
"...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*
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.

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.

Continued on next page
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 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—far 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
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 Sun­kist 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.

"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 council'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.

"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 cage and living conditions are appalling and we are indeed unhappy.

We hear of the marvelous zoo in Ireland where the monkeys have an island in a small lake. There are no cages and no wires but lovely trees, vines for them to scramble about. The spectators easily can stand at the edge of the lake and watch them about 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 souvenirs being fed to the grizzlies on the automatic turntables of their tiny cages. The golden eagle is very sad and the craftrat are too confined in their small pews. 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 use, but in this case they didn't get the facts right.

You see I've been very happy throughout the summer time 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 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 has come to many parts 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. the wild life is in danger of extinction — due to insecticides which kill all forms of life with which they come in contact.

' S'mokey 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 committed by the U.S. Forest Service, its administrators and representatives of the Assn. of State Foresters, created the image of Smokey Bear in 1944 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. Epler, stopped in Asheville Tuesday morning at route 10 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 Epler, 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, Epler is advertising manager of Smudged Growers of Los Angeles. He is the son of Mrs. H. A. Epler and has a brother, Warren, and a sister, Mars Lou Elva Epler, who lives in Waynesville.

In Asheville, Hugh S. Reckling, supervisor of North Carolina National Forests, W. E. Howell, assistant supervisor, and Joseph F. Farnell, 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 fire prevention purposes in 1943 and 1944, but the committee decided a bear 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 magazine illustrator Albert Staehle. Smokey was duly copyrighted by the Forest Service, which now has the final say in how he will be used.

The new state of Alaska has recently submitted a new outfit for Smokey. A proposed state map has Smokey dressed in a musk ox and logger's 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 balloon, ash trays, hats, pottery, candy, cookies, punch bowls 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 Forest Service estimates Smokey has saved more than a billion dollars worth of valuable forest lands since he was born in 1944.

Four, Cone and Belling, 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 of the advertising campaign, the committee will spend one day on a trip to Smokey's 40,000-acre 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 gauging 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 Relations Association as one of the top cultural. Public Relations programs of the past year.

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

Asheville Citizen-Times

Get in the Act

That letter from "S'mokey the Bear" which you printed on May 25 doesn't please me. It sounds more than ever like he'd joined the zoo company union.

Have you seen the new signs they've put up in 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 lettuce, sunflower seeds, and pieces of bread, but now they just point at the sign and laugh.

Not the nice bear have got one, and lots of the other trustees in our jail.

Why did they put them up in front of our cages? What did we do?

As for being so happy in our cages, you 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

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SMOKEY BEAR

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, D.C.

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 3631 Olive St., smiled at Smokey but declined the hand-shake. "My daddy told me not to shake hands with no bears," she explained pensively.

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.

FOREST FIRES KNOW NO BOUNDARIES!

The Philadelphia Inquirer
June 1, 1959

Tale of Smokey the Bear
Is Aimed at 8 Millions

The Philadelphia Inquirer
June 1, 1959

Film Daily
June 6, 1959

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 papers."

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.

Film Daily
June 6, 1959
SMOKEY BEAR, 6 foot 6 inch animated, talking bear of forest service, rode with human passengers on Northwest Orient Airlines plane to Portland from Minneapolis. He was too big for luggage compartment. Eugene O’Keefe unloaded Smokey, Bruin will be central figure of Centennial forest fire prevention exhibit.

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The presentation of the Smokey Bear Award for Outstanding Achievement in Forest Fire Prevention which was made to W. L. Oberg, editor of the Blackduck American, was made by E. L. Lawson, director, Division of Forestry, who is pictured in the foreground holding the award with Mr. Oberg. In the background, left to right are Don Wilson, in charge of Forest Fire Protection, St. Paul; J. H. Hubbard, Regional Forester, Bemidji; Arthur J. Ward, Area Forester; Blackduck, and J. W. K. Holliday, Clarke-McNary Representative, of Milwaukee, Wisconsin. — American Staff Photo.

On Guard

SMOKEY AND AIR STEWARDESS SHIRLEY OBERG
Bear arrives for Centennial

SMOKEY AND AIR STEWARDESS SHIRLEY OBERG
Bear arrives for Centennial

American Receives Smokey Award for Fire Prevention

By: Arthur J. Ward
Area Forester
Friday, May 13, at the State Forestry Headquarters at Blackduck, W. L. Oberg, editor of the Blackduck American, was presented with the Smokey Bear Award under the Cooperative Forest Fire Prevention program.

The intent of this award is to officially recognize outstanding and meritorious effort and accomplishment in the prevention of forest fires and to encourage further prevention efforts on the part of all citizens and groups.

This year marks the 15th consecutive year of an intensive forest fire prevention program carried on by the Blackduck American under the editorship of Mr. Oberg. During these campaigns the newspaper carried advertising and articles which bring the forest fire prevention message to the attention of the public.

No one knows just how many forest fires this program has prevented, but if people heed just a fraction of the warnings put forth during this period, it must be considerable.

Our congratulations to Mr. W. L. Oberg and his staff.

Smokey Says:

THE FISHING WATERS ARE GOOD WHERE EVER YOU FIND GREEN FORESTS!

Forest fires ruin good fishing—take care!

Smokey Flies To Exposition

Blackduck American
May 21, 1959

By: Arthur J. Ward
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Smokey Says:

THE FISHING WATERS ARE GOOD WHERE EVER YOU FIND GREEN FORESTS!

Forest fires ruin good fishing—take care!
As long as there is human negligence, there must be reminders—Remember only you can prevent forest fires!

Washington Daily News
June 22, 1959

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.

AG Reporter
June 7, 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, 1282 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.