

Press Clipping



SMOKEY BEAR

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.

Press Clippings

November 1968 Number 35 Page 1

Fire Weather Service U.S. WEATHER BUREAU



is the recipient



of

SMOKEY BEAR'S



highest award



the

"GOLDEN SMOKEY"



Presented



OCTOBER 9, 1968

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Send the following message, subject to the terms on back hereof, which are hereby agreed to

SY WA483) GOVT NL POB WUX THE WHITE HOUSE WASHINGTON DC OCT
 ROBERT P. KEIM, PRESIDENT, THE ADVERTISING COUNCIL INC.
 25 WEST 45TH STREET NYC

THIS IS A PROUD DAY FOR THE ADVERTISING PROFESSION AND ITS PEOPLE.

I AM HAPPY TO JOIN WITH YOU AND THE DIRECTORS OF THE ADVERTISING COUNCIL IN RECOGNIZING THE VITAL AND GROWING CONTRIBUTIONS OF PUBLIC SERVICE ADVERTISING TO THE IMPROVEMENT OF AMERICAN LIFE AND THE ENLARGEMENT OF ITS PROMISE.

THERE ARE FEW DAYS OR NIGHTS NOW WHEN OUR PEOPLE ARE NOT REMINDED, BY INFORMATIVE AND IMAGINATIVE MESSAGES IN ALL MEDIA, OF THEIR PERSONAL DEBT TO THE VOLUNTEERS OF ADVERTISING AND THEIR BUSINESS PARTNERS -- TO THE UNCOMMON CREATIVENESS, UNSELFISH TALENT AND UNFAILING SENSE OF COMMITMENT THAT IS THE STAMP OF YOUR WORK AND OF YOUR SUCCESS.

I AM PROUD TO INCLUDE MYSELF IN THAT GRATEFUL AND ADMIRING AUDIENCE.

WE IN GOVERNMENT, WHO ARE YOUR PARTNERS IN CONCERN AND ACTION, ACKNOWLEDGE A PARTICULAR DEBT. HALF OF THE COUNCIL'S PROJECTS SUPPORT FEDERAL PROGRAMS DESIGNED TO BETTER THE WAYS AND QUALITY OF AMERICAN LIFE.

YOUR EFFORTS HAVE ADVANCED THOSE GOALS IN GREAT AND VALUABLE VARIETY; IN FINDING JOBS FOR THE HARD-CORE UNEMPLOYED; IN SALES OF SAVINGS BONDS; IN SPARING LOSS OF LIFE AND WASTE OF TREASURE THROUGH FOREST FIRES; IN ENCOURAGING USE OF THE ZIP CODE; IN HELPING THE PEACE CORPS TO GROW; IN KEEPING OUR YOUNG PEOPLE IN SCHOOL AND STRENGTHENING OUR EDUCATIONAL INSTITUTIONS; IN HELPING TO SOLVE SO MANY PROBLEMS, ANSWER SO MANY NEEDS, ALL THE MASTERY OF CHALLENGE AND FULFILLMENT OF HOPE.

I AM ESPECIALLY PLEASED TODAY TO SALUTE THE LILLER, NEAL, BATTLE & LINDSEY AGENCY OF ATLANTA ON THE 10TH ANNIVERSARY OF THEIR CAMPAIGN TO REDUCE DESTRUCTIVE FOREST FIRES IN OUR SOUTHERN STATES.

PLEASE CONVEY MY PERSONAL CONGRATULATIONS TO ALL THE VOLUNTEERS -- FROM ADVERTISING AGENCIES AND ADVERTISERS -- FOR THEIR UNIQUE ACHIEVEMENTS AND THE SPIRIT THAT INSPIRES THEM. THEIR CONTINUING COMMITMENT -- AND THE BROADENING SCOPE OF THE COUNCIL'S ACTIVITIES -- ARE DRAMATIC EVIDENCE THAT AMERICANS CARE ABOUT AMERICA AND WILL MAKE IT TO THEIR OWN CREATIVE LIKENESS. ALL GOOD WISHES FOR CONTINUED SUCCESS.

