

Prepared for information of Smokey Bear Licensees, State Foresters, U. S. Forest Service personnel and other cooperators of the CFFP Program. Released by Smokey Bear Headquarters, Forest Service, U. S. Dept. of Agriculture, Washington 25, D. C.

SMOKEY BEAR

PRESS CLIPPINGS

SEPTEMBER 1960 NUMBER 18
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FOREST

ABLAZE

NEAR CITY

THE DAILY MISSOULIAN Missoula, Montana July 20, 1960

STORY OF THE SUMMER— MORE WORK FOR SMOKEY

1st Fed. REPORTER
Phoenix, Arizona
August, 1960



Tamara Gold of Phoenix receives her award from First Federal Board Chairman and President Joseph G. Rice for her Smokey Bear Contest prize winner.

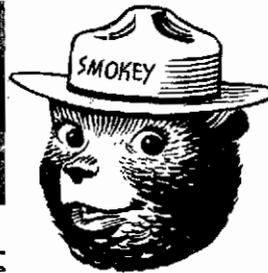
ADVERTISING AGE
August 8, 1960



Wilson Connaughton Lane

AD GIFT—Sunset Magazine, Menlo Park, Cal., has offered a full page

of space each month to all major public service campaigns of the Advertising Council. Starting with its August issue, the magazine will carry an ad for fire prevention and will follow with ads for the Red Cross, Crusade for Freedom, and other projects boosted by the council. Flanking the fire prevention ad here is Allan Wilson, vp of the Ad Council; Charles A. Connaughton, regional for-ester, and L. W. Lane Jr., pub-lisher of Sunset.



DO YOU AGREE?

B. MIKE: This is not a fan letter, nor a request for a particular number. Instead, I am writing to enlist your assistance in righting a serious error, one that is perpetrated fresh almost every day.

Error is one that is quoted on a number of programs. When old Smokey, the bear, terminates a speech with "Remember, only you can prevent a forest fire." As much as to say that anyone who hears this quote should start fire-fighting alone and without assistance.

If he would only transpose a few words and say "You alone can prevent etc. the speech would take on some meaning. It would mean, "don't wait for someone else to start, but do what you can. Every little bit helps, even one person alone can help beat out an incipient blaze."—ALTON D. WARNICK, Cornelius.

"Behind The Mike"
THE OREGONIAN
Portland, Oregon
June 30, 1960



Does Walt like Smokey's Posters too?
(See below)



FOREST FIRE conditions are the most critical in California history this year, with more people in the hazardous areas than ever before, and the Shell Oil Company is performing a vital public service by devoting its entire August outdoor advertising campaign to meet the menace. This poster, created for Shell by Walt Disney, is delivering its appealing message to millions on major arteries of travel throughout the State.

