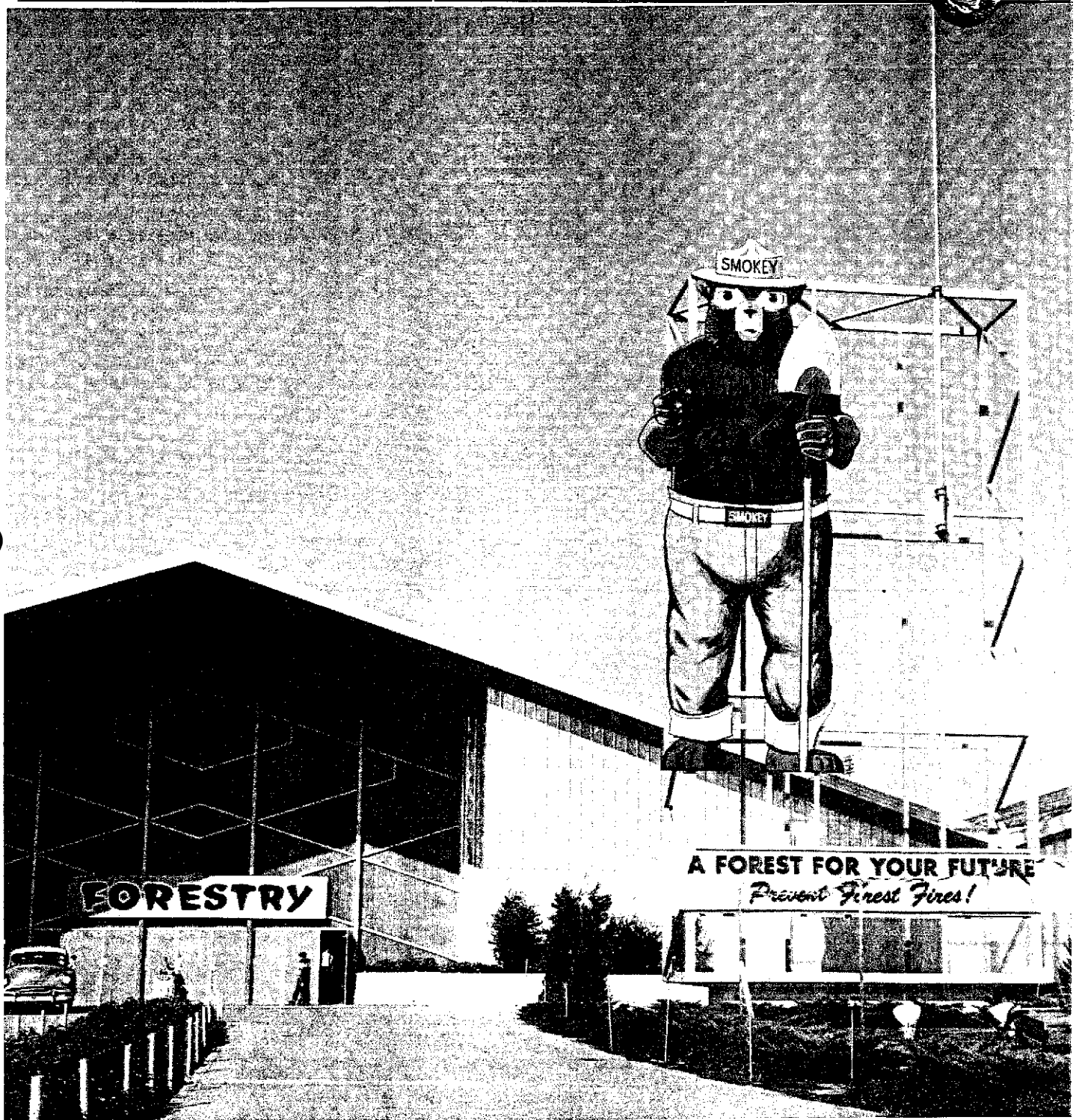


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Prepared for information of Smokey Bear Licensees, State Foresters, U. S. Forest Service personnel and other cooperators of the CFFP Program. Released by Smokey Bear Headquarters, Forest Service, U. S. Dept. of Agriculture, Washington 25, D. C.

