



Smokey Bear Rides Mail Truck—Smokey Bear, universal symbol of forest fire prevention, is now riding both sides of over 15,000 U. S. mail trucks to remind vacationers to use extra caution while traveling through forests. Here, H. C. Eriksson, supervisor of the Ouachita Forest, points to one of the placards on the side of a mail truck here. Postmaster Paul E. Francis is at the left.

Mail Trucks Carry Smokey Bear Symbols

NEW ERA
Hot Springs, Arkansas
July 28, 1955

During the 1955 summer vacation season, Smokey Bear, universal symbol of forest fire prevention, is riding on both sides of U. S. mail trucks in Hot Springs and over the country as a constant reminder to vacationers to be extra careful with fire while camping, fishing, picnicing or just traveling through the nation's forests.

The U. S. Post Office Department is using over 200 cancellation dies reading "Remember, Only You Can Prevent Forest Fires," in 100 cities throughout the United States, in cooperation with the State Foresters and the U.S. Forest Service.

Fires have been ravaging the woodlands in all portions of the country this summer and the Ouachita National Forest, according to Forest Supervisor H. C. Eriksson, has had 59 fires burning approximately 200 acres as far this year.

Due to thunderstorms and hot, dry weather the lookout towers are being manned constantly to detect any fire that starts so they can be speedily controlled and put out in their early stages.

Vacationers should bear in mind that fires destroy the very thing that affords them many happy hours of recreation and they should be extra careful with their matches, cigars and camp fires, Eriksson pointed out.



SEPTEMBER 1955 #6 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, D. C.

JOINS FIGHT TO MAINTAIN FORESTS

Lee Becomes 'Smokey Bear's' Chief Aide

Gov. J. Bracken Lee took on an added duty Tuesday as "Smokey Bear's" right hand man and urged everyone to help in the fight to maintain Utah's low fire record.

Presenting the governor a card making him the state's No. 1 deputy state fire warden was Alden K. Barton, chairman of the Utah Board of Forestry and Fire Control.

In accepting the job, Gov. Lee noted that the health of

Utah's agriculture and continued industrial growth depends on usable water supplies produced by the high mountain watersheds. He praised nearly 700 Utahns who have accepted active responsibility in the prevention of forest and range fires and also the citizens and organizations who assist on the Keep Utah Green committee.

Gov. Lee said 100 "Keep Utah Green" reminders will have been painted on the state's highways by the end of next week. Mr. Barton reported that four lightning fires in the Utah Basin and an 80-acre blaze in southern Utah have been reported thus far this year, with the dry summer period still to come.



Gov. J. Bracken Lee becomes "Smokey, the Bear's" chief aide in Utah after warden designation by A. K. Barton, Jett.

SALT LAKE TRIBUNE
Ogden, Utah
June 8, 1955

SAN BERNARDINO EVENING TELEGRAM

TUESDAY, JULY 19, 1955

15



VACATION TIME WARNING—Smokey Bear can be seen on all trucks of the San Bernardino Post Office from now until Aug. 15 giving a special warning on preventing forest fires. The campaign is part of a nationwide cooperative drive between fire prevention agencies and Post Office Department to emphasize to vacationers and residents of fire hazard areas the grim disaster that could occur. Looking over the poster are (left to right) Sim E. Jarvi, supervisor of the San Bernardino National Forest; Russell K. Bates, acting postmaster of San Bernardino; and W. W. (Butch) Skinner, state forest ranger.

'SMOKY BEAR' AND POST OFFICE TEAM UP TO POINT OUT DANGERS OF FOREST FIRES

The start of an often dangerous combination—the high fire hazard season in the San Bernardino Mountains and the never-ending trek of pleasure-seeking vacationers to the high playland—marks the beginning of a month-long "advertising" campaign against forest fires by three government agencies in San Bernardino.

