



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.

August 1964 Number 31
Page 1



Mrs. Lyndon B. Johnson, on opening the U.S.D.A. Food and Home Fair, April 14, 1964, receives a Smokey Bear doll from Smokey himself, while Secretary Freeman looks on.



Bonnie Stilwill, Stanley Ranger District clerk, shows Smokey Bear plaque and certificate sent to fire-fighting Texas family.

Smokey Bear Awards

Texas Family Honored For Idaho Firefighting

By Associated Press

STANLEY, IDAHO — Awards have been sent a Texas family for its efforts to control a forest fire near Stanley last August.

"WILDLIFE habitat, watershed values and multiple forest resources on the Challis National Forest in Idaho were spared the devastation of a forest fire through the unselfish efforts of the W. J. Cotterell family of Houston, Texas," Harold Wadley, Stanley district ranger, said.

A sleeper fire from a lightning storm the preceding week began to spread on Aug. 9, 1963, as the Cotterell family was hiking to the Alpine Lakes around Langer Peak near Stanley.

SALT LAKE TRIBUNE
Salt Lake City, Utah
April 27, 1964

"THE ENTIRE family worked hard to hold the fire until Forest Service crews arrived an hour later to suppress the fire," Ranger Wadley recalled.

The family members engaged in the holding action were Mr. and Mrs. W. J. Cotterell and their three children, Catherine, Jamle and Ricki Anne, all of Texas.

A FIRE LINE was dug around the fire, one-half acre in size at the time, with their canteen cups and skillets. This "timely action prevented the fire from spreading into nearby stands of spruce and fir trees," the ranger said.

"The family as a result of the fire gave up their vacation to protect a part of their American heritage, the National Forests and their resources.



—UPI Photo

SMOKEY AND PAL—Smokey, the Bear, whose chief function is to prevent forest fires, is interviewed by Paul Willoughby, 13, of West Chester, Pa., at the National Boy Scouts of America Jamboree at Valley Forge, Pa. Some 2000 Scouts report Jamboree activities over 3000 radio stations throught the U. S.

THE WASHINGTON DAILY NEWS
Washington, D. C.
July 20, 1964



"Smokey" and a New Recruit

THE CHRISTIAN SCIENCE MONITOR
July 28, 1964

Smokey the Bear Is Real!

ON behalf of Smokey, I would like to express his thanks and appreciation for printing a picture of him and a group of friends from School No. 6 in the Feb. 15 issue of the Democrat & Chronicle. However, the cap-

tion inferred that Smokey is not for real.

As Smokey is smarter than the average bear, this smug assertion that he is a man in bear clothing may on the surface appear to be a reasonable conclusion; yet on the other hand misleading and dangerous. Your assumption, based merely on adult logic, could have the children, in season, even doubting the existence of Santa Claus or the Easter Rabbit.

Yes editor, there is a Smokey. A wise, gentle, protective Smokey — vivid and real to the imagination of the young. A precautionary Smokey who will continue to exist as long as sophisticated, apathetic mankind persists in retaining the common ordinary human trait of carelessness that accounts for the majority of accidental fires. Fires in which children are often the big losers.

Let us hope that the public image of Smokey is real; and that he will continue to impress those who still believe in him—not for what he actually is — but for what he represents. Not for real???? Really!!!

DANIEL V. RYAN

School Fire Safety Officer
Rochester School District

DEMOCRAT & CHRONICLE
Rochester, New York



Nine out of every ten forest fires are caused by man!

FIRST SMOKEY BEAR DIRECTOR DIES IN CALIFORNIA



SAN FRANCISCO, June 18—Richard Fox Hammatt, secretary-manager of the California Redwood Association from 1921 to 1931 and originator of the "Smokey Bear" symbol as first Director of the Cooperative Forest Fire Prevention program for the U. S. Forest Service, died on June 3rd in Santa Rosa, California.

