

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

October 1962

NUMBER 27

Page 1



# Goldie Bear Heads for Red-Carpet U.S. Capital Reception, 'Wedding'



THE SUNDAY STAR  
Washington, D. C.  
8/26/62

## Petite Young Thing Due Here to Meet Mate

By JERRY O'LEARY  
Star Staff Writer

A story-book romance will come to pass in Washington next week when Goldie, a 100-pound petite tawny blond with a gentle, loving nature, will fly in from New York to meet her life's mate for the first time.

Goldie and her mate-to-be are both from New Mexico but have never met. She is a nobody; he is world famous. But they have a lot in common and their romance was arranged by important men of the United States and New Mexico state governments.

It has even been arranged that they will soon begin house-keeping in a new, \$20,000 home in a fine Northwest Washington location overlooking Rock Creek Park.

Although the residence planned for them will have a pool, it is not the sort of place that is likely to catch on in Suburbia. It also will be equipped with strong, steel bars.

Goldie is a bear, and her mate-to-be is the celebrated Smokey, the popular symbol of the fire prevention for the United States Forest Service. Smokey's guardians at the Washington Zoo have long

wanted him to have a mate and Goldie has been nominated.

It will be a sort of May and December romance since Smokey is 12 years old, middle-aged as bears go, and Goldie is a mere teen-ager of 18 months. But with any luck, Zoo Director Theodore Reed said, Smokey and Goldie might present the Nation's capital with cubs at the end of the next breeding season.

Like Smokey, the winsome Goldie is an orphan. Smokey was found badly singed in a forest fire in the Lincoln National Forest of New Mexico and quickly became popular in America and throughout the world as the fire-fighting bear. Norman Weeden, director of the Forest Service Fire Prevention program, said Smokey gets about 258,581 pieces of mail a year, which is more than most public servants receive.

One year, Smokey's mail exceeded that of a popular President of the United States.

Goldie was found by a logger almost a year and a half ago in the Cibola National Forest near the small New Mexico cowtown of Magdalena.

By the Associated Press

Goldie the Bear will get the red carpet treatment when she arrives in Washington, D. C., today to become the mate of the famed Smokey the Bear.

Goldie will receive a police motorcycle escort as she is rushed to the National Zoo at Washington for her first meeting with Smokey.

The big event has been designated as the marriage of Smokey and Goldie. Both are natives of New Mexico and both became orphans early in life.

Goldie left Santa Fe Friday for Washington in the New Mexico Land Office plane which was equipped with a special cage for the trip.

State Forester Ray F. Bell and pilot Clyde Hoyt accompanied Goldie on her nuptial journey.

The plane stopped in Oklahoma City Friday afternoon where a special airport program was scheduled. Goldie then made another appearance at Indianapolis and a stop-over this morning was scheduled for Pittsburgh.

Goldie will be presented to Dr. Leonard Carmichael, executive secretary of the Smithsonian Institution, by Bell and Harry Eadcliffe, representing the Charles Lathrop Pack Forestry Foundation.

A check for more than \$4000 will be presented at the Washington ceremonies. The check represents money contributed by school children all over the country for new quarters for Smokey and Goldie.

Goldie and Smokey are living symbols of the need for forest fire prevention and wildlife conservation.

Goldie weighs about 100 pounds and is about 18 months old. Until this summer, she had a covering of fine golden hair which gave her the name. She has shed most of this hair and now is more of a brown in color.

THE ALBUQUERQUE JOURNAL  
Albuquerque, New Mexico

9/3/62

EVERY TIME A

FOREST FIRE STRIKES

YOU GET BURNED!

In Santa Fe Friday before the nuptial journey, Bell gave Goldie a tranquilizer, put her in her cage and placed it on board the twin-engined plane.

On hand for the sendoff were Fred Thompson, state game director; Commissioner E. S. Johnny Walker of the land office; the regional U.S. forester; the director of the Ghost Ranch Museum, where Goldie lived for a year, and staff members of the land office and game department.

Goldie, is too young to become a mother now, according to state game officials, but it was felt Smokey needed companionship and, eventually, heirs.

Smokey was found as a cub in the Capitan Mountains of New Mexico shortly after a forest fire burned most of the area. He was saved by the U.S. forest service and made the symbol of guardian of the forests.

### Parting Couplet

Smokey Bear, the United States forest service symbol of fire prevention, is about to be mated to a female bear, Goldie, and I guess this puts an end to Smokey's bachelor life as a rover,

Especially when the zoo makes the happy announcement, at the end of the next breeding season, that his cubs runneth over.

MILWAUKEE JOURNAL  
GREEN SHEET  
8/30/62

## SET FOR BEAR HUG, SMOKEY?

Washington, Aug. 26 (AP). — Smokey the Bear's bachelor days are about over.

The Washington Zoo has disclosed that he will be mated soon to Goldie, a blonde from New Mexico. She is scheduled to arrive here by plane Sept. 8.

It is a May-December romance. Smokey, the U. S. Forest Service's symbol of fire prevention, is 12 years old, Goldie a mere 18 months, but Theodore Reed, zoo director, said the newlyweds could present the nation with cubs by the end of the next breeding season.

Smokey is from New Mexico and, like Goldie, an orphan.

He was found badly singed in a forest fire in the Lincoln National Forest of New Mexico, and over the years has been dramatized as a symbol of the need to prevent forest fires.

Goldie was found by a logger in the Cibola National Forest near Magdalena, N. M.



Smokey: bridegroom-to-be.

DAILY NEWS  
New York  
8/27/62

# Bride-to-Be for Smokey the Bear To Fly Here on Wings of Science

Smokey the Bear will get his first glimpse of Goldie the Bear along about 3 p. m. Saturday, but National Zoo officials don't look for anything like love at first sight.

