

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

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OUTSTANDING PUBLIC SERVICE IN THE AREA OF FOREST FIRE PREVENTION



—Citizen Photo—Bell

FACE-TO-FACE WITH A SYMBOL, Secretary of Agriculture Orville L. Freeman Tuesday was confronted by Smokey Bear, the U.S. Forest Service's reminder of forest fire prevention. The occasion was a luncheon on Biltmore Estate, part of Tuesday's program commemorating the 50th anniversary of the enactment of the Weeks Law.



News-Gazette Photo by Curt Beamer

GETS 'SMOKEY' BADGE. Mrs. Lelah Thompson, second grade teacher at Carrie Busey School, has "Smokey Bear" badge pinned on by Kathy Curtin, as her father T. W. Curtin, an extension forester at the University of Illinois, and her classmates, left to right, Paul Bay, Barbara Boiden and John Dickey, look on. Curtin is one of 10 parents who are sharing their special interests and knowledge with their children's classes during American Education Week.

THE ASHEVILLE CITIZEN
Asheville, N. C.
9/27/61

Smokey Says:



The threat of fire is constant—try to be careful!

THE NEWS-GAZETTE
Urbana, Illinois
9/61

B. MIKE: Have you noticed that many of the cigarette commercials on TV are sort of encouraging and suggesting smoking in some of the wonderland beauty spaces which nature has provided for us here in the United States? I am sure that Smokey the Bear and his fellow-workers have enough worries at this time without the cigarette people suggesting that you pick out a nice spot in the woods beside a fast-moving stream or waterfall to smoke your cigarettes. I would think that the advertising agencies would adhere to "Only you can prevent forest fires!" Personally I think they are very much out of step, meaning the cigarette advertising copy writers. - RAY W. CLARK, Innkeeper, Hotel Monticello, Longview.

THE OREGONIAN
Portland, Oregon
7/7/61



—Photo by Dorothy Pingree
RICHARD HAMMATT, SMOKEY BEAR'S CREATOR
Holds Original Artist's Cartoon of Him and Smokey

ON BOOK FAIR PROGRAM



Rudy Wendelin (chalk talk) is an artist with the Department of Agriculture who plays an important part in Smokey the Bear's forest fire prevention program.

WASHINGTON POST
Washington, D.C.
11/12/61

Smokey Bear Inventor Is a Santa Rosa Man

By **DOROTHY PINGREE**
Staff Correspondent

SONOMA VALLEY — Smokey Bear, National symbol of fire prevention, was conceived by Richard (Dick) Hammatt, former director of the nation-wide Forest Fire Prevention campaign during World War II.

Smokey Bear was the result of about six years' work and 30 years' experience with the U.S. Forest Service, says Mr. Hammatt, who is now retired from Government service.

Mr. and Mrs. Hammatt, who spend much time with their daughter, Mrs. Rose Hammatt Bonsey in Glen Ellen, now live in Santa Rosa.

In 1942 Mr. Hammatt was made director of the national cooperative Forest Fire Prevention campaign.

In cooperation with the War Advertising Council, posters depicting fire prevention themes were made, with changes every two years.

One Model

Then came the demand for one model for all time, which could be used in a flexible manner and become a definite symbol.

It was then that Mr. Hammatt decided upon a bear which he had drawn by a Boston artist, dressed in Forest Ranger's work-pants and hat. And what better name than Smokey Bear!

Smokey Bear became popular almost at once. The USFS thought so much of him that steps were taken so that an Act of Congress patented the little fellow; and in 1947 he became a one-central-theme for fire prevention.

Mr. Hammatt entered the USFS in 1906 as forest assistant, assigned to the old Cascade South National Forest in Oregon.

Eight years later found him in charge of fire prevention and fire law enforcement work in San Francisco.

And in 1920 he was appointed Assistant Regional Forester in Charge of Public Relations, "the first man to be so appointed."

Resigns

The following year he resigned to accept the secretary-manager-ship of the California Redwood Association. But after 10 years Mr. Hammatt returned to the USFS to direct public relations in the Northern National Forest Region.

In 1933 as a director organizing the CCC under President Roosevelt, Mr. Hammatt spent four months in Washington. He was ordered then in 1934 to fill the position of Assistant to the Chief of USFS, serving under the late F. A. Silcox.

