



# SMOKEY BEAR

## Press Clippings

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.

APRIL 1963  
NUMBER 29

Page 1



At a special Farm and Home Week presentation in Orono, Maine, April 1, a Maine paper company became the first recipient of the Smokey Bear plaque, awarded for outstanding service in forest fire prevention. John Maines, vice president of the Great Northern Paper Company accepted the award from Maine Forest Commissioner Austin Wilkins representing the organizations which sponsor the nationwide Smokey Bear campaign. The plaque is given for fire prevention service on a regional or state level. Next to the Golden Smokey Statuette, given only for service on a national scale, the plaque is the next highest recognition given by the Smokey program.

In making the presentation, Wilkins cited Great Northern for its cooperation in fire prevention advertising and for the personnel and equipment the company keeps in readiness to combat forest fires. Wilkins also commended the paper firm for its continued support of the forestry programs of the Maine Forest Service.



Gazette Staff Photo by Ebby Haverlander

Smokey the Bear was greeted by legion of young fans on arrival in Phoenix today, including Kenny Kurtz (with sunglasses), 5, son of Mr. and Mrs. Nick Kurtz, winter visitors from Canada, and Rusty Belisle (with cowboy hat), 2, son of Mr. and Mrs. C. A. Belisle, 2211 N. 21st St.

## Be Careful About Fire, Folks Told

Smokey the Bear was on a whirlwind tour of Valley shopping centers today, spreading his message of forest fire prevention.

HE WAS met at Sky Harbor Airport by a fan club of boys and girls.

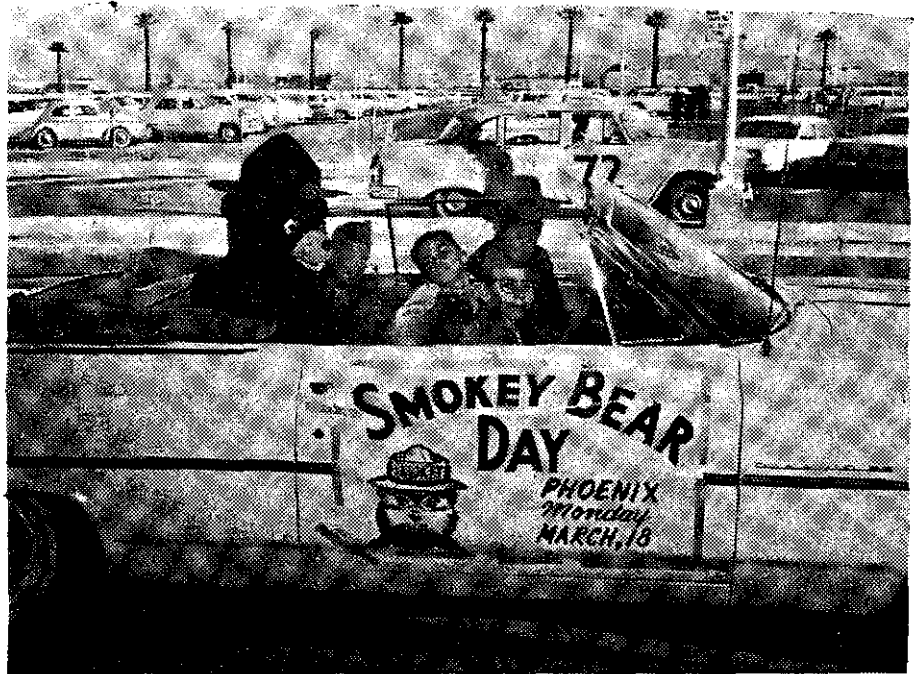
"Be careful with fire," admonished the gruff-voiced Smokey as he shook hands all around. "Never play with matches. When you are camping, always put the fire out."

The two dozen youngsters who met Smokey included Kenny Kurtz, 5, a winter visitor from Regina, Saskatchewan, Canada; David Young, 7, of 3602 E. Coolidge, and Rusty Belisle, 2, of 2211 N. 21st St.

CLIMBING out of his U.S. Forest Service airplane, Smokey was greeted by Boy Scouts and Cub Scouts from Troop and Pack 167 of Andalucia School, 4702 W. Campbell.

Smokey will make a similar tour of shopping centers next Saturday. Then at 4 p.m. March 18 Phoenicians will get a preview of Smokey's 1963 forest fire prevention program. The event will be held at Hotel Westward Ho and is open to the public at no charge.