SMOKEY BEAR

PRESS CLIPPINGS

FEBRUARY 1963 NUMBER 28
Page 1



SMOKEY, ready for the State Fair of Oklahoma. The night before opening a severe windstorm wrapped the flagpole rope around his waist and the rope stayed that way until after the fair when he was again taken down with the help of the Oklahoma City Fire Department. Smokey was seen by 642,000 State Fair visitors and could be seen from all approaches to the Fairgrounds.

CARTOON CHARACTERS JOIN SMOKEY BEAR IN LECTURES ON CONSERVATION

Californian News Service

FRAZIER PARK — "Mr. Macadon't" and "Mr. Macado" accompanied Smokey Bear on his visits to the three schools in the El Tejon Union School District and the school in Gorman in observance of Conservation Week, March 7 through 14.

The two new cartoon characters accompanying Smokey were originated and drawn by Leonard Marshall, Mt. Pinos patrolman from the Chuchupate Ranger Station. Marshall used the cartoon to illustrate his talk to the school children on why it is necessary to conserve the national forest.

Mr. Macadon't did not read the signs, nor talk to the rangers nor make his camp fire correctly on his visits to the forest, consequently much of the forest was destroyed by fire and everyone was unhappy.

Mr. Macado did obey rules, leaving the forest clean and clear for the enjoyment of everyone, according to the story told by Marshall. Smokey Bear ended the story by his famous saying, "Only you can prevent a forest fire." C. L. Marsh, patrolman at the Chuchupate Ranger Station, took the part of Smokey Bear.

Walter Beaudoin, fire prevention technician of the Mt. Pinos District, opened the program with a short talk on fire prevention as one of the major factors in conservation. To demonstrate that fire prevention is a year around project, he used the recent accident where a can of gasoline placed near a fire exploded, seriously burning a young man and doing considerable damage to the home.

Beaudoin passed out Smokey Bear calendars and conservation stamps. He also told the children how they could earn a Smokey Bear junior ranger patch to wear on their jackets, shirts or blouses.

Each child received a safety check form for home use. When the form has been filled out correctly and sent to the Chuchupate Ranger Station, the Junior ranger patch will be sent in return.

The program closed with a movie entitled "Rainbow Valley," which depicted the duties of a ranger in conserving the multi-purpose use of the forest—that of conserving wood, water, wildlife, grazing and recreation.

BAKERSFIELD CALIFORNIAN
Bakersfield, California
3/13/62



In observance of Conservation Week, Smokey Bear brought along two new characters, Mr. Macado" and Mr. Macadon't," to help him tell the story of forest conservation. Three fourth graders from the Frazier Park School, Nicky Alexander, Mary Meridith and Kurt Cason, display the picture of the new characters. The cartoons were created by Leonard Marshall, assisted by his small son, Steve, and Walter Beaudoin, fire prevention technician of the Mt. Pinos District. C. L. Marsh takes the part of Smokey.



Smokey Bear, Buddies Will Enliven '63 Auto Show

Smokey Bear and four of his woodland pals will be features of the 1963 Auto Show opening Friday in the Fine Arts Pavilion at Seattle Center.

The animated forest fire prevention display stars a 6 feet 6, talking Smokey Bear. Other characters in the display deliver fire prevention messages via tape-recorded voices.

The display is sponsored jointly by the U.S. Forest Service, Keep Washington Green, Inc., and the State Department of Natural Resources.

"You're right—it is an ash tray he's bringing us."

ATLANTA JOURNAL
Atlanta, Georgia
9/3/62

SEATTLE POST-INTELLIGENCER
Seattle, Washington
1/8/63

Il y a là une formation qu'il faut s'efforcer d'acquérir. Chacun doit y mettre du sien. C'est d'ailleurs le mot de "Smoky", l'ours symbolique de la protection aux Etats-Unis: "Souvenez-vous que vous seuls pouvez empêcher les feux de forêt". Si tout le monde pouvoit se dire: je ne suis pas responsable d'un incendie forestier, nous aurions enrayé la plus grande cause de nos incendies.

Encore une fois, prenons comme règle de conduite d'être oussi prudent vis-à-vis nos forêts que nous le sommes pour nos demeures. Je répète le "slogan" de Smoky: "Souvenez-vous que vous seuls pouvez arrêter les feux de forêts".

Translation by:
Canadian Forestry Association

There is a basic education which one must get. Every one must do his share. This is what "Smokey", the symbolic bear of forest protection in the United States, says: "Remember, Only You Can Prevent Forest Fires". If each one of us could tell himself: I am not responsible for one single forest fire, we would have stopped the greatest cause of our fires.

