

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

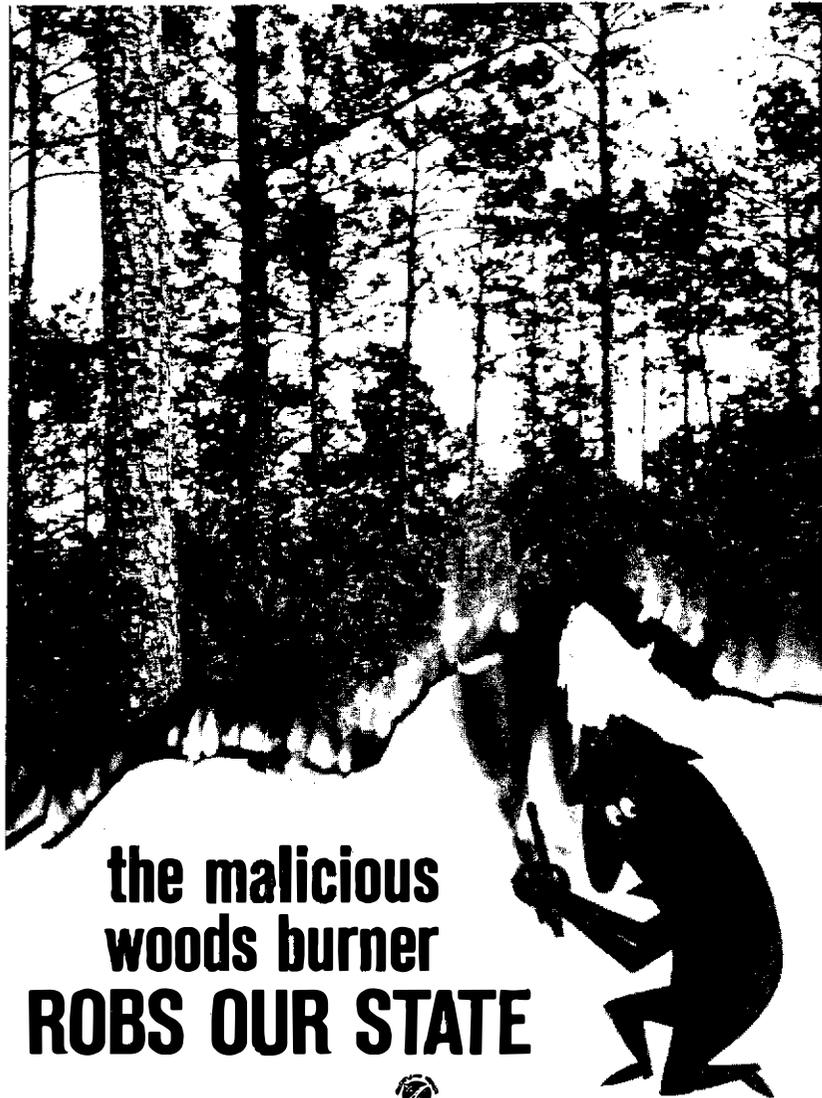
PRESS CLIPPINGS

FEBRUARY 1962 NUMBER 24
Page 1



Remember—only YOU can **PREVENT FOREST FIRES**





the malicious woods burner ROBS OUR STATE

Southern Agency Aids U.S. Fire Prevention

*Liller, Neal, Battle & Lindsey Readies
Third Year's Contribution to Smokey
Bear, Mr. Burnit Work.*

A SOUTHERN advertising agency, serving as one of The Advertising Council's 22 task force agencies in the nation, has just completed its third year of work on behalf of the Southern Forest Fire Protection Program. The program, carried out under the auspices of the Ad Council as a part of the famous national Smokey Bear program, is being created by Liller, Neal, Battle and Lindsey, of Atlanta, in cooperation of the Southern states foresters and the Region 8 of the U. S. Forest Service.

The Southern campaign was set up to tackle head on the unique and serious forest fire problems of the South, as a complement to the national program, which for more than 20 years has been carried on by Foote, Cone and Belding.

The Southern material annually includes a poster, radio announcements, newspaper ads, mailing stuffers, and two television film series — one minute and 20 seconds each this year. Much of the final art work and production has been done by Southern individuals or suppliers. The task force work is done free by the contributing agencies. Russ Eller, of Sun-kist Growers, a native of North Carolina, is coordinator for The Advertising Council of the Southern program, just as he has been on the national program since the beginning.

