



# SMOKEY BEAR

## Press Clippings

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, D. C. 20252

"SOME OF THE BEST OF 1967"

JANUARY 1968 NUMBER 33 PAGE 1



Mrs. Roger J. Waybright

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

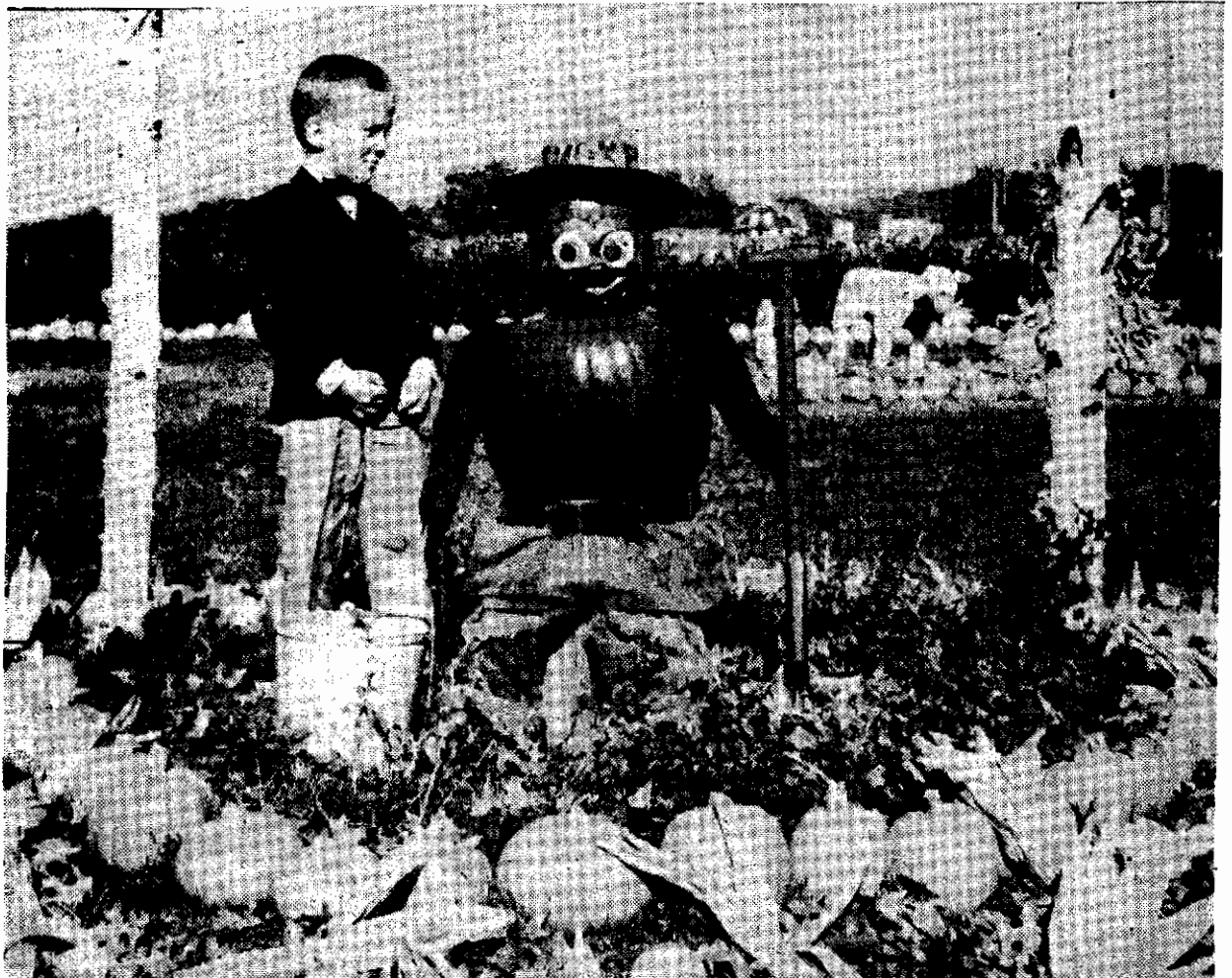
### SMOKEY HELPS TOO

This furry fellow, the most famous fire fighter in the country, dropped in recently at St. Paul kindergarten to talk with the little folks about fire prevention. With him are Debbie Ross, daughter

of Mr. and Mrs. Gerald Ross, 510 Arbor Dr., and Scott Bieber, son of Mr. and Mrs. Roger Bieber, 230 Burlington Ave. Smokey also distributed some fire prevention stamps during his visit.