Later, perhaps, there'll be little bears as a result of the union Zoo officials hope Smokey and Goldie will effect. Bears, however, take almost as much time getting used to each other as they do to people, which sometimes is forever.

At any rate, Goldie enplanes for Washington Friday at Santa Fe, N. Mex. She's due at National Airport about 1 p. m. Saturday.

This schedule allows for a stopover at Indianapolis where Goldie will be permitted to collect her scattered thoughts and attend to the myriad of other little things that beset a bride-to-be facing marriage to a man she's never seen before.

Ray Bell, a New Mexico State forester, is accompanying Goldie who will be met at National Airport by Edward P. Cliff, chief of the Forest Service; Ralph Wible, president of the Association of State Foresters, and Zoo Director Theodore Reed.

At the 3 p. m. ceremonies near Smokey's cage, Goldie will be received formally by Smithsonian Institution Secretary Leonard Carmichael, and for the next few months or so Smokey will know her only as The Girl Next Door.

THE WASHINGTON POST  
Washington, D. C.  
9/6/62

## Smokey Bear To Take Bride

SANTA FE, N. M. (AP) — Smokey-the-Bear's bride - to-be, Goldie, will leave Friday to join her fiance at his home in the National Zoo at Washington, D. C. Goldie will fly by plane to meet her future husband, who also is a native New Mexican. Enroute to her new home, Goldie will make personal appearances at Oklahoma City, Indianapolis and Pittsburgh.

THE OREGONIAN  
Portland, Oregon  
9/7/62



**SMOKEY'S FIANCEE VISITS**—Goldie, the bride-to-be of Smokey, United States Forestry Service fire prevention symbol, strolls at Weir Cook Municipal Airport during a stop-over here on her way to the New York Zoo. Admiring her over-sized engagement ring are Debbie Starkey, 7

years old, and Vickie Starkey, 10, daughters of Mr. and Mrs. Patrick Starkey. Robert Raisch, Indiana state forester, and Ray L. Bell (right), New Mexico state forester, escort Goldie. Starkey is president of the Indianapolis Zoo Society. (Star Photo) THE INDIANAPOLIS STAR  
Indianapolis, Indiana  
9/8/62

## Smokey the Bear Finds a Mrs.

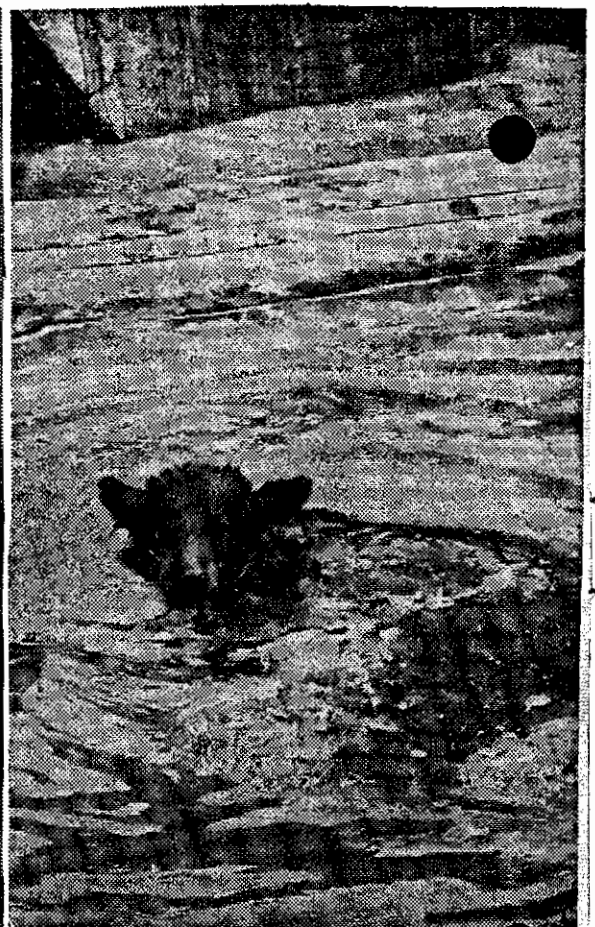
Children are much more prone than adults to believe in fairy tales and fables, and it is always a delight when their faith turns out to be justified.

So it is with Smokey the Bear, the legendary symbol of fire prevention set up by the United States Forest Service. Smokey, so the story goes—and one may find it inscribed in books, songs, and even subway placards—was a bear cub orphaned during a great forest fire. He was found by a ranger who nursed his wounds, kept him briefly as a pet, and finally presented him to the zoo. It's a charming legend—only it isn't a legend. It happens, as any child could have assured you, to be a tale that is perfectly logical, reasonable and true.

Smokey, who was found under circumstances exactly as described, actually does live in the Washington Zoo. What's more, he is about to be mated to a girl bear named Goldie—a home-town girl, in a way, since she comes from New Mexico, the same state in which Smokey was found twelve years ago.

What better ending could be found, in fairy tale or real life? We are sure they will live happily ever after.

NEW YORK HERALD  
TRIBUNE  
8/29/62



**GOLDIE**, soon to be the bride of national forest prevention symbol Smokey the Bear, boards a plane in Santa Fe Friday en route to her mate

in Washington National Zoo. Helping her load is New Mexico State Forester Ray Bell.

(Forest Service photo)

As soon as she entered her new quarters at the Zoo, Goldie promptly fell into the pool.—  
Star Staff Photos by Ranny Rouff.

THE SUNDAY STAR  
Washington, D. C.  
9/9/62

## Goldie the Bear Flies To Wedding at Capital

SANTA FE, Sept. 7 (UPI)—Goldie the Bear left here this morning in the State Land Office plane on the first leg of a two-day trip to Washington, D. C., for her wedding.