From the Secretary of the Department of Agriculture under date of July 23, 1946, Mr. Hammatt received a letter, which in part says, "... you were primarily responsible for the very effective War-

time Fire Prevention Campaign that made a very real contribution to the war effort."

And from Wm. W. Huber, director, Forest Fire Prevention, USFS, dated Feb. 14, 1961, "Dick Hammatt was the first director of the CFFP program and did develop Smokey Bear while director of the program."

Mr. Hammatt is a senior member of the Society of American Foresters, and the author of many articles and publications on forestry, including Forests and Permanent Prosperity.

ANONYMOUS



Dear Smokey Bear....



It was no fire drill when a mass of 4th, 5th and 6th graders came pouring out of South San Jose School this morning, but the exodus was part of a drill in conservation.

Members of the Southside Junior Woman's Club took post cards to the school yesterday morning so upper classmen could write personally to Smokey the Bear, asking for Junior Forestry Kits which will tell them how they can help prevent fires. Youngsters were dismissed from classes long enough to take the completed cards to the corner mailbox.

When the kits arrive, materials will be used in art classes to suggest subjects for posters and other drawings, and in English classes as topics for themes and oral reports.

Mrs. James Speed Massenburg, director of the Southside Junior civic department, was chairman of the card project. Visiting the school with her were Mrs. Ben Joiner Jr., Mrs. Joel Baker and Mrs. Ellis Fernandez Jr.

THE FLORIDA TIMES-UNION.
Jacksonville
Florida
11/4/61



SMOKEY RIDING IN
A JEEP AT THE '61
FREDERICKSBURG
FAIR

Smol
Pro
boy:

The Tragedies of Childhood

A 4-year-old Chamblee child suddenly broke into tears when she heard the song, "On top of Old Smokey, all covered with snow . . ."

At last it was determined that she thought they were talking about Smokey the Bear and that he was lying under the snow with some mean man standing on top of him.

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ATLANTA JOURNAL
Atlanta, Georgia
11/2/61



... (Peter Chamberlain) gets a handshake from Beth Chollar on her Storytime TV show at WPRO, R. I., while Forest Fire Prevention Ranger George E. Matteson looks on. Smokey invited girls to become Junior Forest Rangers and help prevent forest fires. 10/3/61



CAMPAIGNERS—Norman Weeden, director of the Smokey Bear campaign, conferred with forestry officials here Monday. (Capital Journal Photo)

SMOKEY HALVES FIRE LOSS

The U. S. Forest Service's campaign to prevent forest fires, personified by the cartoonish Smokey Bear, was credited here Monday with whittling fire losses by more than half in the last 20 years.

Norman P. Weeden, Washington, D.C., the campaign manager, said that the symbolic Smokey will have a new educational target now: school children.

Weeden said the campaign in the schools is to start fire prevention education early in the lives of new Americans. He said the campaigners would be able to reach parents through the kids.

The campaign started during World War II when manpower was short. In 1941, 210,000 man-caused fires in the nation burned over 30 million acres. Last year, man-caused fires had been reduced to 103,000 and only 4½ million acres were burned.

Weeden met here with State Forester Dwight Phipps and Albert Weisendanger, executive director of the Keep Oregon Green Association.

CAPITAL JOURNAL
Salem, Oregon
10/24/61

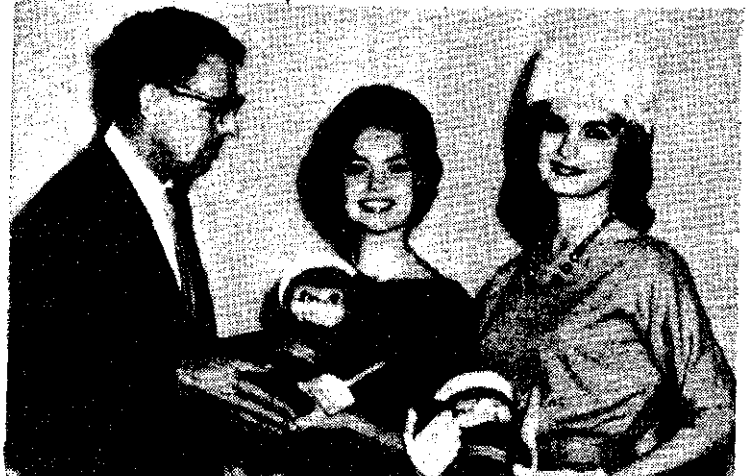
TEXAS FORESTS AND TEXANS
Lufkin, Texas
Sept.-Oct. 1961



Kid's Parade Big Success

Debbie Sands, daughter of Mr. and Mrs. Logan Sands, 706 E. Eighth, and Carl Swanson, 681 S. Union, as Smokey the Bear, marched in the Kid's Parade Monday.