THE MISSOULIAN  
MISSOULIA, MONTANA  
JUNE 2, 1967

*Distributed to field send to DPF + Fire Control*



Smokey the Bear, a pumpkin creation on the Vernon Iorns farm on highway 32 in Pleasant Prairie township (Kenosha county), entertained visitor Christopher Bloy-

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

MILWAUKEE SENTINEL  
MILWAUKEE, WISCONSIN  
OCTOBER 27, 1967

DENNIS THE MENACE

BY HANK KETCHAM



SPECIAL AWARD for 25 years as volunteer ad 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



"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.

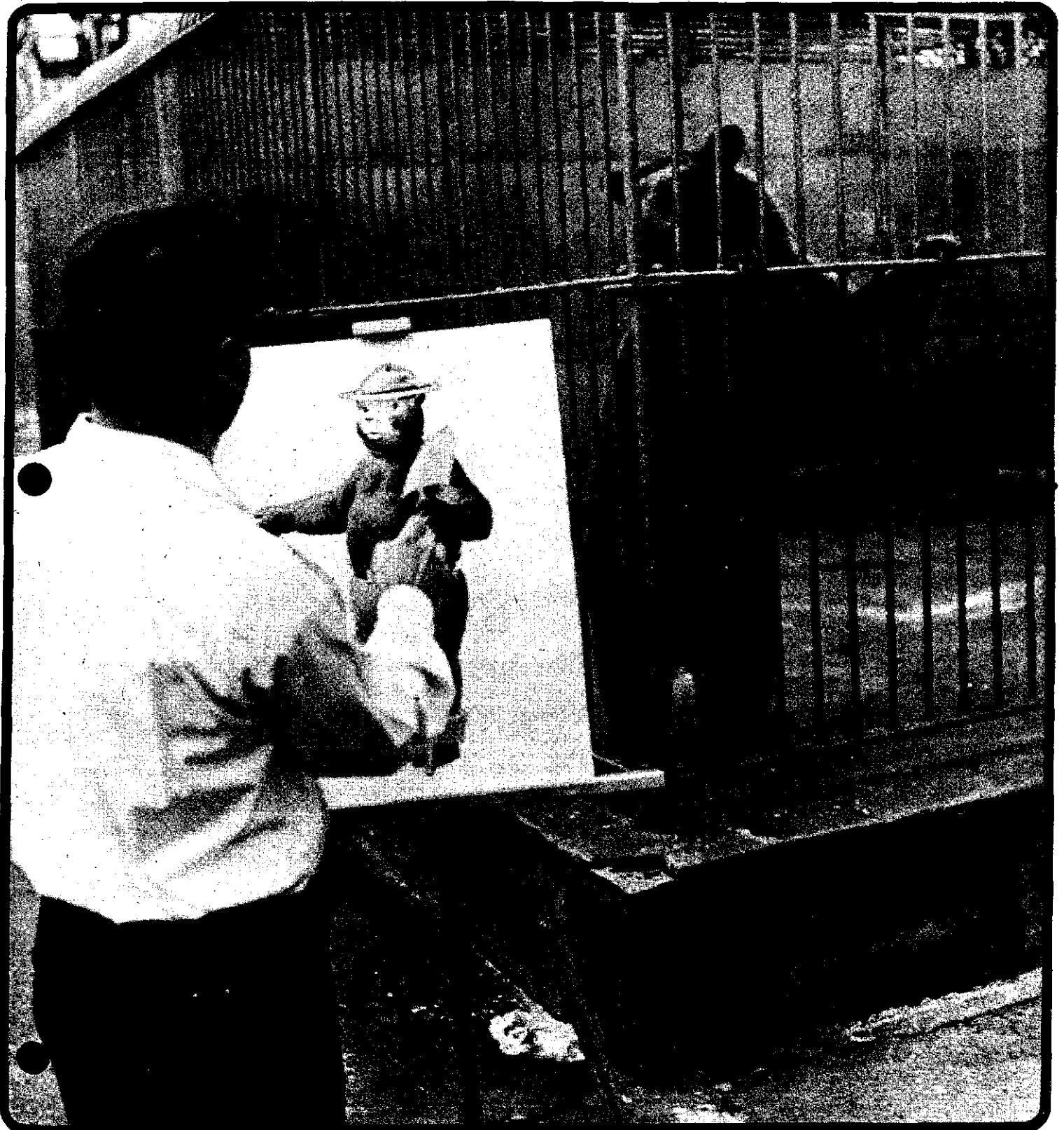
# Our Big World:



*Understanding:* People celebrate holidays in different ways.

