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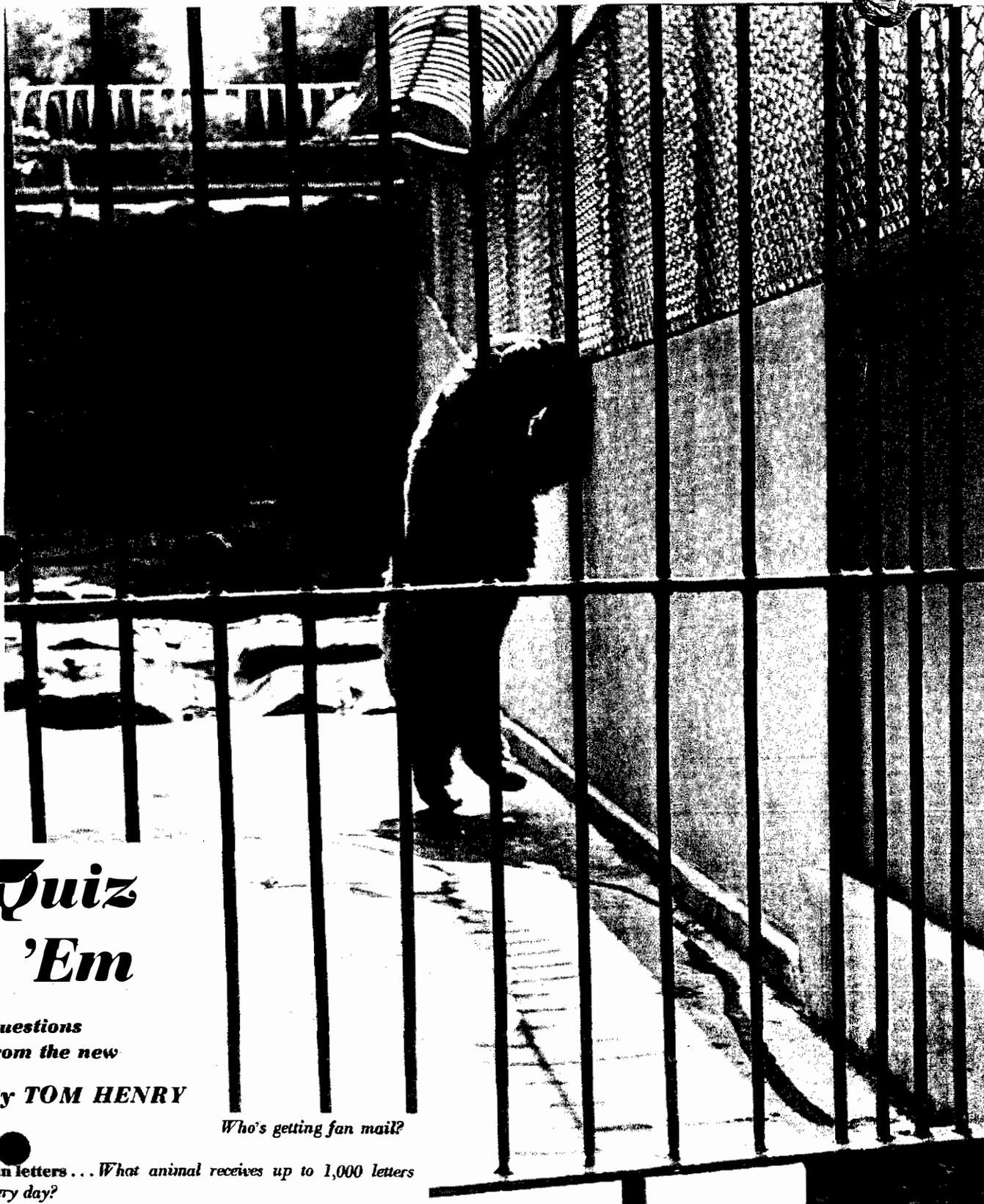
SMOKEY BEAR

PRESS CLIPPINGS

September 1962

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Page 1



Quiz 'Em

Questions
from the new

By **TOM HENRY**

Who's getting fan mail?

Fan letters... *What animal receives up to 1,000 letters every day?*

"Smokey the Bear." He's the national symbol of forest fire prevention.
— MRS. K.B., LEMAY, MO.