THE PHOENIX GAZETTE  
Phoenix, Arizona  
3/9/63



Smokey and Scout assistants prepare to leave Sky Harbor Airport on day-long shopping center tour to promote the 1963 Forest Fire Prevention Campaign Premiere. Scouts assisting Smokey were Boy Scouts Dana Davis and Matt Smith and Cub Scouts Gary Bishop and Greig Stanley.

THE TIMBERLINE  
April 1963

# Smokey Keeps Going

Smokey Bear was subject of a conference yesterday in the Hotel Westward Ho.

The occasion was the presentation of the 1963 campaign to prevent forest fires which is prepared for the U.S. Forest Service by the Advertising Council.

Smokey was there, as were Boy Scouts, Girl Scouts and civic leaders.

Smokey has been the campaign's forest fire-prevention symbol since 1945, according to Clint Davis, often called the "Father of Smokey Bear," who is director of information and education for the U.S. Forest Service in Washington.

**DAVIS SAID** that since the first forest fire prevention campaign was created by the advertising industries council in 1941 as a voluntary program, forest fires have been impressively reduced.

He said that in 1941, 208,000 fires destroyed 30 million acres and resulted in a \$315 million loss.

In 1961 there were 98,500 fires affecting 3,036,000 acres and it is estimated the campaign has saved some \$10 billion in losses.

Davis said nine out of 10 forest fires are caused by man.

He warned that despite the campaigns, preliminary reports for 1962 indicate that forest fires are again on the upswing.

**ED WILSON**, vice president of Foote, Cone & Belding advertising agency which has handled the Smokey Bear campaign since its inception, said each year's program must be a "fresh reminder" of the devastation forest fires can cause.

He said the 1963 promotion includes a number of innovations such as the introduction of a 12-length song promoting fire prevention titled "The Crying Trees."

The song has been recorded by the famed Limelitters trio and Wilson said it is hoped the record will become a popular favorite as well as a fire prevention reminder.



Republic Photo by Ludwig Keaton

**THAT'S ME**—Smokey the Bear and one of his creators, Ed Wilson, vice president of Foote, Cone and Belding advertising agency, check over early poster in fire prevention campaign.

THE ARIZONA REPUBLIC  
Phoenix, Arizona  
3/19/63

*Remember - ONLY YOU CAN*  
**PREVENT FOREST FIRES**



Smokey the Bear joins the Limelitters to make it a quartet during the recording session for a fire prevention campaign.

BROADCASTING MAGAZINE  
4/8/63



"Darn near froze to death! Every time we started a fire some fool bear wearin' a ranger hat poured water on it!"

SPORTS AFIELD—February 1963

# Smokey's 21, Minus Teeth, Portly—but Still Busiest



**SMOKEY THE BEAR TAKES SHAPE**

Artist Rudolph Wendelin of the Cooperative Forest Fire Prevention Committee program puts the finishing touches on a Smokey Bear salute. Standing are Nevada State Forester George Zappettini, left, and fire prevention director Norman Weeden. Weeden carries out the committee's decisions. (Gazette Photo)

He's 21 years old. His teeth and claws are gone. He's become a bit portly over the years, yet Smokey continues to be the busiest and most popular bear in history.

Some of the men who guided the gruff-voiced fire prevention symbol to fame were in Reno last week to look for ways to put Smokey to better use.

They credit Smokey with tremendous benefits already: a reduction in forest lands ruined by fire from about 30 million acres annually 20 years ago to about a tenth of that area now.

The number of man-caused range and forest fires has dropped from about 200,000 per year to about 100,000. Modern fire fighting techniques have helped improve the fire situation, but most of the credit goes to Smokey, his creators say.

So popular has the bear become that some 35 commercial products carry his endorsement. He gets about 1,000 fan letters daily and at Christmas, he is showered with gifts.

Smokey was born during World War II sometime after a Japanese submarine was believed to have lobbed some shells into a California coastal area.

That incident started a fire scare. Foresters, faced with a critical shortage of manpower, decided a fire prevention campaign was in order.

To make it click, Southern California foresters consulted a Los Angeles advertising firm which volunteered its aid. The National Advertising Council agreed to distribute the material nationally at no charge.

A Forest Fire Prevention Committee was organized, including four state foresters and three U.S. Forest Service rangers. Working with them were artists, advertising executives and other experts.



# Lufkin News Gets Smokey Bear Award

## TOP POSSESSION

To this day, the committee steers a nationwide fire prevention program and Smokey Bear is a treasured possession.