A native of Hyde Park, Massachusetts, Hammatt was an honor graduate of the first class in forestry at Harvard University in 1906 and first served as a forest assistant in the old Cascade National Forest in Oregon. In 1914 he was appointed to take charge of fire prevention and law enforcement work in the San Francisco office of the Forest Service and became Regional Forester in charge of public relations in 1920. In 1921 he resigned to become the second executive officer of the California Redwood Association.

After ten years, Hammatt returned to the Forest Service to direct public relations in the Northern Region, out of Portland. In 1933, he was sent to Washington to assist President Roosevelt in organizing the Civilian Conservation Corps and stayed on to become Assistant to the Chief of the Forest Service. It was in this capacity that he came up with the idea of Smokey Bear, had the symbol drawn up by a Boston artist, and worked to have it patented by an Act of Congress. He was honored in 1962 with a special plaque for this service.

Hammatt is survived by his widow, Gertrude M. Hammatt of Santa Rosa, two married daughters, two sisters and five grandchildren.

PRESS DEMOCRAT
Santa Rosa, California
June 4, 1964



FOUR ANIMATED ANIMALS—And one bouncing boy are bringing an important message to folks who stop by an exhibit in Sears, Roebuck store sponsored by the North Carolina National Forest Service. Smokey Bear, fire prevention symbol of the National Forest Service, delivers a friendly lecture on his favorite subject, with vocal assistance from Little Smokey and a fawn and raccoon. The little boy standing over a

campfire listens attentively, joins in the conversation, then douses the fire with a bucket of water. W. E. Howell, deputy supervisor of N. C. National Forests here, said the exhibit, which has traveled all over the country and was shown at the State Fair in Raleigh last year, has attracted a good deal of attention. Smokey and his friends will be at Sears through Saturday, he said.

THE ASHEVILLE (N. C.) TIMES
Asheville, North Carolina
May 13, 1964



Typical of the vast number of officials and others who gave generously of time and talent in making the 1965 national Cooperative Forest Fire Prevention planning meeting held in New Orleans March 17-19 a great success is Mayor-President Jack Christian, of Baton Rouge, shown signing his official proclamation making March 17 "Smokey Bear Day in Baton Rouge." "Smokey" Williams is the eager witness. This meeting was held to design and select forest fire prevention materials and literature for use in 1965.



Rudy Wendelin, Chalk - talking on Ethma Odum Show, KALB-TV, Alexandria 3/12/64.



Alexandria - Pineville Smokey Bear Proclamation. 3/17/64. (Left to right) Allen H. Mullen, Ass't. Director, Cooperative Forest Fire Prevention, U.S.F.S., Washington, D. C.; Mayor W. George Bowdon, Alex. Mayor Elmo Futtrell, Pineville, Rudolph Wendelin, Smokey Bear Artist, U.S.F.S. Washington, D. C.



LOUISIANA FORESTRY
COMMISSION BULLETIN

ODD BODKINS
BY DAN O'NEILL



Ambassador Smokey

"Smokey the bear gets a playful poke from Mayor Charlotte Whitton at Mall opening in Ottawa, Canada. Mayor Whitton officially opened the 1964 Sparks Street Mall, and

"Smokey" is in Ottawa in his official role of promoting forest-fire prevention. UPI Telephoto **UNION-GAZETTE** Port Jervis, New York May 14, 1964

Smokey Says:



... and follow the right words with action!



PLEASE! Only you can **PREVENT FOREST FIRES**

I'M GOING TO LEAVE THE FOREST FOREVER..



Chronicle Features Staff

..AND I'M GOING TO LIVE IN POOL ROOMS, AND SMOKE CIGARETTES, AND SCARE LITTLE KIDS, AND CHASE TOURISTS!! AND IT'S ALL SOCIETY'S FAULT!!



