

DELL

SMOKEY the BEAR

Nov. 1955
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SMOKEY IN PERSON turned up yesterday at a meeting of the district DAR's Conservation Committee. Smokey, the fire prevention symbol, was portrayed by James Glibson.

By Douglas Chandler, Staff Photographer
son. He shakes hands with little Gail Shaternick, 4, while her mother, Mrs. Metro Shaternick, looks on.

But He's a Friend to Everybody Else

'Smokey' Growls at Fires

IT LOOKS like Davy Crockett, King of the Wild Frontier and first in the hearts of the grade-school set, may soon be deposed by another woodsman.

Smokey Bear, the Forest Ranger's friend and fire prevention symbol adopted by the Government 10 years ago, is now the personal hero of more than a half-million youngsters. He gets some 4500 fan letters a day.

Smokey's success story was revealed in a speech here yesterday by J. Morgan Smith, assistant director of the Nation-wide Cooperative Forest Fire Prevention Program which is conducted by the United States Forest Service and State Foresters under the sponsorship of The Advertising Council.

Smith was speaking to the District DAR Conservation Committee at a meeting at the chapter house, 1732 Massachusetts ave. nw. Mrs. James W. Butler, chairman, presided.

SMOKEY HIMSELF was on hand to meet the women. James Glibson, assistant director of the Agriculture Department's Motion Picture Service, is the official costumed "stand-in" whenever the bear is required to make personal appearances.

Smokey has gotten so popular that Congress has passed a law making it illegal for his name or picture to be used for commercial exploitation without official authorization, Smith said.

Even children from foreign countries send the bear Christmas cards and birthday greetings. He's an honorary member of almost every known youth group, including the Girl Scouts and the Boy Scouts and the Campfire Girls. There is even a 28-foot statue of Smokey in one town in Minnesota.

SMOKEY IS doing a man-sized job, according to Smith. When the animal first appeared on the scene, forest fires were numbering some 210,000 a year and destroying timber across the size of New York State. Within the

last five years, the figure has dropped to 170,000 a year.

The Forest Service gives a large share of the credit to its half-million Smokey fans in the Junior Forest Rangers.

"It's our idea for Smokey to win the admiration and sympathy of the children and that will carry over into their adult lives," Smith said. "And we know from the letters we get that we are reaching the parents of these children through them."

The conservation official concluded his talk with a record. It was "Smokey, the Fire Prevention Bear," a ballad which has been recorded by big-name singers like Fuddy Arnold and Gene Autry.



THE WASHINGTON POST and TIMES HERALD
Washington, October 12, 1955

GEORGIA FORESTRY
ATLANTA, GEORGIA
OCTOBER, 1955



NOVEMBER-1955 #7



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.

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Smokey Lines Up a Lot of Helpers

Cub Scouts attending a Conservation Carnival yesterday at Green Meadows Park, West Hyattsville, take the oath as Junior

Forest Rangers from Smokey Bear, impersonated by State Forest Guard Milton Marks. Later they had a picnic lunch.

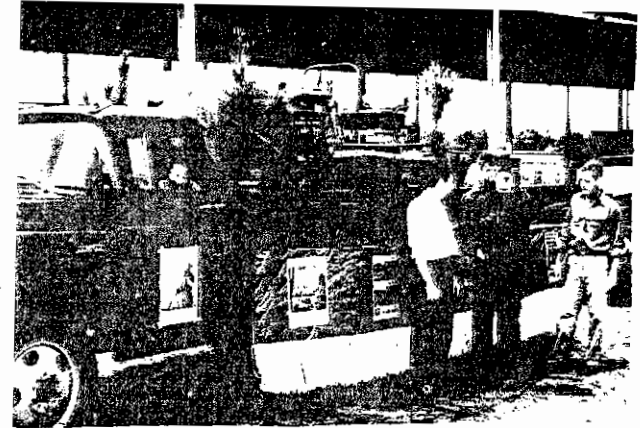
Staff Photo

Georgia Forestry October, 1955



FORESTRY GOES TO THE FAIR

SMOKEY GREET'S TOBACCOLAND CROWD - Smokey, better known to the folks around Moultrie as Patrolman Will B. Crosby, of the Colquitt County Forestry Unit, meets with Colquitt County Ranger Harry McKinnon, left, and Assistant District Forester Frank Eadie as the 1955 Tobacco Festival gets underway at Moultrie. The truck is decorated with Smokey's own forest fire prevention messages. The float was prepared in cooperation with the Georgia Forestry Association.