LYNDON B. JOHNSON

The Atlanta Journal Monday, October 28, 1968

The WORLD of BUSINESS

Fire Protection Award

Liller Neal Battle and Lindsey, Inc., an Atlanta-headquartered advertising and public relations agency, has been recognized by the White House for its 10 years of public service work on behalf of forest fire protection in the South. The firm was singled out for

commendation in a telegram from President Johnson addressed to the annual meeting of the Advertising Council, New York, honoring the volunteer advertising agencies who create the public service advertising carried by U.S. media. The firm also received a plaque from the council marking a decade of service to the Southern Cooperative Forest Fire Protection Program.



SMOKEY'S AD STAFF LOSES KEY MAN

Los Angeles, October 11 Smokey Bear's volunteer advertising staff met today to honor Edward Wilson, newly appointed Director of Marketing at United California Bank, on completion of six years as Smokey Bear Account Executive at Foote, Cone & Belding. Don Porter, Bill Dresser, Art DuFault from the Forest Service joined these advertising members of Smokey's team: Left to Right: James P. Felton, Seaboard Management Co., Volunteer Coordinator; William Bartley, Art Director; Louis Scott, Senior Executive; Ed Wilson; Russell Nagle, New Account Executive; and Erwin Grant, former Account Executive. The walnut-mounted citation, a Rudolph Wendelin original, was signed by the President of The Advertising Council and the National Association of State Foresters, and by Forest Service Chief Edward P. Cliff.



"I suppose if you don't smell smoke, you don't do nothing, do you?"

THE MILWAUKEE JOURNAL

Smokey the Bear Has a Problem Monday, July 29, 1968

He's Without an Heir

BY BERNARD BRENNER

Washington, D. C. —UPI— The lack of an heir of Smokey the Bear has produced anxiety in high government and advertising circles.

A committee which oversees use of the Smokey symbol as part of a nationwide forest fire prevention campaign is frankly concerned.

The original Smokey is a middle aged black bear living at the National zoo here — has no cub to succeed him.

Since 1962, Smokey has had the companionship of "Mrs. Smokey," a female black bear. But the years go by and there is, as yet, no baby bear to take over the "fire preventing" title when the original Smokey retires or dies.

But Smokey's bosses in the United States forest service and the Smokey the Bear executive committee — made up of federal and state foresters and the National Advertising Council — have not given up hope.

Smokey is now 18. Black bears living in captivity are believed to have a normal life expectancy of 25 to 30 years, one official said. So Smokey still could become a father.

But the Smokey committee apparently

has decided to face the possibility that Smokey may remain cubless. It has begun what the forestry service delicately calls active study of the bear's "long range future."

What this really means, one official said, is that the committee wants to decide now what to do if Smokey fails to become a papa bear.

A recommendation from a three man subcommittee designated to brainstorm the problem is expected in about a month. One recent proposal would have Smokey adopt a cub rescued from a forest fire.

The original Smokey was brought to the National zoo by Lyle Watts, former forest service chief, in 1950.

The cub had been found badly singed and clinging to a burned tree after a forest fire. He became the living symbol of the Smokey campaign which had been started about five years earlier.

The forest service insists Smokey is not going to be replaced or retired soon.

Smokey will keep his job as a living fire caution symbol "as long as he's around," says Malcolm Hardy, chief of co-operative forest fire prevention in the forest service.

SATURDAY REVIEW

September 28, 1968



CHICAGO DAILY NEWS

Wednesday, July 31, 1968

Ol' Smokey the Bear is warming up for Saturday romps on the Big Eye

By Robert J. Herguth

TELEVISION'S VAST wasteland will sprout a patch of timber on Saturday morns. ABC says Smokey the Bear, guardian of America's forests, will star in his own half-hour cartoon show next year. Smokey won't indulge in violence, except for stomping hard on stray ciggies.

● A NEW SENATE RESOLUTION seeks \$35,000 to make a Hollywood movie on how har-

Broadcasting

August 5, 1968

Smokey the Bear widens his horizons

Smokey the Bear will star in his first continuing TV series next fall, in full-color animation on ABC. Secretary of Agriculture Orville Freeman and Elton Rule, president of ABC-TV, announced last week that the U. S. Department of Agriculture has licensed the commercial use of the character to the network for the series.

By act of Congress, the USDA can use funds from commercial exploitation of Smokey for educational programs involved in wildlife conser-

vation. The character was created by the USDA's Forest Service in conjunction with The Advertising Council and state forestry services.