It's That Time of Year Again



THE VALLEY NEWS
Beaverton, Oregon
7/5/62

Smokey Will Point Out Fire Danger

Smokey, the Bear, will indicate the range of fire danger during the summer in the window of the Tally Lake district office of the Flathead National forest in Whitefish.

At present, a 2-foot high figure of Smokey holds a finger on the low point of the fire danger scale in the window office set up this week by office personnel. Marked off in percentages of 0-20 for a brown, low range, up to 70-100 for a red, or high range, the scale will indicate the average of reports taken at the Forest service station south of Whitefish to that on Johnson lookout, 32 miles west of Whitefish at an elevation of about 6,000 feet.

The flanking window shows the contents of fire fighter's pack for isolated fires. Included are two-days' rations (six small cartons of canned food) shovel, file, head lamp, map, compass, air signal strips, air-ground signals, report sheet, paper and pencil.

Displays will be changed about every two weeks, with others on timber management, wild life, and grazing planned.

WHITEFISH PILOT
Whitefish, Montana
6/21/62

Children's Corner

Edna Castellani, Peninsula Junior conservation chairman, overheard the following conversation between two kindergarten students during Smokey the Bear's recent visit to Merrimont Kindergarten. First child: "Do you really think that a live bear?" Second child: "Sure, what makes you think it isn't?" First child: "Well, didn't you see those zippers?" Second child: "Sure, but didn't you know that's where he had his appendix out? Plain thread would never hold on a big tough bear like him so they put in zippers."—LIZ.

DAYTONA BEACH EVENING NEWS
Tampa, Florida
5/25/62



Forest Service's Emblem

Smokey Is Inspiration For Holladay Artists

Fire Prevention Theme Boosted

By BOB THOMAS

Thanks to one slightly scorched black bear cub, found by forest rangers after a 1950 New Mexico forest fire, the U.S. Forest Service has a first class forest fire prevention symbol.

The bear, long since grown to adulthood, was dubbed "Smokey the Bear" and has been immortalized in song, story, movie and cartoon.

Forest rangers, trying to educate the public on the dangers of forest fires, have found Smokey an invaluable assistant.

To children especially, the familiar Smokey, dressed in a stiff-brim campaign hat, dungarees, boots and carrying a long handle shovel, is the first thing they think of when a forest fire is mentioned.

So when John Waters, Catalina District ranger for the Coronado National Forest, visits local schools he doesn't hesitate to invoke Smokey's name.

Just before school closed the third grade at Holladay School sent Waters a huge poster they made after a visit by Waters and Smokey.

The poster depicted Smokey, shovel in hand, against a background of red cloth mountains, red paper flames and black paper smoke.

Printed around the edges of the poster was, "This is a roundabout way to say a big thank you. We will all dig in to help you and Smokey the Bear."

Waters proudly mounted the poster in his office.

This wasn't the first time that the third graders at Holladay School took this way to thank Waters.

The ranger has a whole book of drawings made after a Smokey the Bear visit.

One childish scrawl depicts a group of trees weeping as flames from a forest fire lick their trunks.

Another drawing shows Smokey using his shovel to advantage as a fire sweeps



Partnership Confirmed

It's a partnership—fire prevention, that is, decides Catalina District Ranger John Waters as he and Smokey the Bear shake hands. Smokey, helped out by Waters, has got the message across to Tucson children on the dangers of forest fires. And the children, in gratitude, have thanked Smokey and Waters with a book of drawings.

through a valley filled with evergreens. Incongruously, saguaro cacti decorate the bare mountains.

Smokey's head (like an omnipotent god) hovered above a picnic table in another drawing and issued this warning, "Never play with matches."

In still another drawing, Smokey's head—a favorite device of the budding artists—floated above a two-page picnic scene like a friendly sun.

In other drawings the children portrayed Smokey as a big, shaggy brown dog and as an eagle-like bird preparing to take flight. He was

also depicted as having two left feet.

Many drawings show that the children had thoroughly learned Ranger Waters' admonition: "Never leave a campfire unattended."

One well-drawn picture shows a boy and a girl leaving a burning campfire. Then, to show progress, the reverse side of the drawing is completely filled by a raging, red-orange inferno.

In another, a broadly smiling Smokey throws water (with a confident, backhand motion) on a spreading fire as a clump of trees, happy because the fire is out, start singing and strumming their guitars.