GEORGIA FORESTRY
 ATLANTA, GEORGIA
 OCTOBER, 1955



SMOKEY AND HIS FRIENDS—Smokey, the bear, is out in the woods preventing forest fires the year round, but during Fire Prevention Week he comes to town to visit with his friends and remind them to be careful with fire. At left Smokey poses with



a group of Deadwood school children then they stopped to wait with him on their way home for lunch Thursday. In the right photo Smokey waves bye-bye to the kiddies. At left is William A. Huber, director of Cooperative Forest Fire Prevention Campaign, with headquarters in Washington, D. C. He is holding

little Dinse McGrath, three-year-old daughter of Mr. and Mrs. Dick McGrath, Deadwood. At right is Grant Morse, supervisor, Black Hills National Forest, Custer. Confidentially, that's Bill Dunbar, U. S. Forest Service dispatcher in Deadwood, taking the role of Smokey. (Photos by Bart Cameron.)

New Smokey Bear Trailers Released

The new series of animated TV trailers on forest fire prevention known as the "Smokey Bear—Jack the Flipper" series, has been completed and is now being released. There are three trailers in the series.

Trailer No. 1 is being released to all TV stations as part of the Advertising Council's television kit. The remaining trailers in the series are being distributed direct to the U. S. Forest Service regions for coordinating with state foresters in releasing to TV stations.

Other new Cooperative Forest Fire Prevention material now in production for 1956 includes a Smokey Bear calendar, bumper strip and a daisy burning poster.

DEADWOOD PIONEER TIMES
 DEADWOOD, S. DAK.
 OCTOBER 11, 1955

TEXAS FOREST NEWS
 GOLIETH STATION, TEXAS
 SEPT.-OCT., 1955



SMOKEY IN LIFE AND LEGEND.



While Smokey the bear relaxes in his cage at the Washington zoo, his counterpart on countless posters around the country helps to fight forest fires. In fact, Smokey the firefighter was born before the real Smokey, as related in the story below.

SMOKEY THE BEAR AS A SYMBOL HAS SAVED MANY FORESTS FROM DESTRUCTION

Foster Figure of Cinnamon-Colored Bruin Has a Real Life Counterpart in Washington Zoo—An Appeal to Adults Through Children in Avoiding Carelessness With Matches Pays Dividends—Nearly a Half Million Junior Rangers.

BY WILLIAM GRIGG.
(Continued on page 1.)

SMOKEY, that cinnamon-colored bear that looks down from the poster and says, "Only YOU Can Prevent Forest Fires," is the most powerful force in stopping forest fires in the U. S. today, Forest Service workers say.

What has he done? He has captured the children. They will lecture for an hour if you get careless with matches or cigarettes. Today's youngsters will tell you exactly what that ash-tray is for, and what car windows are not for.

Many of these youngsters sleep with a big Smokey "Teddy" bear, wear Smokey T-shirts, dungarees and belts, eat Smokey cookies, read Smokey comics, and even take a Smokey bubble bath. Each of these products carries a fire prevention message, including an invitation to join the Smokey Junior Forest Rangers. About 1/2 million children are now members.

The list of adult members, who are selected on the basis of outstanding fire prevention work, reads like a page from "Who's Who". The list includes President Eisenhower, former President Truman, the governors of most of the states, and a most industrious fire prevention worker and "personal friend" of Smokey, a cowpoke named Hopalong Cassidy.

Free Membership.

The Forest service of the U. S. Department of Agriculture helps establish Junior Ranger clubs and sends free membership cards and badges to those who request them. Each day, Smokey gets about a thousand letters. Some have Smokey seals stuck on them in place of postage stamps, but they will go through the mails.

The letters are not all from the U. S. Smokey has reached such places as Thailand and the Philippines. The Mexicans have adopted and adapted Smokey; south of the border he wears a

straw sombrero.

"After all this, only a Moscow postmark could impress us," one Smokey staff member said.

The addresses on the letters are often pretty weird. "Smokey Bear Headquarters, Washington, D. C." is the proper address, but the general postoffice in Washington has got used to letters addressed to "Smokey, U. S. A." or "Bear Headquarters, Washington."

And the Forest service likes being "Bear Headquarters." J. Morgan Smith, assistant director of the Smokey campaigns, keeps files of outstanding letters. He works below a huge picture of the holding a Smokey "Teddy" Bear.

