



# SMOKEY BEAR

PRESS CLIPPINGS

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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. Department of Agriculture, Washington 25, D. C.

*"...and for the best male performer of the year, we nominate..."*

If bears, even performing bears, could win Oscars, surely Smokey would have a den full of them. Because nobody can sway an audience like he can. In 1942 he began asking a nation of amateur woodsmen please not to start forest fires. Since then approximately 600,000 fires didn't start; 260 million acres didn't burn; \$10 billion worth of damage didn't happen.

Smokey and his good works are another public service rendered by the advertising profession and its clients, through the Advertising Council.

Proud of Advertising? You should be.



Advertising Age  
May 18, 1959

## public relations



Smokey's poster progress (l. to r.): First poster issued in 1945; part of '58 prize-winning campaign; missile theme dominant in '59

# Smokey: A symbol saves \$1-billion

Since the campaign to prevent forest fires was started, losses have been cut by 90 per cent. The top salesman for prevention, a bear cub, is now being honored for the role he played

The American Public Relations Assn., at its annual convention in Hollywood Beach, Fla., this week, will award silver anvils to the most outstanding public relations programs of firms and organizations in each of 20 categories. The top winner in the agriculture classification will go to the United States Forest Service (Department of Agriculture), the Assn. of State Foresters and the Advertising Council for their 1958 forest-fire prevention program.

Maxwell Fox, the Ad Council's director of public relations told PRINTERS' INK: "The forest-fire prevention program is getting bigger every year. We have a rising population, record forest use and greater forest values. There is a swing toward outdoor recreation. While 56,000,000 forest visits were predicted in 1958, 68,000,000 people came. The value of forests is rising. Southern pine lands sold for \$2 to \$10 an acre 25 years ago. They now sell for over \$100."

The forest-fire prevention campaign is conducted by the Ad Council, a non-

profit organization promoting action on many of the country's most serious problems. It does this through advertising, with support from all phases of business. Advertisers and advertising media contribute free time and space to council projects, which are prepared without charge by advertising agencies under the direction of volunteer coordinators.

"Just a few weeks after Pearl Harbor," Henry C. Wehde, account executive for the Advertising Council, told PRINTERS' INK, "William Mendenhall, chief of the Angelus National Forest, asked his friend, Don Belding, for his advice on a public-relations campaign to combat sabotage in our national forests. A Japanese submarine had just shelled the oil fields in Goleta, north of Santa Barbara, and there were nightly reports of mysterious flashes in forest areas. At that time, Don Belding was president of Foote, Cone & Belding with offices in Los Angeles. Belding helped form the War Advertising Council and referred the forest problem to it."

At first the campaign promoted the conservation of wood, showing its use in crating of war goods, barracks construction and rifle stocks. By 1943 Walt Disney's Bambi was looking down from posters urging Americans to be careful. Then Albert Staehle, magazine cover illustrator, was asked to develop a poster with an animal that would have human attributes. Someone suggested a bear be used and be named Smokey. The slogan, "Only you can prevent forest fires," was adopted and has remained the central theme of the campaign ever since. In 1951 a raging fire destroyed a large area of Lincoln National Forest in Capitan, New Mexico. One of the few survivors was a little bear cub who was nursed back to health. The cub was immediately named Smokey. When the animal grew to bear-size he was sent to the National Zoological Park in Washington.

The poster for the 1958 campaign had a biblical theme, "Thou shalt not destroy thy forests." A poster gave Smokey's commandments: "Break matches, crush smokes, be sure all fires are out!"

"Smokey Visits the Stars," a radio series, featured such notables as Bing Crosby, Dinah Shore and the Sons of the Pioneers. These 15 public-service programs, each lasting five minutes, covered such topics as hunting and fishing, children and matches, the con-

Continued on next page

servation pledge and campfire care. They were released to 2,000 stations. Smokey's animated cartoons were released to 525 TV stations.

For the first time Canada began using Smokey material, and posters began popping up in Mexico, Venezuela and Australia.