William Huber, assistant regional forester of the U. S. Forest Service (Region 8 in Atlanta), in charge of education and information, until his recent transfer to Atlanta was for many years head of the national program, and of the Southern program when it was formulated and launched. Norman Weeden, Washington, with the title Director of Fire Prevention Service, U. S. Forest Service, heads the program national and Southern.

Creation of Mr. Burnit has been a segment of the Southern Cooperative Forest Fire Protection program, a character personifying the needless, often malicious igniting of forest fires. It is a dangerous fact that the incident of forest fires in the South is higher than elsewhere in the nation. This is a threat to the continued growth of the region's wood pulp and forest product, as today the South leads the nation in this important part of the economy.

The forestry commissions of the individual States have the job of getting the material, such as created by the advertising agencies gratis, to the media and cooperating agencies where it is channelled to the public. The broad program to combat the waste of the nation's forest products is just one of the numerous services rendered the nation and the people by the advertising industry with the Advertising Council as coordinator.

As proof of the fact that the agency contributing from the South, Liller, Neal, Battle & Lindsey, utilizes the top talents of the organization in this program, various segments of the work have been prize winners at the Atlanta Art Director's annual exhibition, and the film on Mr. Burnit, produced for 1960-61, won first place in the television category. Robert Hiers, one of LNBL's outstanding young art directors, has handled the art phase from the beginning of the agency's participation. Miss Helen Gordon, Creative Director, gives personal attention to every item of the program. Richard E. Hodges, Jr., Vice-President, who serves as the account executive, directs the planning, coordinates the creative work, and provides liaison with the Ad Council and the forestry groups.

Recognition of LNBL's work on the program was given at a luncheon for Ad Council Task Force agencies in New York in mid-November.—G.B.P.

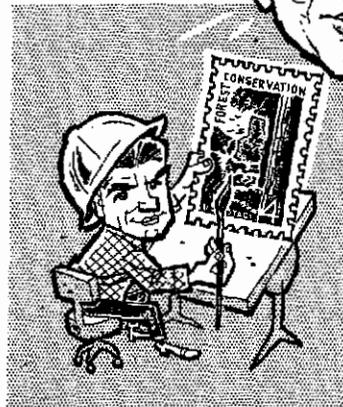
SOUTHERN ADVERTISING
and PUBLISHING
November 15, 1961

Civil Servants in the NEWS



Smokey's Keeper

CAREER ARTIST
RUDY WENDELIN
U.S. FOREST SERVICE



A career artist with U.S. Department of Agriculture for 29 years, "Smokey" art director Wendelin has guided the familiar image of Smokey Bear as a conservation symbol since 1946. The 52-year-old Kansan and Navy veteran began his federal career as a draftsman-illustrator with Forest Service in Milwaukee in 1933. Wendelin was cited by the Post Office Department for designing the 4-color Forest Conservation Commemorative stamp in 1958. He has designed or co-designed two other stamps. He received USDA's Superior Service Award for outstanding work in arts and graphics and contributions to fire prevention.

FEDERAL NEWS CLIP SHEET January 1962



PASADENA INDEPENDENT
Pasadena, California
11/15/61

FORESTER HONORED — William V. Mendenhall, right, retired supervisor of the Angeles National Forest, is presented with a plaque in honor of his work in launching the Smokey Bear fire prevention program. Making the presentation is Charles Connaughton, regional forester for the California region of U.S. Forest Service.



Forest Fire Prevention Poster on top of Pikes Peak in Pike National Forest, Colorado. Probably the most photographed Smokey sign in the world.



A young citizen greets Smokey as he arrives by helicopter at a Philadelphia, Pa., suburban Acme store, one of six Acme stores where Smokey appeared October 28 in connection with a Smokey Bear promotion. Radio WCAU in cooperation with Region 7.

OUR FORESTS ARE STILL IN DANGER

FOREST FIRES THREATEN AMERICA'S BEAUTY AND PROSPERITY



The Ontario Forestry Association is launching a campaign to raise \$60,000. to support the Resource Rangers, a new conservation movement for boys 10-16 years of age. Public support is urgently required. Smokey the forest fire prevention bear and a Resource Ranger look at the total sum needed by Resource Rangers Headquarters, 229 College Street, Toronto.