Conducting the joint campaign are the San Bernardino Post Office, the U.S. Forest Service and the State Division of Forestry. The campaign consists of emphasizing the grim and terrible disaster that can easily result from a moment's carelessness in mountain areas made bone dry by searing heat and moisture-robbing humidity.

The warning will be carried all over the city by the eight mail pickup and delivery trucks of the Post Office. The trucks will bear posters on both sides with the solemn visage of Smokey Bear—the Forest Service's symbol for fire prevention. The poster of Smokey will warn: "Vacation reminder: Prevent Forest Fires."

The campaign is being conducted all over the nation as 15,000 trucks of the Post Office Department will bear the warning for a month—until Aug. 15. Many post offices will also be supplied with special stamp cancellation dies with which they may stamp the mail with fire prevention messages.

Smoky Bear to Ride Trucks As Reminder

For the next month Smoky Bear will be riding Santa Barbara mail trucks, reminding vacationers to be careful with fire.

The colorful signs will be on both sides of more than 15,000 U.S. mail trucks until AUG. 16. Here arrangements for the co-operative effort were made by Postmaster C. W. Gartrell and by Los Padres Forest Supervisor Roberts E. Jones and Chief Dispatcher A. J. Nolder.

An additional co-operative effort on the part of the postal department involves the use during the month of a cancellation die for first class mail, bearing the reminder, "Remember, only you can prevent forest fires."

The die in use here was purchased by the Santa Barbara Exchange Club in 1951. Nolder observed that it is "beginning to be pretty well worn." He added, "We'll have to look around and see if some organization has enough money left in the kitty to buy a new one." Volunteers can reach Nolder at 2-6158.



Smoky Bear will be looking over the shoulders of Santa Barbarans for the next month, reminding them to be careful of fire. Here, Postmaster C. W. Gartrell and Los Padres National Forest Supervisor Robert E. Jones get a preview of the first mail truck being decorated with the warning posters.

—News-Press photo.

Sheet posters . . . The Criterion Advertising Company, Inc., with many outdoor and transportation companies, contributes space for about 31,000 three-sheet posters annually. This consists of valuable locations in sites of heavy circulation.



THE ADVERTISING COUNCIL'S ANNUAL REPORT 1954-55

MARION, KENTUCKY



ALMOST HUMAN man-size wooden model of "Smokey The Bear" set in pick-up truck in his visits to schools bringing his vital message of forest fire prevention. When "talking" to school children, "Smokey's" mouth moved as recording played, to added realistic touch.

GEORGIA FORESTRY Putnam County, Ga. July 1955



SMOKEY BEAR COMMENDS SCOUTS — Boy Scouts of Nashoba county were commended for their forestry work by Smokey the Bear, fire preventer, at the annual Tree Farm celebration in Philadelphia, Tuesday. Shown are (left to right): Scoutmaster Fred F. Johnson, Enterprise; Cub Scout Gary Houston, Boy Scout Dickey Nowell, and Explorer Scout Jimmy McDonald, all of



SMOKEY READY TO ROLL--Smokey the Bear, (alias Putnam County Ranger Gerald Ridley), gives children attending the annual Dairy Festival in his county a treat as he looks over the Unit's fire suppression jeep. The Smokey Bear costume proved one of the outstanding attractions of the festival, Ranger Ridley reported.

Timber in Your Life—VIII



A MESSAGE FROM SMOKEY BEAR

How Smokey the Bear Helps Save Our Forests

By ARTHUR H. CARHART

No means of transport can so quickly reach a spot in inaccessible timberlands as the Smoke Jumpers. Each year the operations have further proved the efficiency and economy of smoke jumping.

In 1953 there were 150 jumpers in the Forest Service. A great increase over the original six who started this work in 1940. In addition, there are the ground crews and other personnel who are part of the smooth-running, high-gear operation that moves so swiftly when a call comes.

There seems to be some special attraction to smoke jumping for the young fellows to qualify. With more applying for the seasonal job than can be hired, the Forest Service can be selective.



Each year the operations have further proved the efficiency and economy of smoke jumping.