As a symbol to bring home the fire prevention theme, a Walt Disney poster had been an instant success. It pictured some sad-eyed deer escaping a burning forest. Members of the committee decided then that the symbol should be an animal.

A lot of people have claimed to have originated Smokey, but no one knows for sure who did.

A well-known illustrator, Albert Staehle, drew up the first Smokey—a true-to-life cub.

The advertising council furnished the name in honor of a late New York City fire chief.

## HAT AND SHOVEL

He got his hat—a cross between a World War I campaign hat and a forest-ranger's—and also got a pair of denim trousers and a shovel.

Several artists have changed with the original version. Smokey's teeth and claws went first—he had to be a gentle bear.

James Hansen of San Francisco gave Smokey the general appearance he has today, adult, rotund and drawn in caricature. The committee decided to perpetuate that appearance, and only minor changes can be made now.

The last man to change the bear's appearance was Rudolph Wendelin of Washington, D.C. He was in Reno as a committee consultant last week.

Though Wendelin is a polished artist in his own right, the only change he made was to add the name Smokey to the bear's hat and belt buckle in 1956.

Today, Wendelin does layout and art work for fire prevention posters. He designed two U.S. postage stamps in recent years.

## BEST AGE

Smokey seems to be most effective with children — particularly those from kindergarten to fourth grade age.

One child was so ashamed of having been caught playing with matches, he sent his Smokey Bear Junior Forest Ranger badge back. The committee put him on probation for three months and returned the badge.

The bear's fan letters usually begin, "Dear Smokey." Besides the U.S., they come from Taiwan, Chile, Peru, Canada, Germany, Japan — all over the world.

Some carry pennies and nickels for a New Home For Smokey Fund. The real Smokey is a bear

found injured as a cub in the wake of a New Mexico forest fire. News pictures of the bandaged bear were so appealing; he was sent to the Washington, D.C., zoological park where he remains a top attraction.

Money is being sought to pay for a new home for him. Over 8,000 contributions — mostly from youngsters — have swelled the fund to \$4,400.

Smokey gets toys and greeting cards at Christmas, and occasional small change to be used simply for preventing fires.

Though the bear has been at work for two decades, his popularity is not slumping. The five per cent royalties received for Smokey Bear products totaled \$220,000 by the end of last year. The money is used in the fire prevention program.

## HE'S A BARGAIN

Though he costs more than half a million dollars annually in printing and other expenses, Smokey rates as a good bargain, the committee says, crediting him with saving an estimated half billion dollars each year in fires that didn't happen.

Foresters are now looking for ways to use him more effectively.

The fire protection committee was meeting here with personnel of local forests to determine how Smokey fits into their picture. Fire prevention material tailored specifically for the area may be the result.

Chairman of the committee this year is George Zappetini, Nevada state forester, who represents the West.

Other members are Osal Capps, Missouri state forester, representing the Midwest; C. E. Coulter, Florida state forester, representing the Southeast; Lester McClumb, West Virginia state forester, representing the Northeast, and Jim Diehl, Merle Lowden and Clint Davis, all with the Forest Service in Washington, D. C.

The committee tours a different area each year. This year, it is the Southwest. Committeemen are visiting Nevada for the first time.

RENO EVENING GAZETTE  
Reno, Nevada  
3/25/63



**PUBLISHER WITH AWARD**—W. R. Beaumier, publisher of The Lufkin News, is shown holding the Smokey Bear Award presented The News for forest fire prevention work. Mr. Beaumier was in Houston to accept the award Saturday at the morning session of the Texas Gulf Press Association Convention.

The Lufkin News Saturday was presented with the Smokey Bear Award for forest fire prevention work for the second time in recent years.

Presentation of the framed certificate was made to W. R. Beaumier, publisher of The News, at the morning session of the Texas Gulf Coast Press Association Convention in Houston.

Presentation of the certificate was made by Dr. A. D. Folweiler, director of the Texas Forest Service, following explanatory remarks by John Cooper, director of the Texas National Forests.

Mr. Cooper told the convention audience that state and federal

forest personnel made recommendations for the award each year and then a statewide committee selected a daily and a weekly newspaper as recipients.

It is a policy not to give the award two consecutive times, although a second award may be given after an interval of several years.

