



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.

JULY 1963
Number 30

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LAST OF A FAMOUS LINE

Teddy, believed to be the sole survivor of the original 1903 Teddy Bears, poses with his 1963 counterpart, Smokey, and two great-grandchildren of President Theodore Roosevelt, for whom Teddy was named. Mark, 7, and Anne, 10, are the children of the Kermit Roosevelts of Washington. Teddy, a product of the Ideal Toy Co., will go in the Smithsonian Institution.—Star Staff Photo.

THE EVENING STAR
Washington, D. C.
May 9, 1963



E. F. Littlehales, Asst. Chief of I&E, Southern Region, presents Junior Forest Ranger badge to Justice William O. Douglas of the U. S. Supreme Court, who has just concluded a 4-day visit to the national forests of North Carolina and Georgia. The presentation took place at the Atlanta Airport.

Smokey the Bear

Youths Study Conservation

Nearly 1,700 youngsters are learning the value of conservation of natural resources while they become better readers through participation in the Spokane City-County Smokey Bear Club.

Hazel B. Hart, children's librarian at the main branch of the Spokane Public Library, explained today the club is an oversized reading class of about 500 grade school children in the city who check out books and return them with notes from their parents that they have been read.

Serious city students who complete the class work of 12 books will be invited to a club children's party Aug. 27 at which they will become acquainted with the real Smokey Bear through viewing a movie of "Little Smokey, the living symbol of fire prevention."

Representing the real bear at

the party will be a costumed Smokey, who will award Smokey Bear badges to the graduates, said Mrs. Vandella Gordon of the Forest Service.

Mrs. Gordon, community representative and clerk for the Forest Service area representative in Spokane, explained Smokey, recovered badly burned from a tree after a forest fire in 1950, now lives in Washington, D.C. The Forest Service Region 1 office at Missoula will provide the costume for his stand-in, Mrs. Gordon said.

Smokey Adorns Room

A life-size figure of Smokey adorns the children's reading room at the city's main library downtown and a Forest Service stuffed "Smokey Teddy Bear" occupies the same spot at the main branch of the Spokane County Public Library in the Valley.

"However, because our membership is so widely scattered all

over the county, we cannot have a graduation party but everyone will receive a certificate," said Mrs. Florence Johnson, county librarian.

"When the children first joined the club just about everyone wanted a book on fire fighting," Mrs. Johnson said. "But since then we have been able to interest them in other forms of conservation, too, such as water and wildlife," she noted.

