"Smokey The Bear" Exhibited Recently at County Schools

A brief report of school and "Smokey" activities for the month of April 1955, as well as a description of the "Smokey" exhibit at the county level.

No doubt about it, Smokey Bear Jr. was a success! Monday of the Montana Conservation Week show being staged by the Forest Service at its headquarters here saw 1,236 persons including faculty, staff, and students looking over exhibits to observe a program of the Forest Service's Conservation Week.

Smokey Jr. took time out to call on the first class of the day, with a delegation to attend an assembly. The class was shown the exhibits, and Smokey Jr. was introduced to the children with the following message:

"Smokey The Bear" Make Hit Again

Smokey Bear Jr. did it again! He dazzled another group of children with his antics at the show. Smokey Jr. was introduced to the children with the following message:

"Smokey Bear" Press Clippings

Children Get Preview of Smokey Bear Junior

Anti-Fire Job Wins Praise

Cub to Feature Display at Forest Service

Forest Fire Prevention Week Proclaimed

Children Get Preview of Smokey Bear Junior

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 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, 1955

Salt Lake Tribune
Salt Lake City, Utah
July 9, 1955

THE FOREST LOG

FAIR EXHIBIT ATTRACTS
RECORD BREAKING CROWD

FOREST FIRE PREVENTION WEEK PROCLAIMED

Cub to Feature Display at

Forest Service

The Forest Service will hold Conservation Week in Zusammen with the state forest departments and the U.S. Forest Service throughout the United States. The week is designated as Forest Fire Prevention Week. The exact focus of the week-long activity is the Smokey Bear Junior poster contest, sponsored by the Forest Service.

The exhibits, depicting various activities in national forest management and fire prevention, will be on view from 5:30 p.m. to 9:30 p.m. Monday and Tuesday, and from 8 a.m. to 5 p.m. Wednesday through Friday. The exhibits are sponsored by the national Smokey Bear Junior poster contest, which is open to all children in the United States.

The display at the base of the Smokey Bear Junior poster contest will be held in association with the Fish and Game Department and Smokey's adopted father, Game Warden Clark McLeod.

The display will be open from 8 a.m. to 5 p.m. Monday and Tuesday, and from 8 a.m. to 5 p.m. Wednesday through Friday. The exhibits will be located at the base of the Smokey Bear Junior poster contest.

The exhibit will feature various activities in national forest management and fire prevention, including displays of fire control equipment, photographs of Smokey Bear Junior posters, and information about the Smokey Bear Junior poster contest. The display will be open to the public on weekdays.

The exhibit will be sponsored by the U.S. Forest Service, the State Forest Service, and the Fish and Game Department.

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**Junior Rangers Are Planned**

State Forestier G. C. Man and Regional Forestier D. D. Ham on Thursday concluded an agreement whereby the state forestier's office becomes sole headquarters for the Smokey Bear-Junior Ranger Program.

**Gubernatorial Souvenir**

A Smokey Bear, symbol of the U. S. Forrest Fire Service, has been added to the ornaments of Governor Steadman's office. It was presented by State Fire Warden William A. Seigal. In accepting the present, Governor Steadman urged the children of the state to work in preventing forest fires.

**Smoky Bear**

Looking out over the green forests of Minnesota 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 merchandised for man's benefit. Not burned through man's carelessness," said Leonard G. Carpenter of Minnesota, 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 this Minnesota. Between 1914 and 1942, fires burned more than 7/4 million acres of Minnesota timberland. Names like Heinsberge, Bavetteville, Clearwater, and Moose Lake are burned deep in our history. At least 157 men and women 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 is as simple as that," the giant speaker continued.

The giant statue of Smokey Bear and two cubs was created and financed through the efforts of the Cook County Forest Conservation.

**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 armed wildlife conditions to reduce the forest fire hazards almost to zero so far this late summer season.

**Smokely Get Assistance**

As Smokey Bear is the symbol of fire prevention and he has been advertised far and wide in radio and TV newspapers 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 billboards and postcards, tin trays and pottery, Smokey Bear and buccaneers, belts blue jeans and hat coloring and comic books, calendars, and comic strips, just for forest ranger work, badgers, and peace quilts, children's hands and handkerchiefs, lunch bags and paper bags, milk jugs and fire fighters, and nursery and what have you.

A. E. Pinkey, forestier in charge of the Division of Forestry in Minnesota, has a message for the Smokey Bear.

"Smokey, we know that Mother Nature will cooperate with this fall's forest fires but you can keep the minimum up to this date rainfall has been severe 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 Pinkey, "we expect Mother Nature and Smokey Bear for the sake of forest conditions we have had but we must always be alert to the possibility of a sudden change."

A word dedicated to Smokey Bear has been recorded by several popular bands and start sprinkled with 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 southeastern U. S. and rescued with his life when picked up by a fire fighter.

Since then the cub has worked and pleased with young and old to keep burning the forests and prevent the wasteful waste of a natural resource.

**Junior Rangers are planned**

State Forestier G. C. Man and Regional Forestier D. D. Ham on Thursday concluded an agreement whereby the state forestier's office becomes sole headquarters for the Smokey Bear-Junior Ranger Program.

