

1,259 See Smokey Bear Jr.



No doubt about it, Smokey Bear Jr. was a smash hit Monday of the Montana Conservation Week show being staged by the Forest Service at its headquarters here as 1,259 persons found out. Onlookers said that seeing Smokey slurp down a bottle of milk and honey is better than a circus. One boy during the day (above) he took time out to call up the newspaper and ask it to invite everyone to come down and visit him. He said he wants to enroll all the kids in the country as junior forest rangers. Among the first to accept the invitation was the Bonner eighth grader. Part of the delegation is shown with a replica of Smokey Sr. Smokey Jr. said to tell everyone he will be on hand there from 8 a.m. to 8:30 p.m. Tuesday and from 8 a.m. to 5 p.m. Wednesday-Friday and not to miss the Forest Service golden anniversary displays.

MISSOULIAN
Missoula, Montana
April 26, 1955



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.

HATTIESBURG AMERICAN
Hattiesburg, Miss.
January 18, 1955



LET'S KEEP 'EM GREEN—Smokey, the fire prevention bear, will be in this area for the next two weeks helping the U.S. Forest Service prepare for celebration of its 50th anniversary beginning Feb. 1. Meantime, "Smokey" will visit rural schools in Forrest and Perry Counties in De Soto National Forest. His purpose here is to help prevent forest fires. (Staff photo by Winfred Macgregor)

"Smokey The Bear" Exhibited Recently at County Schools

A brief respite from school lessons and "Woppy" and book matters sons has been enjoyed by school and ink blotters. Children of Crittenden and Livingston counties recently when their respective schools were visited by "Smokey" perform at their re- ited by that nationally known character, "Smokey The Bear." ing those at New Salem, Union, Popularized in his various Sitome, Sullivan, Lone Star, characterized versions on TV, Piney Fork, Tolu, Hebron Forest radin, on posters and via song, Grove, Mattoon, Shady Grove, "Smokey" is the bulwark of Freedom, Pleasant Grove, Oak smart and intelligent fire preven- tion practices, continually stress- ing the need for preservation of our forests and woodlands.

Many curious gapes and stares were cast in "Smokey's" direction as he rode around our country in a pick-up truck, nonchalantly staring out the window at pass- ersby. Fitted out in clothes and wearing a hat, the wooden life- size bear appeared strangely hu- man—almost as though he could talk.

Strangely enough, he could talk. When visiting schools in Crittenden and Livingston counties, "Smokey" talked and sang to the school children via a recording and amplifier, bring- ing his important message of forest fire prevention. The illu- sion of "talking" was added by rhythmic movement of his mouth.

During his fifteen minute show- ings at nearly all of the schools in this area, "Smokey's" attend- ants, L. B. Dunn and Paris Kirk, of the Division of Forestry, hand- ed out souvenirs and booklets to be distributed to the school chil- dren. These included two book- lets on "Keep America Green"

MARION REPORTER
Marion, Kentucky
Jan. 27, 1955

MISSOULIAN
Missoula, Montana
April 27, 1955

his set for dual observance of Montana Conservation Week and its golden anniversary. Smokey also will be on hand from 8 a.m. to 5 p.m. Thursday and Friday.

Wedn. day Smokey was get- ting used to being stared at. He played and ate and slept to suit his mood.

When he was tired he was awful tired. He collapsed flat as a pan- cake with his legs spread in all directions and immediately was dead to the world.

The first day Forest Service personnel had quite an adventure in feeding the cub. A stenogra- pher took the little fellow in her lap like a baby. She held a bottle of milk to the bear's lips but that didn't work at all. It squirmed and wiggled around until it got in the right position. Then the bottle was emptied in almost nothing flat.

Later it was learned that the cub customarily operates from the floor when feeding—standing on its feet and sometimes reach- ing up with its front paws as it slurps down the milk.

Smokey's Antics Make Hit Again

Smokey Bear Jr. did it again the second day of Montana Con- servation Week Tuesday in the Forest Service section of the Missoula Federal Building. He made such a hit with the crowd that it was decided to keep the building open until 8 p.m. Wednesday.

The top crowd of the week, 1,724, saw Smokey and the ex- hibits Tuesday. After 5 p.m. 467 persons made tours.

This will be the third day that the building has been kept open until 8 p.m. to enable residents to inspect Smokey and view the other exhibits the Forest Service

MAY 1955 #5

Children Get Preview of Smokey Bear Junior



Missoulian-Sentinel Photo

Conservation Week may go over the heads of the very young, but one feature of the Missoula observance is expected to be a big attraction for the little folk—Smokey Bear Junior, who will be on display on the second floor of the Federal Building Monday through Friday. Valerie Lockridge, 4, daughter of Mr. and Mrs. Melvin Lockridge, 123 Dearborn Ave., and Allen Stacy, 2, son of Mr. and Mrs. Jack Stacy, 120 Dearborn Ave., get a preview peek at Smokey, age 7 weeks.

