HAPPY HOLIDAY GREETINGS TO EVERYONE!

THANKS FOR YOUR HELP
ENJOY YOUR CHRISTMAS TREE!
FACE-TO-FACE WITH A SYMBOL, Secretary of Agriculture Orville L. Freeman Tuesday was confronted by Smokey Bear, the U.S. Forest Service’s reminder of forest fire prevention. The occasion was a luncheon on Biltmore Estate, part of Tuesday’s program commemorating the 50th anniversary of the enactment of the Weeks Law.

GETS ‘SMOKEY’ BADGE. Mrs. Lelah Thompson, second grade teacher at Carrie Busey School, has “Smokey Bear” badge pinned on by Kathy Curtin as her father T. W. Curtin, an extension forester at the University of Illinois, and her classmates, left to right, Paul Bay, Barbara Bolden and John Dickey, look on. Curtin is one of 10 parents who are sharing their special interests and knowledge with their children’s classes during American Education Week.

Smokey Says:

The threat of fire is constant—try to be careful!

THE ASHEVILLE CITIZEN
Asheville, N. C.
9/27/61

THE NEWS-GAZETTE
Urbana, Illinois
9/61
Smokey Bear Inventor Is a Santa Rosa Man

By DOROTHY PINGREE
Staff Correspondent

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Smokey Bear was the result of about six years' work and 30 years' experience with the U.S. Forest Service, says Mr. Hammatt, who is now retired from Government service.

Mr. and Mrs. Hammatt, who spend much time with their daughter, Mrs. Rose Hammatt Bonsey in Glen Ellen, now live in Santa Rosa.

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Dear Smokey Bear....

It was no fire drill when a mass of 4th, 5th and 6th graders came pouring out of South San Jose School this morning, but the exodus was part of a drill in conservation.

Members of the Southside Junior Woman's Club took post cards to the school yesterday morning so upper classmen could write personally to Smokey the Bear, asking for Junior Forestry Kits which will tell them how they can help prevent fires. Youngsters were dismissed from classes long enough to take the completed cards to the corner mailbox.

When the kits arrive, materials will be used in art classes to suggest subjects for posters and other drawings, and in English classes as topics for themes and oral reports.

Mrs. James Speed Massenburg, director of the Southside Junior civic department, was chairman of the card project. Visiting the school with her were Mrs. Ben Joiner Jr., Mrs. Joel Baker and Mrs. Ellis Fernandez Jr.

THE FLORIDA TIMES-UNION
Jacksonville
Florida
11/4/61
The Tragedies of Childhood

A 4-year-old Chamblee child suddenly broke into tears when she heard the song, "On top of Old Smokey, all covered with snow..."

At last it was determined that she thought they were talking about Smokey the Bear and that he was lying under the snow with some mean man standing on top of him.

ATLANTA JOURNAL
Atlanta, Georgia
11/2/61
Kid's Parade Big Success

Debbie Sands, daughter of Mr. and Mrs. Logan Sands, 706 E. Eighth, and Carl Swanson, 681 S. Union, as Smokey the Bear, marched in the Kid's Parade Monday.

PUEBLO STAR-JOURNAL
Pueblo, Colorado
8/21/61

Forestry Queen Named—Queen Sylvia III, pretty Jane Ellen Kenesson (center) receives a Smokey Bear doll from Marvin G. Angle, president, Texas Forestry Association. She will reign as queen of the Texas Forestry Exposition at Livingston, Oct. 26-28. At right is Sharon Romero of Jasper. Queen Sylvia II. Miss Kenesson, daughter of Mr. and Mrs. J. H. Kenesson, Jr. of Woodville, is sponsored by Woodville Lumber Co. Miss Romero is sponsored by the Southwestern Settlement and Development Co., a division of East Texas Pulp and Paper Co. (Photo courtesy The Lufkin News and Lufkin Photo Supply.)

Smokey

The U. S. Forest Service's campaign to prevent forest fires, personified by the cartoon bear Smokey Bear, was credited here Monday with whittling fire losses by more than half in the last 20 years.

Norman P. Weeden, Washington, D.C., the campaign manager, said that the symbolic Smokey will have a new educational target now: school children.

Weeden said the campaign in the schools is to start fire prevention education early in the lives of new Americans. He said the campaigners would be able to reach parents through the kids.

The campaign started during World War II when manpower was short. In 1941, 210,000 man-caused fires in the nation burned over 30 million acres. Last year, man-caused fires had been reduced to 103,000 and only 4½ million acres were burned.

Weeden met here with State Forester Dwight Phppps and Albert Weisendanger, executive director of the Keep Oregon Green Association.

Campaigners—Norman Weeden, director of the Smokey Bear campaign, conferred with forestry officials here Monday. (Capital Journal Photo)
Dixie a Problem, Smokey Discloses

By ACHSAH POSEY

Smokey the Bear, America’s best-known nemesis of forest fires, revealed in an exclusive interview here that the South is his biggest problem.

The cheerful poster bear, who is proud that since his first appearance in 1945 the rate of forest fire damage in the United States has been cut from 30 million acres burned to 4 million per year, is in the midst of a special campaign in Dixie.

HALF OF FIRES

Over half the man-caused fires in the nation still occur in the eleven Southern states, resulting in three-fourths of the fire losses to forestland. Eighty-five per cent of deliberate forest fires are in the South, Smokey said.

This is Smokey’s busiest time of year. Hunters and families out for a final trip to the woods before winter are descending on the driest, windiest forests at their most beautiful and most inflammable time.

The Forestry Service rotund symbol of fire prevention has some old friends in Atlanta. William W. Huber, assistant regional forester, headed the Smoky Bear program in Washington from 1955 until his appointment here May 26.

LIVING SYMBOL

Smokey acquired a living symbol in 1959 when a bear cub victim of a New Mexico forest fire was given to the children of the United States. A party last year celebrated his 10th birthday in his den at the Washington zoo.

Probably the only bear with an office in Washington, Smokey receives an average of 1,000 letters a day from children. More than 3 million American youngsters have joined his junior forest ranger program, and he has visited schools, hospitals and children’s television shows. Royalties from the sale of Smokey teddy bears, decals, and iron-ons add $20,000 a year to the fire prevention program.

He has been adopted as Canada’s official fire prevention symbol, also, and once appeared in a coolie hat in a fire prevention poster in Formosa.

Success has not spoiled Smokey. Despite fame and attention, he is as cheerful and dedicated as ever. Through the years his only material acquisitions have been a shovel and his name on his ranger hat and belt. His appearance is not as rough as in the beginning, and his nose is less sharp, but a fellow in the public eye has to be smooth. Smokey has fattened up a bit, too.
As Association of State Foresters' President A. D. Folweiler looks on, Austin Wilkins, Forest Commissioner of Maine, presents a Golden Smokey Bear Statuette Award to Tom O'Ryan, Chairman of the Board of Directors of the National Association of Transit Advertisers, Inc., at Macon, Georgia, October 3, 1961. The Award was presented in behalf of the U. S. Forest Service and the Association of State Foresters to the N.A.T.A. in recognition of outstanding public service in the field of forest fire prevention.