

With the
Outdoor Sportsmen
By Walter Frank

Fire Danger Time Is Here

A severe forest fire in Wildwood and numerous field and grass fires in the urban Middlesex and Somerset county areas during the past week should serve as a warning to outdoorsmen to be extra careful these days when out in the fields or forests.

The Area Forest Fire Wardens have urged that the public be reminded of the danger lurking in discarded cigarette and cigar butts or matches in the tinder dry woods and fields. Pipe ashes also are a source of fire danger.



Remember—Only you can
PREVENT FOREST FIRES!

Make sure your cigarette or cigar butt is out before you discard it. Break matches, both the wooden kind and paper ones, in two before throwing them away.

Observers believe most fires start when a motorist tosses a cigar or cigarette from a moving car. The draft from the car will send the cigarette or cigar whirling towards the edge of the woods or fields and the ensuing shower of sparks may set the dry leaves and grass afire in a matter of seconds.

Another frequent source of forest and field fires is the abandoned campfire. It takes a matter of minutes to stamp out and bury a campfire or if there is a stream or lake nearby, to pour a pail of water over the fire. A smoldering campfire will slowly eat its way to the nearby brush and explode into a destructive forest fire.

Careless sportsmen and motorists hurt only themselves when they fail to heed the first rules of forest fire prevention. Not only is wildlife destroyed but valuable forests, homes, outbuildings and livestock are often destroyed through carelessness of smokers and campers.

The lack of spring rains thus far in the season has placed the woods and fields of the county in serious jeopardy. Fire wardens warn that unless there is rain soon millions of acres of woodland in the state will go up in flames. We need rain, good steady rain before the crisis is passed.

As Smokey, The Forest Fire Preventing Bear says: "Only You can prevent forest fires."

THE DAILY HOME NEWS, NEW BRUNSWICK, N. J.
WEDNESDAY, APRIL 7, 1954.

SMOKEY BEAR — TEACHER, TYCOON AND IDOL

HOWEVER much one holds philosophical reservations on humanizing of animals, he must be impressed by the record of the popular Smokey Bear. During the ten years through which this ranger-dressed bear has been used to dramatize the adverse effects of forest fire, public cooperation is credited with a reduction of 20,000 man-caused fires per year, according to the U. S. Forest Service.

Law 359 of the 82nd Congress protects commercial rights to Smokey Bear and authorizes a licensing program for manufacturers of toy, novelty, and souvenir items carrying the Smokey Bear symbol, with a requirement that all such items carry a message on forest fire prevention. A percentage of profits from sales is paid to the Government and is earmarked for furthering the forest fire prevention educational program.

The popularity of Smokey with the youngsters of the Country carries great commercial possibilities in items relating to him. Accordingly, Public

Under this program some 20 firms have been licensed to date. First licensed item was a Smokey Bear "teddy bear"



President Eisenhower accepts "Smokey Bear" as a gift for his grandson.

US Forest Service Photo
PARKS & RECREATION
January, 1954
a, Illinois

dy bear" a sample of which was recently presented to President Eisenhower for his grandson.

Other items now available include belts, hats, tee shirts, scarves, coloring books, jigsaw puzzles, flashlights, banks, packaged cookies, handkerchiefs, wallets, and handbags. Some of these undoubtedly are desirable for sale by park concessions. Park administrators or concessioners interested in more information should write to The Director, Forest Fire Prevention, U. S. Forest Service, Washington 25, D. C., for a list of licensees and approved items.

In cooperation with the Forest Service, manufacturers will include with many of the Smokey Bear novelties a prepared card which can be sent to Washington for a "Junior Forest Ranger" kit including a certificate and membership card and pledge. Any youngster may, of course, enroll in this program simply by writing to "Smokey Bear, U. S. Forest Service, Washington 25, D. C." or to the State Forester in his State Capital.

This movement may not equal the phenomenal success of Hopalong Cassidy with the young set, but there are going to be a lot of "Junior Forest Rangers". It is the type of thing in which the assistance of newspapers, radio and schools should be easy to obtain. In this day of grasping at straws in the battle against vandalism it hardly pays to overlook any promising bet.

SMOKEY SIGNALS

To paraphrase an old saw, "where there's Smokey, there's fire prevention," and taking up the hue and cry are the nation's small fry who are beginning to sport items of clothing and toys which feature Smokey. Forest Ranger Floyd Roberts stopped to palaver on the subject Friday, showing a Smokey the Bear belt with a big brass buckle and a coloring book showing scenes in which the fire prevention figure is the central character. Among other items on the market are banks, Smokey teddy bears, packaged cookies, pocket flashlights, handbags, picnic or lunch baskets, handkerchiefs, hats for boys and girls, blue jeans, puzzles, "T" shirts and cigaret "stuffers" for automobile dashboards. The song, "Smokey the Bear," has been recorded by Gene Autry, Eddy Arnold, Mitch Miller and Frank Luther.

HE HAILS FROM NEW MEXICO

The fire prevention slogan character, Smokey, is a big bruiser now. The story book figure is spending his declining years in a Washington, D. C. zoo. Smokey was rescued from a forest fire in New Mexico a few years ago. A pitiful figure then, he was a hurt, bewildered little cub, his fur badly scorched and paws severely burned. The orphaned cub stole his way into the hearts of all conservation minded people and became the mascot of the Conservation Forest Fire Prevention association. The organization includes state, federal and privately sponsored conservation groups. Royalties from the sale of Smokey products will revert to the association for its fire prevention program.

STAR NEWS
Medford, Wisconsin
March 15, 1954

DULUTH HERALD
Duluth, Minn.
March 20, 1954

**He'll Spearhead Campaign
Smokey, Jaunty Bear Ranger, to Visit You**

WASHINGTON (AP)—Smokey the America, Canada and even France gives Smokey considerable credit. bear, with his jaunty forest ranger hat and blue jeans, is fast becoming an international symbol of forest preservation.

The real Smokey was snatched from a flaming New Mexico forest nearly four years ago and brought to a new home in the federal run zoo here.

Ever since, the Forest Service has used his picture—all togged out in ranger's gear—on highway billboards and trolley advertisements. Smokey has been in the movies, on the radio and on television.

Now his fame has spread to other lands. Youngsters in South America have joined with a million or so for this.

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SMOKEY BEAR Press Clippings #2

FOREST FIRE UNIT OF JUNIATA GAP COMPANY HONORS "SMOKEY, THE BEAR"

CENTRAL PENNSYLVANIA NEWS AND PICTURES ALTOONA, PA., MONDAY, MARCH 22, 1954.