The Face of Smokey

Smokey Bear, with his earnest, honest, conscientious face, signifies the determination of the American people to protect the nation's forest heritage from fire. The U.S. forest service, together with state foresters and the foresters and woods employees of private enterprise, join in paying affectionate homage to Smokey—and in supporting with every means at their disposal the objective for which he stands.—L. G. Carpenter, president, American Forest Products Industries, in KMG News Letter.

THE DAILY JOURNAL
International Falls, Minn.
October 13, 1954

SALT LAKE TRIBUNE
Salt Lake City, Utah
July 8, 1954

Anti-Fire Job Wins Praise

Special to The Tribune

PROVO—High tribute to the fire prevention efforts of Sheriff Theron S. Hall, co-ordinator of Utah County fire fighters, and to Forest Service men was paid Wednesday by James L. Jacobs, supervisor, Uinta National Forest.

Just prior to the closing of school Sheriff Hall distributed to students thousands of booklets on forest fire prevention, featuring the national hero, "Smoky Bear."

Since then forest personnel have tacked up more than 200 "Smoky Bear" signs and other fire prevention material in the forest and have distributed similar material to service stations, motor courts, hotels and stores.

Only fire so far this month was a brush and grass blaze in the Edgemont area July

Cub to Feature Display at Forest Service

The Forest Service will note Conservation Week, beginning Sunday, with an exhibit at the Federal Building, featuring Smokey Bear Junior, a real live bear about a foot long.

Smokey, 7-week-old cub rescued after her mother's liberation den was accidentally broken into, will be shown in cooperation with the Fish and Game Department and Smokey's adopted father, Game Warden Clyde P. Howard.

Children will be given an opportunity to enroll in the Smokey Bear Junior Forest Rangers.

The exhibit, depicting various activities in national forest management and experimental research, will be open from 8 a.m. to 8:30 p.m. Monday and Tuesday and from 8 a.m. to 3 p.m. Wednesday through Friday.

Site of the exhibit is the second floor of the Forest Service section of the Federal Building.

Dioramas, photographs, color transparencies and special equipment will be on display describing activities in fire control, range and wildlife management, blister rust control, timber cutting and watershed management. Also to be included in the exhibits will be the latest devices, methods and equipment employed in research activities of the Intermountain Forest & Range Experiment Station.

Officials of the Forest Service, the State Forester's office and the Montana Fish and Game Department will be on hand to answer questions.

Conservation Week, proclaimed by Gov. J. Hugo Aarason, is sponsored by the Montana Conservation Council.

"In cooperation with the council and other conservation and educational organizations in the state, the Forest Service invites the public to view the exhibits," Regional Forester P. D. Hanson said.

Conservation council purposes are listed as: To promote wise use of Montana's soil, water, grass, mineral, timber, wildlife and recreational resources for the maximum benefit of this and future generations; to stimulate conservation action by Montana residents in achieving beneficial use without waste of the state's natural resources; to provide a public forum for the study and discussion of specific Montana conservation needs and problems, and to promote effective resource conservation instruction and training in state schools and colleges.

The council sponsors an annual statewide conservation week the last week of April and conducts an annual conservation caravan.

THE FOREST LOG

FAIR EXHIBIT ATTRACTS

RECORD BREAKING CROWD

The forestry exhibit at the state fair, sponsored jointly by the state forestry department and the Keep Oregon Green association, turned out to be one of the main features in the fair exhibits. The main attraction was a live miniature of the famous Smokey Bear, tragic mark of all forest destruction in the United States.

The display consisted of Smokey in a roomy cage with his camp pitched nearby. The camp consisted of tent, cooking utensils, bed and fire fighting equipment. Smokey's means of transportation was a small pedal type of truck which had been painted red and typical warden insignia installed. The truck had been donated by Meier and Frank Co.

As a climax to the exhibit, announcement was made that the truck would be awarded to the fortunate youngster between the ages of two and five whose name would be drawn from a barrel on the last day of the fair. Several thousand names had been deposited in the barrel by the time of the drawing.

The drawing was held by representatives of Salem newspapers and the winner was three-year-old Danny Vrsco, of Redmond. The truck was delivered to Mel Crawford, district warden of the Central Oregon state unit, who got in touch with Everett Hughes, Bend, who is Deschutes County Keep Oregon Green chairman. The presentation was made at Danny's home.