Waterproof and weatherproof posters were placed in U.S. forest lands. Bookmarks, calendars and other materials were given to schools, motels and hotels. Speeches made around the country emphasized that nine out of ten forest fires are man-caused (with the exception of the Northwest, where 90 per cent of the fires are started by lightning).

### Kids sign up as rangers

Junior forest-ranger kits, containing the pledge of conservation, an "official" badge, and a membership card, were requested by 1,000 children every day of the year. More than 500,000 new junior forest rangers were signed up for the drive.

To sell forest fire prevention daily, a Smokey the Bear comic strip was started and appeared in 60 newspapers. A new comic book published by Dell titled Smokey the Bear His Life Story was issued and 500,000 copies were sold in four months. Simon and Schuster issued a Golden Book on the bear.

Reader's Digest ran a full-page color ad to run in its April issue, exposing approximately 11,000,000 readers to the theme. Virginia has issued license plates plugging Smokey.

Smokey balloons, ash trays, pottery, belts, hats, candy, cookies, picnic grills, wallets and other merchandise are sold under a license granted by the Secretary of Agriculture. Smokey is the only advertising symbol protected by a Joint Act of Congress and those who cheapen him or use him for personal gain are guilty of violating a Federal statute.

The campaign budget for 1958 was \$215,000. Royalties from commercial products totalled \$20,000. The actual expenditures were \$226,000. However,

the value of the public service effort was nearly \$12,000,000—for every dollar spent \$52 were returned in free public-service advertising.

In terms of accomplishments here is the record: Before the Smokey campaign started in 1942, an area the size of New York State, or 30,000,000 acres, was destroyed by fire. Last year about one-tenth of the 1942 total was destroyed. Here's what the campaign meant in 1958: 27,000,000 acres did not burn; over 110,000 forest fires did not start; a billion dollars plus in damage was not lost.

As Smokey tells it, "Some of the things you can put a dollar value on. Some you can't. How do you measure the real value of a watershed, of recreation, wild life or soil. How much is it worth to look across a peaceful lake toward a towering snow capped mountain? Can any father put a dollar sign on the happy laughter of his children playing beside a forest stream. And one more thing—how much is it worth to save even one human life from death by wildfire?"

PRINTERS' INK MAY 8, 1959



Rapid City Journal  
Rapid City, S.D.

**THAT PERENNIAL FIREFIGHTER, Smokey the Bear, got a look at the latest in fire fighting garb when he visited a new "heli-tack" unit established by the Forest Service at Hill City. The jump suit being used by members of the crew includes a heavy fire-resistant, puncture-proof outfit, protective gloves, a masked helmet. Members also will be equipped with the proper tools and the unit jumps with short-wave radio equipment. Here Steve Berscheid shows the suit to Morris Ferguson as Smokey. (Journal Photo)**



**KEEP IT GREEN — "Smoky the Bear" (actually Lewiston Junior Chamber of Commerce member Emerson Purcell) confronted Lewiston meter maid Mrs. Marge Vorous on behalf of the Keep Idaho Green week promotion of the Jaycees. It is to draw attention to the coming fire season in area forests, urging that residents become conscious of fire prevention measures. The campaign has been in progress this week.**

Lewiston Morning Tribune  
May 23, 1959



—U. S. Government Photo

**SMOKEY BEAR FIRE PREVENTION** programs are controlled by this group of advertising executives, Forestry officials and state foresters. They are, front row (L-R): Austin Wilkins, states forester of Maine; Hugh S. Redding, supervisor of North Carolina National Forests; J. P. Felton of Foote, Cone and Belding Advertising Agency, Los Angeles; Miss Anna Mary Freas, Forest Service secretary; W. W. Bergoffen of Forest Service headquarters, Washington; Cliff Marlin, State Forester of Mississippi; Jay Grant of the Special Fire Prevention Program of the Forest Service, Washington; James N. Diehl, director, Division of Cooperative Forest Fire Control, Forest Service, Washington; and W. W. Huber, who is in

charge of special fire prevention programs of the Forest Service. Second row (L-R): Milton Schaffer of Era Productions, Hollywood; Ted Wright of Foote, Cone and Belding; Francis Raymond, state forester of California; Fred Lambie, special assistant to the White House, acting as liaison officer between President Eisenhower and the CFFP; Merle S. Lowden, director, Division of Fire Control, Forest Service, Washington; Russell Z. Eller, advertising manager for Sun-kist Growers, Los Angeles, and coordinator for CFFP; and Rupert W. Asplund of Plumas National Forest, Calif. Several members of the CFFP executive committee were not present for the picture.

