SMOKEY BEAR — TEACHER, TYCOON AND IDOL

HOWEVER, much else holds philos- 

Ical reverberations on human- 

ing of animals, he must be impressed by 

the example of the popular Smokey 

Bear. During the ten years through 

which the ranger-drawn bear has 

been used to dramatize the adverse 

effect of forest fires, public con- 

sciousness is credited with a reduction 

of 20,000 man-caused fires per year, 

according to the U. S. Forest Service.

The popularity of Smokey with the 

younger people of the country carries 

great commercial possibilities in items 

relating to him. Accordingly, Public 

Law 359 of the 83rd Congress pro- 

tects commercial rights to Smokey 

Bear and authorizes licensing pro- 

grams for manufacturers of toy, novel- 

ty, and souvenir items carrying the 

Smokey Bear symbol, with a require- 

ment that such items carry a mes- 

sage on forest fire prevention. A per- 

centage of profits from sales is paid 

to the Government and earmarked 

for furthering the forest fire preven- 

tion educational program.

Under this program some 20 firms 

have been licensed to date. Public 

Forestry Association accepts Smokey 

Bear as a gift for his grandson.

SMOKEY SIGNALS

This Dr. Seuss-like sermon in old 

"where there’s Smokey, there’s a fire prev- 

vention program," the line is as true for 

the cities as for the rural areas. Left 

the little bear is a symbol of fire 

prevention, and children who see 

him today are warned against the 

danger of playing with matches. The 

little bear won’t hurt anyone, but it 

might save lives.

President Eisenhower accepts Smokey 

Bear as a gift for his grandson.

Other items now available include 

belts, ties, Scarborough fair puzzles, 

flashlights, key rings, watches, and 

handbags. Some of these undoubtedly are 

desirable for sale by park concessionaires. 

Public administrators or conservationists in- 

terested in more information should 

write to: The Director, Forest Fire 

Prevention, U. S. Forest Service, 

Washington 25, D. C., or on the 

Star Finder in his State Capital.

This movement may not equal the 

philanthropic efforts of Hopalping Con- 

don, with the young set, but there are 

young people to be reached by "Junior 

Forest Ranger." It is the type of thing in 

which the assistance of newspapers, 

radio and television should be used to 

obtain. In the case of crossing streets 

in the battle against pollution, a handker- 

chief can provide more news than 

the best of articles.

PREVENT FOREST FIRES!

School children should be reminded of 

the dangers of forest fires. Smokey 

Bear's message is "Only You can 

prevent forest fires."

THE DAILY HOME NEWS, NEW BRUNSWICK, N. J.
WEDNESDAY, APRIL 7, 1954.

PARKS & RECREATION

January 26th, 1954

S. Illinois

SMOKEY BEAR

Press Clippings #2
Smoky is the bear cub that was born in a forest fire in North Carolina. The bear cub was rescued by the state game warden in Washington, D.C., and was named “Smoky” by the governor of the state. Smoky was introduced to the children of Maryland. Joseph Kaylor introduced Smoky Bear to Governor McKeldin at the governor’s office. Smoky is well known for his firefighting skills and has been called the “Forest Fire Fighter.”

FOREST FIRE UNIT OF JUNIATA GAP COMPANY HONORS “SMOKEY, THE BEAR”

Among those attending the dedication of the Juniata Gap Company’s forest fire-fighting truck, “Smoky Bear,” Friday night were the governor and the governor’s wife. The event was part of a larger dedication program. The program was presented by John Kaylor, secretary of the Juniata Gap Fire Department, and was attended by the governor and his wife, Mrs. McKeldin, and other officials.

Fire-Fighting Truck Dedicated At Juniata Gap

By J. W. STECKROTH

A job well done was the general feeling of the crowd which gathered for the dedication of a new forest fire-fighting truck at Juniata Gap. The truck was donated to the Juniata Gap Fire Department by the Juniata Gap Company.

The truck was built by the Juniata Gap Company and is equipped with the latest in fire-fighting equipment. The truck is powered by a 100-horsepower engine and has a 1,000-gallon water tank. The truck also has a 100-gallon water tank for firefighting.

The dedication ceremony was held at the company’s headquarters and was attended by the governor and other officials. The governor spoke about the importance of forest fire prevention and the role of the Juniata Gap Fire Department in protecting the area.

The ceremony was followed by a dinner and dance at the company’s headquarters. The event was a great success and was attended by many of the company’s employees and their families.