Salem, Oregon
December 1954

PATROLMAN "SMOKEY"

"Smokey," the lovable big bear in the Washington Zoo who was formally made an Honorary School Safety Patrolman by the AAA Patrols of the Greater Washington area, now has company. His cage companion is Gene, the offspring of hybrid bears, and, like all AAA School Safety Patrol youngsters, he gets along well with his "classmate" and continues, of course, to "preach" lessons in preventing forest fires. Many of the thousands of visitors who come to Dr. William Mann's "animal house" in the national capital insist on seeing the now-fully-grown New Mexico brown bear who lost his parents in a tragic forest fire in that State.

AMERICAN MOTORIST
MARCH, 1955

FOREST FIRE PREVENTION WEEK PROCLAIMED



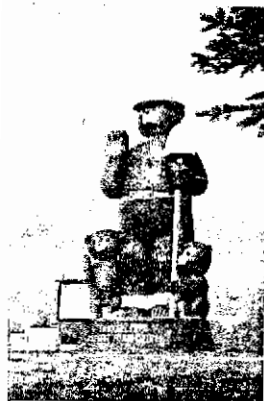
Gov. LeRoy Collins yesterday proclaimed Jan. 9-15 as Forest Fire Prevention Week in Florida. Here Smokey, the forest fire prevention bear, looks on as the governor points out the dates. Collins said Florida had the worst forest fire record in the nation in 1954 and urged cooperation in reducing the waste of timber. Smokey, the national symbol of forest fire prevention, is in the state this winter to aid the Florida Forest Service in its intensive prevention campaign.

THE FLORIDA TIMES-UNION, JACKSONVILLE, SUNDAY, JANUARY 9, 1955

SMOKEY ENLISTS CHILDREN'S AID IN PREVENTING FOREST FIRES



Six small children of Florida gather around as Smokey, the forest fire prevention bear, tells them of the importance of forest fire prevention in their future. Smokey, the national symbol of forest fire prevention, asks the children to "Be sure to tell your parents that the Florida Forest Service needs their help in preventing this shameful waste." The Cooperative Forest Fire Prevention Week request was timely as Thursday was the worst day for wild fires in Florida since last February.



Smokey Bear

Looking out over the green forests of Koochiching County from his massive stump pedestal in International Falls, the 26 foot statue of Smokey Bear is a fitting symbol of the great crusade of forest fire prevention.

"Our young forests must be managed for man's benefit, not burned through man's carelessness," said Leonard G. Carpenter of Minneapolis, principal speaker of the dedication ceremony on October 13, 1954.

Reviewing the forest fire history of Minnesota, the president of American Forest Products Industries declared that "Few regions in North America have suffered as much from forest fires as has Minnesota. Between 1914 and 1942, fires burned more than 7 1/2 million acres of Minnesota timberland. Names like Hinckley, Baudette, Cloquet and Moose Lake are burned deep in our history. At least 957 men and women have perished in the path of forest fires."

"We all lose when forest fires burn, we all gain when forests are kept green and free from fire. It's as simple as that," the guest speaker continued.

The giant statue of Smokey Bear and two cubs was erected and financed through the efforts of the Koochiching County Keep Minnesota Green Committee.

"ADVERTISING PAYS" SAYS SMOKEY BEAR

It would seem that the power of advertising has reached the ears of even Old Mother Nature for she has arranged weather conditions to reduce the forest fire hazards almost to zero so far this late summer season.

Of course Smokey Bear is the symbol of fire prevention and he has been advertised far and wide over radio and TV, newspaper and magazines and a large number of everyday articles.

There are few people in the entire country who do not know Smokey and most children are wearing or playing with articles which have Smokey Bear name or picture on them.

There are balloons and novelties, ash trays and pottery, Teddy Bear, (Smokey) and buttons, belts blue jeans and hats coloring and comic books, calendars, candy and cookies, jun for forest rangers outfits, flash lights and picnic grills, children's handbags and handkerchiefs, lunch and picnic baskets, milk jugs and jigsaw puzzles, tee shirts and cigarette snuffers, and wallets and what have-you.

A. E. Pimley, forester in charge of fire control for the Division of Forestry hopes that Mother Nature will continue to cooperate this fall until snow falls so that the number of fires can be kept at a minimum. Up to this date rainfall has been general over the forest area, but a killing frost and period of dry weather can create a fire hazard in some areas in a very short time.

In other words, says Pimley we can thank Mother Nature and Smokey Bear for the safe forest conditions we have had but we must always be alert to the possibility of a sudden change.