A crowd of state and federal officials bid the bear farewell at the Santa Fe airport as she was given a tranquilizer, placed in her cage and boarded the plane for the trip to meet her fiancé, Smokey the Bear.

The 18-month-old bear, named Goldie because of her light-sheened coat, is 10 years younger than Smokey.

Smokey, a badly seared and frightened cub, was found by fire fighters in New Mexico's Capitan Mountains in 1950. The U. S. Forest Service adopted him as the living symbol of the

great need to prevent forest fires.

Loggers found Goldie, an abandoned cub, in New Mexico's Magdalena Mountains and turned her over to a state game officer in August, 1961.

She has spent the past year on a ranch as "a ward of the people of the State of New Mexico." She now weighs 100 pounds.

State Forester Ray Bell is accompanying Goldie who will be kept asleep during her long journey with tranquilizers, to calm any fear she might have of flying.

THE ALBUQUERQUE JOURNAL  
Albuquerque, New Mexico



Goldie, new mate for National Zoo's Smokey, arrives in town

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# Goldie Makes Debut in New Frontier Style

By JERRY O'LEARY, Jr.  
Star Staff Writer

Goldie, the winsome young bride-to-be of Smokey the Bear, arrived in Washington yesterday and immediately made a big splash with the New Frontier.

She fell into the pool of her cage at the Washington Zoo before she had been there 20 minutes.

The unscheduled dunking ruffled Goldie's reddish-gold pelt but otherwise did nothing to detract from the ceremonies at which she was introduced to her internationally-famous mate.

Keepers, suddenly made aware that Goldie hails from semi-arid New Mexico and may not be familiar with water, quickly opened a sluice to lower the level in her pool. Goldie, however, struggled drippingly out of her pool unaided,

looking for all the world like any Washington hostess would have under similar circumstances—wet.

Smokey, the forest-fire-fighting bear, accepted the arrival of his imminent mate with equanimity. After all, he is 12 years old now which is late-fortyish as bears go, and up to now has had no experience with lady bears.

He rose on his hind legs once to peer over the 12-foot concrete-and-wire barrier between him and Goldie and then paid no further attention to his future consort. He was much more interested in the shower of peanuts hurled into his adjoining cage by the 400 people who turned out to welcome Goldie to the Zoo.

In fact, Smokey's neighbors, a pair of Grizzlies, seemed much more interested in Goldie than the imminent groom.

They peeked repeatedly over their barrier at the new arrival in the manner of old-time residents the world over.

Although Goldie and Smokey are now mates to all intents and purposes, they will not be placed in the same cage together until they become better acquainted. Goldie, at 18 months, is sort of a bear teenager and the Zoo wants to be sure they will hit it off well.

Curator of Animals Ted Roth said that in a few months some "bridal" bars will be placed in the partition separating the two bears so they can do a little nuzzling and get to know one another. Then, if all goes well, they will be put in the same cage by mating season next spring with the hope that many little Smokey's and Goldie's will ensue.

Goldie arrived by plane at National Airport yesterday

without a dowry but she did come equipped with something old, something new, something borrowed and something blue. The children of Indianapolis sent her a new bear-sized wedding ring made of tin-foil and glass jewelry. The people of Santa Fe, N. Mex., contributed a blue garter, which Goldie disdained to wear. The cage she rode out to the Zoo in was borrowed and the other item was an old friend, New Mexico State Forester Ray L. Bell.

It was Mr. Bell who flew Smokey to Washington 12 years ago when he was just a cub, scared and badly singed in a forest fire. That was before he became world-famous as the symbol of the battle against the waste of forest fires. Mr. Bell was in the New Mexico State Land Office Cessna that brought Goldie to Washington yesterday.

Accepting Goldie at yesterday's ceremonies, Zoo Director Theodore Reed said he hoped the union of the cinnamon-phase black bears would further the cause of forest fire prevention and predicted cubs by the winter of 1963.

Smithsonian Institution Secretary Leonard S. Carmichael said he too was gratified at the gift of Goldie. He thanked the State forestry agencies and the Agriculture Department's Forest Service for arranging the romance.

Smokey and Goldie are both from New Mexico. Smokey was orphaned in a forest fire in the Lincoln National Forest and Goldie was found, also an orphan, in the Cibola National Forest there. She has been living at the Ghost Ranch Museum at Albiquia until last week.

THE SUNDAY STAR  
Washington, D. C.  
9/9/62



Shy bride Goldie the bear peeked out of her cage Friday in Oklahoma City. With Goldie are Harry Rosoll, U. S. forest service artist, and Ray Bell, Santa Fe, N. M., of the New Mexico state forestry service.

THE DAILY OKLAHOMAN  
Oklahoma City, Oklahoma  
9/8/62



# SMOKEY, THE \$12 BILLION

THE SUNDAY NEWS  
New York, New York  
9/9/62



Yes, Virginia, there is a Smokey Bear. Here he is in the Washington Zoo, waiting, with soulful expression, for his blonde bride, Goldie, who comes from a zoo in New Mexico (▼). The newlyweds will live in a \$50,000 lodge built by contributions from Smokey's fans in appreciation for his campaigning against forest fires.

By FRANK HOLEMAN

**W**EDDING bells are ringing this month for one of the best-known, best-loved public servants in America—Smokey Bear.

His bride is Goldie, a blonde bombshell from New Mexico. They will be wed in Washington at the Smithsonian Institution's National Zoological Park, better known as the Washington Zoo. Later, if all goes well, the happy couple will move into a \$50,000 dream house on the zoo grounds, built by the pennies, dimes and quarters of Smokey's many admirers.