WILDLIFE LINES

DENVER POST

May 16, 1954
Brownies Pledge To Prevent Forest Fires

Brownie Pack of Brownie Troop 2, Kelso, signs Junior Forest Rangers Club membership card which her troop is planning to hold.

The Brownies are cooperating in a conservation-education project being sponsored by Kelso Junior Matrons. Leading are Nancy Thompson, left, Mrs. Roy G. Devereaux, Troop 2 committee chairman; and Mrs. William H. Walker, conservation chairman of the Kelso Junior Matrons—Daily News photo.

Junior Matrons Sponsors Forest Rangers Program

As part of the club's conservation-education program, Kelso Junior Matrons are sponsoring the Kelso Brownie Troop 2 in the junior Forest Rangers Program.

The Brownies will continue being shown every other Tuesday at the Jones Library and will continue until the middle of May, when Mrs. William H. Walker, club conservation chairman.

A tree identification contest and picnic at Sequoia Park and a visit to the Arahbada Lookout at the Sunset Mountain will be included for the Brownies. The highlight of the weekend will be an overnight camping trip to the area.

Mrs. Robert Devereaux, Thompson, Junior Matrons president, is working with Mrs. Roy G. Devereaux, troop committee chairman and scout leaders Mrs. Virginia Heath and Mrs. Kenneth Puck in the program.

'Smokey' Statue Sponsors Ask Community Support

The proposal to erect a giant statue of Smokey the Bear in International Falls will become a community-wide project, under attack from the idea. We believe it is in the best interests of all to have a project that can be the pride and joy of our city. We believe, therefore, that the idea is sound and should be supported by everyone.

The committee of individuals who have been discussing the project, are working on a plan to make the project a reality. We believe the project will be the pride and joy of our city and will be an ongoing reminder of our love and respect for nature. We believe the project will be a source of pride for our community and will be a reminder of our love and respect for nature.

THE DAILY JOURNAL
International Falls, Minn.
April 30, 1954.

SEATTLE TIMES
Seattle, Wash.
Dec. 4, 1953.

CLAMORAMA DRAMA: Expressing the thrill of reading their book for the eighth annual Cub Scout Clamorama, which opened tonight in the Field Artillery Armory, these two youngsters had eyes only for their book, "Smokey the Bear," in place. David is a Cub Scout and John, 11, is Cub Scout. The Clamorama will be presented on July 1st and 2nd and will be a grand finale for the week's events, with some 12,000 Cub Scouts participating.

SMOKEY BEAR" symbol of conservation, with a ticket to the O'Keefe Bay council annual event in Fairport, Calif., will be awarded to the Cub Scout who will be the first to donate a tree to the project. The contest will be held in conjunction with the annual meeting of the KMG committee.

Also voted for KMG consideration this week in a proposal to erect a fire watch tower similar to one already in the Falls at Northmoor, Bay and Ladder's.

Howard A. Pennington, president of the KMG meeting arrangements committee, explained that the Smokey bear project is being followed in hopes of getting the support of all public-spirited groups.

IDAHO DAILY STATESMAN
May 5, 1954.

'Smokey' Statue Sponsors Ask Community Support

TUESDAY, MARCH 30, 1954.

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The Original Smokey Bear takes a sniff at a fire chief's helmet in Washington Zoo, where he's been making his home for the past few years. Smokey was presented to the Zoo as a symbol of the fire prevention campaign after being rescued from a New Mexico forest fire.

Tale of a Bear

Space Cadet Meets A Rival in Smokey

By Borodah Pazin

The symbol of the Smokey Bear campaign is a bear—more specifically, it's a bear that's been rescued from a forest fire and later adopted by the National Forest Service as a symbol of fire prevention. The bear is actually black, but it has been painted white to resemble the bear in the original cartoon. The bear has been used in various forms of media, such as posters, advertisements, and television shows, to promote fire prevention.

The Eisenhower Grandchildren

The Eisenhower grandchildren, twins born in 1913, were presented to the Washington Zoo several years ago after being rescued from a New Mexico forest fire. Now fully grown, he is a never-failing attention-grabber for zoo visitors. About 300,000 worth of Smokey's stuffed toys are on sale in New York, Washington, and other major cities.

Washington boys and girls are already ardent Smokey fans. The original Smokey bear, an American black bear (not actually black), was presented to the Washington Zoo several years ago after being rescued from a New Mexico forest fire. Now fully grown, he is a never-failing attention-grabber for zoo visitors.