PUEBLO STAR-JOURNAL
Pueblo, Colorado
8/21/61



FORESTRY QUEEN NAMED—Queen Sylvia III, pretty Jane Ellen Kenesson (center) receives a Smokey Bear doll from Marvin G. Angle, president, Texas Forestry Association. She will reign as queen of the Texas Forestry Exposition at Livingston, Oct. 26-28. At right is Sharon Romero of Jasper. Queen Sylvia II, Miss Kenesson, daughter of Mr. and Mrs. J. H. Kenesson, Jr. of Woodville, is sponsored by Woodville Lumber Co. Miss Romero is sponsored by the Southwestern Settlement and Development Co., a division of East Texas Pulp and Paper Co. (Photo courtesy The Lufkin News and Lufkin Photo Supply.)

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THE ATLANTA
CONSTITUTION
Atlanta, Ga.
10/21/61

SMOKEY MEETS THE PRESS

Dixie a Problem, Smokey Discloses

By ACHSAH POSEY

Smokey the Bear, America's best-known nemesis of forest fires, revealed in an exclusive interview here that the South is his biggest problem.

The cheerful poster bear, who is proud that since his first appearance in 1945 the rate of forest fire damage in the United States has been cut from 30 million acres burned to 4 million per year, is in the midst of a special campaign in Dixie.

HALF OF FIRES

Over half the man-caused fires in the nation still occur in the eleven Southern states, resulting in three-fourths of the fire losses to forestland. Eighty-five per cent of deliberate forest fires are in the South, Smokey said.

This is Smokey's busiest time of year. Hunters and families out for a final trip to the woods before winter are descending on the dry, windy forests at their most beautiful and most inflammable time.

The Forestry Service rotund symbol of fire prevention has some old friends in Atlanta. William W. Huber, assistant regional forester, headed the Smokey Bear program in Washington from 1955 until his appointment here May 28.

ATLANTAN'S CREATION

The official artist in the Atlanta office, Harry Rossoll, drew the first newspaper cartoon of Smokey, and has been drawing them weekly ever since.

For all its problems, the South has made great progress since Smokey first donned his ranger hat. Almost the total progress in reducing man-made fires has been in this area, which once lost 29 million acres of forest each year.

Reminiscing, Smokey said he was the product of a war-time forest-fire prevention campaign growing out of fears of Japanese incendiary bombs on the West Coast.

Although no fires were set by them, the Japanese did send up such bombs from submarines attached to balloons. One landed in Fremont National Forest and was discovered by children on a Sunday School picnic. Six children and a minister's wife were killed, the only known war casualties on the mainland.

LIVING SYMBOL

Smokey acquired a living symbol in 1950 when a bear cub victim of a New Mexico forest fire was given to the children of the United States. A party last year celebrated his 10th birthday in his den at the Washington zoo.

Probably the only bear with an office in Washington, Smokey receives an average of 1,000 letters a day from children. More than 3 million American youngsters have joined his junior forest ranger program, and he has visited schools, hospitals and children's television shows. Royalties from the sale of Smokey teddy bears, decals, and iron-ons add \$20,000 a year to the fire prevention program.

He has been adopted as Canada's official fire prevention symbol, also, and once appeared in a coolie hat in a fire prevention poster in Formosa.

Success has not spoiled Smokey. Despite fame and attention, he is as cheerful and dedicated as ever. Through the years his only

material acquisitions have been a shovel and his name on his ranger hat and belt. His appearance is not as rough as in the beginning, and his nose is less sharp, but a fellow in the public eye has to be smooth. Smokey has fattened up a bit, too.





As Association of State Foresters' President A. D. Folweiler looks on, Austin Wilkins, Forest Commissioner of Maine, presents a Golden Smokey Bear Statuette Award to Tom O'Ryan, Chairman of the Board of Directors of the National Association of Transit Advertisers, Inc., at Macon, Georgia, October 3, 1961. The Award was presented in behalf of the U. S. Forest Service and the Association of State Foresters to the N.A.T.A. in recognition of outstanding public service in the field of forest fire prevention.