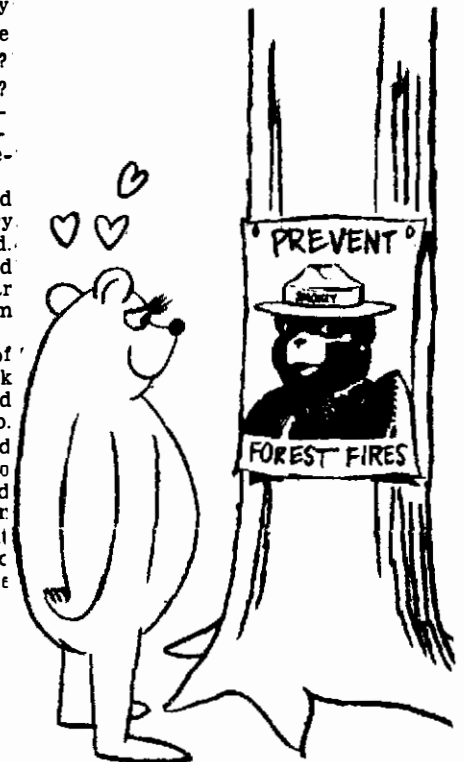
would suggest that he be very explicit in his plans. Does he prefer multifamily housing? Does he wish to be relocated? Will minimum property standards be adequate or am I correct in believing he really prefers open space?"

"We are meeting new and vital housing programs every day," Mr. Weaver concluded. "You can assure your friend that he will not have to bear with us. We will give him prompt attention."

Smokey was just a cub of the cinnamon-phase black bear clan when he was rescued from a forest fire in Mexico. Since the badly singed and frightened cub was brought to Washington the nickels and dimes have been coming in from school-age children but there is still some \$47,000 to go before Smokey can have the home planned for him.

THE EVENING STAR
Washington, D. C.
July 10, 1961

SATURDAY REVIEW
July 8, 1961



ANONYMOUS

Goldilocks Last Hope as U.S. Agencies Flatly Refuse Funds for Smokey Home

WASHINGTON (AP)— Dear Goldilocks, if you want to eat more porridge and sit in any more chairs you'd better help Smokey, the big bear, find somebody to finance his mortgage.

Without a mortgage (that's a money lender, Goldilocks), Smokey must just as well go ahead and hibernate now.

He is the original of the Forest Service "Smokey the Bear" used in the service's campaign against forest fires. Use of Smokey's picture on commercial products has

yielded revenue to the government—\$200,000 since 1953.

Smokey is housed at the national zoo here—next to a lot of common bears—in what Sen. Lee Metcalf, D-Mont., calls substandard quarters. The senator has tried, in vain up to now, to drum up a housing loan to build private quarters for Smokey.

The kind of home the zoo figures a famous bear like Smokey should have would cost \$75,000.

The Housing and Home Fi-

nance Agency recently passed the buck (how in the world did a buck get in a bear story?).

And Sunday Forest Service Chief Richard E. McArdle added to the discouragement. He said he has learned that the HHFA program "does not provide direct loan assistance to anyone, including bears."

Therefore, he said, Smokey would have to get a mortgage loan from someone and to date he's been unable to locate a mortgagee.

While Smokey now has a bankroll of \$3087.37—contributed by 2470 kindly souls—that would barely cover the down payment.

Even then, said McArdle, it would take a 100-year loan to finance the \$75,000 home Smokey has his eye on and it's doubtful any said mortgagee would approve such a financial arrangement.

So, said McArdle, Smokey obviously will have to remain in his present quarters for the time being.

Any ideas, Goldilocks?