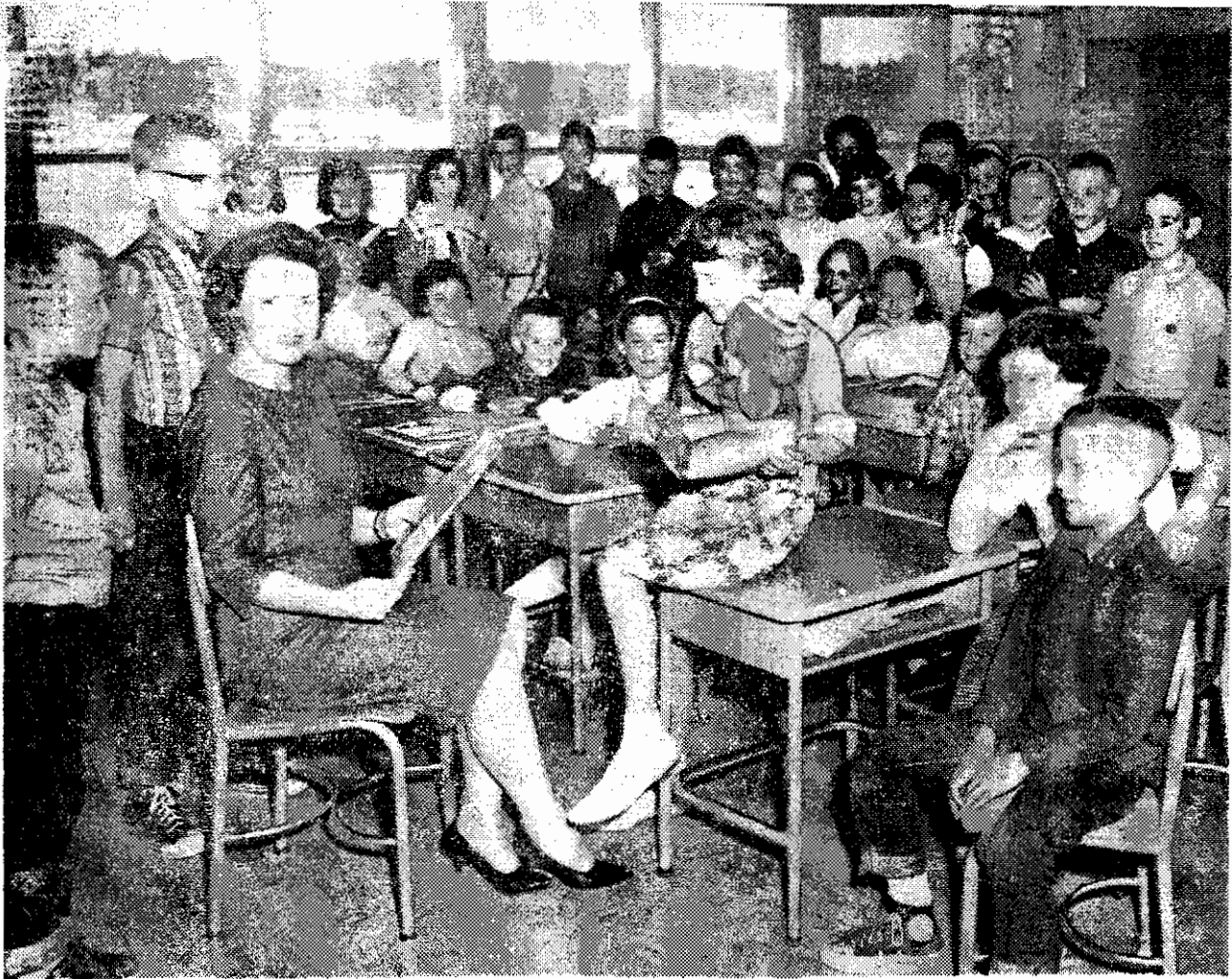
About the goals of the club, she said the children "need not read only books on conservation but whatever they do read adds to their education and ability to learn and it gives them something constructive to do during vacation."



Smokey Bear "3-sheet" poster erected by Fire Warden, Henry W. Dahill, Fossil, Oregon.

SHORELINE TEACHER:

Smokey the Bear Has an Ally



MRS. NANCY SMUCK and HER MERIDIAN ELEMENTARY SCHOOL CLASS
Janis Ulienberg, 9, held Smokey the bear

By MARJORIE JONES

Mrs. Nancy Smuck didn't know much about birds when she began teaching three years ago, but she more than made up for it by knowing a lot about trees and their conversation.

Mrs. Smuck's forest lore, coupled with her teaching skills, has resulted in the creation of a nationally accepted teaching kit, the Smokey Bear Club.

The kit has been sponsored by the Forest Service, which has had copies sent to every school district in the country.

Mrs. Smuck, who teaches a third-grade class at Meridian Elementary School in the Shoreline District, said her pupils developed the idea.

ACTUALLY, the kit amounted to almost three years' work. The idea was born when Mrs. Smuck was asked to work up a spring teaching unit on birds.

"I knew nothing about birds," Mrs. Smuck said, "but I did know a lot about trees and the seashore from much camping, so I worked on that angle."

Mrs. Smuck developed a play, "Smokey and the Careless Campers." The cast included Smokey the bear, two deer, two robins, a blue jay, a squirrel, a rabbit and four boys.

Mrs. Smuck wrote the words to two songs, "Smokey the Ranger's Friend" and "Smokey, Put Your Nose to the Breeze." She had a friend, Mrs. Jean Hoem,

who teaches music in McMinnville, Ore., put them to music.

THE UNIT spells out techniques for teaching primary children the reasons for and methods of conservation and fire prevention. The unit was geared to grades one to four.

Because teachers' kits on forest-fire prevention and conservation had included nothing for primary children Mrs. Smuck decided to submit her kit to the Forest Service.

Mrs. Smuck has three children.

Mrs. Smuck was reared here. She was graduated from the University of Washington and did graduate work at Seattle Pacific College. She formerly was a field

worker for the Seattle Campfire Girls. Mrs. Smuck's class is working on a June 4 program to which parents will be invited. A fireman, dressed as Smokey, will present junior-ranger badges.

SEATTLE TIMES
May 27, 1963

- DROWN
YOUR
CAMPFIRES





Child gets bare (or is it bear?) facts about forest fire prevention, reaching into Smokey's bag of bear buttons.



