



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.

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Governor Warren Hearnes of Missouri presents certificate of appreciation to State Forester, Osal Capps, for his contribution to the Cooperative Forest Fire Prevention Program over four years as Executive Committee Member. Looking on is Boyd Rasmussen, Deputy Chief for State & Private Forestry for the United States Forest Service. May 23, 1965--Jefferson City, Missouri

Thousands Write to Smokey the Bear

By CARA SLAUGHTER
Star Special Writer

"You just have to put yourself in Smokey's place. You have to remember you're supposed to be Smokey the Bear."

And that's how Miss Jackie Allen answers those special letters that roll in among the thousands a day coming to the Forest Service Agency of the Department of Agriculture, addressed to Smokey the Bear.

"We received over 200,000 letters after Captain Kangaroo gave us a plug," said Miss Anna Mary Freas, administrative assistant, who has been working to prevent forest fires through the Smokey Bear Program since 1944.

She copes with problems of what to do with the jars of honey the kids send, or in the summer dealing with some eager Junior Forest Rangers all the way from Iowa who show up at the agency and want to see Smokey the Bear. They are redirected to the Zoo where the little bear cub, named Smokey after surviving a major forest fire 14 years ago, now lives with his mate, Goldie. When a request comes in for Smokey's specific address, the National Zoological Park is given.

Special Mailman

It takes four girls, outside help, and a special mailman, making four runs a day to fill the calls for Junior Forest Ranger kits that the U.S. Post Office understandingly forwards even though some envelopes carry green stamps, no stamps or publicity Smokey Bear stamps.

Lots of letters have no return address. An address can be so uncipherable that it has to cut off and pasted on the kit being sent. All foreign mail, which tends to be on the serious side, is answered immediately as it takes so long to reach these children. Sometimes they write in their native language from such places as Japan, China, Lebanon, Mexico, and strangely, many write in English from Indonesia.

"Please write me a letter,"

some kids are just lonely. "Come over to my house for dinner at 6 o'clock," invites another. "Why haven't you sent my kit? asks an impatient future Ranger. "Will you send me what you sent Johnny," or a serious note, "I will be on duty at all times." One little girl was worried about Smokey and wanted to know, "How is Smokey and why do you keep him in a cage? Did he do something wrong? This is sometimes spelled 'worn'."

Girls join up too. One of them thought better of it and wrote back in disgust:

"Dear Smokey Bear,

Please un-enroll me in your crummy Jr. Forest Rangers. What a waste of a stamp. Wish I knew why I joined. You'll have to say 1,499,999 kids are enjoying it. I'm quitting.

Cathy Jones.

P.S. I'll never hear the end of it from Sammy Allen.

P.P.S. I'm too old for this sort of thing.

The majority, however, are delighted with the kits containing a picture of Smokey (Zoo Smokey), The Smokey Bear Song (words and music), a ruler with a calendar of how many days until each vacation time, a pledge card to sign, a shiny badge, and other materials.

The letters pour in on backs of envelopes, paper towels and other incongruous items. Miss Allen once spent some anxious moments to discover what one aspiring Junior Forest Ranger really wanted. She was reading his mother's grocery list. His note was scrawled on the back of it.

And so Miss Freas, Jackie Allen, and Mrs. Frances Montague, of the Cooperative Forest Fire Prevention Campaign, directed by Malcolm E. Hardy, are minding the Smokey Bear store.

Every letter must be read,

paw print must be stamped (official autograph); mail has to be classified in 12 groups) thank you letters must be sent for donations for Smokey the Bear's new home at the Zoo; approximately 20,000 items are mailed in a typical month.

And there's always the prospect that a school principal is going to enroll every pupil, as one did, and then 400 kits must be sent to one address.

Personal Investment

You just can't work with the Smokey Bear Program and not get personally involved. Miss Freas is a walking information booth for her friends about fire prevention. She can see how the public is now becoming fire-prevention conscious. Because it is just now that her acquaintances are taking a real interest and asking questions.

Mrs. Montague, who is a newcomer and joined the Agency in December, 1964, has transferred her enthusiasm to her 13-year-old daughter Connie who is proud to be a Junior Forest Ranger. Miss Allen, with the Fire Prevention Campaign for 2½ years, is from Pennsylvania. Her 11-

year-old brother, Gregory, is a Ranger back home and she keeps him posted on all the latest Smokey Bear happenings.

Don't ever call up and ask to borrow a Smokey Bear outfit for Halloween. It's just not permitted. After you've worked with the program Smokey gets to be pretty real and one of the jobs is to see that he is always associated with his main job, telling the U.S. and the world, "Only You Can Prevent Forest Fires."

