Mrs. Roger J. Waybright (Evelyn), Chairman of the Conservation of Natural Resources Department in the FFWC, has been named The Outstanding Conservationist of the Year for 1967.

The Outstanding Conservationist of the Year is one of ten categories of the Governor's State Awards to receive a Gold Medal and trophy for outstanding example and endeavor. The program is under the auspices of the Florida Wildlife Federation and sponsored by the Sears Roebuck Foundation.

Mrs. Waybright has a B.S. degree in Biology from the Florida State University and has been active in conservation for many years. She now serves on the Governor's Natural Resources Committee; FFWC Recreation

FLORIDA CLUBWOMAN
SEPT. - OCT. 1967

THE MISSOULIAN
MISSOULIA, MONTANA
JUNE 2, 1967
Smokey the Bear, a pumpkin creation on the Vernon Lorns farm on highway 32 in Pleasant Prairie township (Kenosha county), entertained visitor Christopher Bloy-

MILWAUKEE SENTINEL
MILWAUKEE, WISCONSIN
OCTOBER 27, 1967

SPECIAL AWARD for 25 years as volunteer od
agency for the Ad Council's Smokey the Bear
forest fire prevention campaign is presented to
the L.A. office of Foote, Cone & Belding. Agency
senior VP Louis E. Scott (l) accepts the award
from Ad Council chairman Albert L. Cole.

MAC/WESTERN ADVERTISING
LOS ANGELES, CALIFORNIA
NOVEMBER 30, 1967

er, 6, of Kenosha. The Smokey display is one of the
most popular attractions at the Lorns farm this year.
The farm specializes in pumpkins.
-Matt Kulbiski Photo

DENNIS THE MENACE
BY HANK KETCHAM

"I don't care WHAT Smokey the Bear says! . . ."
Golden Smokey Award Presented Western Forestry and Conservation Association

The Golden Smokey, nation's highest award for forest fire prevention, went to the Western Forestry and Conservation Association of Portland, Oregon, on December 7, as a highlight of that organization's 58th annual conference held in Seattle, Washington.

Chief Edward P. Cliff, featured speaker at the conference, presented the statuette on behalf of The Advertising Council, Inc., the National Association of State Foresters, and the Forest Service—the three partners who have directed the Smokey Bear Program for the past quarter century.

The Chief cited the Association's contributions to forest fire prevention through its International Keep Green Forest Fire Prevention contests, sponsorship of Western Forest Fire Research Councils, support of better fire weather broadcasting, the National Fire and Weather Plan, and the National Fire Danger Rating System.
Understanding: People celebrate holidays in different ways.
Understanding: The Smokey Bear program helps to prevent forest fires.
Smokey Bear Replies to LBJ Letter

When Laura Gibson, 8, 2430 Helena Court, a Hutton School third grader vacationing at a north Idaho lake, thought she'd enlist in the war on forest fires last August, she reported directly to her commander-in-chief for a ranger's badge. She addressed a letter to "President Johnson, Washington, D.C.," and signed it "Love, Laura." The Johnson administration was ready for her. Her letter was passed on to Smokey Bear Headquarters. She received a badge, stamps and a thank you letter.

The zip code system throughout the United States must be about completed, now that "Smokey the Bear" has been assigned his own zip number — 20252. This much-pictured, cunning creature, symbol of the U.S. Forest Service fire prevention program, gets an average of 3,000 letters a week. The Post Office Department finally decided to save itself a lot of work and gave Smokey his Washington, D.C. zip number. — Submitted by Jude K. Norder, age 11, Richfield, Minn.

THE SPOKESMAN REVIEW
SPOKANE, WASHINGTON
NOVEMBER 30, 1967

DENVER POST
DENVER, COLORADO
JANUARY 8, 1967
Ad's Aid To Forest Reviewed

Smokey the Bear, a creature of the advertising world, has saved enough trees from forest fires in his brief lifetime to reforest the entire West, a Portland advertising man told the Downtown Rotary Club Tuesday noon.