Smokey is always easily identified with his fire message, because he is an animal of the forest and is dressed in the dungarees and hat of a forester. A survey by the Psychological Corporation of New York shows that Smokey and his message are identifiable by as many persons as can identify some of industry's most famous trademarks.

A Non-profit Group.

Much of the credit for this belongs to the Advertising Council, a non-profit service organization of private business, and an outgrowth of the War Advertising Council that helped boost civilian morale during World War II.

During the war the council helped conduct a forest fire prevention campaign using the slogan "Careless matches help the Axis." At the end of the war, the co-operative campaigners—the council, U. S. Forest Service and state foresters—began to look around for a peace-time symbol. They experimented with Disney's "Bambi" and several other animals, but these somehow failed to capture the public's imagination. People sympathized with the animal victims of fire, but deer and squirrels and the other test animals could not be easily identified with the hard work of preventing forest fires.

The campaign officials, in a huddle over the character problem, came up with the idea that a bear might be the ticket. A bear is appealing, yet strong. Smokey was born.

The bear idea grew under the skilled brush of Albert Staehle, a cover artist for the Saturday Evening Post. Commissioned to do a special poster for the 1945 campaign, Staehle painted the bear pouring water on a campfire.

In the poster, Staehle had put a ranger's hat on the bear, and stuck him in a pair of overalls. Foote, Cone and Belding, the Los Angeles agency that voluntarily handles the council's fire prevention advertising, felt the bear was "right."

The bear was named Smokey after Smokey Joe Woods, a New York City fire chief. Now, Smokey was ready for his debut in street cars and busses all across the nation, 90,000 cards were installed of Smokey reminding folks about their part in saving the forests.

Come to Life.

After five years as a star poster figure in the national forest fire campaign, Smokey the Bear came to life. For some time, one advertising man had been urging that a live Smokey be used in campaign. Then a carelessly thrown cigarette started a forest fire in New Mexico that wiped out 15 million board feet of timber. Unestimated numbers of wildlife were killed, and a little bear cub was orphaned.

Rescued from the disaster, the cub was cared for by a F. F. veterinarian, who healed burned feet. Through the cooperation of the New Mexico Game and Fish commission, the cub was named Smokey.

The young celebrity needed no press agent. Newspapers

describing him as "the incarnation of a teddy bear," kept their readers informed as to Smokey's health, a diet (pabulum and honey mixed with milk). The Washington zoo was designated as Smokey's home, and when he was flown there from New Mexico, the papers reported he "obviously loved air travel."

At Washington airport crowds of children braved a rainstorm to meet their idol when he arrived by private plane. President Truman ordered that the cub be received in the airport's presidential room, which is reserved for distinguished official visitors. Smokey is a big bear now, a beautiful, reddish bear that could well have been the model for the poster that hangs in his cage.

In May of 1952, a "pressure group" pushed an unusual bill through Congress. The bill made "Smokey the Bear" a kind of trademark of the U. S. Forest Service, state foresters, and the Advertising Council. The "pressure group" was an unorganized but effective lobby of thousands of American children.



Standing left to right, Dick Stow, art director, Foote, Cone & Belding, Los Angeles; Miss Anna Mary Freas, secretary to Smokey Bear; Henry C. Wehde, Jr. of The Advertising Council; Mike Corcoran, creative director, Foote, Cone & Belding, Los Angeles; Clint Davis, director and J. Morgan Smith, assistant director, Smokey Bear Program. Sitting left to right, Byron Beattie, assistant chief, Fire Control, United States Forest Service; Garth C. Moon, state forester, Montana; Dana Parkinson, chief, Division of Information and Education, United States Forest Service; Harrod Newland, state forester, Kentucky; James W. Craig, state forester, Mississippi; and James N. Diehl, chief, Division of Cooperative Forest Protection, United States Forest Service. The scene is their recent meeting in Washington to plan materials for the 1956 Smokey Bear forest fire prevention campaign.