THE SUNDAY STAR
WASHINGTON, D.C.
MAY 16, 1965





By Elsworth Davis, Staff Photographer

Smokey Shows the Way

Smokey the Bear shows Judith Calin how to douse a campfire at the YWCA, 17th and K Streets nw. The scene was a pre view of the charter meeting of the Y-Travel Club, to be held at 7:30 p.m. Thursday. Miss Calin, director of adult activities at the YWCA, said that Michael Frome, travel writer, and Smokey will appear on the program, along with an exhibit of camping equipment.

THE WASHINGTON POST
WASHINGTON, D.C.
APRIL 7, 1965

Garden Club Group Cited

The U.S. Forest Service's top award for service in forest fire prevention — a golden Smokey Bear statuette — was presented to the National Council of State Garden Clubs by Edward P. Cliff of Washington, D.C., chief of the Forest Service, Tuesday in Portland's Hilton Hotel.

Occasion for the presentation was a council meeting on conservation.

Various state federations of the National Council of State Garden Clubs, which is holding its 36th annual convention in Portland, have sponsored many projects and programs in the forest conservation field. Best-known fire-prevention project of the council in recent years, Cliff said, has been the "Junior Smokey Bear Coloring Contest" in which 400,000 school children have participated.

THE PORTLAND JOURNAL
PORTLAND, OREGON
MAY 26, 1965



—Staff Photo by Bisell H. McWilliams Jr.

Smokey Comes Calling

Mayor Nick Nuccio, left, stands by as Smokey the Bear snuffs out a fire on lawn outside city hall yesterday. Mario Trejo, right, vice president of the Tampa Advertising Club, brought Smokey for the visit. In honor of the occasion, the mayor doused his usual cigar.

TAMPA TRIBUNE
TAMPA, FLORIDA
FEBRUARY 20, 1965

'Smokey' Poster Winners to Ride In Parades

The Derry Garden Club sponsored a "Smokey the Bear" Poster contest and these were judged at Concord by "Smokey."

From 150 posters the following were chosen winners: "Best of all" Dawn Jameson, age 10, who won a trip to Deerfield Fair with a ride with "Smokey the Bear" in the parade plus two sleeve patches.

Edward Richardson, age 9, Sherric Crabb, age 8, Barbara Young, age 7 and Hughena Covill, age 6 won sleeve patches and a ride in the Labor Day Parade in Derry with "Smokey the Bear."

Darlene Kay Booker, Patti Broadhead, Maureen Whitney,

Jan Levesque, Paul Pendale, Karl Knope, Loicetta Farland, John Richardson, David Chick, and Mark Nugent all won sleeve patches.

THE DERRY NEWS
DERRY, NEW HAMPSHIRE
JUNE 7, 1965



Where there's Smokey the Bear there's information on fire prevention as Robert Devine (left), of 454 15th st., and Wayne Scheiman, 1935 Shore pkwy., both Brooklyn, find out. Smokey came down from mountains for guest appearance at Abraham & Straus, Brooklyn, to distribute comic books and songsheets stressing fire safety to young campers.

NEW YORK JOURNAL-AMERICAN
BROOKLYN, NEW YORK
APRIL 26, 1965



EAST OREGONIAN
PENDLETON, OREGON
MARCH 3, 1965

FORESTERS MEET SMOKY THE BEAR --
One of the most interesting displays at an information and education conference for personnel from three national forests held here was the many commercial by-products that have come from Smoky The Bear. Wright Mallory, left, supervisor of the host Umatilla National Forest Service, talks to Jack H. Wood, assistant regional forester at Portland, chief of information and education. (EO-Woehler)

**SMOKEY BEAR IS ENLISTED
IN BEAUTIFICATION DRIVE**

By WOLF VON ECKARDT
Washington Post Staff
Writer

Agriculture Secretary Orville L. Freeman yesterday pushed Smokey Bear onto President and Mrs. Lyndon B. Johnson's natural beauty bandwagon.



Smokey

Smokey, of course, has been warning us against carelessly starting forest fires since 1942. Now the Secretary has enlisted him to guard the beauty of our countryside as well.

The occasion was the 25th annual planning session of advertising men and State foresters for the Smokey Bear forest fire prevention program at the Department of Agriculture.

The new plans for posters, television spots and newspaper ads which the Advertising Council ran up the flagpole yesterday didn't make any specific reference to natural beauty, however.