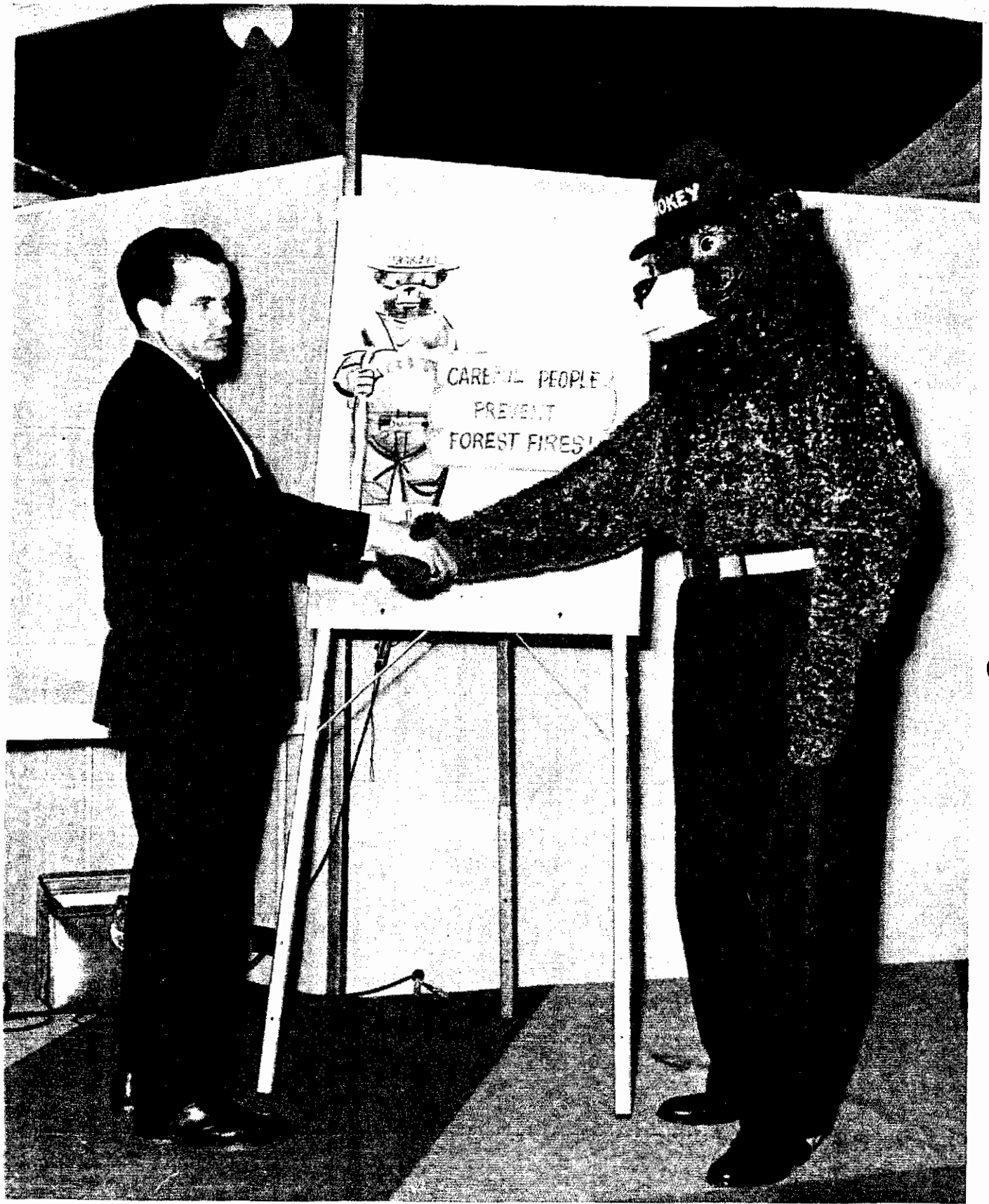
THIS LIFE OF SIN WOULD NEVER HAVE BEEN IF THEY DIDNT FORCE ME TO BE DIFFERENT FROM THE OTHER BEARS IN THE WOODS! MY DEER GROUP HAS REJECTED ME!!



(SNIFFLE..) HOW WOULD YOU FEEL IF YOU WERE THE ONLY BEAR IN THE FOREST WHOSE MIDDLE NAME WAS "THE!"