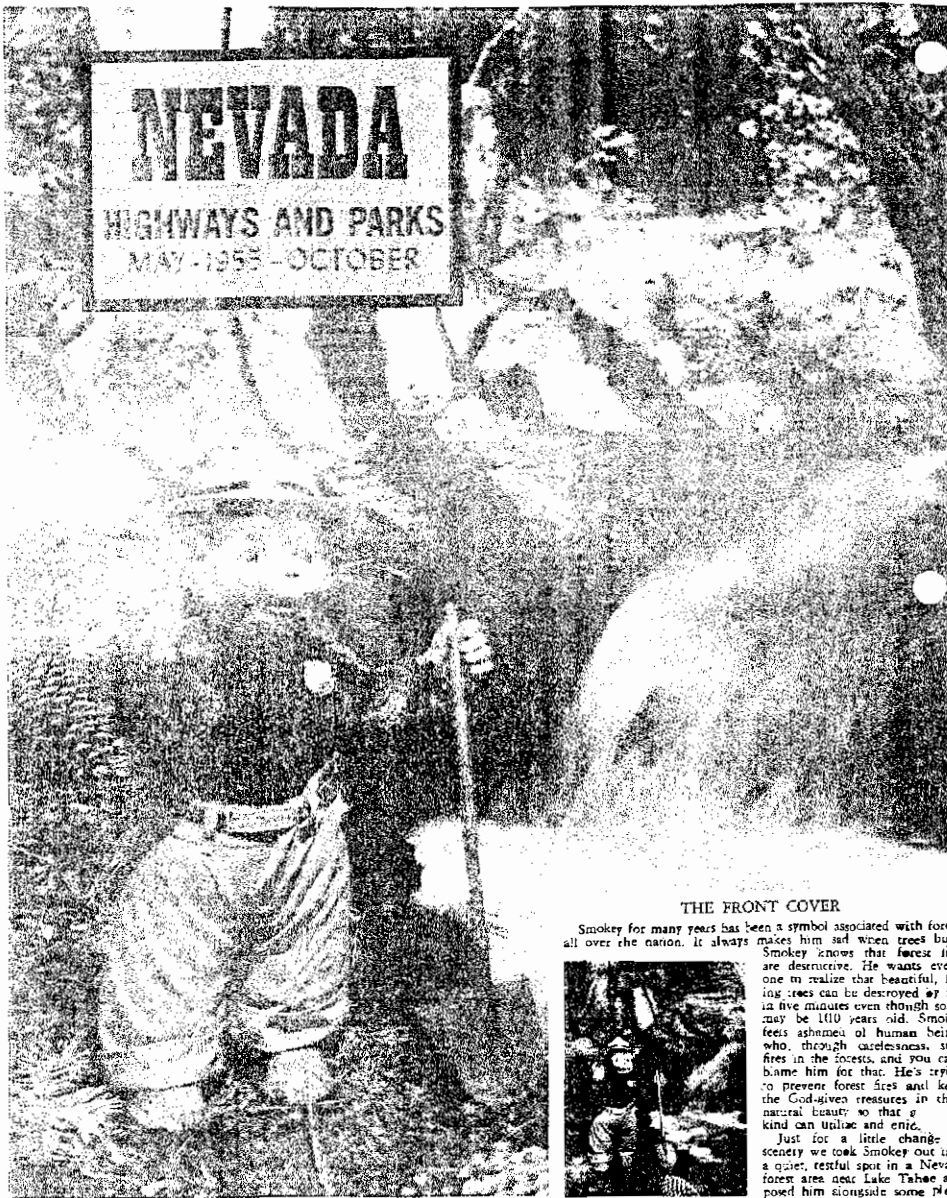
TEXAS FOREST NEWS
COLLEGE STATION, TEX.
JULY-AUGUST, 1955

COVER

SUMMERTIME is vacation time. The new poster shown on the cover of this issue has been displayed on both sides of more than 15,000 United States mail trucks in July and August. Smokey, the forest fire prevention bear says this means to remind the millions of vacationing Americans to help him prevent forest fires. The postmaster general is also aiding Smokey through the use of more than 200 postal cancellation dies, in 180 cities throughout the United States, printing a message on envelopes, "Remember Only YOU Can Prevent Forest Fires".



TEXAS FOREST NEWS
COLLEGE STATION, TEX.
JULY-AUGUST, 1955



THE FRONT COVER

Smokey for many years has been a symbol associated with forests all over the nation. It always makes him sad when trees burn.

Smokey knows that forest fires are destructive. He wants everyone to realize that beautiful, living trees can be destroyed by fire in five minutes even though some may be 100 years old. Smokey feels ashamed of human beings who, through carelessness, start fires in the forests, and you can't blame him for that. He's trying to prevent forest fires and keep the God-given treasures in their natural beauty so that a kind can utilize and enjoy them. Just for a little change of scenery we took Smokey out into a quiet, restful spot in a Nevada forest area near Lake Tahoe and posed him alongside some pleasant surroundings. Smokey, amid the pine cones, the forest, the babbling brook, and the invigorating pine-scented air, is on our front cover page.