THE DENVER POST

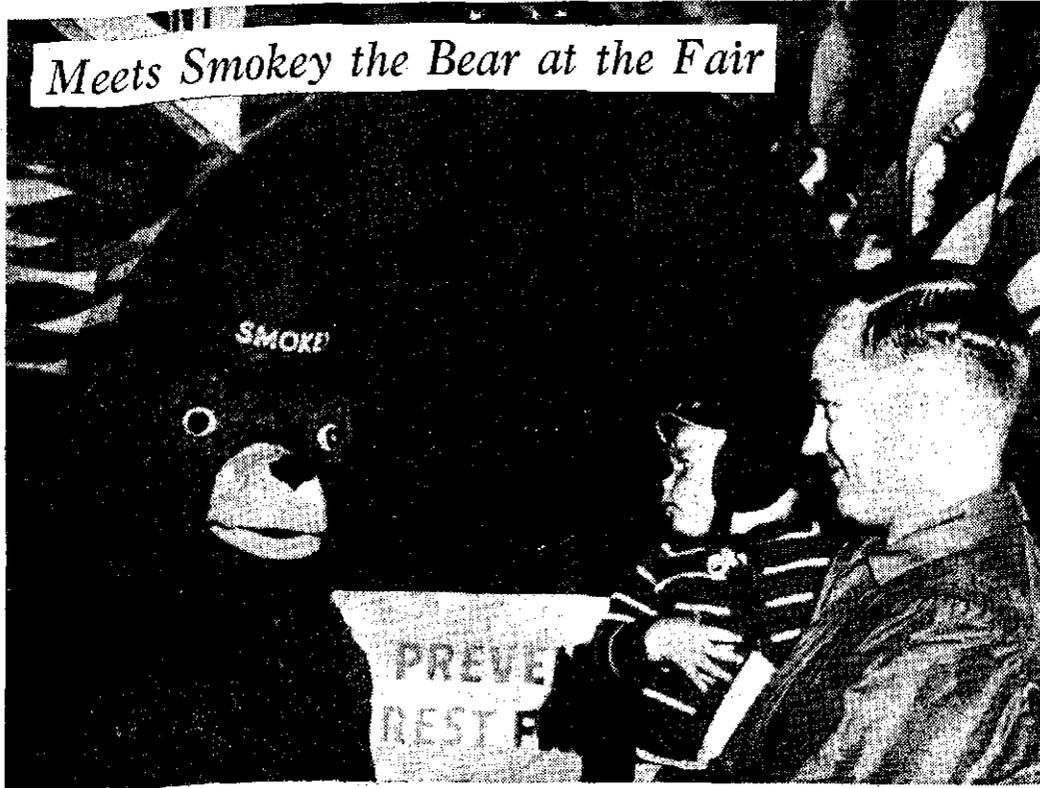
Picture Page

July 22, 1960

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Scout Charles Henry, 13, of Los Altos, Calif., was stopped in his tracks by the sight of a real-size "Smokey" the bear, a conservation trademark of the U.S. Forest Service. A man inside the bear costume delivered talks and offered displays on forest preservation and wildlife conservation.



Meets Smokey the Bear at the Fair



Held by his father, 16-month-old Paul Sibelrud, son of Mr. and Mrs. Donald R. Sibelrud, 919 Edith St., meets Smokey the Bear for the first time at the Missoula County Fair. Smokey was busy handing out literature for the

Montana Forestry Department at its booth. Adults near by said Smokey's voice sounded suspiciously like that of Cal Gunderson of the State Forestry Department.

DAILY MISSOULIAN
8-26-60

**Smokey's friend
Museum builder**



ABEL PINO

He peeled the logs for the Smokey Museum

Abel Pino peeled most of the logs for the Smokey Bear Museum. At the age of 78, he is able to peel 25 logs a day, or 400 feet, with slow, steady rhythmic strokes, seldom stopping to rest. Tourists and little boys often stopped to watch Mr. Pino work.

In his prime, Mr. Pino has cut 2 1/2 cords of wood in a day and still is able to cut almost half that much in a day. The trees of the forest have provided his livelihood since the age of 16 when he lived at White Oaks. Smokey is the tree protector, and Mr. Pino is Smokey's friend.

Born in Oso Canyon, three miles from Capitan, Abel Pino has always enjoyed good health. The only tragedy in his life occurred when he laid seven members of his family to rest within one week in the Tucson Mountains during the 1918 influenza epidemic. He has one son, Frank, in Phoenix, Ariz., but many friends in Lincoln County.

These are a few of those who started with only an idea, to give Capitan an educational and informative museum which will attract visitors from all over the nation.



**Opening of Smokey Bear Museum brings
a community project to completion**

CAPITAN — The Smokey Bear Museum was opened to the public Saturday, July 2 and by Sunday afternoon over two hundred visitors had registered.

Work of installing the last of the exhibits is still going on.

All who had a part in building the Museum are grateful to many citizens of Capitan, Lincoln County and Roswell, who have helped with donations.

By DOROTHY GUCK

In the completion of a community project such as the building of the Smokey Bear Museum in Capitan, many generous people are involved, some anonymously. It is impossible to write an account of all who have given so much.

The late Don Murphy, working with members of the Forest Service, spearheaded the idea. Until his untimely passing, Joe Rensch had charge of the construction and planned to build the native rock fireplace.

Mrs. Margaret Rensch continued in his place to supervise the work and the bricklayers of Roswell offered to build the fireplace in memory of Joe Rensch.