SMOKEY BEAR PRESS CLIPPINGS No. 2



The Old Line Acorn
 PUBLISHED QUARTERLY AT ANNAPOLIS, MARYLAND
 BY THE
 Department of Forests and Parks
 Reforestation Number
 VOL. 11 APRIL, 1954 NO. 1

Smokey Meets Governor McKeldin Photo courtesy M. E. Warren



Director Joseph F. Kaylor introduced Smokey Bear to Governor McKeldin at special ceremonies held at the Governor's Office. Smokey is a well known fire-fighter to the children of Maryland.



Among those attending the dedication of the Juniata Gap Fire company's forest fire-fighting truck, "Smokey Bear," Friday night were (left to right): Seated—C. E. Zerby, Charles Bowman, John C. Rinn, Robert Harpster, J. W. Steckroth, Fred Sorrick and J. Lucian Root; standing—Al Russ, T. W. Ingham, Kenneth Miller, Elvin Price, W. H. Smith, W. E. Harman, Elvin Dunkel, John Kell and John Tracey.



Dedicated Friday night by the Juniata Gap Volunteer Fire company was this Dodge power-wagon which will be used by the unit to fight forest fires in the area. The vehicle, purchased by the group from the Cavalier Coal company for \$200, was rebuilt and equipped with a water tank.

Fire-Fighting Truck Dedicated At Juniata Gap

By J. W. STECKROTH.
 "A job well done" was the general feeling of the crowd which gathered at the Juniata Gap fire-hall on the Avalon road Friday evening to dedicate a piece of newly-built forest fire-fighting equipment and to honor "Smokey the Bear."

The year 1953 was the worst fire season for Altoona and vicinity and for 1954 the outlook is as bad or a great deal worse. From the past fire season, the forest fire fighters gained considerable knowledge which will benefit them in the future. James W. Steckroth, state fire warden, and his crew, now what is called the Fire Fighters Association of Juniata Gap, got together last fall and made a cash drive.

They raised \$300 for the purchase of forest fire equipment. With this they bought a Dodge power-wagon from the Cavalier Coal company for \$200. With all volunteer help, the men rebuilt the power-wagon, rebuilding the truck motor, carburetor, brakes, designed and built a new body for the purpose of carrying men and fire equipment, and mounted a 100-gallon water tank.

Last fall the men used their own cars fighting forest fires in and around Altoona, taking their cars on roads which were almost impassable. One road was called the "oil-pan road" because the crew tore out five oil pans and burned out bearings. This is the reason the men tried to help themselves for the future seasons.

The power-wagon is painted white with two-inch gold leaf letters. The name "Smokey" is on the front and back of cap in the same size letters. Thus, the reason for the meeting held Friday evening, was the dedication of their piece of equipment, the power-wagon, to "Smokey the Bear."

"Smokey" is the bear cub that was burned in a forest fire in New Mexico. The little fellow was rescued by the state game warden and later flown to Washington zoo. He was officially named "Smokey," the fire prevention bear. Thousands of people visit him annually. The meeting was in the form of a covered-dish luncheon. The invocation was given by John Kell of Westwood park.

William E. Herman, state forest inspector, highly praised the men for the wonderful work they had done on "Smokey" and he personally thanked the crew for the splendid support they gave him during fire-fighting season. He stated that the crew always responded well, and that the wives and mothers especially, deserved a lot of credit for their support.

William Smith, assistant chief forest fire warden, department of forest and waters Harrisburg gave the statistics of the fires for Pennsylvania, stating that for the past fire season here weren't more fires in the state as a whole than the previous year, but the fires lingered on so because of the dry conditions, thus making the cost of extinction very high. Mr. Smith also thanked the men for honoring "Smokey" and offered the department's assistance.

Al Russ of the Cavalier Coal company congratulated the men on the splendid job they did on the power-wagon. Other guests introduced were: Melvin Price, forest inspector from Johnstown; Charles Bowman, forest inspector from Gassgow; John C. Rinn, state forest inspector from Altoona; Charles E. Zerby, district forester from Johnstown, and wardens Kenneth Miller of Juniata gap and Alvin Dunkel of Homers gap.

Members of the Juniata Gap Fire company present were: Fire Chief Robert Harpster, Assistants Clarence Steel and Fred Sorrick. Present, was the dedication of their piece of equipment, the power-wagon, to "Smokey the Bear."

J. Morgan Smith of the United States department of agriculture, Washington, D. C. sent Mr. Steckroth a letter, quoting in part: "We are glad to learn that your new piece of equipment is to honor Smokey the Bear. We are glad to learn of your activities, best wishes for your dedication program. Your personal interest and splendid support are gratefully appreciated."

The program for the dedication consisted of the showing of "Little Smokey" narrated by Hopalong Cassidy; "Smokey the Bear" featuring Eddy Arnold, and a forest fire film "And Then It Happened." Group singing was in charge of Cliff Moran and J. Lucian Root. Tom Ingham, treasurer of the fire-fighters, awarded the door prizes, with Mrs. Pauline Moran winning first prize.

The evening was spent in good fellowship demonstrating once again what community spirit and cooperation can accomplish this time a group of fire-fighters' dream came true, a power-wagon, dedicated to "Smokey the Bear."

Gov. Dan Thornton will be presented with a replica of Smokey the Bear Monday by Donald Clark, regional forester, and Everett Lee, state forester. The presentation of Smokey, now nationally famous symbol of fire prevention, will be in appreciation of the governor's interest in conservation work.

WILDLIFE LINES

DENVER POST
 May 16, 1954



Brownies Pledge To Prevent Forest Fires

Bonnie Peck of Brownie Troop 2, Kelso, signs the Junior Forest Rangers Club membership card which her troop is qualified to hold. The Brownies are cooperating in a conservation-education project being sponsored by Kelso Junior Matrons. Looking on are Nancy Thompson, left, Mrs. Roy G. Dennis, Troop 2 committee chairman and Mrs. Willard H. Walker, conservation chairman of the Kelso Junior Matrons.—Daily News photo.

Junior Matrons Sponsors Forest Rangers Program

As part of the club's conservation education program, Kelso Junior Matrons are sponsoring the Kelso Brownie Troop 2 in the Smokey the Bear Junior Forest Rangers program.

Films on conservation are being shown every other Thursday at the Kelso Library and will con-

tinue until the middle of May, states Mrs. Willard H. Walker, club conservation chairman.

A tree identification contest and picnic at Sequest Park and a visit to the Abernathy Lookout at the Rydarwood Tree Farm are scheduled for the troop. The highlight of the activities will be an overnight camping trip next summer.

Mrs. Walker and Mrs. J. T. Thompson, Junior Matrons president, are working with Mrs. Roy G. Dennis, troop committee chairman and scout leaders Mrs. Evelyn Hatch and Mrs. Kenneth Peck in the program.