A song dedicated to Smokey Bear has been recorded by several popular bands and star songsters of the country.

Smokey Bear was copyrighted by the U. S. Forest Service when the possibilities of it were recognized for forest fire prevention purposes. The original Smokey was a cub bear who was caught in a forest fire in the southwestern U. S. and escaped with his life when picked up by a fire fighter.

Since that time he has warned and pleaded with young and old to stop burning the forest and prevent the shameful waste of a natural resource.

Junior Rangers Set Up Smokey Bear Plans Are Planned

State Forester Gareth C. Moon and Regional Forester P. D. Hanson Thursday concluded an agreement whereby the state forester's office becomes sole headquarters for the Smokey Bear junior forest ranger program.

Following signing of the agreement, Moon said the program was developed in connection with the commercial educational support phase of a cooperative forest fire prevention program. He invited all Montana youngsters to write to him for the Smokey Bear junior forest ranger kit, which is available for the asking. The objective of this kit, he said, is to enlist the help of the young boys and girls everywhere in making people more conscious of the need for care with fire when outdoors.

Moon hopes thousands of Montana youngsters will be serving as Smokey Bear junior forest rangers, reminding mothers and dads to be careful with matches and smokes when next year's vacation rolls around. The state forester added he hopes enrollment of this volunteer army of forest protectors will reach a high peak before the 1955 fire prevention campaign gets under way next spring and summer.

Each kit contains a statement of the rights and duties of a Smokey Bear junior forest ranger, signed by Smokey himself; a gummed label for pasting on a Smokey Bear stamp; a Smokey booklet, together with a letter from Smokey.

Regional Forester Hanson said the Smokey Bear junior forest ranger program was conducted on an experimental basis during 1953 and the response was impressive. In less than four months, more than 50,000 requests were received and serviced by the cooperative forest fire headquarters in Washington, D. C. Numerous parents have written testifying to the effectiveness of Smokey and his kit with adults as well as children, Hanson added.

In October of last year Gov. J. Hugo Aronson was presented with a Smokey Bear doll by the former State Forester, Rutledge Parker, and Regional Forester P. D. Hanson. At the time the Governor issued a statement urging all Montanans to assume their responsibilities with regard to the protection of the nation's and state's forests and urged all Montana children to become a Smokey Bear Junior Forest Ranger.



Smokey Bear junior forest ranger kits will be distributed in Montana by the office of State Forester Gareth C. Moon (standing) in accordance with an agreement set up Thursday at a meeting with P. D. Hanson (seated) regional forester. Smokey is alongside Moon.

Gubernatorial Souvenir



A Smokey Bear, symbol of the U. S. Forest Fire Service, has been added to the ornaments of Governor Meyner's office. It was

presented by State Fire Warden William J. Seidel. In accepting the emblem, Governor Meyner urged the children of the state to enlist as junior forest rangers.

MISSOURIAN
Missoula, Montana
Dec. 16, 1954

TRENTON EVENING TIMES FRIDAY, APRIL 1, 1955

250,000 Junior Rangers Ready to Fight Fires for Smokey Bear

By JOHN KAMPS

Washington, D. C.—(AP)—Smokey the bear, a forest fire escapee who symbolizes prevention efforts, gets an average of 1,000 letters daily from toddlers and teen-agers wanting to join his million kid fire fighting force.

This is dramatic proof to federal forest service officials that their campaign, headed by Smokey, is paying off in increased awareness of forest fire's costly danger.

The youngsters, who promise to prevent fires in order to join the junior forest rangers, write to tell Smokey they're doing their bit. And they enclose for Smokey's pleasure such things as Christmas and Valentine cards and cash donations.

The mail comes from all parts of the nation. A Brooklyn boy said he couldn't find any forest fires in the city, but promised he'd stop turning in false alarms.

Sen Pulls Rank

And parents, too, write Smokey. A California mother wrote that "no one would dare throw a lighted match or cigaret out in the forest or mountains" when her 5 year old son was in range.

A California father said his son, "the most active advocate of the Smokey campaign in California has been conducting a one man battle against fires and we have heard so much about Smokey that I actually believe I would rather quit smoking in deference to him than to publicity about its harmful effects."

Smokey Bear Is Getting Biggest Volume Of Mail

WASHINGTON—(INS)—Judging by volume of mail, the most popular figure in the Department of Agriculture is not Secretary Earl Tate Benson but a furry gentleman by name of Smokey Bear.

Smokey is the symbol of forest fire prevention. Officials who spend full time keeping track of his affairs said today that his current incoming correspondence runs to about 1,000 cards and letters a day. "And of course," they added, "it will pick up again after Christmas."