Much of the funds were raised by the dances at the American Legion, a project sponsored by the Rensch's. Louis Philippe of Ruidoso enlarged and finished a photograph of the late Mayor Rensch for the Museum.

Bill Holmes, as president of the Smokey Bear Club, donated much of his time and money. His work is being carried on by Mr. and Mrs. Virgil Wallace of the Smokey Bear Motel.

The Woman's Club under the direction of Mrs. Ross Flatley aided the project, as did the Chamber of Commerce and the Village Council. The latter voted to give the museum \$500 for its completion.

Many other individuals have worked hard to develop the plans that would provide this conservation exhibit for Capitan. Pearl Soderback headed the fund raising; Hollis Cummins donated land; J. G. and H. C. Otero hauled and cut logs; Bert Cheney hauled rock; Ray and Judy Bell, Bill Hall and the Capitan School, Boy Scouts Troop 55, Charlie Bird, Clem Weindorf, Dixie Sparks, Bill Randle, the Jenkins, and many others helped.

The Lincoln National Forest, SCS, Hondo Conservation District, New Mexico Game Department, State Forestry, Ruidoso Rotary, and Lincoln County Fair are a few of the many organizations that helped.

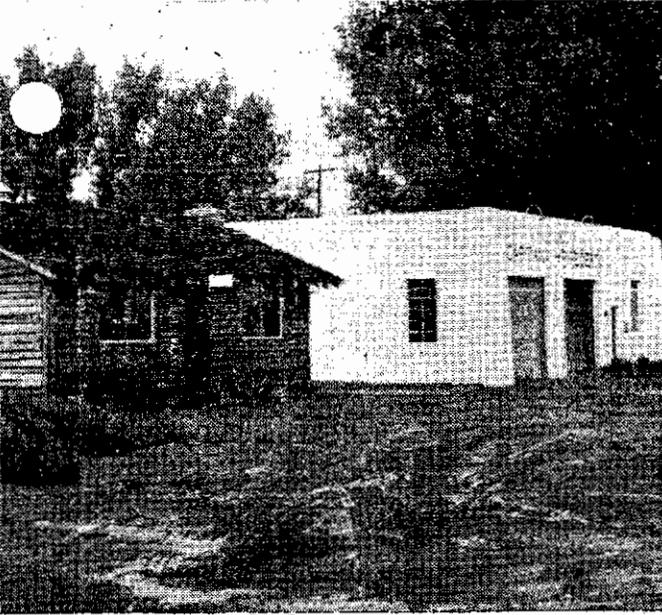
Perhaps the story of one individual will represent the big heart that exists in so many of the generous people of Capitan.

SMOKEY BEAR
Capitan's Smokey Bear attracting visitors many of them from states as far as New Mexico. For memorate Capitan place of the famous bear, the museum. ter photo, is of beside the village apartment building on street of Capitan (380). At left, Jac out one of the tr dedicated on a 350-section to Judy Le Minter of Capitan drich. Miss Minter hart admire the "Oscar" presented President Eisenhower part in boosting of Smokey Bear tiny cub at the ti cued with scorch Capitan mountains est fire several y with other intere are on display at :

PHOTO AND CC

Three Smokey Pictures Ab RUIDOSO NEW

Smokey's Fr Picture and Opening of Story: LINCOLN OU



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**Campers Put Out
 By 'Fire Spotter'**



By the Associated Press

Kamloops, B.C.

A weary pilot flying forest fire patrol spotted a wisp of smoke and the flicker of flame in the bush below.

Whoosh! He loosed 100 gallons of water.

It drenched four British Columbia Forest Service employees who were cooking breakfast on a campfire. They were somewhat put out.



COMMEMORATIVE POSTER—During the month of July the U. S. Post Office Department delivery trucks throughout the country will carry a special commemorative poster in observance of the 20th consecutive year of the Smokey Bear forest fire prevention campaign and the 50th anniversaries of the Boy Scouts and the Camp Fire Girls of America. Left to right are John Tschamler, postmaster of Augusta; Pamela Travis of Westbrook representing the Camp Fire Girls; Edward Holt of Augusta representing the Boy Scouts and Forest Commissioner Austin H. Wilkins. (Marsh photo)

CREDIT

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**Air Fire Spotter
 Sees Smoke, Puts
 Out Breakfast**

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KAMLOOPS, B.C. (AP) — A weary pilot flying forest fire patrol spotted a wisp of smoke and the flicker of flame in the bush below. Whoosh! He loosed 100 gallons of water.