The ABC series will begin with 17 weekly half-hour programs. Production will be by Videocraft International Ltd., New York. The programs are to be slotted into ABC's Saturday-morning line-up and are billed as "nonviolent comedy-adventure." Elements of conflict, however, will be necessary, Mr. Rule cautioned, to maintain viewer interest.

EDITOR'S NOTE:

This clip sheet is for you - it's only as good as your clippings. Send them to Dick Johnson, U. S. Forest Service, Washington, D. C., 20250

INTERESTING ANIMALS

Smokey Bear Gains Fame Every Day

BY ROY L. DODGE

SMOKEY the Bear is becoming more famous every day. Besides his picture appearing on posters in woods throughout the nation, Smokey is featured in books, comics, and even on a television special.

Yes, there really is a Smokey

the Bear. In fact, he is believed to be the only living creature with his own postal ZIP code. It is listed under "District of Columbia, Smokey the Bear, 20025." The bear now makes his permanent home in the Washington Zoo.

Children address so many letters to Smokey all over the nation that a central office has been set up to handle his mail. This was done through the cooperation of the National Association of State Foresters, the Department of Agriculture Forest Service, and the National Advertising Council, Inc.

Each letter Smokey receives is answered. Photostat copies

of many letters are returned to the state forester office nearest the sender's home.

Mainly, requests are for membership as a junior forest ranger, and for Smokey the Bear song sheets. On the reverse side of these sheets is the story of Smokey. It tells how he was rescued from a forest fire on a mountain top in New Mexico when just a cub, and of his rise to fame when he was made the symbol of fire prevention all over the nation.

The organizations sponsoring Smokey invite everyone, adults and children alike, to join Smokey Bear's campaign to save our country's natural resources from fire. Special kits, which include several pamphlets, are prepared for teachers of grades one through four. Some of the enclosures are a Smokey Song Book, a story titled, "Smokey and the Careless Campers," and a Junior Forest Ranger Handbook.



Familiar Smokey Poster

a wildfire is
ILLEGAL!
no matter how
it starts.

You're innocently burning debris, and the fire gets out of hand. That's a wildfire. And by causing it—you've broken the law! Think about it. Don't join the malicious woods burner in destroying the South's valuable woodlands. If you must burn, burn carefully—and legally!



The Missoulian, Tuesday, November 5, 1968.

DISTINGUISHED SERVICE AWARD for forest and range fire prevention was presented at Sidney to Mrs. Oscar Hippe of Froid, by State Forester Gareth C. Moon, left, for the National Association of State Foresters and Kenneth A. Keeney, assistant regional forester for the Northern Region, both of Missoula. As president of the Women's Auxiliary, National Association of Soil and Water Conservation Districts, Mrs. Hippe helped promote several hundred fire prevention campaigns and was responsible for school children throughout U.S. making thousands of requests for Smokey Bear fire prevention material. The award was made at the annual meeting of Montana Soil and Water Conservation District Supervisors.

MAY 24, 1968

'Trophy' Hunter Bagged Smokey

by CON JACKSON

Smokey the Bear has lost his head.

The situation is desperate — who is going to Prevent Forest Fires on the recommendation of

a bear which can't even keep his head, let alone his cool?

And even worse, the famous lemon - squeezer hat with the "Smokey" hatband has disappeared as well.

Last year, Smokey the Bear was a popular visitor to Prince George schools with members of the Canadian Forestry Association. He did his bit to tell the kids of the importance of conservation and protecting B.C.'s forest resources.

Now a new forestry season has started, Smokey has come out of hibernation, and the awful truth is of — He's got nothing from the neck up.

Of course, Smokey is not a real bear — he's a large handsome bear-type outfit, owned by the Canadian Forestry Association, and operated by anyone large enough to fill him.

Last summer he was on show — with a mannequin inside this time — at a Forestry display.

In the confusion of dismantling the display, the absence of Smokey's head (of which the hat is an integral part) went unnoticed and it was not until later that the Forestry Association's regional superintendent, Dick Shaw became worried.

Now he is almost sure it was souvenired — "And of course, we'd like it back," he said.

"We're a non-profit organization, and the Smokey outfit was quite an expensive item."

In fact, the superintendent is so keen to see Smokey back in business teaching the kids fire safety that he will accept the head back without recriminations "on a no-names - no-packdrill basis."