'Smokey' Statue Sponsors Ask Community Support

The proposal to erect a giant statue of Smokey the Bear in International Falls will become a community-wide project under plans of the county Keep Minnesota Green committee, originator of the idea.

The undertaking is expected to develop into an undertaking for the citizens in general when representatives of local organizations meet with the KMG group to discuss financing and construction details.

INVITATIONS to join in the project have been extended to about 20 civic, veterans and labor organizations, all which were urged to send delegates to the session. The discussion will highlight the monthly meeting of the KMG committee.

Also slated for KMG consideration Wednesday is a proposal to erect fire warning signs similar to one planned in the Falls at Northome, Ray and Littlefork.

Howard A. Post of the KMG meeting arrangements committee explained the Smokey statue project as follows in letters asking the support of all public-spirited groups.

THE DAILY JOURNAL
International Falls, Minn.
April 10, 1954

"THE COMMITTEE, and individuals with whom the project has been discussed, are very enthusiastic about the idea. We believe of course, that this unique symbol of forest fire prevention and conservation will bring our own county residents to a keener realization of the value of forest products as the basis of our economy and to the aesthetic and recreational values of forests and fields, lakes and streams. But, secondly, we believe that Smokey will gain nation-wide fame and will attract people from great distances into our area, where they will learn that this is a tourist and vacation mecca of outstanding beauty.

"BOTH VIEWPOINTS being extremely practical and affecting directly, we believe, everyone in the county, we urge you to attend the meeting Wednesday evening personally or to make certain that someone will represent your group. If possible, we would like your group to state its general opinion of the project and will welcome suggestions as to financing and construction.

"As in any large project, the major hurdle is one of finances. KMG has already begun its regular annual finance drive and we expect that about \$800 to \$1,000 will be collected, all of which will go towards the Smokey Bear project. But the total cost estimate ranges from \$6,000 to \$10,000. Because of the universal appeal of this project, its practical value, and its basic social and civic implications, we hope that individuals, businessmen, and organizations will be prepared to join in the financing of Smokey Bear.

"ABOVE ALL, for the present, we hope that you will attend our meeting and give us the benefit of your thinking!"



"SMOKEY BEAR" symbol of conservation, sells a ticket to the Ore-Ida Boy Scout council annual circus to MaxFor Preston Capell of Nampa. The circus is scheduled May 14 at Caldwell and May 15 at Ontario, Ore. In keeping with the Boy Scout "conservation good turn," a nationwide Scout project this year, one of the circus acts will demonstrate the need of conservation. In the above picture, the part of Smokey Bear is performed by Z. L. Pearson.



CLAMORAMA DRAMA: Engrossed in the task of readying their booth for the eighth annual Cub Scout Clamorama, which opens tonight in the Field Artillery Armory, these two youngsters had eyes for nothing but their job. David Freeman, 8, of 4316 36th Av. N. E., finished building a camp fire while his brother, John, 11, put "Smokey, the Bear," in place. David is a Cub Scout, and John, a Boy Scout, is a den chief in Cub Scout Pack 171. The Clamorama will be presented at 7 o'clock tonight and tomorrow night, with some 12,000 Cub Scouts participating.

SEATTLE TIMES
Seattle, Wash.
Dec. 4, 1953



THE ORIGINAL SMOKEY BEAR takes a sniff at a fire chief's helmet in Washington Zoo, where he's been making his home for the past few years. Smokey was presented to the Zoo as a symbol of the fire prevention fight after being rescued from a New Mexico forest blaze.

Tale of a Bear

Space Cadet Meets A Rival in Smokey

By Dorothea Patten

ROY ROGERS and Space Cadet may have to move over—it looks like America's kiddies are getting a new hero. He's Smokey Bear, the chubby little symbol of forest fire prevention who's been spreading his safety message on car cards, newspaper advertisements and the radio since 1945.

Now, thanks to a deal worked up between the Department of Agriculture's Forest Service and leading United States toy manufacturers, Smokey Bear-inspired teddy bears, handkerchiefs, coloring books, hats, handbags and blue jeans have invaded the children's toy market.

Purpose of the plan is to promote forest fire prevention by enrolling America's youth as "junior forest rangers" (membership cards come with most of the Smokey Bear items, and at the same time give the Forest Service funds with which to carry on its work.

Manufacturers who pass Forest Service standards are authorized to produce Smokey Bear toys. In return, they give Uncle Sam 5 percent of the profits. The symbol is protected under Public Law 359 of the 82d Congress, the "Smokey Bear Act."

WASHINGTON boys and girls are already ardent Smokey-ites. The original Smokey bear, an American black bear (he's actually

brown) was presented to the Washington zoo several years ago after being rescued, badly burned, from a New Mexico forest fire. Now full-grown, he's a never-failing attraction to young Zoo visitors.

About \$250,000 worth of Smokey's stuffed toy counterparts have already been sold across the country, in \$5, \$7 and \$15 sizes. (Complete with blue dungarees, metal badge, yellow ranger's hat and plastic shovel.) The other toy items are slowly filtering onto toy counters. Woolworth's, for example, has one red 1400 dozen of the Smokey bear belts, and several popular

singers such as Eddie Arnold and Gene Autry have recorded the Smokey Bear song. ("With a ranger's hat, a shovel, and a pair of dungarees, you'll find him in the forest always sniffing at the breeze.")

Still to hit the market are Smokey Bear cookies and candy. The Agriculture Department is considering licensing some 20 to 30 other toy items, ranging from wading pools to bedspreads. It has turned down several ideas, including one for a Smokey Bear gun holster, because "there's no tie-in between Smokey Bear and guns."



THE EISENHOWER GRANDCHILDREN joined the ranks of Smokey Bear doll owners when President Eisenhower accepted a big stuffed toy on their behalf, to

launch the 1953 Cooperative Forest Fire Prevention Campaign. Twenty other "Smokey" toys are currently in production in American toy factories.

The Washington Post

Thursday, September 17, 1953

Tireless Smokey Opens Fall Drive

The Consumer

By Emilie Tavel

Staff Correspondent of The Christian Science Monitor

Washington, Sept. 17.—Smokey Bear, America's favorite bear, is launching his autumn fire prevention campaign by jumping into the clothing industry with all four paws.

As the national symbol of forest fire prevention, Smokey knows what the well-dressed bear will wear. He wouldn't be caught on a poster or billboard, on radio or especially television, without his blue jeans, Smokey belt, Smokey forest ranger's hat, and bright red shovel.

With winter coming on, most bears are browsing about, lining up the best caves and plumping up their bear skin coats for a season's snooze.