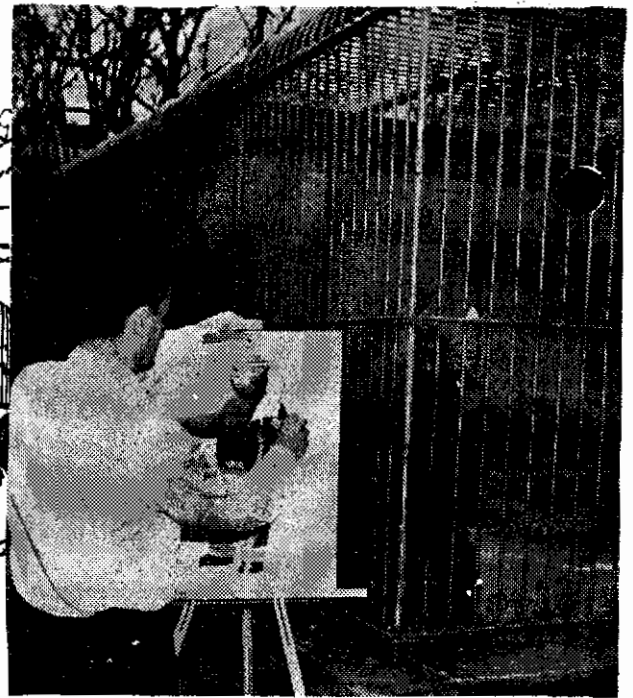
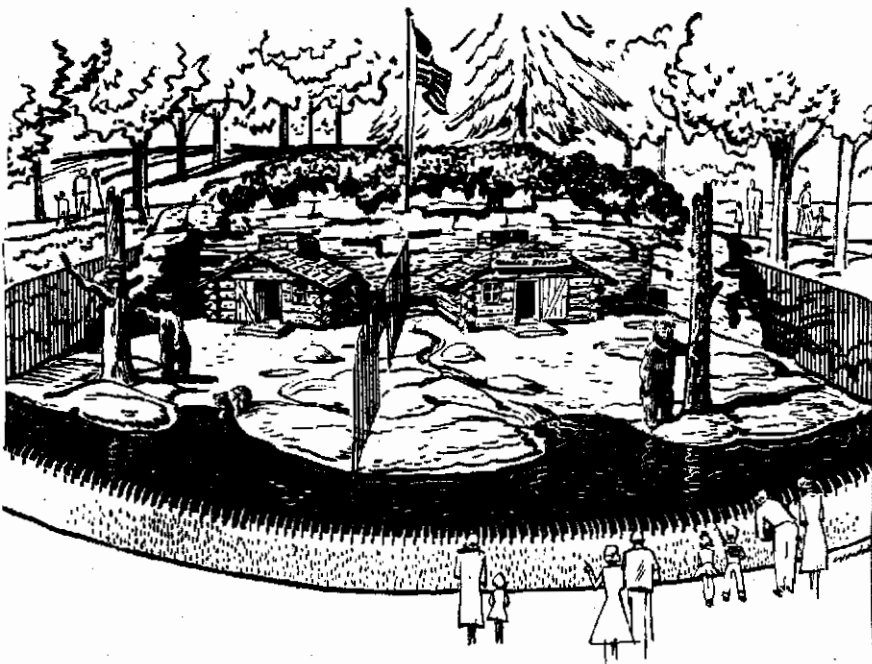
Dr. Folweiler said The Lufkin News had aided forest fire prevention in its area through daily publication of a "Forest Fire Dangerometer," and news stories.

The Smokey Bear Award for weekly newspapers went to the Cleveland Advocate. It was also the second award for that paper.

LUFKIN NEWS  
Lufkin, Texas  
4/7/63

**FOREST FIRES** take a lower toll. They burned less than three million acres of national, state and private woods last year, the lowest on record, and vastly under the 47.4 million acre peak of 1936. Officials credit more use of airplanes to dump chemicals, better communications and mounting impact of "Smokey the Bear" and "Keep America Green" advertising campaigns.

WALL STREET JOURNAL  
2/29/63



**SKETCH SHOWS SMOKEY THE BEAR'S NEW ZOO HOME**  
The Home Is Located in Washington, D.C.—Smokey's Married Now

**SMOKEY'S OLD HOME LOOKED LIKE THIS**  
Children Resented His Being Behind Bars



THE PHOENIX GAZETTE  
Phoenix, Arizona  
3/19/63

Gazette Staff Photo

## NEVER, NEVER PLAY WITH MATCHES

Smokey the Bear helped in premiere presentation of 1963 nationwide cooperative forest fire prevention campaign in Hotel Westward Ho yesterday. Explaining program to Boy Scout Jimmy Ricker, 11, of Troop 39, Franklin Elementary School, were (from left) Clint Davis, Washington, D.C., director of the U.S. Forest Service information and education division, Smokey, and Allan M. Wilson, New York City, vice president of The Advertising Council Inc., sponsor of public service program.