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BY WS

FRIENDLY WARNING



Photo by Fran Waugh



SALEM (Special)—Governor Mark O. Hatfield gets a friendly warning from Smokey Bear to Keep Oregon Green. A wet spring and hot, dry summer have created the worst forest fire conditions in a third of a century, fire prevention officials warn.

Man Inside the Bear Calls Scouts, Explorers His Aids

All his life James Q. Ricard has been a fighter. As a young man he was a sparring partner for Jack Dempsey, world heavyweight boxing champion from 1919 to 1926.

Now, Ricard fights forest fires, and he's been doing it for nearly thirty years.

Better known to thousands of Scouts and leaders as Smokey Bear, Jim Ricard has made friends thruout the nation. Many of his young friends whom he met at the Valley Forge jamboree in 1957 continue to correspond with him.

When you see the seven foot bear wandering about the jamboree, you naturally wonder what kind of man is inside the costume. Smokey Bear James Ricard is a mild-mannered friendly man who, somehow, maintains his good humor despite the discomfort of wearing the heavy and hot costume for hours at a time. At the jamboree his son, John, an Explorer, sometimes relieves his dad.

Until 30 years ago most forestry men thought mainly of ways to control forest fires. Ricard has done much to turn their thinking to prevention. As early as 1933 he was sounding the theme, "save a tree a day."

Who thought up the idea of using a bear as a symbol of forest fire prevention? According to Ricard it came about this way:

In 1947 Ken Bell, then a forester in New Mexico, found a badly burned tiny bear cub hanging to a fire-scarred tree. The cruelty wrought by forest fires led him to promote the bear as a symbol of fire protection.

Clinton Davis, and other forestry men furthered the idea and so Smokey was born.

In his home state of New Hampshire the number of forest fires has been reduced 50 per cent since 1950 to lead the states in its record of fire prevention. Credit for much of this goes to Smokey and the 14,000 junior fire wardens in the state.

Smokey is strong in his belief that Boy Scouts and Explorers can lead us in further cutting down the loss from forest fires.

What of the Fire Bugs?

The epidemic of grass and brush fires continues in the Salt Lake Valley while serious forest fires rage elsewhere.

The fire danger in dry, windy weather such as we have been having should need no emphasis. Yet carelessness bordering on criminal negligence continues to blacken vegetative cover and provide the conditions for future floods and other forms of accelerated erosion.

A study of fire reports last weekend showed the wind played a major role in the spread of the flames. At least two of the fires began in incinerators and raced through nearby weeds. Another was deliberately set. It is a violation of the law to start fires through negligence. It is a serious crime to deliberately set a grass fire. Has any offender been arrested? If so what punishment has been given?

With the Independence Day holiday just ahead, strongest measures possible should be taken to control use of fireworks—even sparklers. The country is explosively dry. Let's not destroy it.

SALT LAKE CITY TRIBUNE
 6-28-60

Smokey Bear Sign Points Out Fire Danger

Which Town Shall We Burn Down?