Asheville Citizen Times

May 14, 1959



"A Forest Officer, after meeting Chief McArdle for the first time, came home to lunch and told his six-year-old son that he had met the Chief of the Forest Service. His son's enthusiastic reply was 'Do you mean you saw Smokey Bear?'"

--submitted by P.Y. Vincent--

## Rural Development Specialists Due Here To Study WNC Program

Three rural development specialists from Texas A and M College are due here Saturday for a study of the Asheville Agricultural Development Council and the Western North Carolina Rural Community Development Program.

They are Frank W. Sheppard, Texas state agent in rural development; and R. S. Loftis and Garland Marshall, district agents in rural development.

They will learn how the coun-

cil's work is initiated and the results accomplished, study typical activities of the council and the organization's relationship with federal, state and local government agencies.

Morris L. McGough, executive vice president of the agricultural council, said many inquiries have been received here this year about how the WNC community development program operates.

Inspired by the December 1956

Reader's Digest story of the Asheville Agricultural Development Program, a Louisiana county two weeks ago completed a community development organization.

The organization was established after a survey was made by Doane Agricultural Service. This is the same private agency which made the survey of Buncombe County that led to the establishment of the agricultural council and the WNC program.

In the Louisiana county, farmers paid the bulk of the bill for the survey, with help from business and industry.

The county is Morehouse Parish, home of Morris L. McGough, executive vice president of the Asheville Agricultural Council.

Asheville Citizen Times

May 16, 1959

THE MINNESOTA DEPARTMENT of Forestry is erecting a large number of these "Keep Minnesota Green" displays throughout the state to remind motorists day and night of the dangers of carelessness with fire. Symbol of forest fire prevention, the nationally known Smokey bear highlights the seven-color reflective sheeting display. One of these signs will be on display at the 15th annual Keep Minnesota Green, Inc., celebration and governor's banquet in St. Paul, where Gov. Orville Freeman and Charles Gillett, managing director of American Forest Products Industries, Inc., will address KMG members.

"My nephew was asked what he wanted to be when he grew up, whereupon he exclaimed, 'I want to be a ranger so I can help Smokey the Bear!'"

--submitted by P.M. St. Laurent--

## Plea From Zoo

On behalf of the other animals, I should like to thank Devereux Butcher for his plea in our behalf. Our crowded living conditions are appalling and we are indeed unhappy.

We hear of the marvelous zoo in Ireland where the monks have an island in a small lake. There are no cages and no wires but lovely trees and vines for them to scamper about. The spectators easily can stand at the edge of the lake and watch them without any danger as the water forms a natural barrier. In South Africa a clever device of moats has been used to almost entirely eliminate the need for visible gratings and fences. The animals are free to roam and they present a far more realistic picture to the spectators.

There is really nothing very authentic about a brown bear scratching his back on a padlock, or squirrels treading mill on the automatic turntables of their tiny cages. The golden eagle is very sad and the giraffes are so confined in their small pens their hearts could break.

The next time you come to the Zoo, put yourself in our places for a few minutes and imagine the horror of a life in a cage. **Smokey, the Bear.**

The Washington Star  
May 20, 1959

## Zoo Defenders

Someone wrote to The Star using my name. Normally I'd be pleased that someone thought my name important enough to "borrow" but in this case they didn't get the facts right.

You see I've been very happy and comfortable here in the National Zoo since 1950 — which is almost as long as I can remember and certainly as far back as I care to—and I know that I was one of the lucky bears for I was brought to a life of ease where I am well fed, given a nice house, respected by my keepers and loved by the thousands who visit me.