## Smokey's Quite A Fellow

By LOIS MAHAN  
Staff Correspondent

**WILLITS**—He really is quite a fellow, this Smokey the Bear, denizen of the deep, cool forests, protector of wildlife.

What becomes embarrassing is the fact that he has done more to protect the wildlands than any one human. And he's a dumb animal.

You've read that Smokey was recently married in his zoo home at Washington, D.C. Photo above shows a sketch of what Smokey's remodeled quarters at the zoo are to look like.

This work provides a place for Mrs. Smokey and it gets Smokey out of a cage-type home.

Zoo officials said that too many children were unhappy that Smokey was "behind bars."

March 7 to 14 is Smokey's own Special Conservation Week, a period during his slack season when he can afford to take time for meeting his public and spreading the word on conservation.

Later on with the approach of summer his work becomes dead serious as he dons his forestry clothes and warns people all over the world to beware of fire.

EMPIRE NEWS

Santa Rosa, California  
3/3/63



# Don Dederer

## Smokey Bear's Real In the Job He Does

"DEAR SIR:

"My mother and I have an argument about Smokey Bear. My mother thinks he is dead. I do not. Tell me, is he alive, or does he have a living relative?"

The letter, from Junior Ranger Linda, to the nation's leading foresters, also bore an afterthought:

"P.S. I do not believe in fairies, Santa Claus, etc."

In Linda's unabashed faith in a bass-voiced, dungareed, campaign-hatted bear is reflected one of mankind's more successful advertising campaigns. A nation has been persuaded into unenforceable conduct. Along with Linda, America has come to believe in Smokey Bear, and what he stands for.

The other day in Phoenix, materials for the 1963 campaign were previewed for the U.S. Forest Service by the Advertising Council.

**IT WAS ALSO** a time for review of accomplishment. Twenty-two years ago, as the United States joined in World War II, forest fires threatened domestic disaster. With the country requiring great amounts of timber for the war effort, short-handed logging crews had to stop work and fight fires. Highways and railroads were closed. In 1941, 30 million acres burned in 208,000 fires, at a loss of \$315 million.

Forest fire prevention was one of the first tasks of the public service cooperative that was to develop into today's Advertising Council. From almost the beginning, Smokey has been the principal message-bearer.

In 1961, fires totaled 98,000, fewer than half what occurred 20 years before. Acres burned amounted to some 3 million. Over the two decades, it is estimated that Smokey Bear and his believers have saved \$10 billion in forest resources.

Tall, beefy, amiable Clint Davis, the Forest Service's director of information and education, often is called "The Father of Smokey Bear."

He denied the parentage. He told his Phoenix audience:

"My main job down through the years has been posing for the posters."

**IT'S THAT KIND** of good humor that permeates the fire prevention campaign. The Advertising Council representatives, the creative personnel of the perennial Smokey advertising firm, Foote, Cone and Belding, the national and state foresters—all seem to enjoy their part of making Smokey believable.

The one sad note of the Phoenix presentation was last year's record. Man-caused forest fires increased sharply.

Especially in such a forest-rich state as Arizona the question is pertinent: Will complacency reverse two decades of improving public responsibility?

Or will more and more Americans be converted to the faith of Junior Ranger Linda?



"Is this the Forest Service?"

AG REPORTER  
July, 1962



1962 Safety Fair was held at the Merrimack Valley Works last July as part of Western Electric's continuing, company-wide safety program. Smokey the Bear (portrayed by a W.E. employee), and many other exhibits and demonstrations on off-the-job safety, were visited by thousands of men, women and children from North Andover and the surrounding area. The fair was held in conjunction with Massachusetts Safety Month.

THE ARIZONA REPUBLIC  
Phoenix, Arizona  
3/20/63

BROADCASTING  
4/15/63



NAB President LeRoy Collins with Smokey Bear doll presented to him at The Advertising Council exhibit during the 41st Annual Convention of the National Association of Broadcasters, held in Chicago, March 31, - April 3, 1963.

The Council's exhibit featured a display for each of its 17 current major campaigns -- and an over-all tribute to the nation's broadcasters for their support of these public service programs.