Once more, let us make sure that we are always as careful in the our homes. I repeat the "slogan" of "Smokey": "Remember, Only You Can Prevent Forest Fires".

LA FERME
le magazine de la famille
August, 1962

TOO MANY FIRES
There are about 190,000 forest fires in the U.S. each year. Some 96 to 98 per cent are believed man-caused.



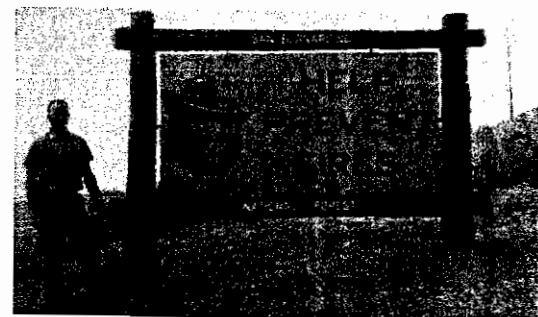
Chaperone your smokes—don't let them go out alone!
MONTANA STANDARD
Butte, Montana
8/31/62



MRS. WAYBRIGHT'S CONSERVATION WORK ACCLAIMED
"SMOKEY" HOLDS 1962 "OUTSTANDING CONSERVATIONIST" PLAQUE

Mrs. Roger Waybright is the first woman in Florida's history to receive the "Outstanding Woodland and Wildlife Conservationist" award. She has been an ardent conservationist since she was a little girl and one of Smokey's best workers in the field of forest fire prevention.

JACKSONVILLE JOURNAL
Jacksonville, Florida
11/3/62



"Homemade" 4' x 8' fire prevention sign erected on San Bernardino National Forest.



New Fire Prevention Sign at Alaska Border



The above sign, recently installed by the Bureau of Land Management on the Alcan Highway, 40 miles south of Northway, calls attention to fire danger in Alaska.

WEEKLY NEWS LETTER
Washington, D. C.
7/6/62



SMOKEY MEETS SMOKEY

When Johns-Manville Canada Limited held a fire instruction seminar at North Bay recently, Smokey The Bear called in to meet his namesake, M. M. "Smokey" Batzer. The course was held during the target: Forests Forever campaign sponsored by the Ontario Forestry Association. Plant manager Wm. Young arranged the Smokey meeting.

INDIAN SMOKE SIGNALS
Utica, New York
July-August, 1962



QUEEN SILVIA IV SELECTED—Clyde Thompson, mayor of Diboll and past president of the Texas Forestry Association, presents a big Smokey-the-Bear and congratulations to pretty Miss Charlie Mae Jordan (center), who will reign as Queen of the Texas Forestry Exposition in Livingston, November 2-3. At right is Miss Jane Ellen Kenesson of Woodville, who last year reigned as Queen Silvia III. Miss Jordan, daughter of Mr. and Mrs. C. W. Jordan of Corrigan, will be sponsored by the Southwest Forest Industries-Edens-Birch Wood Products Division. The Smokey dolls, manufactured by the Ideal Toy Co., New York, were donated for presentation to the forestry queens.

(Photo courtesy Lufkin News)

TEXAS FORESTS AND TEXANS
9-10/62

Club Women to Ponder Conservator



THE SALT LAKE TRIBUNE
Salt Lake City, Utah
10/21/62

"Smokey the Bear" talks conservation to Mrs. Robert G. Blake, left, Miss Margaret Anderson, Mrs. William J. Bullough from the Utah Women's Conservation Council.

Club women will ponder this question, "What can I contribute to my country's greatness?" at a conservation conference Saturday.