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Born First of Advertising Man's Imagination, Smokey Bear Takes on Flesh in Washington Zoo

By WILLIAM GRIGG

Science Service Staff Writer
SMOKEY, THE FAMOUS, cinnamon-colored bear that looks down from the poster and says, "Only YOU Can Prevent Forest Fires," is the most powerful force in stopping forest fires in the U.S. today, Forest Service workers say.

What has he done? He has captured the children. The kids will lecture for an hour if you get careless with matches or cigarets. Today's youngsters will tell you exactly what that asstray is for, and what our windows are not for.

Many of these youngsters know more about fire safety than their elders. And no wonder. They sleep with a big Smokey teddy bear, wear Smokey shirts, dungarees and belts, eat Smokey cookies, read Smokey comics, and even take a Smokey bubble bath. Each of these products carries a fire prevention message, including an invitation to join the Smokey Junior Forest Rangers, the half-billion children's new members.

HOPALONG HELPS, TOO

THE LIST of adult members who are selected on the basis of outstanding fire prevention work, reads like a page from "Who's Who." The list includes President Eisenhower, former President Truman, the governors of most of the states, and a most industrious fire prevention worker and "personal friend" of Smokey, a cowpoke named Hopalong Cassidy.

The Forest Service of the U. S. Department of Agriculture helps establish Junior Ranger Clubs and sends free membership cards and badges to those who request them.

One request came from Pasadena, Calif. In big print it read: "Would you please send the another Smokey badge mine broke . . . Thank you very much, James Roosevelt Jr."

A North Dakota girl wrote: "I read that it cost billions of dollars to pay for the damage caused by fires so I am contributing five cents to help pay for the damage."

"Smokey Bear has been enrolled on our Permanent Record Cards as a member of the 5-B Class of Agnes Cotton School, Sarita, Texas."

A paralyzed young girl wrote Smokey, "I have tried to break daddy down from throwing out cigarets from the car."



CELEBRITY

— This is Smokey Bear as he appeared on the cover of Newsweek magazine soon after he became the national symbol for forest fire prevention.

One boy wrote to the editor: "Dear Master Eisenhower, I sent for some Smokey Bear things . . . I would appreciate it if you could help me . . ."

MAIL PILES UP

EACH DAY, Smokey gets about a thousand such letters. Some have Smokey seals stuck on them in place of postage stamps, but they still go through the mails.

The letters are not all from the U. S. Smokey has reached such places as Thailand (Siam), and the Fiji Islands. The Mexicans have adopted and adapted Smokey; south of the border he wears a straw sombrero. "After all this, only a Moscow postmark could impress us," one Smokey staff member said.

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HAS BIG APPEAL AND THE Forest Service Likes

DURING THE WAR, the Council helped conduct a forest fire prevention campaign using the slogan "Careless Matches Help the Axis" but at the end of the war, the co-operative campaigners, the Council, U. S. Forest Service and state foresters began to look around for a peace-

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REAL BEAR FOUND

THE BEAR was named "Smokey" after Smokey Joe Woods, a well-known New York City fire chief. Now, Smokey was ready for his debut.

In street cars and buses, all across the nation, 80,000 cards were installed of Smokey reminding folks about their part in saving the forests.

After five years as a star poster figure in the national forest fire campaign, Smokey, the Bear came to life.

Then, a carelessly thrown cigaret started a forest fire in New Mexico that wiped out 15,000,000 board feet of timber. Unestimated numbers of wildlife were killed, and a little bear cub was orphaned.

Rescued from the disaster, the cub was cared for by a Santa Fe veterinarian, who healed the cub's burned feet. Through the co-operation of the New Mexico Game and Fish Commission, the cub was named Smokey.

GOES TO CAPITAL

THE YOUNG celebrity needed no press agent. Newspapers, describing him as "the incarnation of a teddy bear," kept their readers informed as to little Smokey's health and diet (pajamas and honey mixed with milk).

The Washington, D. C. zoo was designated as Smokey's home. Smokey is a big bear now, a beautiful, reddish bear that could well have been the model for the poster that hangs in his cage.

THE KNOXVILLE NEWS-TRIBUNE, KNOXVILLE, TENNESSEE, OCTOBER 2, 1955