Those who actually jump must be between the ages of 18 and 28. They must weigh between 130 and 180 pounds, be at least five feet five inches and not over six feet three inches tall. They must be physically fit.

Not long ago when I visited the main base of the Smoke Jumpers at Missoula, Mont., and stepped into the old Army barracks where the jumpers are quartered, I had the immediate impression of meeting a bunch of quiet, serious-minded college athletes. A large proportion of them were just that.

A sense of adventure surrounds the job of smoke jumping, and the pay is reasonably good. The men are kept at a high level of physical fitness right through the Summer months, and quite a few college athletes join the Smoke Jumpers to keep in trim for Fall and Winter games.

Already the Forest Service is looking ahead to the use of helicopters. Expense of their operation and the present limited carrying capacity of this type of aircraft still prevent their general use. They have been operated to pick up Smoke Jumpers in such remote places where it would have taken days for anyone to walk out. Helicopters have been used also to hover over especially tricky fires and, with the aid of power megaphone or radio communication, to aid ground fighters in their attack.

Some day, the forest men forecast, they will be able to board a helicopter, let down a couple of men to a small fire, kill it and then wing away, saving all the tedious leg work so often necessary when Smoke Jumpers plod out after their job is completed.

Above all other factors in helping to limit the fires to small areas is the tremendous rise in cooperation of the public. Prior to World War II the public may have known there were forest fires doing great damage, and there may have been some recognition that any forest fire was bad and that nobody should risk allowing one to get out of hand. But within the past decade there has been an increase in the alertness to fires, an assumption

of personal responsibility by a vast number of citizens, that is one of the most heartening developments in all the history of forest fire fighting.

No small part of this has developed because people have become acquainted with the Smokey Bear posters to be seen everywhere.

Both state and Federal foresters had reached a point to frustration in 1942; for half a century all their efforts in preaching against fires had not succeeded in lowering the forest area burned annually. With nearly 20,000,000 acres being seared each year, there was a high toll in losses and costs in a large degree preventable, but that was not being prevented.

The foresters took their problem to the Advertising Council. This is a non-profit organization, backed by American business and all sections of the advertising industry, and dedicated to conducting campaigns for the national welfare.

The council threw their skills and time into developing a program to make the people aware of the forest fire danger. Business concerns aided by supplying advertising space, large billboards warned against fire wastes, the radio industry cooperated and newspapers lent a hand.

One element of appeal to the public was the injury suffered by the wildlings of the forest. Among the animals and birds that got into the advertising copy was a bear. He wore a ranger's hat and blue-jeans, and carried a shovel. This bear was always fighting fire or laying down the law to someone careless with fire.

One day, as the people planning this anti-fire campaign were in conference someone pointed to the bear appearing in one of the poster pictures and asked, "Who's that?"

"Smokey," was the reply. From that day Smokey not only carried the shovel but was the spokesman for all the forest com-

ronly as he campaigned against fires in the forests.

Perhaps it's a bit of fantasy, this bear called Smokey, preaching against wildfire in timberlands. But what he has done, along with the messages carried in the whole campaign, has been one of the most effective measures to date in enlisting the whole nation against letting fires ravish our woodlands.

We are on our way to preventing the serious loss we suffer each year in our timber, as wildfire runs rampant. There still are 58,000,000 woodland acres not included in the Clarke-McNary cooperative fire fighting plan.

With the annual loss in timber standing near \$40,000,000 as late as 1951, with all the other losses in watershed, wildlife and scenic values in addition to that, we still have a job to do before we have brought fire prevention to a maximum and loss to a minimum.

Smokey Bear says, "You can stop this shameful waste!" Perhaps we can; it's worth a real try.

(From "Timber in Your Life" by Arthur H. Carhart, J. B. Lippincott Company, Copyright, by Arthur H. Carhart.)

NEXT—Death lurks in fallen trees... One year's loss of timber from beetles alone in a single state enough to build 1,000 houses.