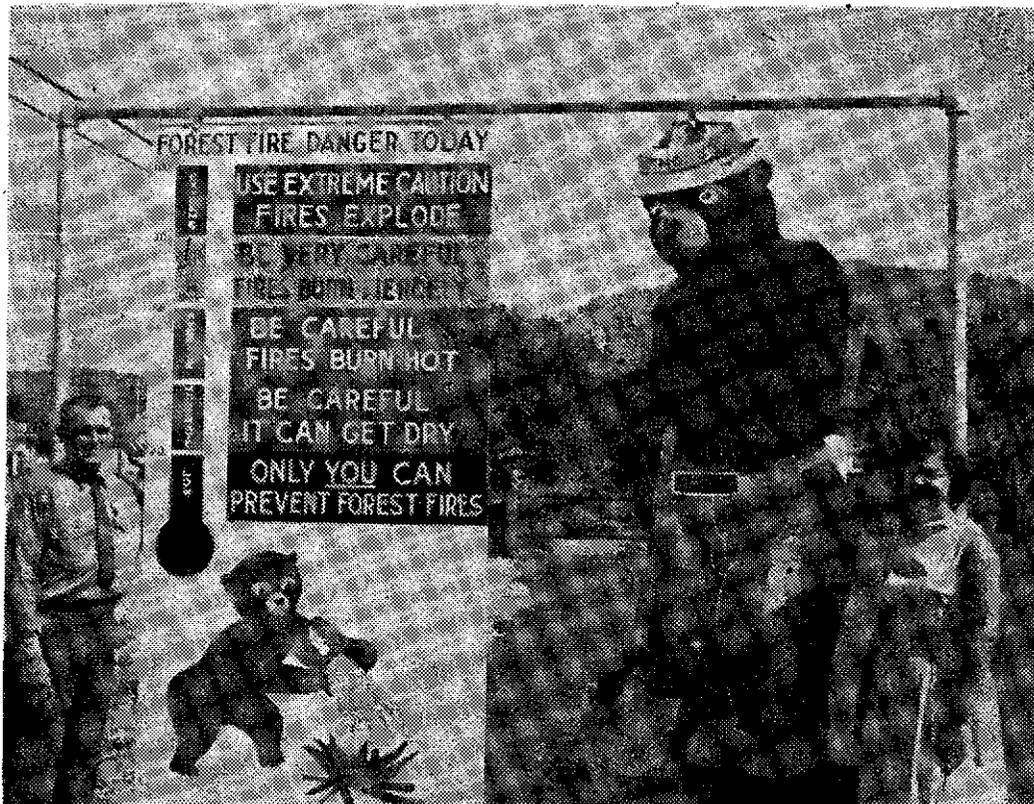
HOLLYWOOD, July 17 (A) A Hollywood husband-wif moviemaking team are planning to burn down a North west town and forest for their next picture.

It's no idle boast because Andrew and Virginia Ston sunk the Ile de France for their last movie "The Las Voyage." And once before they almost put a satellite in orbit before the Russians for a movie on guided missiles.

Virginia said she and her husband will leave Sunday to make a final choice of locations.

"We are down to three now," she said. "Hoskins and Vernonia in Oregon and Shelton in Washington. Our big problem is to find a railroad trestle over a gorge. Those things are hard to come by."

The Stones make movies for MGM but shun sound stages and special effects. They say they have the cooperation of the United States Forest Service in burning down a real forest because the picture has a great message for prevention of disastrous forest fires.



A new sign has been constructed south of Colville along the highway to inform the public of the fire danger on the Colville district. The information sign was constructed and designed by Bob Lynds, fire control aid at the left and Mickie Lewis, payroll clerk for the Colville national forest. Art work

was done by G. G. Dorman of Colville. The Colville sign is the second Smokey Bear to advise the travelers on the condition of the forest. Smokey Bear has proven to be an effective, eye-catching personality in the prevention of fires on the forest and range. (S-E photo).