SMOKEY BEAR ... Well, almost

San Francisco EXAMINER 7/28/68



"Which way to Smokey the Bear?"

The Clay City Times
Clay City, Kentucky
September 26, 1968



Two admirers of Smokey Bear, Douglas Hodgkin, left, a Stephen Goff, both of Winchester, were guests at the Op House of the Forest Supervisor's Office, Daniel Boone National Forest, Carol Road, Winchester, on Sunday afternoon. The two boys were among more than 350 visitors who took a self-guided tour of the new U. S. Forest Service headquarte

My Neighbors

THE WARWICK BEACON

APRIL 19, 1968



"Think of our image, boy — a son of mine playing with matches!"

THE EVENING STAR
Washington, D. C.
Tuesday, Sept. 24, 1968

Smokey gets the message across

Survey shows all age groups perceptive to name and symbol due to TV spots

Holy smokes! Smokey's a veritable household word, much to the surprise of his creators. But with potent TV exposure, is it any wonder?

The peripatetic bear, who for 23 years has cautioned the nation's campers that "only you can prevent forest fires," was the subject of a recent 190-page study, the first one ever taken to measure the public image and attitudes toward the fire-prevention bear. What the study shows is what U. S. Forest Service personnel have learned in feedback from the public over the years—Smokey's a well-known and beloved symbol, thanks principally to his TV spot campaign.

The study was sponsored by the Co-operative Forest Fire Prevention Program—a joint venture of the 50 state foresters, the Advertising Council, and the U. S. Department of Agriculture Forest Service—and conducted by a research firm, Haug Associates of Los Angeles.

It delineates a copywriter's dream: virtually total recognition and correct identification of the Smokey symbol, compared to other ID's like the jolly green giant and the Quaker Oats man. Of the three major age groups sampled, 98% of children, grades 1 through 6, correctly associated the name and symbol, as did 95% of teen-agers, grades 7 through 12, and 89% of adults.

Of the latter two groups the primary source of awareness of Smokey was television—96% of the teen-agers, and 92% of the adults reported seeing Smokey on TV. The question was not asked of the child group.

Radio was a third-place source of awareness for teen-agers (45%), ranking behind signs and posters media. Radio placed fifth as a source, according to adults (9%), behind signs and posters, magazines, and newspapers.

Smokey apparently got across his message. According to Haug, 94% of the children correctly associated Smokey with forest fires; nearly 100% of the teen-agers and adults made a similar association.

And Smokey is apparently well-received. A rating of his performance as a symbol shows that 72% of the teen-agers felt Smokey was doing an "excellent" or "good" job in trying to prevent forest fires; 90% of adults registered a

similar reaction, causing Haug to note that "this level is the highest for any organization or individual [it] has tested."

And Haug notes of the adult group that "virtually all of those recalling advertising with Smokey in it considered the advertising to be as good as, or better than other advertising they had seen. While the fact that Smokey is not concerned with selling a product may have a favorable bias associated with it, there is certainly nothing here which would suggest any negative tendency toward the advertising of him."

Nor is there a negative feeling about the public response to the various Smokey the Bear commercial paraphernalia on the market by federal law since 1952. According to a Forest Service spokesman, public queries regarding Smokey dolls and Smokey hats had increased to the point where the service last week had to turn over retail referrals to Los Angeles-based Weston Merchandising Corp. That company will now represent Smokey in the licensing of all commercial items bearing his name. In retail parlance, Smokey is a "hot" item.



—Star Staff

Mrs. Orville Freeman (left) presents a "Smokey the bear" to Mrs. Walter Varney Magee, president of the General Federation of Women's Clubs, at the National Arboretum yesterday.

the Quaker

Poll Shows Quaker Man Second to Smokey

JUNE/JULY 1968



Recognize these figures? Most Americans do. In a nationwide poll taken for the U. S. Forest Service, 9 out of 10 Americans identified Smokey the Bear and knew his message. Among children, he led such figures as Bullwinkle J. Moose of cartoon fame and the Jolly Green Giant. In second place was the Quaker Man. (Another survey, taken last year with 6,000 people, showed that more than 90% could identify the Quaker Man. It was done by Opinion Research Corporation, Princeton, New Jersey, for our Company.) The Forest Service report stated that "only the Quaker Oats Man and his blandishments on the glory of instant oatmeal in the morning came even close to rivaling Smokey for ease of identification and clarity of message."