POSTAL TRUCKS ADVERTISE SAFETY—Annapolis Postmaster John F. Stevens (left) views the first of the U.S. Forest Service's posters, which are being placed on all city and county post office trucks. Harry C. Buckingham, state forester, (right) admires the "Smokey Bear" placard, which warns vacationers to be careful of fires during the summer months. He said the posters will be displayed on 15,000 U.S. mail trucks through August 15.

EVENING CAPITAL
ANNAPOLIS, MARYLAND
July 18, 1955



POINTING TO the Smokey poster on the Harrisburg mail truck are E. N. Lee (right), supervisor of the Shawnee National Forest, and Postmaster A. M. Hetherington. Two Smokey posters will be on the truck until August 15. The small photo is a close-up of the Smokey poster. (Daily Register Staff Photo)

U. S. Mail Trucks Feature Poster Of Smokey, the Fire Prevention Bear

"Smokey," the fire prevention bear, is being seen by millions of people these days and his words of wisdom, "Always Be Careful," should be heeded by fishermen, hunters and vacationists who go into the wooded areas.

Smokey is being seen by millions because his picture and these words, "Vacation Reminder: Prevent Forest Fires," will be on 15,000 U. S. Mail trucks between July 5 and August 15.

And Harrisburg is no exception, because the Smokey poster has been placed on the Harrisburg

mail truck by Postmaster A. M. Hetherington.

Since 1942, a special nationwide campaign has been conducted each year to obtain greater public cooperation in the prevention of forest fires. It is now known as the Co-Operative Forest Fire Prevention campaign, officially sponsored by the state foresters of 43 states and the U. S. Forest Service.

This campaign has continued each year with the active support of the advertising industry, through its Advertising Council, Inc., and the co-operation of many other organizations and individuals. The Post Office department and other federal agencies have helped greatly in displaying fire prevention posters to the public.

A 1945 campaign poster showed a bear dousing a campfire with a bucket of water. "Smokey," as the bear was called, seemed to catch the public fancy, and since 1947 each year's campaign poster has featured the fire prevention bear.

In 1950 a bear cub, rescued from a forest fire in New Mexico, was named after the fire-prevention poster's Smokey, and his story was carried in newspapers and on radio and television from coast to coast.

Reduction in Fires

The U. S. Forest Service has the following to say about the campaigns to reduce forest fires:

"Certainly as a result of these educational efforts, the American public has seen and heard more about forest fire prevention than ever before. Just how many fires have been prevented by these campaigns is impossible to determine.

"Undoubtedly, however, they were responsible in no small measure for the fact that the number of fires averaged over 15,000 a year less during the five-year period 1948-50 than in the years before World War II.

"This reduction occurred in spite of increases in registrations in national forests and parks, in sale of hunting and fishing licenses, in motor travel, and in other factors which indicate that public use of forests and outdoor areas has increased substantially in the post-war years.

"Prevention of man-caused fires ultimately depends upon public co-operation. When every person

All fired up

RODNEY FOSS
Cheney High School



For 9 years now we in the Spokane Junior Red Cross have been "all fired up" over the danger which constantly threatens our great northwest forest lands.

In cooperation with the U. S. Forest Service, JRC has worked hard to enlist the support of every boy and girl in preventing forest fires. Together we put on school assembly programs every spring. Last year over 50,000 students and adults saw Forest Service films during 308 showings. A smokejumper's suit and parachute were displayed in 26 schools. Thousands of posters and bookmarks were distributed as reminders to help "Smokey the Bear" keep Washington green.



can be made to understand the value of forests, their great susceptibility to fire damage, and his personal responsibility in preventing fires, the problem of man-caused fires will be solved."

So Smokey during a 30-day period starting July 15 is reminding people all over the nation to be careful in the forests.