Following signing of the agreement, Mr. and Mrs. Ham said the program was developed in cooperation with the State Forest Service and the State Junior Ranger Association. The concept of Montana youngsters to write in for the Smokey Bear-Junior Ranger Kit, which is available from the state forester. The object of this kit, he said, is for boys and girls in the patient and girls everywhere in making people more conscious of the need for care with fire when out of doors.

Many hopes thousands of Montana youngsters will be served as Smokey Bear-Junior Forest Rangers, teaching audiences and kids to be careful with matches and 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 Junior Forest Ranger, a $50 bill and the "Good Boy" patch.

Regional Forestier Hops the Smokey Bear-Junior Forest Ranger Program was conducted on an educational basis during 1952 and the response was impressive in that four months, more than 10,000 cubs were received and served by the non-profit forest fire headquarters in Washington. D. C. Numerous parents have written testifying to the effectiveness of Smokey and his kit with abilities as well as children.

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The Camp Fire Girl

October 1954

THE CAMP FIRE GIRL

Washinton, D.C.—Smokey Bear, the human face of the U.S. Forest Service's successful campaign to stamp out forest fires, has now become the country's newest symbol of conservation

Smokey Bear is the symbol of forest conservation. He represents the American people's desire to protect their forests from the ravages of fire. Smokey is a bear who lives in a forest with his friend, Reddy the Raccoon. Together, they work to keep the forests safe from danger.

Junior Rangers Hole

Junior Ranger programs are designed to help children learn about forest conservation and how to protect the environment. These programs encourage young people to become active participants in the fight against forest fires.

Smokey Bear has made millions of children aware of the importance of forest conservation. He has become a symbol of hope and inspiration for millions of people around the world.

The Smokey Bear campaign has been a success because of the efforts of dedicated volunteers who work tirelessly to educate the public about forest conservation.

In conclusion, Smokey Bear is a symbol of hope and inspiration for millions of people around the world. His message is clear: We must work together to protect our forests and ensure that future generations can enjoy them as well.

THE CAMP FIRE GIRL

October 1954
We have not seen it, but there is a television program in which the central figure is Smoky 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 sometimes 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 Smoky 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 Smoky 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 Smoky Bear, we are convinced the television program will do considerable good for the cause.

The Alabama Lumberman January, 1955

Unclassified Information

By Hartwell Hatton

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The Alabama Lumberman January, 1955
MARDI GRAS—Queen Avis Caly Gilman and her court arrive here from New Orleans to whieh on Sunday, the annual Mardi Gras parade will be held Friday at the State Capitol. From left are Ann Johnson, Elizabeth Carter, Miss Susan and Linda Thompson. Second row: Sally Warfield, Mercedes Ennum, Nancy De Thomas, and Louise Harrison.

WILSON AGREES TO DROP BEAR IN ADVERTISING

A federal indictment against Wilson & Co., which was demolished in federal court after the proofing firm agreed to stop using a facsimile of "Smokey Bear" in commercial advertising.

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

The government charged that Wilson & Co.'s use of a facsimile and "Smokey Bear" words on envelopes and postcards distributed to government customers was unlawful. The firm agreed to drop the use.

CHICAGO TRIBUNE
Chicago, Ill., October 21, 1955

DESSERT NEWS
Ogden, Utah

"Smokey Bear" 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. Clausen said Saturday that Smokey will carry the theme of the hour and will receive equal time with other advertising this year.

This will be the tenth year "Smokey" has been placed in the advertising field, and the federal government has had every year. The new Smokey Bear has been used in the advertising of the forests and wildlife services, and the Smokey Bear symbol has been used in the advertising of the Department of Agriculture.

New Smokey Bear ads will be distributed nationwide, with special emphasis on the Northwest. Smokey Bear will appear in television and radio spots, in newspapers, and in outdoor advertising.

SMOKEY THE BEAR

The new Smokey and Sparky books are attractive 101-set, 25-page editions, largely illustrated. Full-page color plates of the Smokey books contain a special song called "Smokey the Bear." It has been recorded by Patience and Goodman, and the special song will be used in the advertising of the Smokey Bear symbol.

THE ADVERTISING COUNCIL

SPARKY THE FIRE DOG

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

Small fry will have to make room in their attics—and bookshelves—for two new heroes of animal fiction. Smokey, the bear who helps prevent fire in the woods, and Sparky, the dog who saves the forest, will be available for the first time in a children's book.

Each is the subject of a newly-published book with good premium possibilities for public relations, promotion, and advertising.

POOH BEAR—MOVE OVER!

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

DESSERT NEWS
Ogden, Utah

April, 1955
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 sent 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 Capital.

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.
Smokey Talks to Girls and Boys

Smokey says, "Be careful."

Smokey says, "Clean up."

Smokey says, "Stay away from fire."

Lufkin Scouts Display Posters

Lufkin 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 Max E. Felt of the Texas Forest Service. A forest exhibit was also arranged in the store windows directly behind the posters.

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 cooperation 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 deplores careless use and waste of any resource. As one of these, Smokey the Bear, we are sure, is happy to induce Conservation week in all its aspects.

There may be those who decry 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 5, 1955