5-23 DAN O'NEILL
SAN FRANCISCO CHRONICLE
San Francisco, California
May 8, 1964

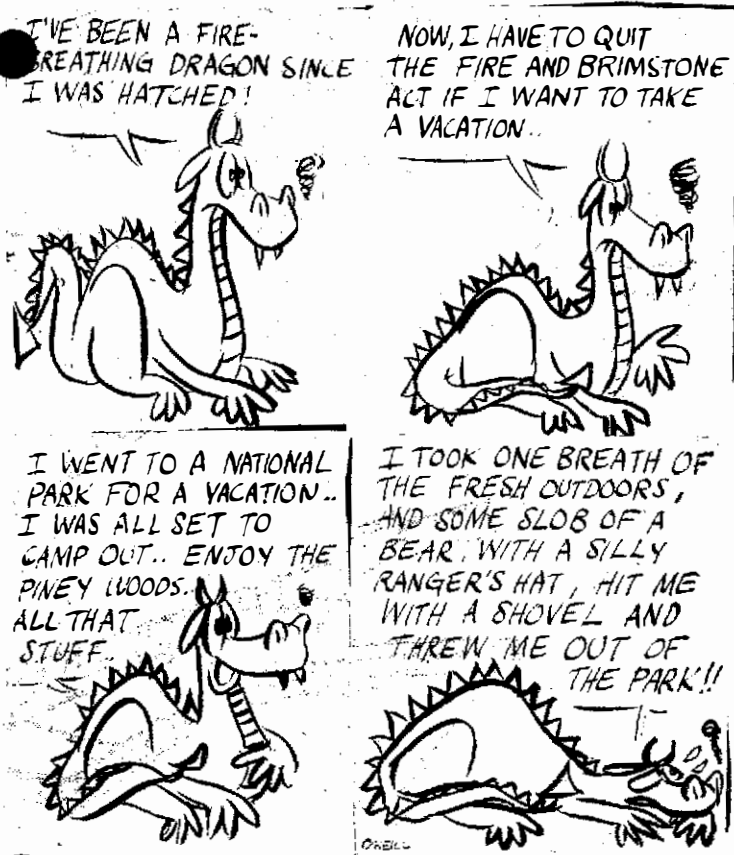


"Smokey" the forest fire prevention bear, receives invitation from Joseph T. Conway, scoutmaster of Boy Scout Troop 95, St. John the Baptist Church, to attend the weekend Camporee of Forest Lakes Boy Scout Council, which was held at Goose Pond Scout Reservation on May 22, 23 and 24.

SCRANTON TIMES
Scranton, Pennsylvania
May 22, 1964



Smokey Bear talks to the Dorval, Quebec (near Montreal) Club 4-H group during his cross-Canada tour May 10th to 16th, 1964. On the right is Mr. Robert Raynauld, Chairman of the Board of the Quebec Forestry Association and on the left are the Officers of the Dorval Club 4-H.



ODD BODKINS
BY DAN O'NEILL

SAN FRANCISCO CHRONICLE
San Francisco, California
March 4, 1964



SMOKEY BEAR VISITED the Foothill Co-Operative Nursery last Tuesday morning at the Pearblossom C of C building and showed some colored slides to the children. Escorting Smokey was Ranger Robert Alvord of the U. S. Forest Service, Valyermo District.

The children who became acquainted with Smokey Bear were Nanette Martin, Charlie Bagley, Jimmy Dietzel, Mark Nichols, Kim Hancock, Jolene Fittz, Sheryl Lippencott (holding Smokey's hand), Ricky Zink, Randy Sweet, Susie Sweet, JoAnn Bryan, David Rizzo, Keith Alvord, Barbie Albrecht. Mrs. Doris Coon is the children's teacher.

FOOTHILL NEWS
pearblossom, California



OH CANADA WE STAND ON GUARD FOR THEE

Smokey Bear and a member of the Royal Canadian Mounted Police talk to Jean Francis Sauve, son of Canada Forestry Minister Sauve. The meeting took place on the steps of the Parliament Buildings in Ottawa during Smokey's cross-Canada trip May 10th to 16th, 1964.