HOWDY FOLKS. The familiar figure of "Smokey, the Forest Fire Preventing Bear," was seen in Ironton and the county on Tuesday. Identified as a symbol of the U. S. Forest Service's education program for forest fire control, the bear, in the person of Clarence Brown, visited in city and county schools. He also stopped in at a luncheon meeting of the Ironton Lions Club to pass along his message for safeguarding natural resources against the ravages of fire. Ranger Glen Kennedy, in charge of the forest service district, here, looks on as "Smokey" proclaims his safety measures.

IRONTON TRIBUNE
Ironton, Ohio
March 9, 1955

THE DAILY REGISTER
Harrisburg, Illinois
July 21, 1955

You'll Be Seeing Lots of 'Smokey'



'SMOKEY' RIDES THE MAIL TRUCKS—Angeles National Forest and the Pasadena Post Office today launched their part in the fire prevention campaign originating in Washington D.C. offices of the Forest Service and Post Office Department. All Post Offices in the United States will carry "Smokey Bear" posters on their delivery trucks for the next month to call attention to the danger from forest fires at this time of year. Starting the project here

today were Carl Wilson, Arroyo Seco District Ranger, Angeles National Forest, left, and Assistant Postmaster John M. Carroll, right. The little man on the poster in center is "Smokey" himself, a popular, fictional personality created by Southern California representatives of the Advertising Council of America, which has provided volunteer support for forest fire prevention for a number of years.

STAR NEWS
Pasadena, California
July 23, 1955

MOUNTAIN DEMOCRAT
Placerville, California
August 11, 1955



POSTMASTER LES FROST of Placerville is shown here with Rex Quiberg, dispatcher for the Eldorado National Forest, posting forest fire prevention signs on Placerville's parcel post delivery truck. According to Quiberg Placerville is one of 50,000 post offices which is cooperating with the forest service in forest fire prevention. Frost said posters have been sent to all post-offices in the neighborhood of forested areas and will be displayed during the 1955 fire season.

DAILY JOURNAL
Rapid City, South Dakota
May 25, 1955

Winners In 'Smokey Bear' Contest Named

Winners have been announced in the "Help Smokey Bear" contest sponsored by the Fairmont Creamery here with \$25 merchandise prizes for the best letters in four age groups.

The winners were Ruth Loftin in the nine and under class; Tommy Lee, under 14; Connie Herrata, under 19, and Mrs. Frank Radinger, adult group.

In her effort to aid Smokey Bear in the fire prevention program for which he is a symbol, nine-year-old Ruth said:

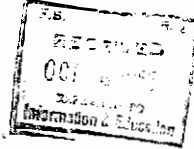
"I can help Smokey by not leaving campfires smoulder or if I go on a hike I will always be sure they are out. I will pick up pieces of glass that is shining in the sun. I can help Smokey by telling daddy to use his ashtray so the sparks won't start a fire. I will always be careful so nothing will be in front of the stove that can burn. I will always be careful of fire. I will only carry safety matches in woods and I will see that they are completely out before I throw them away. I will always remind others of fire too."



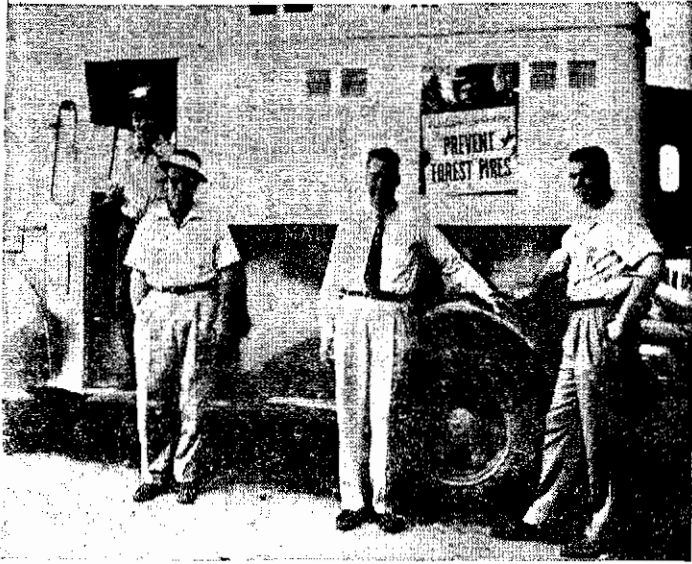
ON RAPID CITY'S MAIN STREET, one gets a big reminder of the necessity to prevent forest fires. Smokey, the fire-fighting bear's replica dwarfs George Kelly, assistant state forester and secretary of the Keep South Dakota Green Association (left), O. H. Clifton, Pactola district ranger and Ed Wergin, manager of the Fairmont Company in Rapid City. Fairmont is cooperating in the "Smokey bear" fire prevention program throughout the midwest. The sign is erected at the Fairmont plant here.