STATESMAN-EXAMINER Colesville, Washington July 22, 1960

INDIAN SMOKE SIGNAL

June-July, 1960
Merle S. Lowden

FIRE PREVENTION

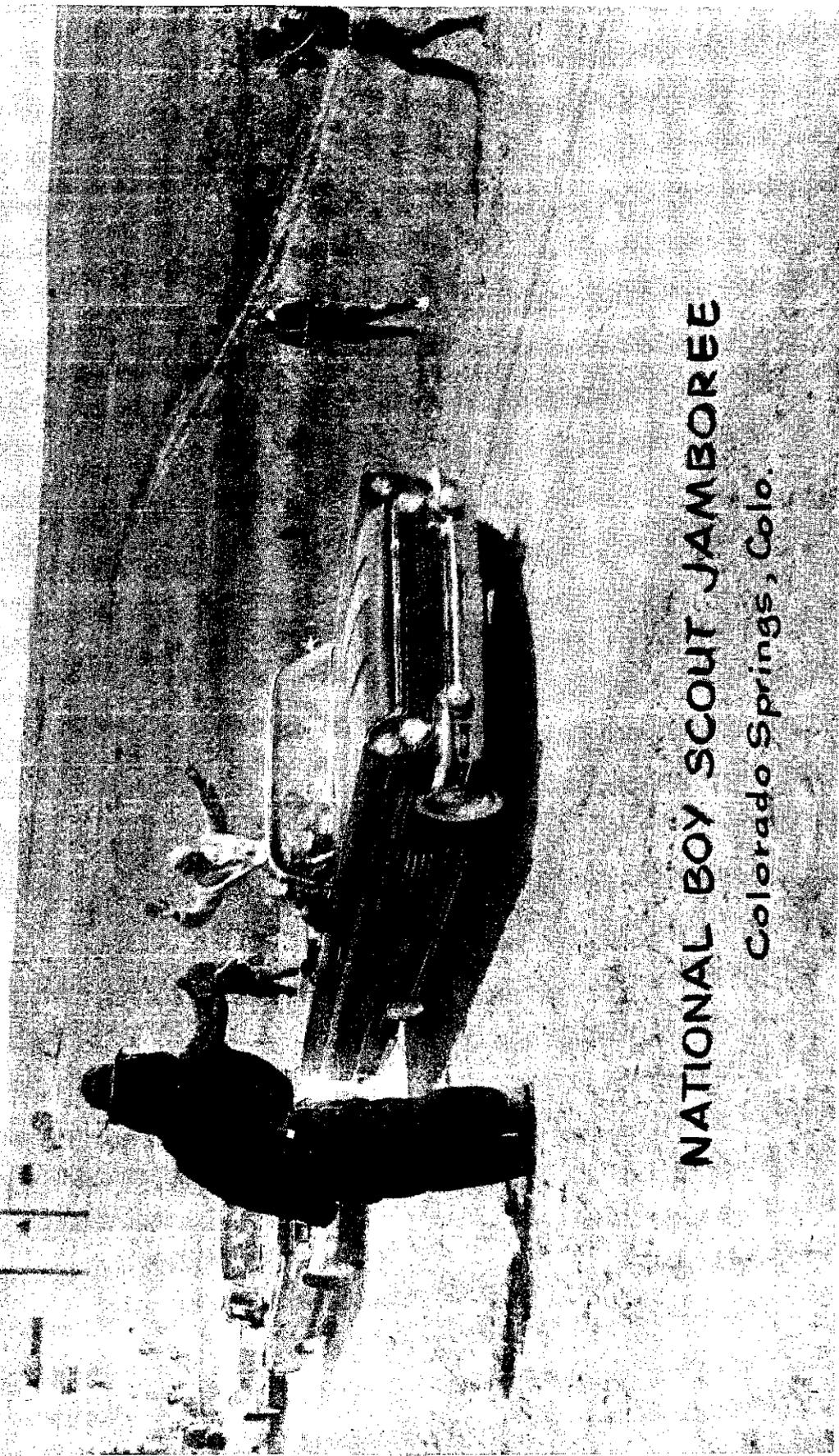
Fire prevention, like frequency of man caused fires, has its "ups and downs." Apparently we are in an "up" period materially. All protection agencies taken collectively have had an up-surge in man-caused fires during the past two years.

Fires from Railroad causes were very common in Western National Forests in the early days. The Forest Service were able to greatly reduce the acreage burned and resulting damages through better fire control and they began to give more attention to preventing all fires. For example, for the 5-year period 1949 to 1954 there were 1082 railroad fires on the National forest. For the next 5 years this had dropped to 604 or to nearly one-half. For instance, in Alaska, there have been only 3 railroad fires on the National Forests in the last 6 years compared to 148 in the previous 5 years. Either Smokey Bear is reaching the railroad employees, or more railroads are giving direction to fire protection.

Removing hazardous growth from the rights-of-way is a positive measure, in these days of concern with soil erosion about burning or excessive removal of vegetation from rights-of-way. Plowing or bulldozing fire breaks also create some problems. Not enough has been done to find fire-resistant, slow-growing plants for ground cover.



SMOKEY GREETSS THE PRESIDENT !



NATIONAL BOY SCOUT JAMBOREE

Colorado Springs, Colo.