The gifts a bear gets these days! Smokey surveys lilac bouquet and wonders if they'll help prevent forest fires.

He Grins and Bears It

THE SALT LAKE TRIBUNE
June 17, 1963

It's Gruff Life for Old Smokey

By Carl E. Hayden
Tribune Staff Writer

ST. ANTHONY, IDAHO—You think it's fun to play Smokey Bear?

CONSERVATIONALLY it is, but the task has misgivings.

Like when a 6-year-old asks, "Say, Mister, are you a brown or a black bear?"

Biologically, a brown and a black bear are one and the same, just their coats are different.

BUT A RANGER inside the Ogden regional forest office's only Smokey Bear suit has to depend upon a chin board to open his lower jaw, so he can't very handily go into a lengthy rundown on the whys and wherefores of the birds and bees.

He's lucky to get out a low—for his voice resounds within—"Brrr-ow-n."

SINCE BROWN IS THE color of his get-up, the ranger naturally figures the child knows more than he sees, that he will go home to tell his parents forest rangers aren't very hep to wildlife things.

The Smokey Bear ranger has an open sackful of "Help Prevent Forest Fire" buttons. Expecting no less than candy kisses, children run up, ram their hands expectantly into the sack, stop short in puzzlement, recover, comment, "Gee, thanks."

A REAL BEAR COULD woof, but Smokey, not having the voice for it, can only stand there on his two too few legs.

Every so often a tow-headed tike will hammer the costumed ranger on the knee with his fist and yell, "Hey, you in there, why don'tcha ever blink your eyes?"

OR, "MOTHER SAYS you're not supposed to pull your hat down like that on your ears."

What can a make-believe bear say?

Animated alternately by Robert M. Cole, Island Park district ranger, and Helge Birk, St. Anthony, range conservationist, Targhee National Forest, the suit made its first Idaho appearance at the annual Fishermen's Breakfast celebration this month in the local park.

AT END OF THE long day, Bearman Birk was taking a rest when three youngsters ran up, thrust a bouquet of lilacs into his arms, and, without so much as a titter, ran off.

Now how should a ranger, anonymous in a Smokey Bear pelt, interpret that?

DON'T FOR ONE minute, though, think those disconcerting moments aren't well worthwhile to a forest fire minded ranger. He's getting his message, a message of importance, across.

- CRUSH
YOUR
SMOKES



- BREAK
YOUR
MATCHES

**PREVENT
FOREST FIRES!**

AGENCY NEWSCAST

By CHECK ELLIS

Some of the nation's most popular cartoon characters may join Smokey the Bear soon in urging Americans to be good citizens. The National Cartoonists Society has volunteered its services to The Advertising Council, which has accepted the Society as a "cooperating organization." The cartoonists stand ready to contribute art and copy to any of the programs conducted by the Council. From time to time they will utilize time and talent for TV spots for such diversified campaigns as "Stop Accidents," "Aid to Higher Education," "Peace Corps" and "Radio Free Europe," to name a few of the roughly 15 campaigns conducted annually by the Council.

RADIO - TELEVISION DAILY
April 24, 1963

Smokey Bear Award Given Smith Agent

COLLEGE STATION, Texas (Sp.)—B. J. Pryor, Negro County Agriculture Agent for Smith County, received a 1962 Smokey Bear Citation recently for his outstanding contribution to the forest fire prevention program in Texas. The award was presented at a meeting of the northern district agricultural and home demonstration council in Corsicana.

The surprise award was made by D. A. Anderson, head of the information and education department, Texas Forest Service and Walter Fox, forester, Texas National Forests, on behalf of the Cooperative Forest Fire Prevention (CFFP) program. The award is a part of the national CFFP program which is conducted by the U. S. Forest Service and the several state forestry agencies.

Pryor was highly praised for his initiative and leadership in promoting the use of safe trash burners and arranging for special meetings and demonstrations on forest fire prevention. His interest and enthusiasm to alert the people of his area of the danger of careless use of fire out-of-doors has greatly aided the Texas Forest Service in its program to reduce forest and grass fires in Smith County.

DALLAS MORNING NEWS
Dallas, Texas
April 12, 1963

- BE CAREFUL WITH ANY FIRE!



In recognition of his efforts to get help for a potentially dangerous fire, John Gralek, left, a student at the Katherine Brennan School, has been awarded a citation from Smokey Bear. Fire Chief Thomas J. Collins made the presentation to the 11-year-old youngster while the boy's teacher, Mrs. Richard DeNardis, reflected the happiness of John's class in the honor.