I was saved from a forest fire, as you should recall, which took the lives of thousands of birds and animals of all kinds, a fire which deprived its survivors of both food and shelter.

The so-called "civilization" that is coming to many of the world's previously undeveloped areas will bring about the loss of countless wild life—bears, elephants, cat-type animals, birds, etc.

And even here in the U. S. A., the wildlife is in danger of extinction—due to insecticides which kill all forms of life with which they come in contact.

Are the giraffes in too small an enclosure? Ask my friends up in the large mammal house and they'll tell you of one of their children who went to a very fine zoo with a nice large yard only to come to an early death because she had too much room and she ran about so rapidly that she got hurt and died.

Ask the zebras about life in their native habitat. They'll tell you about the internal parasite which kills them off in the jungles but which wise American zoo men have found a cure for.

Oh I could go on and on but I think you see what I'm talking about. All that the National Zoo needs is the open support of all its many visitors. I, for one, would like to see a postal card come in for every person who knows and loves the Zoo.

That's my story. But, I should remind you that the National Park Service and my many young friends across the Nation have promised me a new home some time in the future—just another reason I like it where I am. And one last thing, I am an employe of the U. S. Government and the use of my name is restricted by law.

**Smokey the Bear**  
The Washington Star  
May 25, 1959

## Gets in the Act

That letter from "Smokey the Bear" which you printed on May 25 doesn't sound like Smokey to me. It sounds more like he'd joined the zoo company union.

Have you seen the new signs they've put up over our cages? "Wild Animals Are Dangerous . . . Stay On Your Side of the Guard Rail."

I've got one. People used to stop and feed me lump sugar and pieces of bread, but now they just point at the sign and laugh.

And the nice deer have got one, and lots of the other trustees in our jail.

Why did they put these great tall fences in front of our cages? What did we do?

As for being so happy in our cages, go look at the black panther in her cage in the lion house. I mean the one in the cage which is only two feet wide.

Why, even human beings ought to be able to see that this is wrong.

**Jerry the Wild Ass.**  
The Washington Star  
June 4, 1959

# 'Smokey Bear' Is Visiting WNC

By BOB SEYMOUR  
Citizen Staff Writer

Smokey Bear, fire prevention symbol for the U. S. Forest Service, is paying a visit to Western North Carolina this week. Actually, Smokey is not a bear at all. He is the Cooperative Forest Fire Prevention executive committee.

This committee, composed of top-drawer advertising executives, U. S. Forest Service administrators and representatives of the Assn. of State Foresters, created the image of Smokey Bear in 1943 and has guided his climb to international recognition through 14 years of reminding the public, "Only You Can Prevent Forest Fires."

Several members of the committee, including coordinator Russell Z. Eller, stopped in Asheville Tuesday morning en route to High Hampton Inn near Highlands, site for a three-day committee meeting during which new ideas and proposals for Smokey Bear will be discussed.

For Eller, a native of Waynesville, the meeting afforded a welcome opportunity to visit home territory. Recognized as the foremost man in the advertising field on the West Coast, Eller is advertising manager of Sunkist Growers of Los Angeles. He is the son of Mrs. H. A. Eller and has a brother, Warren, and a sister, Miss Lou Elva Eller, who live in Waynesville.

In Asheville, Hugh S. Redding, supervisor of North Carolina National Forests, W. E. Howell, assistant supervisor, and Joseph F. Pechanec, director of the Southeastern Forest Experiment Station, joined the group.

One of the highlights of the High Hampton meeting will be a picture history of the CFFP program. The program is conducted by the Advertising Council of New York, a non-profit agency supported by contributions by industry, business and individuals interested in public service advertising. The Advertising Council also handles advertising for the Red Cross, Better Schools and other worthy causes.

The CFFP program got under way in 1942, but it was not until 1945 that Smokey was born. Walt Disney's Bambi was used for forest fire prevention posters in 1943 and 1944, but the committee decided a deer did not have enough "human attributes." It was at this point someone suggested using a bear.