Confidentially, some of Smokey's best friends have their fingers crossed about all this. They wonder just how the temperamental star, 12, is going to take to sharing his spotlight and peanuts with Goldie, a winsome, 18-month old newcomer to show business.

"He knows he's something special," said J. Lear Grimmer, assistant director of the zoo, in charge of Smokey. "And he doesn't work much for his peanuts."

But then Smokey also is "a pretty lonesome bear," Grimmer confides. Maybe he'll welcome Goldie with a great big bear hug.

Thus opens another exciting chapter in the amazing public and private life of Smokey, the symbol of fire prevention for

three partners: the U.S. Forest Service, the Advertising Council, Inc., and the Association of State Foresters.

### Smokey Imaginary For Five Years

At first, Smokey was only an imaginary creature, dreamed up by a committee to put some zip into the annual cooperative forest fire prevention campaign back in 1945.

Then, in 1950, a live bear cub, rescued from a New Mexico forest fire, was given the name, and brought to Washington to live the part in the zoo.

Now the fictional character and the real bear have merged completely in the vivid imaginations of millions of youngsters throughout the U.S. and Canada. Smokey has become a lovable friend, a fantastically successful



advertising campaign, and a national hero—all rolled into one.

The bear facts are astounding: Smokey has been worth at least \$12 billion to Uncle Sam, in natural resources saved since the campaign began, Department of Agriculture officials estimate. Yet the campaign costs the federal government only about \$250,000 a year.

Public-spirited newspapers, radio and TV stations, magazines, transit advertisers and others give Smokey over \$12 million worth of free space and time each year, to get across his famous message: "Remember: only you can prevent forest fires."



**SMOKEY SAYS—**  
**Care will pr**  
**9 out of 10 woo**



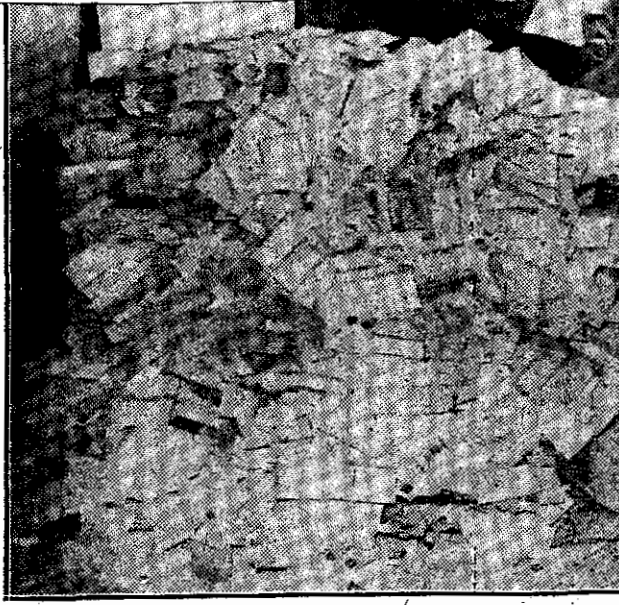
**Remember: only you ca**  
**PREVENT FOREST FIRES**

About 20 million pieces of better Smokey's forest fire prevention material were printed and distributed last year. About 260,000 Junior Forest Ranger kits were sent out to boys and girls, upon request, Smokey was featured in the Rose Bowl parade at Pasadena, on the "Lassie" and "Captain Kangaroo" TV programs, and his posters were worked into 10 motion pictures and other TV shows.

IT'S no wonder, then, that the husky, good-natured bear, in his blue jeans and forest ranger hat, is one of the most familiar figures in America today. He is

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# LION BEAR



Some of the letters are from adults, thankful for the valuable lesson Smokey impresses on the kids. They come from as far off as Hong Kong.

"I am writing on behalf of my brother, Eugene, who is 9 and cannot write English very well," wrote Angela Chan of Hong Kong. "Could you please send him a junior forest ranger kit?" Smokey did.

A boy in Dayton, Ohio, sent Smokey a cake of soap, with the instruction: "Make sure you bath good, and I hope you get a new home." Another in Port Crane, N. Y., asked, "May I please have a lock hiss furr?"

Oddly, many smart kids who no longer believe in Santa Claus have absolutely no doubts about Smokey Bear, it seems.

"My mother and I have an argument and would like to have you settle it," wrote a little girl from Pennsylvania. "My mother thinks Smokey is dead and I think he is alive. (I do not believe in fairies, Santa Claus, etc.)"

All the letters go to a small office on the third floor of the Agriculture Department's south building, just east of the Washington Monument. It is the office of the Cooperative Forest Fire Prevention Program, now headed by Norman P. Weeden.

A Washington civil service standin for Smokey reads one of the 105,451 letters the bear received after a TV appearance.

card and any other material that would be of interest to our third grade class."

It was the same request made by most of the other kids. But Gary's letter was different. It was written in Braille.

"I am a member of the third grade class at the Iowa Braille and Sight Saving School located at Vinton, Iowa," Gary explained. "Our class very much enjoyed Smokey's visit to our school recently."

Of course, it wasn't Smokey from the zoo. It was a fire prevention expert dressed in a Smokey Bear costume.

Little Eric Rigenbach, 9, of Williamsburg, Iowa, once sent his junior forest ranger kit back to Smokey, with a plaintive letter explaining he was unworthy of it.

"I was playing with matches while I was visiting my cousin's house," he related. "I threw the matches on the ground. A fire started to burn the grass and the trees and wildflowers. They called the fire department. They came to put it out before it reached our cousin's 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."

"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?"

Smokey promptly wrote Eric he would be reinstated after a three-month period of good behavior. Eric complied, and now he has his badge again.

### Repentant Firebug Gets 'Ranger Cit'

Not all the youngsters can spell as well as Eric. But some of their stories are just as poignant.