ARIZONA DAILY STAR
Tucson, Arizona
June 21, 1962

Smokey Bear-san Says:

It is forbidden, by the Fire Service Law, to make a bonfire and to smoke in the places of this garden pointed out in the upper map. This law was made in order to protect a number of cultural properties left by our slight carelessness. We wish from our hearts that you understand the meaning of this law and cooperate with us to keep our cultural properties from fire.

— from sign in Japanese National Forest.

Sent in by Al Wiesendanger,
Keep Oregon Green

Explosives End Activity

A gigantic fireworks display which pays homage to those who achieved this country's independence is presented on the last day of the Timber Carnival.

Shortly after dark on the night of July 4, Timber Carnival spectators will view one of the largest fireworks displays ever presented in Oregon.

The impressive finale will be staged by Richards Fireworks of Corvallis. The explosives will be brought in to town late Wednesday afternoon and will receive a police escort as a fire prevention measure.

What promises to be the most beautiful of the set pieces will be a fan of eight stands of red, white and blue roman candles, flanking a large, 64-square-foot waving American flag in Richard's special design. This spectacular will conclude the 45-minute show.

Other set pieces are the Timber Carnival lettering with Tim-Burr on a log; a larger than lifesize deer in a forest and the head of Smokey the Bear on a red, white and green background with the letters Keep Oregon Green.

A Junior Chamber of Commerce committee will help set up the firing apparatus, but all of the display will be triggered by trained fireworks men. Dusty Plog, fireworks chairman, guarantees that every precaution will be taken to assure the safety of onlookers.

Plog said visitors will not be permitted in the firing area on the point after 5 p.m., July 4 because of insurance requirements.

DEMOCRAT-HERALD
Albany, Oregon
6/30/62



Everybody loves Smokey Bear even famous and beautiful women. Here with the Hon. Perle Mesta (1 U. S. Minister to Luxembourg, and Jane Russell, Hollywood film actress, Smokey is helping celebrate the 10,000th child under the auspices of WAIF (World Adoption International Fund). Mrs. Mesta gave birth to the child at which children from the embassies of many countries toured the National Zoological Park in the Sherry Hotel's Cherry Blossom Special train and then had lunch at the Hotel. Miss Russell was a special guest since she was the founder of WAIF. The other special guest was 15-month-old Dimitros Karayannis, the 10,000th child, who attended the party with his parents, Mr. & Mrs. Guy Karey of Oklahoma City. - FS Photo

SMOKEY HOSTS WITH PERLE



Smokey Bear gets a helping hand from the Hon. Perle Mesta at a party Mrs. Mesta gave June 18 marking the adoption of the 10,000th child through the services of WAIF (World Adoption International Fund). The child, 15-month-old Dimitros Karey, attended the party with his new parents, Mr. and Mrs. Gus Karey of Oklahoma City and had a wonderful time at the National Zoological Park with the children of many of the foreign embassies in Washington. After riding around the zoo on the Sheraton-Park Hotel's Cherry Blossom Special train, the children finished off the party with lunch at the hotel, all thanks to Mrs. Mesta, former U. S. Minister to Luxembourg.

— FS Photo

THE AG REPORTER
Washington, D. C.
July, 1962



The letter, printed in the inch-high scrawl of a young child, said simply:

Dear Smokey the Bear:
I will try to help yiu with
all the fires.

Your friend

Donnie"

Earl, who was fire boss on New Mexico's Capitan Gap burn where Smokey was found and launched on his long and distinguished career of forest fire prevention, said today he feels sure that Smokey, now in a special cage at the National Zoo in Washington, D. C., appreciates Donnie's pledge.

"Smokey would be glad to know that Donnie, and a lot of other youngsters, are getting his message, too," Earl added.

ARIZONA DAILY SUN
Flagstaff, Arizona
June 8, 1962

Smokey Bear Has a Backer

Coconino National Forest officials received and forwarded today a pledge to Smokey the Bear from a mutual friend.

Coconino Fire Chief Dean Earl got the brief communication from a young boy in Flagstaff named "Donnie."

The letter was mailed in Flagstaff June 5. The envelope, in the upper right hand corner, bore a "Smokey the Bear" fire prevention stamp, but no actual postage stamp in the usual upper left hand corner spot.

But someone at the Flagstaff Post Office knew where the letter should go, and who should get the message.