Actual art work for the original Smokey Bear was done by maga-

zine illustrator Albert Straeble. Smokey was duly copyrighted by the Forest Service, which now has the final say in how he will look.

The new state of Alaska has recently submitted a new outfit for Smokey. A proposed state map has Smokey dressed in a mackinaw and loggers boots. The map has little chance of approval until the artist removes the excess clothing since Forest Service policy allows little deviation from the original drawing.

Private manufacturers pay the Forest Service handsome royalties for the use of Smokey Bear in their businesses. There are Smokey balloons, ash trays, belts, pottery, hats, candy, cookies, picnic grills and other merchandise. Smokey is the only advertising symbol protected by a joint act of Congress.

While the Forest Service has good use for all royalties brought in by Smokey, his fire prevention achievement is considered to be his outstanding contribution. The government estimates Smokey has saved more than a billion dollars worth of valuable forest lands since he was born in 1945.

Footo, Cone and Belding, advertising agency of Los Angeles, has handled Smokey Bear on a voluntary basis since World War II. Last year the agency obtained over 12 million dollars worth of free advertising for Smokey.

In addition to recalling the history and steering the future course of Smokey, the committee will spend one day on a trip to Coweeta Hydrological Laboratory near Franklin, the only study area of its kind in the United States.

The laboratory, on the headwaters of the Little Tennessee River, has scores of rain and stream gauges and observation wells that measure the course of water from the time it falls to earth until it enters the main stream.

Another important feature of the meeting will be the announcement that the forest fire prevention program was selected as one of the outstanding public relations programs of the past year. The program was chosen by the American Public Relations Association as being the top agricultural promotion.

There is no doubt that Smokey has become a national institution. He seems well on the way to becoming a favorite in Canada, Mexico, Venezuela and Australia as well.

Asheville Citizen Times

AS summer approaches, we Americans will be spending more time outdoors. Picnicking and camping will be in full swing. Our national parks and forests will be crowded with visitors.

Summer is vacation time for you, but it is a busy season for Smokey, the fire-preventing bear. Smokey begins to work hardest when his human friends rush to the woodlands. In the weeks ahead Smokey posters will appear everywhere. You will hear him on radio and TV, urging you to prevent forest fires.

Smokey has been leading a national fight against forest fires since 1945. Now he is one of the best known animals in our country. In recent years, Smokey has traveled to Canada and has become a symbol of fire prevention there, too.

Most people see Smokey only on posters. But visitors to the National Zoo in Washington, D. C., can see the real Smokey Bear.

The real Smokey is now a big animal who must be kept in a cage. But he was only a cub, weighing barely five pounds, when fire swept his home in the Lincoln National Forest of New Mexico in 1950. Firefighters rescued the frightened little bear and cared for him until his burned feet had healed.

Then they flew him across the country to Washington. There he was named Smokey and given to the children of America as a symbol of forest-fire prevention and wildlife conservation.

Smokey Bear has done an outstanding job in reminding Americans of the dangers of forest fires. The number of forest fires in our country each year has been cut by more than half since the Smokey campaign began—even though there are three times as many people using our nation's forests.

If you would like to join Smokey's fight against forest fires, you can receive a Smokey kit by writing to: Smokey Bear Headquarters, Washington 25, D. C.



Forest fires know no boundaries!



Denver Post Photo

SMOKEY GREETES DENVER YOUNGSTERS AT 16TH AND CALIFORNIA STS.

**BEAR SURPRISES SOME**

**Smokey Visits Denver Pals**

Smokey the Bear left his forest Monday to pay his many youthful friends in Denver a visit.

Wearing his familiar forest ranger hat and blue denim overalls, Smokey took a casual walk through downtown Denver Monday, stopping frequently to chat and shake hands with his numerous fans.

Smokey, whose exploits are presented daily in The Post's comic section, is the national symbol of forest fire prevention.

He can be seen from 2 to 6

p.m. Wednesday through Friday at the grand opening of Miller's Super Market in the Bear Valley Shopping Center, 3300 S. Sheridan Blvd.