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of the cooperative project activities that were already under way. Increased cooperation with radio stations and already special TV programs have been arranged. The Boy Scout Troops in Maine will be featuring fire prevention activities during Conservation Week and will be making special visits to the homes of the various phases of society and management. Missy Girl Scout Troops are conducting special projects on Keep Maine Green during the fire season, and a project is underway whereby some 7,000 home gardeners will be studying many aspects of forestry and fire prevention. This year, the Central Maine Power Company in Augusta will be publishing in conjunction with their regular "Smokeless" leaflet, a page giving the value of Maine's forests along with suggestions to their customers for keeping Maine Green. Both the Maine Restaurant Association and the Maine Truck Owner's Association will be featuring Keep Maine Green in their monthly publications to alert the restaurateurs and truck owners on the importance of their cooperation.

The above groups and organizations are examples of those who are co-operating with our Keep Maine Green program. Through their efforts it will be possible to make many persons visiting Maine so that everyone will be alerted to the importance of reducing man-caused fires.

It is gratifying to know that so many will be cooperating with our program to ensure that Maine's forests will always be green.

**FOREST SYMBOL FOR MISSOURI'S GOVERNOR**

A Smoky Bear doll, of the type which has achieved national significance as a symbol for good family practices, is presented to Gov. Phil M. Donnelly at Jefferson City by Jerry Klevina (center), United States Forest Service district ranger at Petoskey, and Lee C. Rike, Sullivan, Maries county forest supervisor of the Missouri Conservation Commission.

**FOREST SERVICE MAKES PRESENTATION**

**THE NORTHWESTERN LION**

May, 1954
State Forester Starts Program For Children

A new fire prevention program for children in Nevada has been announced by Louis Ferrari, state forest-fire warden.

All children will have a chance to play an active part in the prevention of forest fires, Ferrari said.

Under the new program, "Smoky", the fire preventing bear, will make all children interested in fire prevention work, in junior forest rangers, he said.

Children who want to become junior forest rangers can write to the state forest-fire warden in Carson City and they will receive a membership card and personal letter from "Smoky", Ferrari stated.

Ferrari urges all children to take part in the important work of fire prevention. Schools and parents interested in the program are also invited to write to the state forest-fire warden.

SMOKEY BEAR FILM AVAILABLE FOR CHILDREN

Little Smokey Bear is on 16mm film now to tell the story of how to prevent forest fires. Previewing the film this week were Kenneth Stensrud, on the staff of the Boy Scouts of America; Walter Oswald, ice cream sales manager, Fairmont Foods; Bill Bass of Columbus Fire Prevention Bureau, and C. H. Schmidt, general sales manager, Fairmont Foods, who are shown here with a model of the bear. Fairmont Foods will make the 15-minute film available to children's groups without charge. They will furnish projector and projectionist for the shows.

Harlan Cassady narrates the film, produced by the Dept. of Agriculture Forest Service. The Smokey campaign, promoted by the Boy Scouts, is receiving the support of the local Fire Prevention Bureau.

School Kids Like Smoky

Kids Asked For A Re-Run Of The Picture "Smokey" The Bear

Smokey Bear is no stranger to the children in the area north of Cass Lake. Robert Steinchen and Lawrence Found of the U.S. Forest Service found this out earlier this month. They were making their forest fire prevention visits to the hall which the children from the Cass Lake school visited by Mrs. Greerenson at the Buck Lake school, taught by Miss Rako and Mrs. Clairmont.
Two Governors and Smokey Bear Urge Continuing Care With Fire

Smoky Bear is a doll presented to Oregon Governor Paul L. Patterson and Idaho's Governor L. W. Lunney by the Smokey Bear Committee, which is based in Washington, D.C. TheBear will be used in the campaign to help educate children on the dangers of forest fires.

The presentation was made after a ceremony in Olympia, Washington, where Governor Arthur B. Langlie declared, "We are very proud of the Smokey Bear campaign and we are grateful for the support of the people of Oregon." The governor also said that the campaign has helped to reduce the number of forest fires in Oregon.

In addition to the presentation, the governor also announced that Oregon will be joining other states in a national campaign to promote forest fire safety.