DAILY JOURNAL
Rapid City, South Dakota
May 25, 1955

DAILY MISSOULIAN
Missoula, Montana
July 16, 1955



Mail Trucks Enter Drive Against Forest Fires



Smokey Bear posters, urging care in the woods to prevent forest fires, have been placed on mail trucks in Missoula, as in other parts of the nation. The posters will be on the sides of more than 15,000 mail trucks until Aug. 15. Mail also will be marked: "Remember, Only You Can Prevent Forest Fires." This message will be placed with cancellation dies in 100 cities. From left with this Missoula mail truck are George Nelson, Guy C. Rogers, Alfred E. Spaulding and Gareth C. Moon. Nelson is a mail truck driver; Rogers is postmaster; Spaulding is an assistant regional forester, and Moon is state forester.

THE ADVERTISING COUNCIL'S
ANNUAL REPORT
1954-55



Volunteer Coordinator:

RUSSELL Z. ELLER
Sunlist Growers, Inc.

Volunteer Agency:
FOOTE, COME & BEDING
(Los Angeles)

This campaign is conducted on behalf of the U. S. Forest Service and the Association of State Foresters. Its objective is to reduce the number of man-caused fires that annually destroy millions of acres of our valuable timber and range lands.

Since the campaign began in 1942 Forest Fires have been on the decline. There were 18% fewer fires in 1953 than in 1952. During 1954 fires on National Forests alone dropped 12% from 1953. The Forest Service attributes these results in large measure to the Council's campaign and to the Keep Green programs sponsored by the states in cooperation with the timber industries.

In the gradual development of the campaign, the advertising device of "Smokey the Bear" has proved singularly effective. Each year more millions of people become aware of "Smokey," learn to associate the solemn, appealing animal in Forest Ranger hat and jeans with the simple rules of fire-safety in forests, woods and range lands.



Today "Smokey," by a unanimously passed Act of Congress, is being promoted under special license by manufacturers of educational toys, clothing, books, sporting equipment and other merchandise stressing forest fire prevention. All the accruing royalties are

FOR INFORMATION
Press Material (Clippings)

used for further fire prevention education. As an indication of his continuing popularity some two thousand children write in daily to enroll in Smokey's Junior Forest Rangers.

Thanks to advertising and business great progress is being made in teaching conservation and good sportsmanship; however, much is still to be done to preserve a natural resource upon which every individual and every industry depends.

1 - I File
1 - with F.P.
4 - KOG
4 - KWG
2 - Olympic
12

Postal Card Addressed To You



In addition to their normal load of mail, post office trucks now are carrying an important message addressed to all who plan to enjoy outdoor life. It's a reminder from Smokey Bear to keep flames out of the woodlands. Ed DeGraaf, assistant supervisor of Olympic National Forest, was pointing to the postal wagon poster when the above picture was snapped. With him are (left) Lucien Simon, assistant postmaster for Olympia, and L. T. (Mike) Webster, state supervisor of forestry, who added this tip for Olympians: "Remember, only YOU can prevent forest fires." (Merle Junk photo.)

DAILY OLYMPIAN
Olympia, Washington
July 21, 1955

I & D File Copy