Lands & Forests Dept. Studies Plan To Extend Junior Ranger Program

Extension of the Junior Forest Ranger program in Ontario to the point where "every youth with required academic standing and physical fitness" may go north for summer holidays and work has been suggested by Lands and Forests Minister the Hon. J. W. Spooner.

The Junior Ranger program began during the war when the de-

partment was hard pressed for help in creating camp sites, clearing trails and portages, repairing telephone lines, building permanent stone fireplaces and other odd jobs.

As an experiment, high school youths were asked to make their way to forestry bases, were paid nominal wages and board. The demand for jobs has increased steadily; more than 600 youths have returned to school after another successful summer in the bush. More than 2,000 apply every year but, up until now, only about one in five manages to find a place.

"I can foresee the time, and not too far in the future," said Mr. Spooner, "when perhaps the program could be extended so that boys of 15 and 16 would be given a chance and, under proper supervision, girls could be included in the plan."

He pointed out that there had been no objections from organized labor bodies inasmuch as the boys

who have gone north in the past have generally been too young to compete on the adult labor market. Many came, in fact, from "labor" families which could not afford to send them to the commercial boys' and girls' camps in northern Ontario.

From the standpoint of psychology, the Junior Ranger plan has been tremendously successful. Boys who admitted that they spent most of their summers "just hanging around, doing nothing," were among the most willing workers when they moved into forest areas. They lived in tents, were "bossed" by experienced forest rangers and given a program of work.

BUSH NEWS
St. Catharines, Ontario
November 1961



prevent forest fires!

come store. This was motion sponsored by

RANGER

ITY



FOSTER DEMOCRAT
Dover, New Hampshire
9/19/61

SMOKEY THE BEAR is at the Rochester Fair with District Fire Chief Robert Smith of Rochester to demonstrate why camper's fires should be carefully extinguished. The display by the Forestry Division, Forest Fire Service, was awarded a purple ribbon. A chart shows 41 fires, covering 26 acres, to date this year for this area. (Staff Photo by Bailey)



Austin H. Wilkins, Maine Forest Commissioner, presents awards to winners of Forest Fire Prevention Poster Contest.

Season's Forest Fires Covered Less Acreage

WASHINGTON (AP) — Forest fires have burned far less acreage this year than during 1960 in those parts of 11 Western states protected by the U.S. Forest Service.

That is the case despite the fact there has been a sharp rise in the number of fires this year, according to figures compiled by the fire control division of the Forest Service.

During all of 1960, there were 10,251 fires that burned 383,344 acres of Forest Service-protected land in the 11 states. That compares with 12,459 fires that burned 207,303 acres through October of this year.

The average, from 1956 through 1960, was 8,278 fires that consumed 210,811 acres annually.

Forest areas involved are only those protected by the Forest Service, primarily national forests. The areas do not include national parks or the bulk of Bureau of Land Management and privately held acreage. Figures on fires in all types of forest areas will not be available until next year.

Guy B. Johnson, of the fire control division, said the figures through October should fairly well cover this year because, except

for central and southern California, the fire season is considered over.

The greatest acreage burned through October this year was 64,427 acres in Idaho. The largest number of fires was 2,878 reported in California.

Here is the breakdown on Forest Service-protected areas, through October 1961. The figures, in order, are for 1961, 1960 and the 1956-60 average.

Montana — 1,216 fires, 32,974 acres burned; 983 fires, 8,481 acres burned; 661 fires, 3,905 acres burned.

The state totals of acreage protected by the Forest Service were not available, but here are the protected acreages by regions:

Region 1, Montana and northern Idaho, 32,456,000; Region 2, most of Wyoming, all of Colorado and South Dakota, 24,160,000; Region 3, Arizona and New Mexico, 22,300,000; Region 4, southern Idaho, Nevada, Utah and the western fourth of Wyoming, 32,400,000.

GREAT FALLS TRIBUNE
Great Falls, Montana
12/2/61



Ideal Toy Corp.'s Smokey, the forest-safety bear. THE AMERICAN WEEKLY
12/17/61

Women Called 'Natural Housekeepers of Nation'

By NANCY CAMPBELL
Times-Union Staff Writer

Women were tagged as the "natural housekeepers of the nation" by Mrs. M. Lewis Hall of Coral Gables, president of the Florida Federation of Women's Clubs, in an address before the Woman's Club of Jacksonville yesterday.