Mesta (left), former
celebrate the adoption
Mesta gave the party
in the Sheraton-Park
pecial guest of honor,
the 10,000th child,

THE AG REPORTER
Washington, D. C.
July, 1962

'Smokey' Promotion Helps Curb World-Wide Forest Fire Loss

By TRUMAN R. TEMPLE
Star Staff Writer

The advertising fraternity every now and then looks back with pride to some of its happy minting of images when a brand name became a generic word or symbol, cutting across national boundaries.

Such a distinction was achieved by Victrola, at one time used to describe any record player. And today in England, housewives don't vacuum a room; they Hoover it.

One of these feats in marketing a concrete image for a nebulous idea — that of fire prevention — comes not from Madison avenue but a tiny unit of the United States Department of Agriculture. Ask any ad man if he considers Smokey the Bear has public acceptance, and he's bound to agree.

Today Smokey posters crop up around the globe from Australia to Rhodesia. Mexico has adopted the bear to its fire prevention campaign, renaming him "Simon Oso." Royalties on 30 licensed Smokey products (tee shirts, comic books, cookies) earn Uncle Sam \$20,000 a year.

So clamorous did industry become over the concept after it was launched that Congress enacted a Smokey Bear bill to handle licensing of products with his face on them. You might call it a bull market in bears.

Although he's taken for granted today, Smokey was the result of several years' experiments during World War II, according to Norman P. Weedon, director of forest fire prevention, whose two-room operation in the South Agriculture building on Independence avenue here dispatches tons of Smokey literature around the world.

In 1942 officials on the West Coast became alarmed over the

possibility of vast forest fires after shells from a Japanese submarine landed near Los Padres National Forest. The War Advertising Council agreed to help in a campaign with Foote, Cone & Belding advertising agency volunteering talent, a task they still perform.

First efforts were, officials admit, something of a dud. Vague wartime slogans ("Careless Matches Aid the Axis") made little impression. An effort to use Walt Disney's Bambi was soon dropped.

"We needed to combine the emotional appeal of an animal with the ruggedness of a firefighter," explained Mr. Weedon.

In 1945 the committee figured a bear might do the trick. Albert Staehle, cover artist for the Saturday Evening Post, drew a small fat one with claws and humped neck, wearing a ranger hat and dumping water on a fire. Somebody, recalling a Manhattan fire chief named Smokey, hung that handle on him.

The response was an ad

man's dream. As public interest mounted and Smokey dolls multiplied in nurseries, the Smokey staff here found itself embroiled in free Junior Forester Ranger kits (four million have been requested and shipped to children so far). Smokey teacher's kits, traveling displays, a live Smokey at the Washington Zoo, and an avalanche of mail.

Behind the gimmicks are some hard dollar statistics. Between 1933 and 1941 forest fires in the United States ravaged between 21 million and 43 million acres a year. Since the Smokey campaign became a permanent fixture, both the acreage destroyed and the number of fires have steadily dropped.

Last year, for example, only three million acres were burned and the number of forest fires totalled 98,512 against 199,702 two decades ago.

For an office with a budget of only \$250,000 a year, that's perhaps the best return Agriculture or any other department in Washington gets on its investment.

"Smokey Bear" Makes Good

According to the Forest Service of the U. S. Department of Agriculture, there were nearly 10,000 fewer man-caused forest fires in 1961 than in 1960.

Although the total of 83,654 man-caused fires in 1961 is the second lowest in any year since the Forest Service began a vigorous campaign of forest fire prevention in the 1930's, this number is reason enough to warrant every effort in behalf of preserving the nation's woodlands.

In area ravaged by fire, 1961 saw the lowest annual record of 3,045,374 acres burned. The previous low was in 1958 when forest fires burned 3,280,000 acres.

The U. S. Forest Service has just completed a review of The Advertising Council's 1963 cooperative Forest Fire Prevention Program materials. Participating in this review were representatives of many national organizations concerned with the prevention of accidents and fires. Representing the Commission was associate executive secretary, Robert L. Marshall.

ACTION FOR SAFETY
Washington, D. C.
May 1962



THE NEW ERA
Salem, Oreg.
June 1, 1962

SMOKEY THE BEAR visited 19 Linn county schools this week, including schools in Sweet Home. Visits to the various schools were arranged by the U. S. Forest Service and the Linn County Fire Patrol association. Smokey asked the students to help him in his campaign against forest fires. The famed fire prevention bear is shown here talking to students at Oak Heights school.