The governor and his wife were presented with a Smokey Bear mascot, and the governor's daughter, Sophie, was presented with a Smokey Bear doll. The governor also received a copy of the official Smokey Bear book, "The Smokey Bear Story."
Smoky Bear 5-Percenter
To Help Fight Forest Fires

WASHINGTON, D.C.—The United States Forest Service has added "Smoky Bear" to commercial literature, for a 5-cent cut in fire losses.

Dressed in blue overalls, a forest ranger's hat, Smoky has been the official symbol of forest fire prevention since he first made his appearance in 1942.

Now that's all going to change. The lumber company sanctions Smokey Bear, which can be identified in cutout or any unobstructed sign, and will be greening up the commercial literature, and will be greening up the military, and finding itself on new clothes and at least in the ads for Christmas.

In addition, the Forest Service has licensed manufacturers of forest ranger tarps, hats, ties, shirts, socks, blankets, loggers' caps, towels, and other items.

The forest service expects to take a 20 percent cut on all the forest ranger literature, with the 5-cent cut on the suit and emblem itself.

To introduce the Smoky Bear into the Washington area, the forest service will hold a "Smoky Bear" promotion contest.

Smoky Bear was named after a forest ranger in the Washington area, and the contest will be held on the same day as the "Smoky Bear" promotion contest.

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The three grandchildren of Mayor Fred L. Peterson stepped into the limelight with their grandfather during Portland's first Junior Ranger ceremony, held at the Portland International Commerce Center. Mayor Peterson and Forest Supervisor Robinson presented the honor to the children of Mrs. Donald Lewis.

Smokey Asks Hunters' Help in Fire-Fighting

"Smokey," the symbol of the United States Department of Agriculture, is in the public eye this summer as the national forest fire prevention campaign enters its peak phase. Smokey asks hunters to help prevent wildfires by proper camping practices.

ANYTHING YOU WANT TO KNOW about Preventing and Fighting Outdoor Fires? A K. "Smokey," the Intelligent-Looking Bear, is the symbol of the United States Forest Service for its nationwide campaign to educate the public about preventing and fighting forest fires.

Mayor Urges Co-ops in Forest Fire Prevention

State Officials Warn That Worst Season Will Last Through September

Next week has been proclaimed "Forest Fire Prevention Week." Mayor Robinson asks for cooperation of San Francisco State Forest Service.

The mayor has asked for the cooperation of the state's forest service in its drive to prevent forest fires. He cited the example of the recent fire in the Santa Cruz mountains as a clear indication of the need for increased public awareness of fire prevention methods.

Smokey's Appreciation—Actor Walter Pidgeon (right) who played "Smokey" in the movic "Smokey," is pictured with Mayor John Robinson at the "Fire Prevention Week" ceremony. Pidgeon presented a "Smokey" poster to the mayor.

San Francisco's News-San Francisco, Calif.

August 14, 1953
HOUSEHOLD and PICNIC NEEDS

SMOKEY PORTABLE PICNIC GRILL $4.95
Red plaid outer bucket with carrying handle. Inner "Charcoal" bucket controls fire safely. Folding double grill with telescopic handles.

PELICAN COOLER
Half Gallon SPOUT JUG
Keeps contents sweet, fresh and cold. Has convenient pouring spout. Fibre Glass insulation.

SMOKY BEAR PEANUT BUTTER BUDDIES 29¢
SMOKY BEAR CARAMEL TWISTS 29¢

BAMBOO LAWN SWEEP 49¢
Has 32 stakes. Foldable bamboo teet. Designed to gather up everything in its path.

ICE CUBE TRAY 39¢
The crisp square design of these ice cubes gives the greater freezing surface. Each tray makes 12 cubes.

GARDEN HOSE 2.98
50 ft. plastic garden hose. Five-year guarantee. Brass fittings.

FULL SIZE TRAY TABLES 1.98
13x17¼ inch tray. Sturdy plastic with wood legs. 2½ inches high. Fits over bowls. Safe for every storage. Reg. $1.49 value.

SMOKE BEAR NO Refrigeration! 3
CHICKEN OR BEEF POT PIE 69¢

SOFT DRINKS 6c
Orange, A & C, 7-Up

IDEAL WOODEN FORKS 2for 17¢
SPoons 2 for 17¢

DIXIE CUPS 2 for 27¢
DIXIE DESSERT DISHES 2 for 27¢

SARATOGA HEAVY DUTY DIVIDED PLATES 33¢

THE WASHINGTON POST and TIMES HERALD Friday, May 28, 1954