ALBUQUERQUE JOURNAL
Albuquerque, New Mexico
July 31, 1961



SMOKEY BEAR CARRIES THE MAIL FOR FOREST FIRE PREVENTION

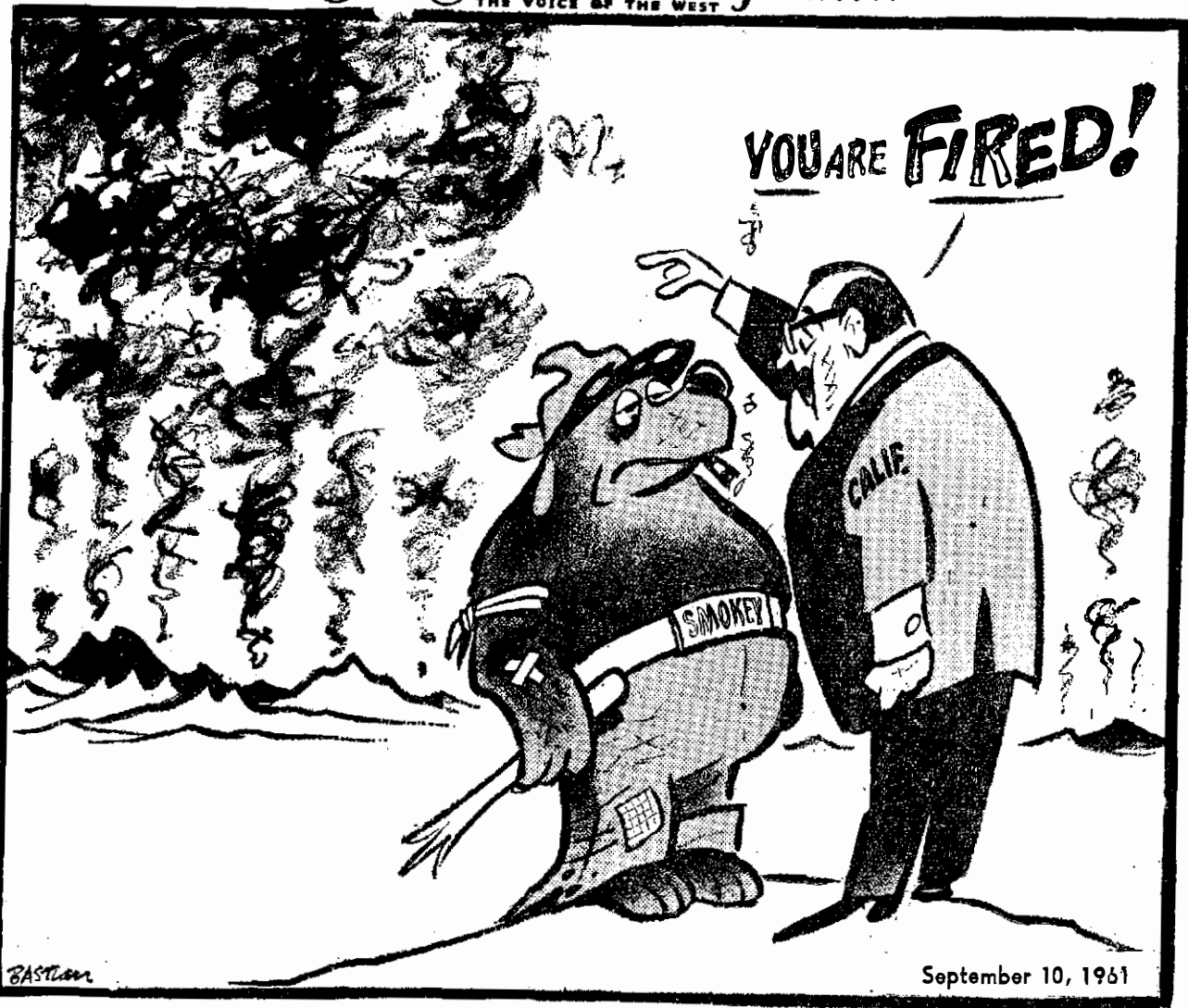
As is his custom, Smokey, the fire prevention bear, is riding Missoula mail trucks again this summer as part of his campaign to save the forests from fire. W. K. Samsel,

ranger of the Missoula District of the Lolo National Forest, at left, thanks Postmaster Guy C. Rogers for giving Smokey a ride. (Staff Photo)



THE DAILY MISSOULIAN
Missoula, Montana
July 9, 1961





September 10, 1961

A Change of Character *Smokey the Bear to Get Tough on Forest Firebugs*

You know Smokey the Bear, that amiable slap-you-on-the-wrist-you-naughty-boy-you-started-a-forest-fire type who grins at you out of the fire prevention posters?

They're fixing to turn him in on a model that'll look capable of chewing your head off if you engage in a heated argument during the dry season.

What it amounts to is that the California Fire Prevention Committee is tired of saying: "Please don't start forest fires." They'd like to



substitute something more emphatic for the "please."

Like: "Put out that match, you dumb jerk, or we'll string you up by the thumbs over a slow fire!"

Thomas Mullahey, television executive and member of the committee, says it this way:

"Let's put a club in Smokey's hand."

What brought on the new look at Smokey? The 1960 forest fire season. California had a bad year in 1960—a total of 6,447 fires burned 550 square miles of timber

land at an estimated loss of \$35,000,000.

The California Fire Prevention Committee's attitude at its annual meeting here last week was that perhaps there's something in this "Smokey is too amiable" idea. It may be that you'll see a new-look Smokey on the posters before long—a hint of fang, a suggestion of a growl, the club. . . .

SAN FRANCISCO EXAMINER
San Francisco, Calif.
May 7, 1961