Not Smokey. He's not the hibernating kind. Tireless in his mission to keep forests fireless, Smokey is making his principal appeal this year to the small fry of the nation.

Ever since the real Smokey was rescued from a New Mexico forest fire as a singed cub, flown to the Washington Zoo and made a national forest fire prevention symbol, manufacturers have wanted him to appear on their products—on toys and games and children's clothing.

Legal 5 Percenters

By special Act of Congress Smokey was given the right to do so provided manufacturers pay to the federal government 5 per cent of their profits to be used for fire prevention education. The United States Forest Service quips that they are the only legal five-percenters in Washington.

Officials of the service held a Smokey Bear press conference to unveil the new Smokey products. And a very unusual conference it was.

At the door reporters were handed Smokey's calling card—a paw print with a number on it.

In the middle of the room was a long table covered with blue jeans, T-shirts, wallets, shoulder bags, belts, scarfs, jig-saw puzzles, coloring books, phonograph records, flashlights, and junior forest ranger hats in green, brown and red.

Standing guard over this colorful array were three toy bears—a big bear, a medium sized bear and a baby bear—all Smokey's whose picture appears on each one of the toys and gar-

Lion's Share

The three bears were given away as doot prizes, compliments of the manufacturer, and it is only accurate to report that The Christian Science Monitor representative walked off with the lion's share—the biggest bear.

From firsthand experience it is possible to report that Smokey is a most huggable bear. Fuzzy from his neck to his ankles, he stands 24 inches high with a waist measurement of 22. Like some people, he uses his



ess to keep his hat in place and he has such a happy expression on his chubby face that you think he must be looking at a beautiful green forest for the very first time.

Vast Pint Sized Army

Purpose of the Smokey uniforms and toys for children is to build up a vast pint-size army of junior forest rangers who will learn how to keep the forests green and remind adults to do the same. At present 9 out of every 10 forest fires are caused by the carelessness of man.

The kiddie campaign is already bearing fruit. A mother sent this air mail letter to the Forest Service: "I must have the two membership cards by Friday because we are leaving on a vacation trip across the country and the children will not go until they are officially deputized as junior forest rangers."

The Smokey products are finding their way onto the market and by Christmas it is expected Smokey will have still other helpers—Santa and his trusty reindeer.

THE CHRISTIAN SCIENCE MONITOR, BOSTON, SATURDAY, SEPTEMBER 19, 1953



Small Toy Co. Photo
Maine Forest Commissioner Al Nutting, left, and Governor Burton M. Cross

KEEP MAINE GREEN Sixth Annual Meeting

MAINE held its Sixth Annual Keep Maine Green meeting in the State House in Augusta, Maine, on March 25. Representatives of industry, county organizations, local civic men's and women's groups, newspapers, and magazines were present.

A progressive and active program was featured with Forest Commissioner A. D. Nutting introducing and presenting to Governor Burton Cross a large "Smokey" Bear Doll through the courtesy of the Ideal Toy Company.

Governor Cross congratulated those present for contributing and participating in the Keep Maine Green program and cited the values and appreciation of volunteer aid in our fire prevention program. He went on to say that the American Forest Products Industries in Washington, D. C. furnished Maine with over 155,000 pieces of forest educational and fire prevention materials and indicated that this non-profit organization, sponsored by industries all over the United States, was doing an excellent job. It is interesting to note that they have also furnished teaching and student aid materials to over 700 schools in Maine.

Besides this, the United States Forest Service and others contributed over 78,000 pieces of similar material including fire prevention posters which were distributed during 1953. The Governor, in a directive, requested that "Keep Maine Green" decals be used on all state owned vehicles. The Maine Forest Service purchased and distributed these. Similar plans are being made to furnish decals again this year.

The Department of Inland Fisheries and Game are planning to cooperate this coming year in printing the Keep Maine Green pledge on the back of all fishing and hunting licenses sold in Maine.

Governor Cross went on to say that through the efforts and cooperation of the State Insurance, Highway, and Forestry Departments, new roadside signs will be erected along our main highways alerting all motorists that it is now unlawful to throw waste and lighted material from the car along roadways of our state.

He went on to say that "Smokey," Maine's fire prevention bear, was doing an excellent job in contacting and educating the children of our state. Already during the first three weeks of March, "Smokey" has talked to over 1,200 adults and over 13,000 children. "Smokey" has a full schedule from now until the close of school and will be traveling into many parts of the State. By the way, "Smokey" is learning to speak French as he will be scheduled to visit some of the woods camps in the northern part of Maine during June.

Ralph Whittum, State Chairman of Keep Maine Green, presided and introduced Joel W. Marsh, Supervisor of the program, who made a general report of the state-wide 1953 Keep Maine Green activities. This was followed with reports from County Keep Maine Green chairmen and comments by Larry Rawson, Northeast representative of American Forest Products Industries.

Supervisor Marsh went on to make suggestions for 1954 and outlined some

of the cooperative project activities that were already under way. Increased cooperation with radio stations and already special TV programs have been arranged. The Boy Scout Troops of Maine will be featuring fire prevention during Conservation Week and will be making special merit badge studies on various phases of forestry and management. Many Girl Scout Troops are conducting special projects on Keep Maine Green with more requests expected during the coming year. Again the Grange Herald paper will be featuring Keep Maine Green activities and fire prevention mats during the fire season, and a project is already underway where some 7,000 Juvenile Grangers will be studying many aspects of forestry and fire prevention. This year, the Central Maine Power Company in Augusta will be publishing in conjunction with their regular "Power Line" leaflet, a page giving the value of Maine's forests along with suggestions to their customers for Keeping Maine Green. Both the Maine Restaurant Association and the Maine Truck Owners' Association will be featuring Keep Maine Green in their monthly publications to alert the restaurant owners and truck owners on the importance of their cooperation.

The above groups and organizations are examples of those who are cooperating with our Keep Maine Green program. Through their efforts it will be possible to contact the residents and persons visiting Maine so that everyone will be alerted to the importance of reducing man-caused fires.

It is gratifying to know that so many will be cooperating in our program to insure that Maine's forests will always be green.



FOREST SYMBOL FOR MISSOURI'S GOVERNOR

A Smokey Bear doll, of the type which has achieved national significance as a symbol for good forestry practices, is presented to Gov. Phil M. Donnelly at Jefferson City by Jerry Klediva (center), United States Forest Service district ranger at Potosi, and Lee C. Fine, Sullivan, Meramec district forester of the Missouri Conservation Commission.

—Associated Press Wirephoto.