Incidentally, the Agriculture Department which is the final authority on such matters, spells the name "Smokey."

Another father wrote that his son, a junior ranger, "pulled his rank and threatened to prosecute to the full extent of the law when I attempted to burn some leaves."

The forest service has signed up more than 250,000 junior rangers in the last year. Each ranger gets a fire prevention kit—including a membership card, blotter, certificate and fire prevention stamps—and each signs a fire prevention pledge.

Smokey's mail indicates these youngsters take the pledge seriously. The junior rangers tell how they put out campfires carefully, caution their parents against carelessness with cigarettes and report violations of prevention measures.

And when the junior rangers come to Washington they head for the zoo where the real Smokey lives—the brown bear rescued from a New Mexico forest fire as a cub several years ago.

Smokey Makes Money

Smokey, as the star performer in an eight million dollar public relations program, is becoming one of the nation's best known celebrities.

The jaunty hat and parts of forest ranger's uniform with which artists adorn the bear are familiar to millions of adults, as well as children. He's seen on television, in motion pictures, on billboards and posters across the country and he's heard on the radio and on phonograph records.

The public relations program is the result of co-operation between the federal government, State Foresters association and private industries.

Junior Rangers Help

Junior forest rangers are helping to make their parents Smokey conscious, as witness this postscript on a letter from Scotty Mason of Modesto, Calif.:

"It is amazing how much more alert children are than grownups. There never is a cigarette thrown from our car any more. We really get cold."

Smokey, what with the mountain of mail he receives, can't send personal replies in the ordinary course of things. But he made an exception by sending birthday greetings on Nov. 24 to seven-year-old Ronald Johnson of Long Beach.

(Ronald) was born with only one leg. But fitted with an artificial limb, he has learned to climb trees and fences and even to swim. Said Smokey to young Ronald: "I am delighted to have you on my team."

Earnings from Smokey's commercial ventures pay for a large part of the federal government's cost in the program. Royalties from the sale of "Smokey the Bear" toys and appliances, manufactured by private industry, brought the government about \$60,000 this year.

Biggest seller so far is a teddy bear called Smokey.

Newest commercial venture authorized is publication of a series of booklets telling "The True Story of Little Smokey." MILWAUKEE JOURNAL Milwaukee, Wisconsin October 20, 1954



Smokey the bear may not be quite the fire fighter that he's made out to be by the artists, but he has symbolized the nation-wide campaign to stamp out forest fires. The original Smokey, now in a Washington (D. C.) zoo, was rescued as a cub from a forest fire in New Mexico.

Rescued From Fire

The real-life Smokey, now a four-year-old runt of a bear, is quarantined for life in comfortable surroundings at the National Zoological Park in Washington.

Smokey got into the forest fire prevention fight when, as a scrawny cub, he barely escaped with his life from a roaring woodland inferno in New Mexico.

Today his familiar face shows up in thousands of streetcar and bus cards, in television films and in newspapers and magazine stories and advertisements.

Even the blind have come to know the genial bear.

Joseph's School for the Blind at Jersey City, N. J., recently wrote (both in long hand and Braille) asking for a visit because "we would like to feel a bear like Smokey."

Their wish was satisfied through a delightful toy animal about three feet tall which is manufactured on a commercial basis under special arrangement with the government.

THE CAMP FIRE GIRL

OCTOBER 1954





Reporter Photo

SMOKEY VISITS BERLIN — Felt hat, goggles, scarf, shovel and pipe help to make this bear a good stand-in for Smokey the Bear, famous fire prevention symbol of the Forestry Service. Assistant Fire Chief George Frechette (left) and Chief O. B. Bergquist (right), find the bear an unusually taciturn fellow. Grin was shot by Fireman Olaf Johnson in Milan and brought to Berlin to attract attention to the fire-prevention campaign. **THE BERLIN REPORTER**
Berlin, New Hampshire
Dec. 30, 1954



By Staff Photographer Johnson

NOT LIKE THIS—Smokey, Maine's Fire Preventin' Bear, looks away in horror as Maine Forest Service Forester Albert Willis of Sidney, right, shows Madison Cub Scouts Chris Cotton, left, and Craig Christopher how not to put out a fire. Smokey was a feature of the Sportsmen's Show at the Exposition building. He told the Cubs debris left around a fire and failure to dump sand on the embers can lead to forest-destroying fires.

SUNDAY TELEGRAM
Portland, Maine
March 20, 1955

Unclassified Information

BY HARTWELL HATTON

WE HAVE not seen it, but there is a television program in which the central figure is Smokey Bear. It is, of course, an anti-forest fire program, designed to capture the imagination of small viewers.