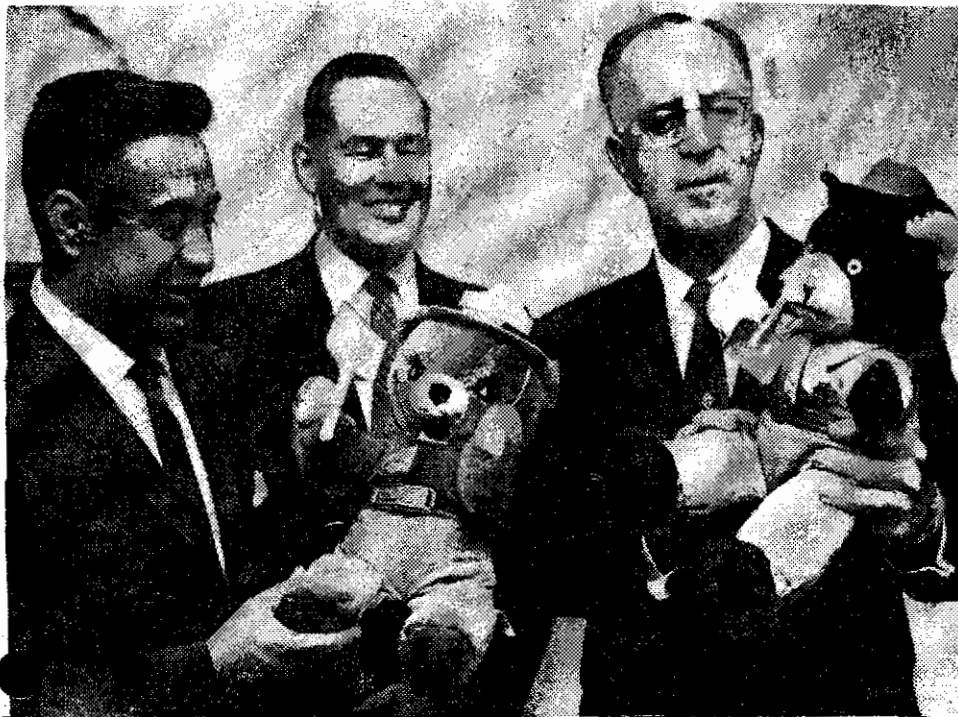
The all day confab is being sponsored by the Women's Conservation Council of Utah in cooperation with the U.S. Forest Service.

Club women all over Utah are invited to attend the event being held at the Newhouse Hotel starting at 9:30 a.m., according to Mrs. W. C. Ewing, Ogden, conference chairman.

The conference is programmed to provide basic conservation orientation for women who have conservation leadership responsibilities within their respective clubs and organizations.

Conservationists appearing on the program will include C. J. Olsen, Dr. Reed W. Bailey, L. R. Thomas and Dr. Stanley B. Mulaik.

Mrs. Elias L. Day, council president, 327 Milton Ave., and Mrs. W. C. Ewing, 2259 Eccles Ave., Ogden, are taking conference and luncheon reservations through Wednesday.



By Bob Burchette, Staff Photographer

Smokey Meets Simon Oso

THE WASHINGTON POST
Washington, D. C.
10/12/62

Mexico and the United States yesterday exchanged fire prevention symbols, with a stuffed Smokey the Bear going south of the Border and Simon Oso, his Mexican cousin, coming here. In this picture made yesterday at the Department of Agriculture here, Roberto Garduno, at left, Mexico's director general of forest protection and reforestation, makes the exchange with Edward P. Cliff, chief of the U. S. Forest Service, at right, as J. C. Macleod the Canadian Department of Forestry looks on. Mexican and Canadian representatives are here to organize a working group of the North American Forestry Commission for research.





Smokey The Bear Visits Oakland

The well-known symbol of fire prevention, Smokey the Bear, was a visitor in Oakland recently as a feature of Fire Prevention Week. With him are, left to right, Daniel Day, the new

district fire warden; Smokey the Bear; Edward Pullen, fire chief; and Chester Blake, Fire Department clerk and assistant county chairman of the Keep Maine Green program.

MORNING SENTINEL
Waterville, Maine
October 22, 1962

SMOKEY SAYS:
HOLD MATCHES TILL COLD-
THEN BREAK IN TWO!



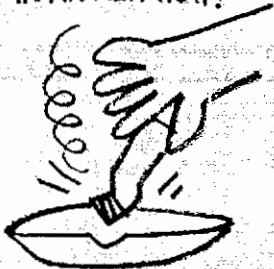
PLEASE!
ONLY YOU CAN PREVENT
FOREST FIRES

SMOKEY SAYS:
BE SURE YOU DROWN ALL
FIRES OUT-COLD!



PLEASE!
ONLY YOU CAN PREVENT
FOREST FIRES

SMOKEY SAYS:
CRUSH ALL SMOKES OUT
IN AN ASH TRAY!