FOREST SERVICE MAKES PRESENTATION



THIS PHOTO WAS TAKEN as forest service officials gathered in the Idaho state capitol to present a large replica of Smokey Bear to Gov. Len Jordan. Standing behind the governor, seated, are, left to right: Roger Guernsey, state forester; Robert Naylor, state chairman of the Keep Idaho Green committee of the Junior chamber of commerce; Kay Flock, Boise national forest supervisor; and C. J. Olsen, regional forester. The presentation was the group's way of saying thank you to Idahoans for their fire prevention work.

THE NORTHEASTERN LOGGER

May, 1954

ST. LOUIS POST DISPATCH
St. Louis, Missouri
March 22, 1954

SMOKEY BEAR PRESS CLIPPINGS No. 2

IDAHO EVENING STAR-SPAIN
August 25, 1953

State Forester Starts Program For Children

A new fire prevention program for children in Nevada has been announced by Louis Ferrari, state forester-fire warden.

All children will have a chance to play an active part in prevention of forest fires, Ferrari said.

Under the new program, "Smokey", the fire preventing bear, will make all children interested in fire prevention work. A junior forest ranger, he said. Children who want to become junior forest rangers can write to the state forester-fire warden in Carson City and they will receive a membership card and personal letter from "Smokey", Ferrari stated.

Ferrari urges all children to take part in the important work of fire prevention. Schools and parents interested in the program are also invited to write to the state forester fire-warden.

Carson Nevada Appeal

Tuesday, May 11, 1954

'Smokey' Adopted By Coldspring Students



J. H. Jacobs Photo

MADE "OFFICIAL"—Coldspring High School students, to make it look "legal," drew up a document of adoption under a "living log," and exhibited it at the county fair, letting it be known that they had adopted Smokey, the forest service bear.

Special to The Chronicle

Coldspring.—Along with thousands of other school children, the students of Coldspring School have adopted Smokey, the forest service bear.

Being especially mindful of the benefits received by the Coldspring School directly and indirectly, from the Sam Houston forest reserve and in observance of Fire Prevention Week, the student council worked out an exhibit featuring Smokey for display at the county fair. Grammar school students also used him for a chapel program on fire prevention.

To make the adoption of Smokey official and proper, the realistic toy was given a white T-shirt with red school lettering to wear with his usual blue jeans, ranger belt and hat.

Resolution Duly Signed

To complete the exhibit a resolution was adopted, duly signed by each high school student and witnessed by the school superintendent and principal.

The document, under a "living log" cover, pointed out that 21 per cent of the Coldspring School

District is within Sam Houston Forest; that the school received cash amounting to over \$11,000 in 1952 from timber sales paid in lieu of taxes; that they personally enjoyed better county roads partly maintained with money allotted from timber sales; that the forest service maintains within the district the Double Lake

recreational area, which an estimated 15,000 persons enjoy each year, and that most of the forest lands are open for stock grazing, thus aiding local economy.

In consideration of these and other benefits, the students pledged their support to Smokey in helping to prevent forest fires and to keep the district green.

Smokey Story Told
The grammar school students told the story of Smokey, as released by the United States Office of Education.

It is said that after a fire had destroyed a beautiful forest several years ago, forest rangers walked over the ground and found a very small, miserable

bear. His hair was singed from hot flames and his feet were burned and blistered.

The rangers bandaged the bear's feet and took care of him. When he was four months old, he was flown from New Mexico to Washington, D. C. An official committee from the United States Forest Service met him and he was taken to the zoo where thousands now visit him each year.

His popularity is growing so rapidly now that modern children probably soon will be asking for the "Smokey Bear" story and song at bedtime instead of the usual "Goldilocks and the Three Bears."

COLUMBUS DISPATCH
Columbus, Ohio
March 19, 1954



SMOKEY BEAR FILM AVAILABLE FOR CHILDREN

Little Smokey Bear is on 16mm. film now to tell the story of how to prevent forest fires. Previewing the film this week were Kenneth Sella, on the staff of the Boy Scouts of America; Walter Oswald, ice cream sales manager, Fairmont Foods; Bill Sites Columbus Fire Prevention Bureau, and C. H. Schmidt, general sales manager, Fairmont Foods, who are shown here with a model of the

bear. Fairmont Foods will make the 15-minute film available to children's groups without charge. They will furnish projector and projectionist for the showings. Hopalong Cassidy narrates the film, produced by the Dept. of Agriculture Forest Service. The Smokey campaign, promoted by the Boy Scouts, is receiving the support of the local Fire Prevention Bureau.



FARM-RANCH

By DOYLE GOUGLER
POST AGRICULTURAL EDITOR

Forest Service Organizing Junior Rangers To Help Stop Woods Fires

Before long, your youngster may politely call you down about suddenly throwing away a match or cigarette in brushy or wooded areas.

If he does you can suspect that your offspring has become a member of the Junior Forest Rangers. By next vacation season, many thousands of forest fire conscious boys and girls will be reminding dad and mother and anyone else who happens to be thoughtless with fire to be more careful. The Forest Rangers is a project of the Forest Service of the U. S. Department of Agriculture and enrollment of the voluntary army of forest protectors is expected to reach a high point around Christmas, when Santa Claus comes through with a bunch of Smokey Bear toys, games and uniform.

In case you are not familiar with Smokey Bear, he's the dandy faced bear dressed in blue jeans and forest ranger's hat that you see giving wise fire prevention advice on car cards, school posters, television and newspaper ads. With Smokey Bear and public cooperation, forest fires have been reduced by an average of 26,000 a year.

To develop the Junior Forest Rangers idea, the U. S. Forest Service is working closely with state forest services, lumber industries and civic and educational groups.

One of the biggest hurdles the Junior Forest Ranger backers will have to back is whether the barrier of cowboy and space race activities can be broken enough to capture the youngster's interest.

HOUSTON POST
Houston, Texas

School Kids Like Smokey

Kids Asked For A Re-Run Of The Picture "Smokey The Bear"

Smokey Bear is no stranger to the children in the area north of Cass Lake. Robert Steidemann and Lawrence Pound of the U.S. Forest Service found this out earlier this month. They were making their forest fire prevention visits to the Pennington school taught by Mrs. Gregerson and the Buck Lake school taught by Miss Rako and Mrs. Clairmont.

Fire prevention posters, blotters, and bookmarks were given to the children. Motion pictures "Wilderness Canoe Country" and "Snow Ranger" were shown. A third picture which proved to be the most popular was "Smokey the Bear" in which Eddie Arnold, radio star sang the song "Smokey the Bear". In the picture Eddy Arnold asks them to join in the chorus of the song and at the Pennington school they did. They enjoyed it so that they asked for a re-run of the picture which Mr. Pound gladly did. This movie was equally successful at the Buck Lake school where the children joined in on the chorus too.