"I would like to join the junior forest ranger. I played witch matches when I was four years old. My mother caught me and I got a wippen. And I have never played witch matches since so would please send the junior forest ranger kit," wrote Joe Taschler of St. Louis.

THE kit includes a copper-colored badge, four fire prevention stamps (not good for postage), sheet music and words for "Smokey the Bear," by Steve Nelson and Jack Rollins; a 6-inch paper ruler with Smokey's picture on the back, a membership card, other fire prevention reminders, and an artist's drawing of the proposed new home for Smokey and Goldie, with a request for a small contribution toward it. Over \$4,000 has come in so far.

Some of the youngsters, unfortunately, forget to include their home addresses. Naturally, they get a little exasperated when weeks go by without a reply from Smokey.

"Smoky, goddam you why dont you sent kit?" wrote James, a fiery little mountaineer whose follow-up letter was postmarked Leaksville, N. C.

"P.S. All the goddam other kids got one," he added.

Five months later another letter in the same scrawl came from Hendersonville, N. C.

"Smokey Bear," it read. "I moved now. Sent that kit or els. . . ." The letter was signed with a dagger dripping "blod."

Sad to say, officials still don't know how to get the kit to James.

Some of the letters come addressed to "Smoke Bair," "Smokey the Baer," "Smokey Brar," and even "Smookie Bair." Some are stamped with trading stamps, and even Smokey's fire prevention stamps, in lieu of regular postage.

There a crew of girls open all the letters and answer them under Weeden's direction. He is a veteran forester, most recently supervisor of the Coronado National Forest, at Tucson, Ariz. And he has a kind of personal interest in Goldie.

He was once assistant ranger at the Cibola National Forest at Magdalena, N. M., where Goldie was found.

"We're all anxious for Smokey and Goldie to get along well together," says Weeden. "It's just got to work out."

Otherwise, what will all the kids think?

The kids get sort of let down anyway, when they see Smokey in the flesh at the zoo. They expect him to stand on his hind feet, and look and talk like he does on TV, of course.

"Where is his voice, mama?" the kids ask.

His hat, blue jeans, shovel and bucket of honey, are shown in a glass case nearby. There is a panel of pictures telling his real story.

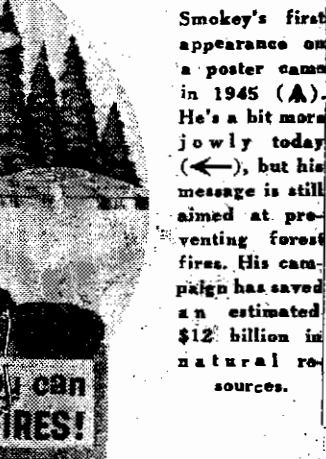
### 17,000 Acres Destroyed — Only Smokey Survived

One hot day in May, 1950, a forest fire broke out in the Lincoln National Forest in New Mexico. It raged for five days and nights, ravaging 17,000 acres. When it was finally put out, weary fire fighters found a singed little bear cub clinging to a blackened tree, apparently the only living thing left in the area. He was promptly named Smokey, and sent to Washington to be a living symbol of fire prevention.

Marriage is going to make quite a difference in Smokey's life, of course. As befits a new husband, he's already sprucing up his manners. He has started to say, "please."

In the 1963 campaign, already planned, Smokey will say: "Please, only you can prevent forest fires."

prevent woods fires!



better known than most movie stars and politicians.

He gets from 200,000 to 350,000 cards and letters a year addressed to Smokey Bear, Department of Agriculture, Washington 25, D. C.

He may be a wonderful advertising gimmick to officials. But to millions of kids, Smokey is a real bear they can love, share secrets with, help in his work, and occasionally get mad at.

"I would like to be a member of Smokey's forest ranger team," began a letter from little Gary Gjerstad of Vinton, Iowa. "Would you please send me a membership



**BEAR TALK** — "Smokey the Bear," national symbol of fire prevention in forests and parklands, and his new wife, Goldie, engage in a little chit-chat between bars of their separate cages at the Washington National Zoo. Goldie was sent to Washington Saturday by the New Mexico State Land Office to provide Smokey with a mate. The famous "Smokey" was rescued from a forest fire in New Mexico in 1950. The bears will remain separated for about a year because zoo officials fear the marriage might end in a fight if Smokey gets his paws on Goldie immediately. Smokey is 12-years-old and weighs 250 pounds, while Goldie is a kittenish 18 months and weighs only 100 pounds. By next spring the two may settle down. (UPI Photo)

NORTHERN VIRGINIA SUN  
9/11/62

## **SMOKEY BEAR TO WED**

WASHINGTON (AP)—Smokey the Bear's bachelor days are about over.

The Washington Zoo has disclosed he will be mated to Goldie, a blonde from New Mexico. She is scheduled to arrive here by plane Sept. 8.

It is a May-December romance. Smokey, the U.S. Forest Service's symbol of fire prevention, is 12 years old, Goldie a mere 18 months, but zoo director Theodore Reed said the newlyweds could present the nation with cubs by the end of the next breeding season.

Smokey also is from New Mexico and like Goldie an orphan.

He was found badly singed in a forest fire in the Lincoln National Forest of New Mexico, and over the years has been dramatized as a symbol of the need to prevent forest fires.

Goldie was found by a logger more than a year ago in Cibola National Forest near Magdalena N.M.

THE SPOKESMAN REVIEW  
Spokane, Washington  
8/27/62

## **Bear Up, Smokey— Blondie's on Way**

By Associated Press

WASHINGTON, Sept. 8 — Smokey the Bear's bride-to-be, billed as a natural blonde, was the toast of the town Saturday.