Don Dawson, of the Portland advertising firm of Dawson, Turner & Jenkins, spoke on the subject of the Advertising Council, a non-profit private group that handles public service advertising.

ONE OF THE council's many campaigns has been Smokey the Bear, the firefighting bruin of the U. S. Forest Service.

The Advertising Council, Dawson recalled, came into being during the early days of World War II when it was called the War Advertising Council. Then Victory Gardens, war bonds, rationing, and security were the council's themes.

After World War II the council dropped the word War and continued its public service program and began boosting private programs, such as the Red Cross, Radio Free Europe, and the United Fund, as well.

Dawson saluted Oregon newspapers, radio and TV stations, and bus companies and billboard firms for donating more than $4.3 million worth of advertising in 1966 alone.

Since 1942, he said, advertising media and suppliers over the nation have donated more than $4 billion to public service programs.

The council receives no government subsidy, makes no profit, and is supported by donations by advertisers, advertising firms and advertising media, he said.

Campaigns by the council "have ranged from A for Aid to Education to Z for Zip Code," he said.

The advertising industry benefits from public service programs because "the better physical, mental, and economic health of our citizens" creates a better "market for all commercial goods and services," he said.

OREGON JOURNAL
PORTLAND, OREGON
FEBRUARY 14, 1967

SMOKEY THE BEAR, sculptured in red and blue ice, takes a ride on a snowmobile during McCall's third Winter Carnival held this weekend in the state's famous recreation area. The U.S. Forest Service's Payette National Forest crew sculpted this ice art. (Statesman Staff Photos by Al Bon ма).
DEN-SIDE PARTY AT ZOO

Smokey Meets His Master's Voice

BY HERMAN SCHADEN
Star Staff Writer

"Us bears get along together," said WMAL's Jackson Weaver, the one with the moustache.

On the other side of the bars Smokey Bear licked his chops in tacit agreement. No wonder. Weaver was spoon-feeding Smokey huge helpings of honey, interspersed with thick peanut butter sandwiches. "Come on, Smoke, old boy," Weaver pleaded. "Stand up and say something. Aw, that peanut butter has got his jaws all stuck together."

Weaver was there for a purpose. He doubles as Smokey's voice on a new recording, a main reason for yesterday's den-side party at the National Zoo.

The other major reason is Fire Prevention Week. This is the 17th year that Smokey, perhaps the best known animal alive, has reminded people they should not start forest fires.

During the rare autographing session, Smokey obligingly licked honey off the album titled Smokey Bear with Ranger Hal. It is a musical story for children composed by Jere Hathaway Wright and Judy Kretsinger with Jackson as Smokey Bear and Honker the Goose and with Ranger Hal playing himself as well as Ossie and Dr. Fox.

Jackson Weaver impersonates himself and other characters on WMAL radio's popular Hardin and Weaver show, while Ranger Hal entertains the kiddies on WTOP-TV.

Wide-eyed youngsters get earful, too.

The record is only the latest of many by-products in the U.S. Forest Service's collaboration with the National Advertising Council to prevent forest fires.

Since he came to the Zoo in June 1930, a little cub that almost lost its life in a New Mexico forest fire, Smokey has been the joy of conservationists and the envy of advertising men. His fan mail via the Agriculture Department exceeds 1,000 letters a day, mostly from youngsters who ask for and receive Junior Forest Ranger Kits. The program has paid off dramatically in the diminution of forest fires.

The image of Smokey in ranger uniform and hat has become as familiar as Mickey Mouse. Wisely selected commercial exploitation of the symbol has yielded the government more than $200,000 a year.

So who is to say that Smokey is not entitled to a career as a recording star, as well as visits by such admirers as Sen. Lee Metcalf, D-Mont., and others who attended yesterday's party, including a group from St. Stephens Boys School, Alexandria.

There even was an old-fashioned gramophone with horn so that Smokey might "review" his own record. What he thought of it was never learned. He was much too busy licking honey, munching peanut butter sandwiches and bickering with his blonde wife, Goldie, for anything construed as critical comment.