Smokey Bear Is in White House

By WAUHILLAU LA HAY
Scripps-Howard Staff Writer

THE White House's newest occupant-to-be, Miss Lucinda Desha Robb, who will join her grandparents in the presidential mansion this week, isn't very interested in toys at the moment — but she has them.

One that awaits the daughter of Capt. and Mrs. Charles Robb when she goes home from the hospital is a three-foot-tall Smokey the Bear, the gift of Agriculture Secretary and Mrs. Orville Freeman.

There are also musical mobiles, rattles, pacifiers, blankets, pillows, dainty dresses and booties — some from friends, some from unknown Johnson admirers.

Mrs. James ...
Feb

AMERICAN FORESTS JULY, 1968

BEST KNOWN AMERICAN

Who's the Best Known American? Lyndon B. Johnson? Mickey Mantle? The Jolly Green Giant? Nope. It's Smokey the Bear. A study just released by Haug Associates, Los Angeles marketing research affiliate of Roper Research Associates, shows that Smokey is known by nine of every ten adults and nearly all school-age children. Not only do these people know Smokey but they also know about his fire prevention mission that is still going strong after 23 years. The survey conducted in 18 cities in six states in the East, South and Far West showed that virtually everyone questioned knew Smokey's connection with fire prevention and most of them quoted Smokey to the effect that only humans can prevent forest fires. Even Smokey's appearance was given high marks. In terms of over-all image he was described as "friendly but cautious," "pleasant looking," "strong" and "effective." An interesting sidelight of the study was the tendency of teenagers to be more severe than adults in their choice of penalties for deliberate arson. Smokey joined the Cooperative Forest Fire Prevention Program two years after it started 25 years ago and in that time the annual total of forest fires in the nation has been cut in half.

Popular Gardening & Living Outdoors • Winter 1968/69



The FCC, Air Pollution Control, and Smokey the Bear would all like a word with us

Atlanta CONSTITUTION

July 26, 1968

B. J. Phillips

Who Will Be Smokey's Heir?



There are a lot of things for Americans to worry about. There is the tension between the races, the use of violence to settle political and social differences, the outcome of the Paris peace talks, the widening gulf between rich and poor, just lots of things. In fact, this may be the best time ever for the compulsive worrier, because it is hard to imagine a bigger set of valid worries.

Every now and then it gets to be too much. A tour of Atlanta's folk music spots turned up very few protest singers passionately expressing the ideals behind some cause.

The reason for this phenomenon, one club manager explained, is that "people have enough worries without hearing about them when they go out to be entertained."

He's probably right, and although I don't think it would be right to stick our heads in the sand, I do think it's about time that someone came up with an alternate set of worries, a couple of issues that are worthy of concern, but not tinged with the Armageddon quality of these other things.

Think what a relief it would be to worry about something pleasant. It would enable the individual to feel that he is fulfilling his responsibilities, but it wouldn't mess up his sleeping habits or turn him into a dour bore at parties.

Smokey the bear fits all these requirements. He is a legitimate worry because he isn't a Papa Bear.

A great public symbol like Smokey needs an heir. The Forest Service says that there is

still the possibility that he will have one, but just in case he doesn't a special committee has been named to study Smokey's "long-range future."

Among the suggestions presented so far by the hired brainstormers is the "adoption" of a cub rescued, like Smokey was, from a forest fire.

The possibility of adoption opens up new variations on the Smokey worry theme. Who can be sure that someone won't try to slip in a cub not related by blood and call it Smokey's very own child? Who is to prevent some unscrupulous person from shoving such a false heir into Smokey's cage in the National Zoo some moonless night?

For that matter, what is there to assure that a formally adopted cub was, in fact, rescued from a forest fire?

America might well end up with an overflow of pretenders to the throne and that's the kind of thing that caused trouble in English history.

The implications of this problem are endless and much more fun to contemplate than Vietnam. We need more worries like this.

I wonder how Lassie is doing?

TELEPHONE NEWS
JULY 1968



Smokey The Bear says that forest fires cost the State of California millions of dollars annually. During these dry summer months be especially careful with your matches, cigarettes, and campfires.