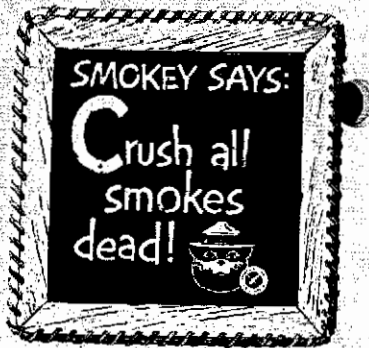
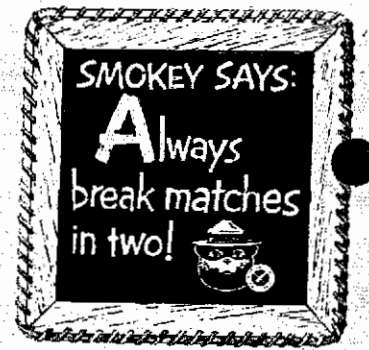


PLEASE!
ONLY YOU CAN PREVENT
FOREST FIRES

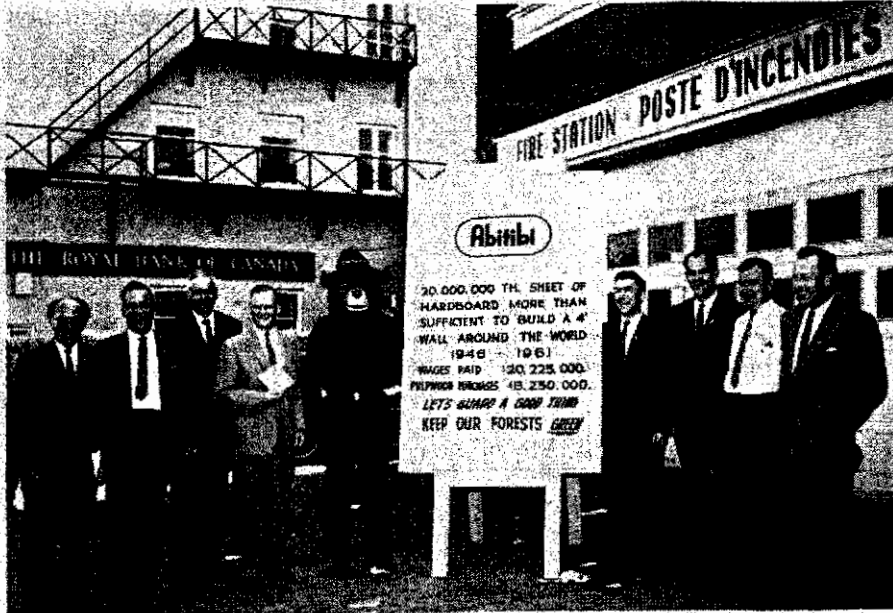
PLEASE!



ONLY YOU CAN
PREVENT
FOREST FIRES



Standard 44" x 66" SCOTCHLITE Smokey Bear sign display on Georgia State Truck.



Abitibi's 20,000,000th sheet of hardboard made at Sturgeon Falls, and proud of it are Lr. Leo Troy, MLA for Nipissing, Vice Pres. Harry Rosier, Mayor John Valiquette, Mill Mgr Elliott Heslop, Smokey the Fire Preventin' Bear, Herb Evans, Ross Mawer (Toronto office), Lou Dwyer, Woods Mgr Jim Gracie

Not always is a bear given the red carpet treatment when he pays a visit to civilization but at Sturgeon Falls Smokey the Bear couldn't have been made more at home. His arrival had been anticipated by the town's Chamber of Commerce and Abitibi, along with the Forestry Branch of Dep't of Lands & Forests, plus our local Fire Dep't.

Smokey had a full day, capably arranged by Chairmen Jean Marc Lavoie and Paul Leach (C of C Fire Prevention Committee). Fire Chief John Lafleche and civic notables greeted him, and escorted by a motorcade of open convertibles led by the Town's pumper truck, Smokey visited Sturgeon's schools. Here unscheduled fire drill practices coincided with Smokey's arrival and as the breathless children

poured out of doors they were overjoyed to greet their forest friend. All were invited to gather at the Fire Hall as guests of Abitibi and the response was so overwhelming that police had to barricade streets and divert traffic in the vicinity (see photo).

The Abitibi fire prevention message: 'LET'S GUARD A GOOD THING — KEEP OUR FORESTS GREEN' bannered Smokey's visit and added impetus to Fire Prevention Week 1962.

Products of our Mill and Company people greeted the children and passed out souvenirs. Mill Manager Heslop stressed the importance of preventing forest fires, especially in this area where so many depend for their living on the forest.