CASS LAKE TIMES
Cass Lake, Minn.
April 22, 1954

Fire Safety Show Tonight Going on KPIX

Will Aid Campaign To Protect Forests

San Francisco TV viewers get a look at the ins and outs of forest fire prevention tonight at 8 o'clock over KPIX.

That's the time the local Chamber of Commerce will be putting on a half-hour show on fire prevention.

Mayor Robinson has proclaimed next week as "Forest

Prevention Week" and has appealed to all San Franciscans to co-operate.

The threat of forest fires reaches its peak in August and September and is symbolized nationally by the picture of "Smokey," the bear, on U. S. Forest Service posters.

"Smokey" was a five-pound cub when he emerged, badly singed and scorched, from a fire which destroyed 17,000 acres of trees in Lincoln National Park a few years ago. Today he's one of the chief attractions in the zoo at Washington, D. C.

SAN FRANCISCO NEWS
San Francisco, Calif.
August 14, 1953

Fine Joins Drive On Forest Fires

Inquirer Harrisburg Bureau
HARRISBURG, July 1.—Gov. John S. Fine was enrolled today in a campaign to help prevent forest and brush fires in Pennsylvania.

The Governor was presented with a Smokey Bear doll to highlight the fact that with the coming of the Fourth of July weekend, when thousands of persons will be using the State's wooded areas and picnic grounds, the peril of forest fires will reach its peak.

The presentation was made by Richard C. Weisman, an official of Climbers in Philadelphia and chairman of the Philadelphia area campaign.

The program has been endorsed by the U. S. Forest Service of the Department of Agriculture. It is designed to bring public attention to the perils of fire to the Nation's timberland.



EVERYBODY SMILES.—But it's a serious subject, this forest fire prevention. Here M. M. Nelson, fire control chief for the U. S. Forest Service's California Region, presents a plastic model of the fire prevention program's symbol, "Smokey," the bear, to Mayor Elmer E. Robinson. The mayor has proclaimed next week "Forest Fire Prevention Week" and urged all San Francisco to co-operate.

DAILY PIONEER
Bemidji, Minn.
Oct. 1, 1953

"Smokey" Is New Doll Presented Governor's Son

Two Cass Lake forest rangers today presented a new doll to Minnesota's number one baby—Clyde Elmer Anderson, Jr., son of the state's governor. The doll was a replica of "Smokey, the fire-preventing bear," and was accepted by the governor for his son at the state capitol. Smokey bear is a symbol of the Keep Minnesota Green effort.

Ranger Harold A. Lee of the Minnesota state division of forestry and Ranger Robert Stiedeman of the U. S. forest service

presented the miniature bear. Also present was Louis Hermel of Cass Lake, supervisor of the Chippewa National Forest.

C. Elmer, Jr., was also enlisted as a junior fire ranger in the fire-prevention program of the Keep Minnesota Green committee.

Present for the ceremony were Chester Wilson, Minnesota state commissioner of conservation, and Clarence Prout, director of the division of forestry.

Word of the presentation was received in Bemidji by R. R. Eliot, area forest supervisor.

INQUIRER
Philadelphia, Pa.
July 2, 1953

Two Governors and Smokey Bear Urge Continuing Care With Fire



Smokey Bear presented to Oregon Governor Paul L. Patterson. Left to right: Albert K. Wiesenanger, Executive Secretary, Keep Oregon Green Assn.; George Spaur, Oregon state forester; Governor Paul Patterson; and Kermit W. Linstedt, fire control chief, Pacific Northwest region, U. S. Forest Service.

The need for continuing care with fire in Washington and Oregon forest and range lands was stressed by governors of the two states on October 4, when the nation began observance of Fire Prevention Week.

To help launch the week, representatives of state and federal forest agencies held a brief ceremony at each state capital, and presented each governor with a toy Smokey Bear, nationwide symbol of forest fire prevention.

Speaking at the ceremony in Olympia, Wash., Governor Arthur B. Langlie declared, "Although the per capita number of man-caused forest and range fires in Washington has decreased somewhat in recent years, there is no place for complacency with regard to our renewable natural resources. Man-caused wild fires

exact far too great a toll of wild-life, payroll dollars and human welfare. We must redouble our efforts to Keep Washington Green and eliminate these avoidable heavy annual losses to our economy."

At a similar ceremony in Salem, Ore., Governor Paul Patterson said, "Smokey Bear is doing a fine job of preventing forest fires. During National Fire Prevention Week, I think we should all pledge our continued support to help Smokey Keep Oregon Green."

"In approval of Smokey's good work, the Oregon Green Guards—consisting of thousands of our young boys and girls—wish to make him an honorary member of their organization. As chairman of Keep Oregon Green Assn., I am happy to welcome Smokey to membership."



A model of Smokey Bear, national symbol of forest fire prevention, was held by Gov. Kohler, who was given the Monday at the Wisconsin hotel at the international fish, game and wild life commissioners.

RENO GAZETTE
Reno, Nevada
Sept. 7, 1953

Russell Given Forest Symbol

Smokey Bear Award Made

A large replica of Smokey, "the cooperative fire prevention" bear was awarded to Gov. Charles H. Russell recently.

C. J. Olsen, regional forester for the intermountain national forests, presented the three-foot-high model of Smokey Bear to Governor Russell at a brief ceremony in the Capitol. In attendance in addition to

the governor and Olsen were Louis Ferrari, state forester-fire warden, Ivan Sack, supervisor, Toiyabe national forest, and George Zupatini, deputy forester-fire warden.

The presentation was the method used by state foresters, the forest service and the national advertising council in saying "thanks" to the folk in a state for working so hard to prevent forest fires.

The governor expressed his gratitude for the presentation.

He said that he knew of the all-out fire prevention job being done by Nevadans but that no one expected a reward for doing his duty as a citizen.

"Smokey is a pretty human bear," Olsen said, "one who wants to show his appreciation for the many folk who come to know him and do their best to prevent fires by following the simple rule he's found so effective: (1) be sure camp fires are dead out; (2) use ash trays in vehicles; (3) douse out the smokes in mineral soils; (4) see that your match is plumb out before discarding it."

The governor assured everyone present that Smokey would have an honored place in the state capitol for everyone to see as an extra reminder to protect Nevada's vast wealth of watersheds, timber, for age, wildlife and recreation from the ravages of fire.



SMOKEY BEAR RANGERS—Forest Ranger Ira Funk of Silver Spring swears in two recruits sporting Smokey Bear outfits, part of the Forest Service's new fire prevention commercial support program. The young rangers are Timmy Mosher of Falls Church, Va., and Marina Dallachiesi of Silver Spring. —AP Photo.