The beauty bit was obviously the Secretary's own contribution, based on the quite obvious logic that a green forest is more beautiful than a charred one.

The fact that President Johnson recently inquired what Government departments were doing to implement his call for beauty also may have had something to do with Smokey's new duties.

Someone also wrote into his speech that he "was directing all agencies of the Department of Agriculture to review and focus major emphasis on activities which will help the people improve and maintain the attractiveness of Rural America."

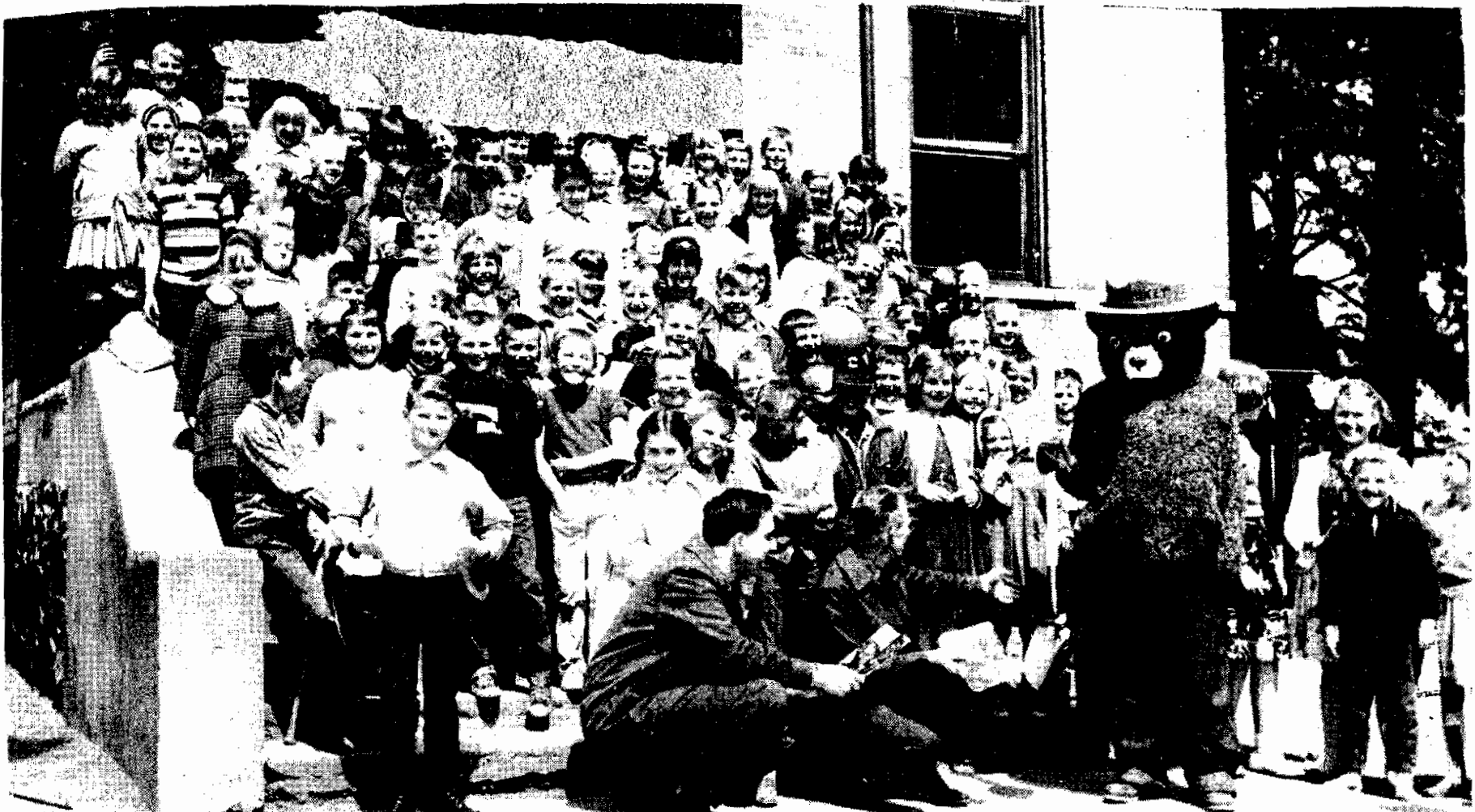
But rather than choke on this bureaucratic syntax, the Secretary told the group that they now have new lights at the Beltsville, Md., Agricultural Research Center which will double the output of flowers and shrubs.