"ABITIBI"
Toronto, Canada
Autumn 1962 Edition

Smokey Says:



Use forests a break—use your ash tray!



One of the popular events at KVP's camp school was the arrival by helicopter of Smokey the Bear. From Bush News — Canada.

FOREST FIRES AND YOU!



Did you ever wonder about forest fires and why Smokey Bear tries to keep them down? SMOKEY says that every forest fire costs too much. Just putting out last year's fires cost more than \$100,000,000, and it came right out of your pocket.

What else did you lose?

You lost timber, millions of feet of it—timber that won't be there when you want to build you new home or put up a summer cabin.

You lost birds, animals, and fish, that add so much to your outings.

You lost priceless scenery, and recreation areas that are needed now more than ever.

Worst of all, you lost soil and water—the lifeblood of our land. Burn off the cover of a watershed, and the sure result is soil erosion, and destructive runoff of water, flooding our towns, silting our reservoirs. Water—most precious of all resources—wasted through carelessness!

There's much at stake. So, please, be extra careful with fire in 1962!

Remember—only YOU can PREVENT FOREST FIRES!



Published as a public service in cooperation with The Advertising Council.

WILDLIFE FEDERATION NEWS
Harlowtown, Montana
9/62

BUSH NEWS
Toronto, Canada
7/62

NEWSWEEK
8/13/62

SMOKEY, THE BEAR, visited the Maine woods in 1962 in the persons of eleven members of a national committee responsible for the annual forest fire prevention campaign which Smokey symbolizes. The group included U.S. Forest Service men from Washington, D. C.; State foresters of Nevada, Florida, Missouri and West Virginia, and representatives of a Los Angeles advertising firm.

Hosting the committee was the Maine Forest Service, with the cooperation of forestry agencies and industries of eastern Maine and the Province of New Brunswick.

The purpose of the tour, according to Maine Forest Commissioner Austin Wilkins, was "to acquaint the men with the forestry picture in the Northeast."

"The Committee needs a familiarity with forestry in all sections of the country to plan an effective nationwide program," Wilkins said. "These tours are especially helpful to the advertising men who must create a campaign to sell fire prevention."

On the first day of the tour, the men were guests of the New Brunswick Forest Service on a visit to a campground near St. Stephen, followed by lunch at the District Forestry Headquarters. Next came a tour of the Milltown, N. B., particle board plant of Flakeboard, Ltd.

"SMOKEY THE BEAR" VISITS MAINE FORESTS

JOEL W. MARSH

Supervisor, Information and Education,
Maine Forest Service

Host for a lobster dinner and for the next morning's tour was the St. Croix Pulpwood Company. The visitors toured the company paper mill at Woodland, Maine, and warehouse installation at Princeton.

Other stops in the Princeton area were made at the new University of

Maine forestry camp, the Long Lake Campground, Indian Township demonstration forest and the Northeastern Construction Company lumber mill.

The final day of the visit featured a pulpwood logging operation and tour of the State forest nursery at Greenbush, Maine.

Wilkins said that this is the first visit to Maine for the "Smokey" committee. The tour rotates among states, and will visit Nevada next year, he said.

The Smokey Bear campaign is a joint effort of the U.S. Forest Service, the Association of State Foresters and the Advertising Council. Free advertising services are provided for the campaign by the Foote Cone and Belding Advertising Agency of Los Angeles, a member of the Advertising Council.

Committee members making the trip to Maine included U.S. Forest Service men Norman Weeden, James Diehl and Merle Lowden of Washington, D. C.; Ted Flint of Upper Darby, Pa., and Otis Clifton of Denver, Colo. Representing the State Foresters' Association were Nevada State Forester George Zappatini, Missouri State Forester Osal Capps, Florida State Forester Hux Coulter and West Virginia State Forester Lester McClung. Present from Foote Cone and Belding Agency were art director Ken Siefried and account executive Ed Wilson.



Left to right are: Nevada State Forester George Zappatini, Missouri State Forester Osal Capps, Maine State Forestry Supervisor Fred Atchison, West Virginia State Forester Lester McClung, and campaign Art Director Ken Siefried of Los Angeles, Calif.



By way of saying "thanks for the hospitality," Norman Weeden of the U.S. Forest Service pins a Smokey Bear badge on Dennis Wolstenholme, Forest Protection Director for the New Brunswick Forest Service, while Nevada State Forester George Zappatini looks on.

THE NORTHEASTERN LOGGER
Old Forge, New York
October, 1962