How effective the television show is proving to be was indicated by an experience related to us by Cecil Word, of Scottsboro. Cecil has a five-year-old grandson. He also has a brother, Harry, who is fond of children and some times carries his five-year-old great nephew on fishing trips.

Recently the pair were in the woods near Scottsboro when a forest fire was observed on the side of a mountain. The little fellow became excited and indignant and when he and his uncle returned to town he talked of nothing but the fire. It was clear that he regarded it as a disaster of large proportions.

Grandpa Cecil was puzzled and called his grandson's mother. She cleared up the mystery at once. "Oh," she said, "he's been watching Smokey Bear on television and he thinks the fire has burned out his hero."

While saving a place for bears to sleep all winter is not the only consideration in forest fire suppression, it may seem important to five-year-olds. Certainly sympathy for Smokey Bear has made one stern enemy of forest fires in Jackson County and it is not likely that he will change very much when he is older.

Mr. Word recounted this incident to us privately and did not mention it at a meeting of the directors of the Alabama Forest Products Association in Mobile this month. He did insist in that meeting that the best time to fight forest fires is before they break out, that is by education.

At the same meeting J. Gibbs Hitchcock, also a member of the board, called attention to the state educational television system which offers a medium for reaching the public with propaganda against forest fires. Other directors were interested and an effort undoubtedly will be made to see that programs on the educational television stations present the terrible folly of permitting woods fires.

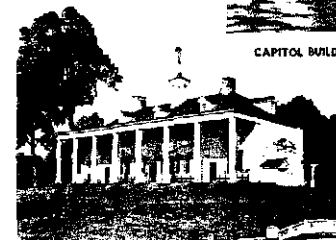
From what Cecil Word told us about his grandson and Smokey Bear, we are convinced the television programs will do considerable good for the cause.

THE ALABAMA LUMBERMAN January, 1955

Your Pilgrimage cont.



CAPITOL BUILDING, an architectural mastery.



MOUNT VERNON, George Washington's home, overlooks the Potomac River.



WHITE HOUSE, home of our Presidents, is open to public inspection.



FAMOUS BEAR, Smokey, at the National Zoo.



CHERRY TREE and the Washington Monument.



MARDI GRAS—Queen Alice Gay Soileau and her court arrive here from New Orleans to brighten up the Louisiana State Society ball to be held Friday at the Mayflower Hotel. From left (front) are Jan Johnston, Elizabeth Carter, Miss Soileau and Linda Thompson. Second row: Sally Ware, Mercedes Prudhomme, Nancy Jo Theriot and Hattie Maraisat.

WILSON AGREES TO DROP BEAR IN ADVERTISING

A federal indictment against Wilson & Co. was dismissed yesterday in federal District court after the meat packing firm agreed to stop using a facsimile of "Smokey Bear" in commercial advertising.

"Smokey" is the cub bear clad in shorts and Boy Scout hat used to illustrate the government's forest fire prevention literature.

The government charged illegal use of a facsimile and asserted that millions of children acquainted with "Smokey" and his purpose would be confused by other advertising.

CHICAGO TRIBUNE
Chicago, Illinois
October 21, 1954

'Smokey' Gets Top Spot On Fire Prevention Bill

OGDEN—Top billing has been given "Smokey Bear" for Forest Service plans for an intensive program of forest fire prevention.

Regional Forester C. J. Olsen said Saturday that Smokey is the hero of the hour and will carry the fire prevention bill this year.

This will be the tenth year for Smokey and he is growing in stature. He has now been patented and operates under Public Law 359. He is the symbol of co-operative forest fire prevention campaigns sponsored by state foresters, Forest Service and the Advertising Council. Commercial use of Smokey requires special permission of this committee.

The warm-hearted bear will bring his message, "Only you can prevent forest fires," to everyone via radio, television, motion pictures and newspaper ads sponsored by business and industrial firms.

"Smokey will attend fairs and special celebrations. His honest, sincere face will peer at Mr. and Mrs. Public from posters, blotters and bookmarks," Mr. Olsen points out that Smokey has paid for his keep. Savings in costs of combating forest fires and values in timber, flood and water protection, wildlife and recreation are worth many times over what Smokey needs for board and bed.

A new epoch in Smokey's life this year is a special song called "Smokey the Bear." It has been recorded by Gene Autry. Other features which will help him bring his vital message to all are Smokey scarves, vacation kits, stuffed toys and coloring books.

Firms have received the committee's approval to manufacture and sell these items to help prevent forest fires. Part of the proceeds go into paying Smokey's expenses.