Five Percenters Will Be Legal In Smokey Bear Campaign

A big brown bear with handy shovel and an alert eye for forest fires is the leading character in one of the most unusual Government education programs, conceived in a long while. Smokey Bear, who for the past several years has been the gimmick for the Forest Service's fire prevention campaigns, is making his debut on T-shirts, dungarees, belts, puzzles and other children's toys.

The Agriculture Department's Forest Service terms itself the only legal five percenters in the Government. Under Public Law 359, the Smokey Bear Act passed by the 82d Congress, the Forest Service is allowed to license commercial manufacturers to use the Smokey Bear symbol on educational and constructive products.

Proceeds to Aid Fund.
The manufacturers must turn over to the Government 5 per cent of the wholesale profits on Smokey articles. The proceeds from this royalty will be put into a fire-prevention fund.

The new commercial support educational program was developed by the Agriculture Department through consultation with the Forest Service, State foresters, fire-prevention cam-

aign committees and the Advertising Council, which has made Smokey popular through Nation-wide advertising.

Merchandising firms have evidenced real enthusiasm for the Smokey Bear program, according to the Agriculture Department. Thus far, 19 licenses have been issued and many more are now in negotiation.

Several of the major variety and department stores in the country, including the Woolworth chain, are planning store-wide promotions.

Washington Zoo visitors are well acquainted with Smokey. For the past several years Smokey who was saved from a forest fire in New Mexico, has attracted attention at the National Zoological park.

Smokey Hate Coming.
The Forest Service got the idea of promoting Smokey on merchandise from demands by youngsters for "hats like Smokey wears" or games featuring Smokey.

Appearing on the market soon, bearing Smokey's picture, will be teddy bears, belts, coloring books, flashlights, handbags, kerchiefs, hats, stationery kits, puzzles, cigarette snuffers for automobiles

and sheet music and recordings of the Smokey Bear Song. Along with each Smokey Bear article, the purchaser will receive an application blank for membership in the "Junior Rangers."

THE SUNDAY STAR, Washington, D. C.
Smokey Bear Items on Sale

Smokey Bear 5-Percenter To Help Fight Forest Fires

From The Register's Washington Bureau.

WASHINGTON, D. C.—The United States forest service has sold "Smokey Bear" to commercial interests, for a 5 per cent cut in the profits.

Dressed in blue jeans and a forest ranger's hat, Smokey has been the non-commercial symbol of forest fire prevention since he first made his appearance on a poster in 1945.

Now that's all going to be changed. The forest service announced Saturday that it has licensed 20 manufacturers to make Smokey Bear items, "which must be educational in nature or carry a permanent message on forest fire prevention."

"Smokey Bear" himself was the first item to be licensed for commercial distribution, and he'll be showing up in department and variety stores within a few weeks and at least in time for Christmas.

Wide Range.

In addition, the forest service has licensed manufacturers of forest rangers' hats, belts, T-shirts, blue jeans, flashlights, girls' scarves, records, cookies, handbags, coloring books, jigsaw puzzles, and other items.

The forest service expects, in this first year alone, to net \$25,000 for additional fire prevention work from its cut on the profit from the sales of these items.

To introduce the Smokey Bear lines to the Washington press corps, the forest service called a full-dress press conference with "door prizes" for the participating reporters.

Prizes to Press.

Each reporter was given a ticket bearing Smokey's foot imprint and a number which entitled him to a chance on a new Smokey Bear teddy bear.

Those who failed to win were invited to pick out a T-shirt, belt, handbag or some other item for their children, relatives or themselves.

A forest service spokesman admitted that manufacturers who wanted to use the popular figure of "Smokey Bear" in educational toys and games were responsible for the enactment of the necessary permissive legislation.

Under this law, passed without a dissenting vote, it is a criminal offense to use the name or symbol of "Smokey Bear" for commercial purposes without authorization.



Smokey the Bear.
You Can Buy Him.

That act became necessary, the spokesman added, when it was discovered that the name and symbol were in the public domain and couldn't be patented or otherwise protected.

Limits Use.

As a result of the law, the forestry service has been able to prevent manufacturers of guns, gun holsters and candy cigarettes, among others, from using the "Smokey Bear" name and symbol.

"They hardly qualify as educational or contributing to the cause of forest fire

prevention," the spokesman added.

Smokey Bear originally was developed as part of the wartime forest fire prevention campaign to which the government and business contributed time and effort.

Ads Donated.

In 1952, the forestry division estimates, American business contributed over 6 million dollars worth of free advertising time and space in support of the Smokey Bear campaign.

Where There's 'Smokey'



Four-year-old Byron Melton, of Laurel, Md., is decked out in "Smokey Bear" togs—hat, shirt, belt and kerchief—which the U. S. Forest Service, which has the name copyrighted, has authorized manufacturers to make. "Smokey" flash lights, jigsaw puzzles, teddy bears and games are being turned out, too. G. C. Murphy Co., where this picture was taken, began selling them yesterday. Next week is National Fire Prevention Week and "Smokey," who now lives at the Zoo here, is its symbol. —New Staff Photo

THE WASHINGTON DAILY NEWS, FRIDAY, OCTOBER 1, 1953

Unusual Application For Membership

Brother Ron Jones has proposed for initiation into Ogden Aerie "Smokey Bear," occupation listed as Official in Charge of Preservation of Forest Resources. Unanimous consent was given by the Aerie to submit the application, and unless he hits a snag with the investigating committee, the Aerie will vote on the application next Thursday. Brother Ron says "Smokey" will appear in initiation April 22nd, all 600 pounds of him. It should prove to be an unusual application for membership.

DES MOINES REGISTER
Des Moines, Iowa
Sept. 20, 1953

THE EAGLE BOOSTER

March, 1954

Ogden, Utah



FIREMEN ALL—To make national forest fire prevention week "official" in Oregon, public and private forestry officials last week presented Governor Paul Patterson with real "Smokey Bear" trademark of national anti-forest fire work. Shown are (from left) Albert Wiesendanger, executive secretary of Neop Oregon Green; George Shaur, state forester; Smokey Bear; Governor Patterson, and Kermit Linstedt, regional forest service fire control chief.

Youngsters Can Enroll As Rangers

The three grandchildren of Mayor Fred L. Peterson stepped into the limelight with their grandfather Saturday as Portland's first volunteer Junior Rangers of the U. S. forest service. Enrollment of Oregon youngsters as rangers is a feature of the annual national forest fire prevention week October 4 to 10.

The three initial rangers, Tommy Lonie 1½, Diane Lonie 3, and Stephen Lonie 5, received a "Smokey Bear" doll, official forest service emblem.

Smokey is an attractive plush and rubber smiling bear a foot high.

FRED MEYER stores have been designated official stations for distribution and registration of membership cards in the Junior Ranger campaign. Cards are given free to all youngsters wishing to enroll during the week.