Speaking at a luncheon sponsored by the conservation division, the state president said, "Women have both a personal and civic obligation to promote and carry out action that will provide clean, well equipped, easily accessible recreational areas in which families and youth may enjoy their leisure."

During the past 16 years, Mrs. Hall has been busy doing her share of the "housekeeping."

ON MARCH 23, she will participate in dedication of a Youth Recreation Center near Palatka in Ocala National Forest which will be financed by the FFWC "Pennies For Pines" fund which she inaugurated during her term as president of the Coral Gables Woman's Club in 1945. The following year, when she served FFWC as chairman of forestry and youth conservation, the project was adopted by the federation.

She said "the center will be available at no charge to youth groups desiring a spot to picnic, camp, fish and enjoy themselves in the out-of-doors. It will be the first youth recreational forest to be established by a woman's club in any national forest."

The youth center will differ from ordinary recreational and camping areas in that it will be free and that picnic tables will be grouped together rather than spotted over a large area. Drinking fountains and rest room facilities will be convenient to each grouping.

Mrs. Hall's interest in youth and conservation was developed within her own family circle.

"When my sons were growing up, my husband and I bought a pineland ranch near Arcadia for a vacation area. We were distressed to find many of the lovely pines had been destroyed by fire and set about replacing them. Ever since, we've been intensely interested in tree farming."

WHEN THE Coral Gables Woman's Club was looking for a project, it was quite natural for Madam President to suggest something in line with conservation.



—Times-Union Photo

SMOKEY BEAR scrapbook telling a story in pictures of FFWC conservation projects undertaken during the past two years was presented yesterday to Mrs. Hall (left) by Mrs. Roger Waybright, state conservation chairman and representative of the Women's Club of Jacksonville.

Since 1946, when the federation financed the planting of a forest tract near Madison (now maintained by the Madison Woman's Club), five other forests of pines have been planted in the Ocala National Forest.

Mrs. Hall noted that the Sixth Federation Forest will be dedicated on the same day as the Youth Recreation Center.

As FFWC theme for the year, Mrs. Hall chose "Conservation For Preservation."

"Not only minerals and trees and wild life and streams—but conservation of youth," she said.

She goes on record as one of Florida's pioneers in the latter phase of conservation, too.

In 1946, she became co-founder of a War Memorial Youth Center in Coral Gables which was built through the efforts of club and civic organizations and operated on woman's club funds.

"Eight years ago, the Center

was sold and a new \$35,000 Youth Center was erected through the help of civic organizations."

EXPRESSING the hope of bigger and better conservation projects to be carried out by the FFWC during the next decade, Mrs. Hall said, "I see women's clubs as a sea that shapes itself into a wave. The wave will expend itself, but you will not expend yourselves. You will shape yourself into an infinity of waves and become an ever-renewing and ever unfolding expression of infinite life."

THE FLORIDA
TIMES-UNION
11/30/61

Message Sent To Little Boy By Smokey

WASHINGTON (AP)—Here's a message from Smokey the fire prevention bear to David Myers, address unknown:

Smokey can't use the little-boy treasures you mailed him, not even the pistol caps, whistle, broken comb and English penny.

The Forest Service, which handles mail for Smokey, says the bear wants to say "thanks," return the treasures and send you a Junior Forest Ranger kit.

Smokey, who lives in the National Zoo, is the model for what has become the most familiar forest fire-fighting symbol — the bear in ranger's togs, carrying a shovel and giving a prevention message.

Smokey gets thousands of letters from children around the country. Many send money, which is used for fire prevention work.

Forest Service officials weren't surprised when the postal service delivered David Myers' letter addressed: Wac. D.C. 21. What was a little surprising was that the envelope bore no postmark and the only stamp was one drawn with crayon.

Atlanta, Ga.
December 1961

Smokey Says:



Every man has a right to his own thinking—but forest fires start by not thinking!

INDEPENDENCE NEWS
Independence, Mo.
8/4/61



Smokey Bear breaks his own popularity record!! After appearing on the Captain Kangaroo Show October 9, 1961, his office was deluged with letters and cards from boys and girls wanting to be Junior Forest Rangers. Smokey's helpers, left to right, are: Miss Bernadette O'Connor, Mrs. Margaret James, Mrs. Geraldine Langford, Miss Susan Barwess, and Miss Anna Mary Freas.