HONEY OF A SCARF—Geraldine Hawkes and Louise Smith of the Forest Service regional office in Ogden with their new "Smokey Bear" scarfs. Smokey is the symbol of fire prevention in the forests. For the 10th consecutive year Smokey heads the campaign making the public fire prevention conscious. The scarfs are new this year.

DESERET NEWS
Ogden, Utah



The new Smokey and Sparky books are attractive 4-color, 28-page editions, largely illustration. Final page of the Smokey book contains an offer of a Junior Forest Ranger membership card. Readers of the Sparky volume are invited to order Inspector's Kits which include badges and manuals.

POOH BEAR—MOVE OVER!

Smokey & Sparky Crash Fiction World;
New Kiddie Books Make Good Premiums

Small fry will have to make room in their affections—and bookshelves—for two new heroes of animal fiction. Smokey, the bear who helps prevent fire in the woods, and Sparky, his canine counterpart in the home, have crashed the delightful society of children's literature. Each is the subject of a newly-published book with good premium possibilities for public-spirited, promotion-wise companies.

"Smokey the Bear", published by Simon & Schuster as a Little Golden Book, is based on the true life story of the real Smokey.

Sparky's story tells about Bill and Betty, proud wearers of Sparky Fire Chief badges. It is alive with fire engines, ladders, sirens, and a

highly acceptable moral.

"Sparky the Fire Dog", a Rand McNally Book-Elf, was released in January and is available at most bookstores. The story was written by James Browning and illustrated by Mary Jane Chase.

"Smokey the Bear", written by Jane Werner with drawings by Richard Scarry, was released on April 1. An initial run of 600,000 copies has gone to about 100,000 retail outlets in the U. S., including bookstores, super markets, and drug stores. Two more books about Smokey will be released during the coming months—a Giant Golden Book and a more expensive library edition for older children.

The current editions of the books retail for 25¢ each.

They can be purchased in bulk for premium use by companies through special arrangements. For further information, write The Advertising Council.

PUBLIC SERVICE ADVERTISING April, 1955



AD MEN HONORED — At a testimonial dinner honoring two advertising executives were, from left, Russell Z. Eller, advertising manager of Sunkist Growers, Inc.; Allen M. Wilson, acting president of Advertising Council; Charles Jones, chairman of dinner committee, and Don Belding of Foote, Cone & Belding. Eller and Belding received awards for aid to Smokey the Bear forest fire prevention.

2 Men Honored in Smokey Bear Drive on Fires

Two advertising executives last night were honored for their roles in the Smokey Bear forest fire prevention campaign carried on since 1942 to conserve one of the nation's main natural resources.

Don Belding, chairman of the executive committee of Foote, Cone & Belding, and Russell Z. Eller, advertising manager of Sunkist Growers, Inc., were cited for "outstanding contributions and guidance in the campaign" at a testimonial dinner at the California Club.

Public Cautioned

The campaign, conducted by the Advertising Council in co-operation with the Association of State Foresters and the Forest Service of the U.S. Department of Agriculture, is designed to create public awareness of the destruction caused by forest fires and of the fact that nine out of 10 are caused by man.

Eller and Belding received their awards—engraved Steuben glass bowls—from Allan M. Wilson, acting president of the Advertising Council. Charles S. Jones was chairman of the dinner committee.

Principal speaker at the dinner was Richard E. McArdle, chief of the Forest Service.

Council Praised

McArdle commended the council for its program to aid forest conservation when lumber was vital to the war effort.

"No cash customer could ask for better results . . . Today, forest fires are down to 180,000 a year as compared with 210,000 fires a year 13 years ago. The area burned is down to 10,000,000 acres," McArdle stated.

In honoring the two men, he said, "we also honor American business and the advertising industry. Since 1942 they have contributed through the Advertising Council time and space worth more than \$60,000,000."

The dinner was attended by more than 300 advertising industry leaders and publishers.

LCS ANGELES TIMES
Los Angeles, Calif.
May 6, 1955

OUR FAVORITE BEAR:



Remember—Only you can PREVENT FOREST FIRES!

In the last few years, Smokey Bear has become one of America's best known public figures. He pops up on TV, in magazines and newspapers, on billboards and U.S. Postoffice trucks, and his resonant voice frequently can be heard on radio. Lately, he's been seen a great deal on doll counters (and in children's arms), and his countenance graces many a t-shirt, jig-saw puzzle, and color book.

Thanks to the generous cooperation of a great many individuals, and all the media of mass communications, Smokey's messages reach millions of Americans. And important messages they are. In 10 years, forest fire destruction has been cut nearly in half. But that doesn't mean Smokey's job is done. Last year, 154,160 fires—an average of 420 every day—burned 9,975,750 acres of forest land in the United States.