City Boy Cited By Smokey Bear

Named a junior forest ranger, 11-year-old John Grabek, a student at the Katherine Brennan School, has been cited by Smokey Bear, symbol of the U.S. Forest Service, for his efforts—in spite of an injury—in reporting a fire last month near the Springside Home. The youngster spotted the fire in brush, and aware that it could spread to the forest around the area, ran to sound the alarm. En route he fell over a log and cut his leg.

In the citation, presented by Fire Chief Thomas J. Collins, Smokey Bear said, "Recognizing the dangers of fire in the dry brush, John made a dash to report the blaze to the Fire Department." Noting that the youngster was injured, Smokey added, "bleeding, but undaunted the brave young man got word through to authorities before being taken to St. Raphael's Hospital for treatment."

Further he was commended for

seeking Fire Department assistance rather than attempt to put out the fire himself. The fire occurred in the late afternoon of April 18, and members of the New Haven Fire Department responded to his alarm.

After the incident, John, son of Mr. and Mrs. John Grabek, of 78 Rock View Circle, was taken to the hospital by Tony Cosenza, director of the West Rock Nature Center, located near the fire scene.

THE NEW HAVEN REGISTER
New Haven, Connecticut
May 23, 1963



Smokey Bear gets a smile from pretty Grace Sheffield as he heads the parade of three million shoppers who will be carrying the Keep B. C. Green fire prevention on shopping bags from Safeway and Super-Value grocery chain stores throughout B. C. this summer. The messages were printed through the courtesy of MacMillan, Bloedel & Powell River Co., Ltd. and Crown Zellerbach Canada, Ltd. manufacturers of the bags.

Smokey the Bear Now A Latin, Too

BELIZE. British Honduras, June 26 (UPI)—Smokey the Bear has joined the fight to save the valuable mahogany forests of British Honduras where fires have ravaged over nearly one-quarter of the country's land area this dry season. The country is particularly vulnerable to fire now thru its four rainless spring months because of the drying wreckage strewn by 1961 hurricane Hattie.

Despite this year's procession of conflagrations, only 14 per cent of the country's productive forests have been destroyed. A long-range fire protection program put into effect soon after the hurricane, implemented by emergency funds and fire-fighting and communications equipment, it has enabled Conservator of Forests Anthony Frith and his men to keep the fires out of the major hardwood forest areas.

Early in the year an SOS was sent to the U. S. Department of Agriculture and to Canada. Eight Canadian provincial forest services and the U. S. Agriculture Department responded instantly with a deluge of thousands of posters, car stickers, book marks, and radio and film fire prevention material. Smokey the Bear has become as familiar and beloved a figure to the creole and Mayan natives as he is to the northern people he has helped to educate to the dangers of fire.

WASHINGTON DAILY NEWS
June 26, 1963

'Prevent Forest Fires' Theme Of Float Presented Dramatically In Taos Parade

TAOS, N.M., July 25.—(AP)—Fire broke out today on the Carson National Forest float in the Taos Fiesta parade.

A sign on the float read, "Prevent Forest Fires."

The next float in the parade carried a group of Indian forest fire fighters from Penasco.

They extinguished the blaze with spray tanks carried as part of their float.

SEATTLE POST-INTELLIGENCER
July 26, 1963



SWAMPED—Joseph G. Rice, board chairman of First Federal Savings and Loan Association, is surrounded by some of the more than 5,000 entries the association has received in the Smokey Bear fire prevention coloring contest it is sponsoring with the U.S. Forest Service. Entries have come from 10 states, Italy and the Canal Zone. This year's contest was open to grandparents as well as children.

ARIZONA REPUBLIC
May 17, 1963

Outdoor Empire



Smokey's Pals Are Red-Faced

By Cal Queal

WAIT till Smokey Bear hears about this one. The destructive fire that raged last week in Pike National Forest near Cheesman Reservoir was started by some of his own boys.

Not the bears, but Smokey's fellow Forest Service employees. Seems they were burning a little pile of dead timber when things got out of hand.

Constructively speaking, the fact that the Forest Service accidentally started a forest fire is evidence enough that fire danger is high in the timber country. Everyone should be extra careful, including the rangers. Right, Smokey?

THE DENVER POST
Denver, Colorado
July 1, 1963





Florida Forest Service sign erected at entrance to Oleno State Park, near High Springs, Florida. An identical sign was prepared and posted near Jacksonville, Florida, where wildfires are a serious.