Although instantly recognized, reactions were mixed when Smokey approached his young friends to exchange pleasantries.

Paul Jean Lopez, 4, daughter of Mr. and Mrs. Eugene Lopez of 3691 Olive St., smiled at Smokey but declined the handshake.

"My daddy told me not to shake hands with no bears," she explained pensively.

Cheryl Birge, 6, daughter of Mr. and Mrs. Gerald Birge of Cheyenne, Wyo., had no misgivings in greeting Smokey.

After a warm handshake, she told her mother: "Smokey's my friend, I read about him all the time in the paper."

To the unfamiliar, Smokey's huge brown face occasionally caused some discomfort.

Mrs. LaVerne Elledge, of 156 S. Lincoln St., made an abrupt left turn after a near collision with Smokey.

"He nearly scared me to death," she said over her shoulder.

**NEW YORK.**

THE management of Lost Village, a wooded area resort near Carmel, N. Y., telephoned the Department of Agriculture in Washington for their yearly supply of forest fire warning posters. It was a pretty involved call.

One phone operator kept referring the request to another division until the Lost Village man had talked with 10 departments. Finally, he was referred back to the main operator and detailed his request once more. "Oh," she said at last, "you want our Smoky Bear division." The Smoky Bear division sent the posters out right away.

The Philadelphia Inquirer  
June 1, 1959

Denver Post  
June 3, 1959

**Tale of Smokey the Bear Is Aimed at 8 Millions**

An estimated 8,000,000 moviegoers will see the new Advertising Council's "Smokey the Bear" fire prevention screen advertisement. The Theatre-screen Advertising Bureau's members will arrange for showings of the film during the Summer months.

Film Daily  
June 6, 1959



### Smokey Says:



As long as there is human negligence, there must be reminders—Remember only you can prevent forest fires!

## New Cub for the Club



The Fish and Wildlife Service found this 4-month-old polar bear cub wandering near Point Barrow, Alaska, and offered it to the D. C. Zoo. But the Zoo didn't have money to bring it here, so WMAL-TV paid the plane fare. Here, an imitation Smokey the Bear says hello to the cub, temporarily named PB. The little one will be on public view next Sunday.

Washington Daily News  
June 22, 1959

## SMOKEY BEAR STAMPS



The Asplundh Tree  
Summer 1959 →



Many of our readers are familiar with the attractive "Smokey Bear" stamps which have been issued annually by the U.S. and State Forest Services, and publicized by the Advertising Council. Now, those of us who are also interested in philately, as well as in forests, are gratified to learn that these "stamps" have at last been given formal recognition as collectors' items.

A friend of ours in the U.S. Forest Service told us about the new Guide which has been published and which lists these stamps as well as others devoted to forest fire prevention. You can get a copy for 35¢ by writing to D. A. Anderson, 1202 Foster Ave., College Station, Texas. It is illustrated and quite interesting.

The first stamps, issued in 1944, don't show Smokey; he first appears on the 1947 issue and, until 1950, was merely a symbolic bear. Then a real cub, badly burned in a New Mexico forest fire, was nursed back to health and finally flown to Washington where he was placed in the Zoo and officially christened "Smokey."

The stamps, available from "Smokey Bear," U.S. Forest Service, Washington 25, D. C., and from State Foresters, are *not* postage stamps but more in the category of the Christmas and Easter seals which most of us use. If you have any, we suggest that you take care of them as it is quite possible that someday the earlier issues will become increasingly valuable.



Smokey Bear gets a warm welcome as a special guest to National 4-H Conference here June 13-19 from Sarah Ann Ramsburg, a delegate, of Frederick County, Md. Jay Grant, Forest Service, is behind that fake fur and mask.



Be sure that before you go on your vacation you call FL 3-2421 and tell them to send me and The Clarion Ledger to your vacation address everyday. Take good ole' Smokey with you and you'll have a much better time. And remember, when you are out in the woods be careful with fires. The Clarion Ledger  
June 7, 1959

AG Reporter  
June