Nine out of ten forest fires are man-caused, therefore preventable. Think of the millions of acres of woodlands that can be saved if every American will observe Smokey's rules:

*Crush out cigarettes, cigar and pipe ashes
Break matches in two after using
Drown all camp fires; then stir and drown again
Find out the law before using fire, and abide by it!*

HUBER NEWS
Borger, Texas
Summer edition

Smokey the Bear . . . Nationwide Forest Fire Prevention Symbol

More than 5 years ago, a tiny cub, singed and frightened, was found in the smoldering ruins of a forest fire in the mountains near Capitan, New Mexico . . . a careless camper had neglected his fire, and the little cub was all that remained.

Forest Rangers nursed the little fellow back to health. They called him Smokey, and when he recovered from his burns, they flew him to the National Zoo, Washington, D. C., where he now serves as a conservation symbol for the children of America.

Smokey the Bear is still in that zoo today. But most important, he and his story are in the hearts of millions of youngsters over the world. More than four thousand letters per day pour into Smokey Bear's headquarters in our Nation's Capitol.

Because of Smokey's activities, the Nation has saved millions of dollars per year in forest fire damage.

Fairmont Foods Company was the first manufacturer in the industry to cooperate with Smokey in its merchandising. This is the second year that Smokey appears on Fairmont ice cream cartons, and Smokey Bear premiums are being offered by the Company.

Fairmont is proud to be associated with such a public service program. Some of the Company's work with Smokey is pictured below.



The youngsters love Smokey. Here, they swarm around Smokey (in costume) when he appeared near a Fremont, Nebraska, school yard.



Fire prevention officials cooperate in promoting Smokey. Columbus, Ohio, officials discuss the campaign with Fairmont executives.



Junior Fire Patrol members discuss their favorite subject — Smokey — following one of the fire prevention parties staged by the Company's Omaha branch.



Theater parties featuring Smokey are popular. Here, an overflow crowd of eager youngsters applaud at a party arranged by our Rapid City, South Dakota, branch.

FAIRMONT FOODS COMPANY
AND SUBSIDIARY COMPANIES

Seventy-First Annual Report
for year ended February 28, 1955

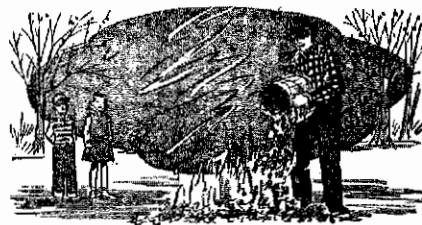
Smokey Talks to Girls and Boys



Smokey says, "Be careful."



Smokey says, "Clean up."



Smokey says, "Stay away from fire."

Page 14—MY WEEKLY READER, Edition No. 1 for October 4-8, 1954

TEXAS FOREST NEWS

3

Lufkin Scouts Display Posters



Lufkin Boy Scouts participated in their national Conservation Good Turn Program by distributing and displaying forest fire prevention posters in Lufkin store windows. Most of the posters were supplied by Educational Officer Knox Fvie of the Texas Forest Service. A forestry exhibit was also arranged in the store windows directly behind the scouts.

Give Smokey the Bear a Big Hand

Smokey the Bear is an effective conservationist.

This little creature, used as a symbol by the Oregon state board of forestry in co-operation with the U. S. forest service, tells the story of forest protection through many media. His message is beamed to the boys and girls in whom the future of our forests rests.

We mention Smokey the Bear because this is Oregon's first state-wide Conservation week, but we hasten to add that conservation is a much broader thing than forest protection. It has to do also with saving all our resources: Soil, water, fish, wildlife, minerals and the natural beauty which abounds in our state.

Each one of these is a field in itself, and each field has its dedicated experts.

The true conservationist is a broad-gauge individual, however, who deprecates careless use and waste of

any resource. As one of these, Smokey the Bear, we are sure, is happy to indorse Conservation week in all its aspects.

There may be those benighted souls who dismiss conservationists as dreamers, do-gooders and impractical idealists. Fortunately for Oregon's and the nation's future, these are becoming fewer all the time.

We like to think of the conservationist as a practical idealist who knows on one hand that the saving and wise use of resources is fundamental to a healthy economy but who goes a step beyond this. He knows the dollar is not the sole measure of good living. He wants to see saved for future generations those resources which please the eye, refresh the mind and body and renew the spirit in God's great out of doors.

This Conservation week is the time to salute his kind. May we have many more.

OREGON JOURNAL
Portland, Oregon
May 4, 1955