**THE 18-MONTH-OLD** Goldie paced around in her cage while outside on the National Zoo grounds speeches were being made welcoming her as Smokey's mate.

She apparently still was feeling the effects of a tranquilizer, given before her flight here from New Mexico with an overnight stop at Indianapolis.

**Smokey, the nation's 12-year-old fire prevention symbol, wasn't on hand for the ceremony.**

He was kept in his cage, not far from the reception scene.

"They'll be put in cages side by side," zoo director Dr. T. H. Reed said. "We'll give them an opportunity to become acquainted slowly. This could take several weeks or several months but with luck they'll have a family in about 16 months."

**BUT UNTIL** Smokey and Goldie get to know each other, Reed said, they'll be restricted to their own cages.

A crowd of several hundred persons, including many of Smokey's little helpers, was already on hand when Goldie was driven up on the back of a pickup truck. She was inside a small wooden cage.

**REED GAVE** the official welcome, during which he displayed a bearsize wedding ring Goldie had been given during her stopover in Indianapolis.

Then Edward P. Cliff, Forest Service chief, took over.

**"We hope that Smokey agrees with the old saying, 'Gentlemen Prefer Blondes.'**

"As you can see, Goldie is a natural blonde and her keepers tell me she gets even more blonde in the winter," Cliff said.

"... Smokey has captured the hearts of millions of Americans — young and old. We think his good work should go on and on. So we hope that the image of Smokey can be perpetuated through his offspring."

**Goldie apparently wasn't any more excited during her plane ride here than she was at the gala reception.**

Ray Bell, New Mexico state forester who made the trip with her, said she slept most of the way.

THE SALT LAKE TRIBUNE  
Salt Lake City, Utah  
9/9/62





A GREAT SOCIAL EVENT

Mr. HUMPHREY. Mr. President, before the Senate adjourns tonight I desire to call the attention of the Presiding Officer [Mr. BURDICK] and the Senator from Alaska [Mr. GRUENING] to a matter which will be of keen interest to them, and to the social columnists in Washington, D.C., and throughout the Nation. I regret that this event may not be covered by some of the columnists who write so beautifully and brilliantly about the great social events and social life of Washington, D.C. If my colleagues will bear with me for a moment, I should like to explain what I am referring to.

Mr. President, I was touched today when I read a press release from the U.S. Department of Agriculture announcing that Smokey the Bear has taken a bride and she is on her way to Washington at this very moment.

I submit that this is the social event of the year and it ought to be so acknowledged and recorded.

The bride is an 18-month-old bear named Goldie whose previous home has been the Ghost Ranch Museum at Abiquiu, N. Mex. She is due to arrive at the MATS terminal of the National Airport here in Washington Saturday at 1 p.m., and will be whisked away immediately by police escort to the waiting Smokey at the National Zoological Park, where the bride formally will be given away.

The wedding between the 12-year-old firefighting Smokey and his young mate is of such importance that it will be attended by Edward P. Cliff, Chief of the Forest Service; Ralph Wible, president of the Association of State Foresters, and Dr. Theodore Reed, Director of the National Zoological Park.

I ask my colleagues if they can name any other social event that has attracted a more illustrious group of guests and distinguished participants? Certainly it will be classed as one of the top social zoological events in Washington.

If it were all up to Smokey, though, he would just as soon remain a bachelor. Marriage was the idea of the State forestry agencies and the Department of Agriculture's Forest Service, who decided there should be an heir to the Smokey name. Just in case Smokey might resent this planned marriage and decide to be antisocial to his bride, he and Goldie will live in adjoining cages for a few months—in other words, "getting to know you"—Senators may recall the words of that beautiful song.

But Smokey should find some consolation in the fact that the marriage arrangers did not just choose his mate arbitrarily. Like Smokey, Goldie is a black bear, cinnamon phase, although she looks like a blonde. And also like Smokey, she is an orphan. She was found by a timber operator in the Cibola National Forest in New Mexico. Senators will recall that Smokey was orphaned by a forest fire in the Lincoln National Forest in 1950.

Goldie is being flown to Washington in a New Mexico land office plane and will receive special care during the flight by New Mexico State Forester Ray Bell. The plane will make a stop in Oklahoma City, and Goldie and party will spend tonight in Indianapolis. Mr. Bell frankly admits that the 90-pound Goldie is not easily moved, but has predicted she will walk off the plane in Washington.

Upon Goldie's arrival at the zoo, Mr. Bell and Harry Radcliffe, who represents the Ghost Ranch Museum, will give the bear—or should I say will give the bride away—to Dr. Leonard Carmichael, secretary of the Smithsonian Institution, since his organization will care for the young bride.

Goldie's approaching departure from New Mexico was announced 2 or 3 weeks ago, and since then thousands of youngsters have visited Ghost Ranch to bid their farewells to her. As I recall, it was 12 years ago when the schoolchildren of New Mexico gave Smokey to all of the schoolchildren of America as a living reminder of the dangers of forest fire.

We must remember that Smokey is now also a television star. He is not only a great symbol in America for protection from forest fires, but he is one of the most beloved, admired, and respected television stars of our time.

America should be proud of Smokey, for he has done his job well. Foresters estimate he saves about one-half billion dollars a year in timber not burned. I am sure everyone—with the possible exception of Smokey—shares my delight in the marriage of Smokey and Goldie and my hope that they will, indeed, have a long, happy, and successful marriage. And I might add one additional hope, that they have an heir so future generations may see and enjoy other Smokeys who will make an equal contribution to the prevention of the needless destruction of our Nation's forests.

Mr. President, Smokey is a great conservationist. Now Smokey, like other members of the male species, will find out who is "boss."