Fair's Bear Different This Year

Smokey the Bear will take the place of the big bad Russian bear at the State Fair of Oklahoma in 1962.

Sandy Saunders, fair manager, was more than willing to talk about Smokey.

He had heard nothing from or about, Russians — and left the distinct impression that he was very pleased with that situation.

A year ago the Russians were making headlines for the fair—a stunt which they kept right on doing, although all they contributed to the fair was their presence, a number of mysterious wood boxes behind high fences — and an exhibition fee for an exhibition that wasn't.

The war of nerves started early. It appeared that Okla-

homa's doctors were taking a dim view of Oklahomans looking at claims of Russian progress in science, unless doctors here could have equal time, or equal space, or equal attention.

It came right down to the wire, with the American government refusing to let the Russians set up their exhibits unless they met the

same conditions in this country that they required of Americans at an exchange exhibit in Moscow.

Russians who came here for the exhibit made like their national bear — refusing to talk, or saying little when they did.

Saunders said Tuesday that the entire building in which the Russian exhibit was housed — behind a high fence — last year will be occupied by "what may be the biggest and finest forestry exhibit to be seen in the United States this year."

It will tell the story of trees in Oklahoma, the products they produce, and the industry which they support in the city.

And, oh yes, Smokey Bear and all his friends will be on hand to play host to the hundreds of folks who are expected to come see him and say "hello" — a privilege which they were denied last year with the Russian bear.

OKLAHOMA CITY TIMES
July 17, 1962



EDITORIAL

Smokey Bear Is Watching You!

The Chinese World would warn its readers that it is now the middle of the fire season, and it behooves each and every one of us to be careful about burning matches and lighted cigarettes.

The danger of fire is a dreadful one. Fire loss in property is enough to stagger any thoughtful person. The loss in life itself, from time to time, is beyond monetary values.

And yet people behave about fire-danger somewhat in the way Mark Twain once said they behave about the weather—everybody talks about it but nobody does anything about it.

A few years ago, retired Fire Chief Coger of Fresno told one of his commissioners that Chinese are more conscious than others of the danger of fire. "I wish they would educate the American people in this most important area," he said.

We are grateful to Mr. Coger for pointing out our good record. It is true that through thousands of years the Chinese people have learned to fear and respect fire and flood. But let us not be smug about it. Many of our buildings in Chinatown need more fire-protection. It is hard indeed for fire trucks to get through Chinatown traffic and around the corners of narrow streets.

We must use the greatest vigilance ourselves, and teach our children the caution that is necessary to prevent the havoc of fire.

As the Chinese sage would say, "One tiny spark will start a fire, but it takes a crowd of men to put it out."

Let none of us forget that only people who are well fireproofed should smoke in bed—and then only if their neighbors are also fireproofed!

Remember, please, that Smokey Bear is watching you!

THE CHINESE WORLD
San Francisco,
California
7/11/62



IN TRIBUTE to National Council's outstanding work in forest fire prevention, Miss Elizabeth Mason presents Smokey Bear to Mrs. Charles B. Nettleton, at the Southern Atlantic Regional Meeting at the Greenbrier, White Sulphur Springs, West Va. Miss Mason is well known across the land as the Director of Women's Activities of the U. S. Forest Service.

THE NATIONAL GARDNER
July-August 1962.



FIREMEN LIKE SMOKEY, TOO - This display was built by members of the Sunnyside, South Surrey, Fire Brigade in British Columbia, Canada. Smokey urges local residents and the travelling public to prevent forest fires and points out that fire permits are needed for outdoor burning from May to October. (Photo courtesy Surrey Leader, Cloverdale, British Columbia)

VINCENT

by Jerry Weaver



"Is this the Forest Service?"

Smokey Bear Available For Local Appearances

Rogue River National forest supervisor's office here has announced that Smokey the Bear will be available to make talks in this area during the 1962 fire season.

The forest service's symbol of fire prevention and caution is expected to make a number of appearances here. Groups wishing to have him appear before their organizations may make arrangements with the supervisor's office.

MEDFORD MAIL TRIBUNE
Medford, Oregon
5/2/62



EVERY TIME A FOREST FIRE STRIKES YOU GET BURNED!

THE AG REPORTER
Washington, D. C.
July, 1962