THE WASHINGTON POST
WASHINGTON, D.C.
APRIL 27, 1965



SMOKEY BEAR PATROL: St. Ann's Boy Scouts Troop #50, received the first approval for a "Smokey Bear Patrol" from the Smokey Bear Headquarters in Washington, D. C. Members of the patrol are: Dennis McGraw Patrol Leader, Danny McNamera, Robert D'Amico, John Fadarishan. The theme for the Patrol is, "You Can Help".

SCRANTON TIMES
SCRANTON, PENNSYLVANIA



SMOKEY ON PROWL — Smokey the Bear, in company with Fernan Ranger Station forestry personnel, visited Coeur d'Alene area grade schools this week and showed movies on fire preven-

tion. This scene is at the Roosevelt grade school where Claude Orvis, Dale Thompson and A. L. Hollinshead (proxy for Smokey) put on a skit and showed pictures.

SMOKEY GREET'S STUDENTS

Smokey the Bear fire prevention movies and talks were presented to grade school children in Dist. 271 this week by personnel from the Fernan ranger station of the U.S. Forest Service.

Participating in the presentations, Monday through Wednesday, were: A. L. Hollinshead, fire control office; Dale Thompson, dispatcher; Ron Williams, Dennis Vermillion, John Anthony and Adrian Dargan, foresters; and Claude Orvis, timber management assistant.

The program is presented each year at this time so that the youngsters will have knowledge of the need for fire prevention in the forests, explained Hollinshead. During the summer fire season months, they participate in this by taking Smokey's fire prevention messages home to their parents so that when they travel and camp in the forests all camp fires, matches and smoking items will be "dead out."

The closed fire season commences May 10 and continues through October 20, unless otherwise extended due to severe fire conditions.

Owners of forested land are advised that the 1965 Idaho legislature amended Section 38.107 of the Idaho State Fire Laws, deleting that portion which exempted an owner from protection charges because of residence on the land.

THE COEUR d'ALENE PRESS
COEUR d'ALENE, IDAHO
MAY 5, 1965

Smokey the Bear



... takes to the air.

By JANET D. DAVIS

Air Patrol a Vital Aid to the Florida Forest Service

A thin column of smoke spirals upward. Red beads of flame encircle a small wooded area, threatening to destroy the valuable pine trees just across the clay road.

The sharp-eyed Lookout Tower dispatcher spots the danger signs. A plane changes course, heading for the smoke, then circles low over it. Tractor crews arrive, a fire line is plowed, and the fire is finally brought under control. Only then does the plane leave, to resume its regular patrolling.

Smokey, the Fire Prevention Bear, has wings! His counterpart, the Florida Forest Service Air Pa-

trol is an important aid in the detection and control of fires threatening Florida's 22½ million acres of valuable timberland.

"Did you know," Cleo M. Grubbs, Lake County Ranger, said, "that during the first two months of 1965, 1,644 wildfires were reported in Florida, destroying 33,993 acres!"

The 12 service-owned aircraft, and 17 contracted planes patrol 53 protected counties. The remaining 14 counties, to date, have not passed the necessary referendum to secure this aid, thus leaving almost two million acres of woodland unprotected.

The value of protection is illustrated by the fact that during the past five years, 29 per cent of the unprotected area in Florida went up in flames, while less than 1 per cent of the protected area burned.

Cost of protection is assumed by county, state, and federal governments; with the counties paying a fixed annual cost based on the number of forest acres times three cents, or no more than two mills, whichever is the lesser.

The service-owned aircraft (including two multi-engine tankers) fly year 'round, but the contracted planes fly only during the months of January, February, and March — Florida's dry season — seven days a week, five hours a day. The

patrols take place in afternoons, because then winds are highest and humidity lowest.

The Florida Forest Service provides and maintains a radio in each plane, enabling the pilot to talk directly with the dispatcher in the lookout tower, as well as with the Forest Service crews on the radio-equipped tractors and trucks.

"We in the Forest Service consider the use of patrol planes invaluable, and the saving in personnel, alone, more than compensates for

the cost of the planes," Ranger Grubbs remarked.

Observing whether legally set fires have spread out of control, directing tractor crews to the most accessible route to the fire, and noting suspicious vehicles or persons at the scene of a wildfire — these are some of the important ways in which Florida Forest Service's experienced Air Patrol pilots help Smokey the Bear keep Florida's woodlands green and beautiful.



LASSIE VISITS SMOKEY BEAR AT THE ZOO

The famous TV Star, Lassie, along with his co-star, "Ranger" Bob Bray, are shown here with Rudy Wendelin, Smokey Bear's Art Director after presenting Smokey Bear with a Lassie Award.