# Smokey Bear

MY WEEKLY READER SURPRISE  
THE KINDERGARTEN NEWSPAPER  
NOVEMBER 15, 1967



*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 SPOKESMAN REVIEW  
SPOKANE, WASHINGTON  
NOVEMBER 30, 1967**

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.

**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 fire-fighting 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 safuted 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.

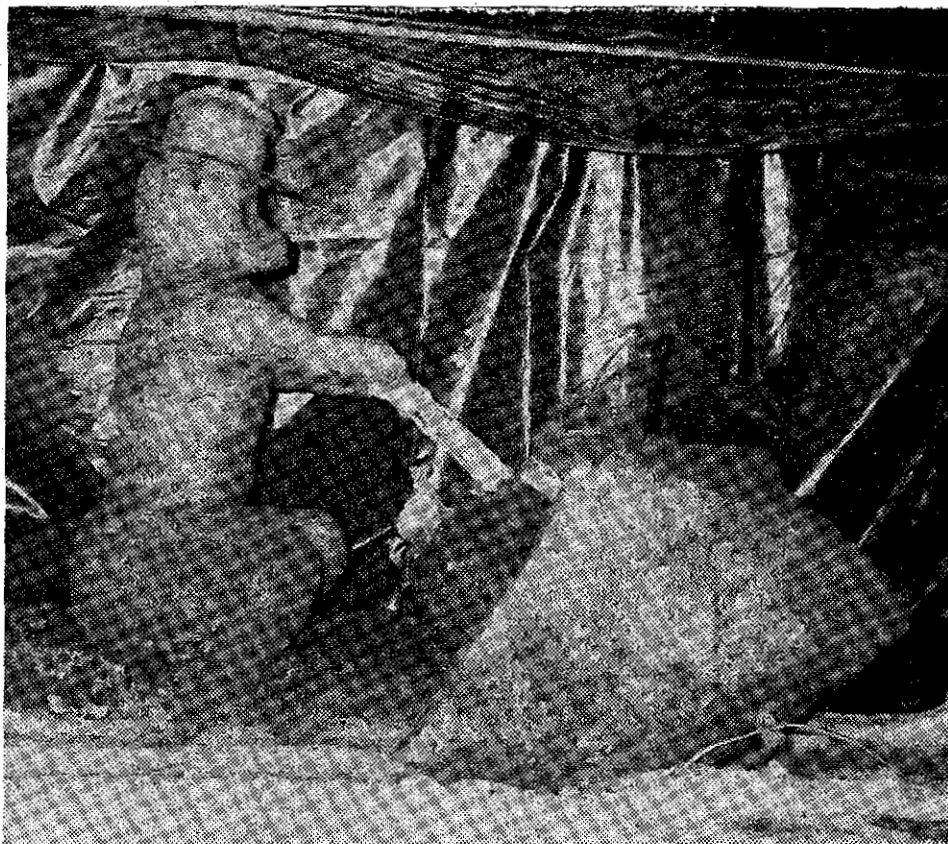
SINCE 1942, he said, advertising media and suppliers over the nation have donated more than \$4 billion to public service programs.

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



IDAHO DAILY STATESMAN  
BOISE, IDAHO  
JANUARY 29, 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 Bonman).



"You just be  
at the convention.  
Let me worry  
about lining up the  
necessary  
delegate votes."

LOOK MAGAZINE  
NOVEMBER, 1967



THE EVENING STAR  
WASHINGTON, D. C.  
OCTOBER 10, 1967

## 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



—Star Photographer Randolph Routh

### Wide-eyed youngsters get earful, too.

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.

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 adver-

tising 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 hickering with his blonde wife, Goldie, for anything construed as critical comment.