CONGRESSIONAL RECORD

SENATE

9/7/62

### Might There Be a Lesson?

"Smokey the Bear" and his new wife are getting acquainted by rubbing noses between the bars of their separate cages at the Washington National Zoo.

The bride and groom will be kept separated for about a year for fear that putting them in the same cage before that time might end in a fight.

In light of our divorce rate we can't help but ponder over the possibility of humans taking a lesson from the folks who have decreed the get-acquainted plan for this famous couple.

NORTHERN VIRGINIA SUN

9/17/62



### She-Bear Goldie Will Join Smokey

WASHINGTON (UPI) —Smokey Bear's gift bride leaves Santa Fe, N.M., today on the first leg of a flight that will take her to the Washington Zoo and a honeymoon cage.

Goldie, a 90-pound lady bear, is a gift from the school children of New Mexico. The children also donated Smokey, the Forest Service's symbol of forest fire prevention.

Goldie, scheduled to arrive in Washington Saturday, will be put in a cage adjoining Smokey's until he gets used to having a woman around the den.

GAZETTE-TIMES

Corvallis, Oregon

8/7/62

# Children Come Through For Smokey the Bear

THE MISSOULIAN  
Missoula, Montana

8/26/62

**Washington (AP)** — Because of an outpouring of pennies from children, a home for Smokey the Bear may be built ahead of schedule.

The National Zoo has been planning to build, in about 10 years, living quarters for the cinnamon-colored black bear that became the Federal Forest Service's fire prevention symbol. Right now Smokey shares quarters with ordinary bears at the zoo.

**ABOUT 7,000** children have donated nearly \$4,000 since they read about efforts of Sen. Lee Metcalf, D-Mont., and other members of Congress to provide an appropriate home for Smokey.

Members of congressional appropriations committee have approved the idea. The zoo plans to build a special cage-house for Smokey, his anticipated mate, Goldie, and any cubs that might come along during the long-range 10-year development project to cost more than \$20,000.

Recently announced news that a bride named Goldie had been picked for the middle-age bachelor bear is expected to add to Smokey's correspondence.

Forest Service employes who handle Smokey's incoming mail, say it runs about 1,000 cards and letters daily.

Last year it totaled 258,581 pieces.

**SMOKEY WAS A** fugitive from a New Mexico forest fire. He was rescued as a cub from a flaming forest and given to the Forest Service about 12 years ago. Black bears can expect to live up to 25 years.

Goldie is an 18-month-old cinnamon charmer, also from New Mexico. The orphan female, expected to arrive by plane next week, will be placed in a cage next to Smokey until they get acquainted.

Smokey's mail comes from the United States, South America, Europe, Hong Kong, Formosa and other places where children have seen likenesses of the bear wearing the jaunty ranger's hat and carrying a shovel.

**CHILDREN WHO** donate 25 cents or more get this letter from Smokey signed by a paw print: "I want to thank you for your wonderful gift. Some day I will have a comfortable new home at the Washington Zoo... I hope you will visit me..."



**SMOKEY'S BRIDE-TO-BE:** Goldie, this blonde bombshell, now living at Ghost Ranch Museum, Abiquiu, is the bride-to-be of Smokey, the world's most eligible bachelor bear. Goldie will be flown to Washington next month through co-operation of Gov. Edwin L. Mechem and Johnny Walker, state land commissioner. She will join Smokey who now resides in the National Zoo where he conducts his office forest fire prevention duties for the U.S. Forest Service. Goldie was found near Magdalena in 1961. Smokey was orphaned by a forest fire in the Lincoln National Forest in 1950. Goldie will leave her Ghost Ranch Museum Sept. 7.

**THE** presence of Goldie, newly arrived fiancée of Smokey the Bears, and a birthday party for Tomoka, 1-year-old gorilla, drew near-record crowds to the Zoo—"one of the best Sundays we've ever had," said Asst. Zoo Director, J. Lear Grimmer. Goldie, in tune with the New Frontier, fell in her pool, and Tomoka, the fourth gorilla born in captivity, ate cake and ice cream on the Monkey House lawn.

THE DAILY NEWS  
Washington, D. C.  
9/10/62

# Fires of Love Face Smokey the Bear

By Phil Casey  
Staff Reporter

Smokey the Bear, who can't even dress himself yet, is about to take a wife.

Whether he likes it or not, a little girl bear named Goldie is about to take up residence beside him in the Zoo and he's supposed to become accustomed to her.

Goldie, sent here from New Mexico, Smokey's old home state, is scheduled to start practicing her wiles on Smokey Sept. 8.

With bears, this is apparently a long process. It may take months. Even a year.

"With animals you can't put perfect strangers together immediately," explained Zoo Director Theodore Reed. So until next spring or fall Goldie may be kept in an adjoining cage, while Smokey gets used to her.

Otherwise, said Norman Weeden, in charge of the Smokey the Bear Program for the National Forest Service, "There might be a fight."

But eventually, Smokey and Goldie and the Zoo keepers able and willing, there may be a Smokey or Goldie Jr. banging around the Zoo.

Certain things Smokey has going for him that other husbands don't:

Everything is Dutch treat, or even better.

He and his bride will sleep and dine on separate slabs, with all food free, compliments of the public.

But Smokey is no welfare case and he's safe from investigation. About 7000 children have donated \$4000 for a new home for him at the Zoo, and he has earned thousands for the Federal Government, money paid for commercial use of his name.

Sometime in the next 10 years of the Zoo's redevelopment plan, he'll have a new place complete with moat and cabin, with no bars separating him from his youthful public.

Moreover, even though there's slim chance of Smokey's ever dressing himself to suit his TV and poster fans, his stuff will be hanging nearby—his hat, his dungarees and his shovel. And the whole place, according to present estimates, may cost less than \$50,000.