When filled in and sent to the forest service in Washington, D. C., they entitle applicants to a forest service identification card, "Smokey Bear"



FIRST JUNIOR RANGERS—Mayor Fred L. Peterson's three grandchildren, Diane, 3, Stephen, 5, and Tommy, 1½, were first to enroll as Junior Forest Rangers of the U. S. forest service for national forest fire prevention week. Youngsters are children of Mrs. Donald Lonie.

of smokes! The farmer's dream and pocketbook also became airborne, as the flames leaped from row to row.

As the fire spread from one field to the next, and from one farm to the next, firemen battled to bring the flames into tow. In the end many many acres of crop land and woods area were laid to waste.

Well, maybe Smokey did stretch his tale a little far, but it is possible. It can happen here!

The answer of course is to prevent fires. Along these lines Smokey pointed out that only 13 per cent of the wild fires are caused by hunters and campers. Eighty-seven per cent of these fires are caused by burning debris, careless smokers and by other causes.

Smokey let Morley get a few words in here. Morley pointed straight to the hunters and said "It is the duty of every hunter, and everyone else, to aid in preventing and fighting these fires." "Hunters, and others who travel in the country, should consider it their duty to be prepared to aid in stopping small fires before they can get a good start." He suggested that hunters carry a wet sack, shovel, rake or other fire-fighting equipment in their car.

Hunters depend on permission to hunt on private farm land, if they are to follow their sport. It is only fitting that they take this chance to show their appreciation by helping to save the land, crops and property.

Smokey, and if you don't believe he said this, just look on the many posters being put up and you'll see him pointing out at you and saying, "Promise that you will be careful... with matches... with smokes... with camp fires... with any fire. Remember—only you can prevent woods fires!"

LAKE MILLS GRAPHIC
Lake Mills, Iowa
Nov. 11, 1953

stamps to use on letters, a "Smokey Bear" blotter, bookmark and window sticker and a Junior Ranger certificate.

Statewide observance of national forest fire week has been asked by Governor Patterson for the state and by Mayor Peterson for Portland.

Application cards for Junior Ranger members will be available in Meyer stores in Portland, Salem, Eugene and Roseburg.

OREGON JOURNAL
Portland, Oregon
October 4, 1953



ANYTHING YOU WANT TO KNOW about preventing and fighting outdoor fires? Ask "Smokey" (he's the intelligent-looking fellow on the left, above). F. E. Morley, Iowa conservation commission officer, brought Smokey to The Graphic the other day so he could ask the help of local hunters, farmers and outdoor fans in preventing fires.

Smokey Asks Hunters' Help in Fire-Fighting

"Smokey", the symbol of the United States department of Agriculture in its drive to prevent woods fires, recently issued a special plea aimed right at the people of this community.

He reminded everyone that this area, and most of the country, is in the midst of the second real dry fall season in as many years.

A very dramatic speaker, he pictured a cornfield engulfed in flames. And more than just hot air was going up in the huge clouds.

SAN FRANCISCO NEWS
San Francisco, Calif.
August 14, 1953



SMOKEY'S APPRECIATION—Actor Waller Pidgeon, right, who attended the State AFL Convention here, receives a "Smokey the Bear" from M. Nelson, chief of fire control, California Region of the U. S. Forest Service. Pidgeon represents the State Actors Guild which has been active in promoting forest fire prevention.

Mayor Urges Co-operation In Forest Fire Prevention

State Officials Warn That Worst Season Will Last Through September

Next week has been proclaimed "Forest Fire Prevention Week" by Mayor Robinson.

The mayor has asked for the co-operation of San Francisco as the threat of forest fires is due to reach its peak during month and September.

Regional Forester Clate W. Hendee of the U. S. Forest Service and State Forester DeWitt Nelson of the California State Division of Forestry have also joined in making a state-wide appeal for every one to take extra care with fires while visiting the wildland areas of the state.

The forestry officials point out that the forests and grasslands are much drier this year than last, hence the alarming increase in the number and severity of forest fires that have occurred so far this year.

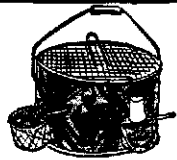
The problems of forest fire prevention were presented last night

for TV viewers over station KPX on a half hour program sponsored by the San Francisco Chamber of Commerce.

"Smokey" the fire fighting bear, has become a national known symbol on the U. S. Forest Service posters in its cooperative campaign with state foresters. The U. S. Department of Agriculture and the Advertisers Council Inc. in their combined efforts to warn people how a few moments carelessness can cause heavy losses in timber and recreation centers.



HOUSEHOLD and PICNIC NEEDS



SMOKEY
Portable

PICNIC GRILL

Red plaid outer bucket with carrying handle. Inner "Charcoal" Bucket controls fire safely. Folding double grill with telescope handles.

\$4.95

"PELICAN COOLER"
Half Gallon



SPOUT JUG

Keeps contents sweet, fresh and cold. Has convenient pouring spout. Fibre Glass Insulation.

\$1.49

BAMBOO LAWN SWEEP

Has 33 sturdy, flexible bamboo teeth. Designed to gather up everything in its path.

49c

And there's one for Junior, too. Made exactly like Dad's, **39c**

CRISS CROSS ICE CUBE TRAY

The criss cross design of these ice cubes gives you greater freezing surface. Each tray makes 12 cubes.

4 for \$1.00

50 FT. GARDEN HOSE

50 ft. plastic garden hose, five-year guarantee. Brass fittings.

\$2.98



FULL SIZE TRAY TABLES

13x17 1/2 inch tray, stand is 24 inches high. Fits over knees. Folds flat for easy storage. Reg. \$2.45 value.

\$1.98



SMOKEY BEAR PEANUT BUTTER BUDDIES

1 lb. pkg. **29c**

SMOKEY BEAR CARAMEL TWISTS 1 lb. pkg. **29c**



Dinner Time **CHICKEN OR BEEF POT PIE** 17 oz. pie each **69c**

SOFT DRINKS 6 oz. cans **6 for 41c**

paper PRODUCTS

DIXIE **WHITE PLATES** pkg. of 40 **49c**

DIXIE **DESSERT DISHES** 2 pkg. of 10 **27c**

SARATOGA HEAVY DUTY **DIVIDED PLATES** pkg. of 8 **33c**

IDEAL WOODEN **FORKS and SPOONS** 2 pkg. of 20 **17c**

DIXIE CUPS FOR COLD DRINKS 2 pkg. of 6 **19c** FOR HOT DRINKS 2 pkg. of 6 **27c**

DIXIE—9-1/2 INCH **PLASTIG COATED PLATES** 2 pkg. of 6 **29c**