THE WASHINGTON POST  
Washington, D. C.  
8/26/62

THE ALBUQUERQUE JOURNAL  
Albuquerque, New Mexico  
8/21/62

# Future Bearish for Smokey's Bride

By Phil Casey  
Staff Reporter

The bride wore brown, and she was very hairy, but everyone liked her anyway.

Except the groom, that is. He barely caught a glimpse of her.

This was Goldie, the bride of Smokey the Bear, who still can't put on his hat, and she was the soul of non faux pas, patient with the photographers and just as wary as any sensible bride should be.

Goldie flew in yesterday afternoon, in a New Mexico State Land Office plane, and sauntered around on a leash while the photographers took pictures and the kids went crazy.

After that, it was sort of like a wedding trip. There was a procession of cars, with a motorcycle escort. But, it was different from most wedding processions. For one thing, the groom wasn't there, and Goldie was in a cage on the back of a truck.

But, it was a heartening sight. New Mexico, mindful of the fact that Smokey, rescued from a New Mexico forest fire in 1950, is a real famous animal and pushing middle age, has offered Goldie as a wife.

Right now, she's no match for him. He's about eight times as old as she is and outweighs her terribly, about 250 pounds to her 100 pounds. He's 12, which is pretty prime for bears, and she's a kittenish 18 months old.

But anyway, when Goldie arrived at the Washington National Zoo, several hundred people welcomed her, including Zoo officials, and representatives of the Smithsonian Institution and the Department of Agriculture.

Zoo officials Theodore H. Reed and J. Lear Grimmer have high hopes for future generations of Smokeys, but it's a curious alliance. It's not only a sort of May and September arrangement, but the couple started out in separate rooms. Reed and Grimmer are

afraid the marriage might start and end with a fight, if Smokey gets his paws on Goldie immediately.

They figure that by next spring, Goldie and Smokey will be ready to settle down together. Right now, it's not bad. She has her pool, and he has his, though she can't handle hers yet.

She stepped into it yesterday and immediately went under. Keepers drained some of the water out, and it was lucky. Otherwise, Smokey could have been out one bride.

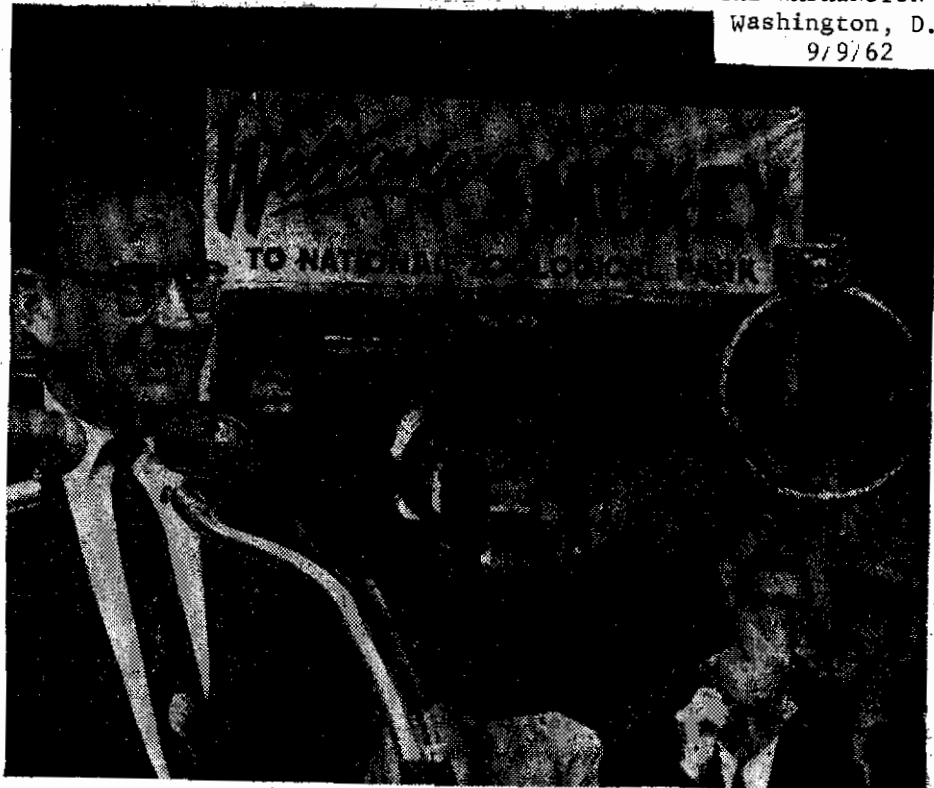
One thing's sure. Goldie is getting the richest bear in history. It was announced yesterday that Smokey is worth a cool \$4037.78, donated by

school kids who want to see him get a classier place to live, complete with moat and his hat, dungarees and shovel hanging on a wall.

Reed isn't worried about Smokey and Goldie finally making it together.

"After all," he said contentedly, "they don't have much choice."

THE WASHINGTON POST  
Washington, D. C.  
9/9/62



Zoo Director Theodore H. Reed holds up the wedding ring for Smokey and Goldie.



Bridegroom, at left, and bride occupy separate quarters and will for a year or more.



# WELCOME MRS. SMOKEY TO NATIONAL ZOOLOGICAL PARK



Senator Dennis Chavez of New Mexico, on hand to welcome Mrs. Smokey displays a picture taken at the ceremonies which he attended when Smokey arrived in Washington in 1950. Other featured speakers were, (left to right), Dr. Leonard Carmichael, Secretary, Smithsonian Institution, Dr. Theodore Reed, Director, National Zoological Park, Senator Dennis Chavez of New Mexico, Edward P. Cliff, Chief, U. S. Forest Service, and Jane Cliff.