Smokey in person turned up yesterday at a meeting of the district D.A.R.'s Conservation Committee. Smokey, the fire prevention symbol, was portrayed by James Olds, a closet hands with little Gail Osterhout, 4, whose mother, Mrs. George Marnach, looks on.

But he's a friend to everybody else.

'Smokey' Growls at Fires

NOVEMBER 1955 #1

Smokey Bear Press Clippings

Smokey Lines Up a Lot of Helpers

March 20, 1956

Forest Rangers from Smokey Bear, Inc. presented by State Forest Guard Milton Martin. Later they had a picnic lunch.

Smokey and his friends

Smokey and his friends are out in the woods preventing forest fires the year round, but during Fire Prevention Week he comes to town to visit with his friends and remind them to be careful with fire. At left Smokey poses with a group of DeKalb school children then they stopped to eat with him on their way home for lunch. Thursday. In the right two Smokey waves her-his to the ladies. At left is William A. Huber, director of Cooperative Forest Fire Prevention Campaign, with headquarters in Washington, D. C. He is looking at the little brown bear, three-year-old daughter of Mr. and Mrs. D. H. Weir, Oakland, Dade County. At right is Grant Morse, supervisor, Chickasaw National Forest, Chickasaw. (Photo by Bert Cusson)
A Non-profit Group.

In the midst of the war that raged until 1947, Smokey the Bear was established in 1933 by the U.S. Forest Service to help educate children about fire prevention. Smokey was created as a result of the widespread concern about forest fires and the devastating impact they had on the country. The idea behind Smokey was to use a cute and lovable bear as a symbol of forest conservation and fire prevention.

Smokey the Bear was first introduced to the public in 1944, during World War II, as a way to educate children about the importance of protecting the forest and preventing fires. He was designed by artist Bill Trego and his first poster featured Smokey sitting on a tree stump, with the message, "Only you can prevent forest fires." The poster was distributed to schools and communities across the country.

Over the years, Smokey the Bear has become a beloved symbol of forest conservation and fire prevention. He has appeared in countless posters, books, and other media, helping to educate children and adults alike about the importance of protecting the forest.

Smokey the Bear's Success.

Smokey the Bear has been a success in reaching his goal of raising awareness about forest fires. He has been credited with helping to reduce the number of forest fires in the United States by more than 90% since his creation. Smokey has also been used as a tool for conservation education, helping to instill a sense of responsibility for the environment in the minds of young people.

Smokey the Bear has also been used in international campaigns to promote forest conservation. The United Nations has partnered with Smokey to promote forest conservation in several countries, using his image to raise awareness about the importance of protecting the forest.

In conclusion, Smokey the Bear has been a success in achieving his goal of educating children and adults about the importance of protecting the forest and preventing forest fires. His message has reached millions of people, helping to instill a sense of responsibility for the environment in the minds of young people.

Smokey the Bear is a symbol of the power of education and of the importance of protecting the environment. His message is one that we should all strive to remember and to pass on to future generations.
BORN FIRST OF ADVERTISING MAN'S IMAGINATION
Smokey Bear Takes on Flesh in Washington Zoo

BY WILLIAM GRISB

Smokey Bear! Smokey Bear! Smokey, that charismatic bear that has become the symbol of Forest Service fire prevention, is no longer just a poster animal. The Forest Service has brought Smokey to life, and he is now a full-fledged member of the Forest Service's educational division.

Smokey has taken on flesh and blood in the form of a large, colorful poster that will be displayed in schools, airports, and other public places throughout the country. The poster features Smokey, a bear with a friendly face and a strong sense of duty, as he reminds children to be careful around campfires and to never play with matches or other ignition sources.

The poster is part of a national campaign to educate children about forest fire prevention. The campaign is being spearheaded by the Forest Service, which has launched a series of ads featuring Smokey as the mascot of the effort. Smokey's message is simple: don't start fires, and if you see one, report it to the authorities.

Smokey's appearance is also part of a larger effort to modernize the Forest Service's messaging. The agency has been criticized in the past for its conservative approach to advertising, with many of its campaigns featuring outdated stereotypes and messages.

But Smokey is a different story. He is a modern, relatable character who speaks to young people in terms they can understand. And with his help, the Forest Service hopes to make forest fire prevention a priority for everyone.

The poster campaign is just the beginning of Smokey's journey. The Forest Service plans to continue to promote Smokey in a variety of ways, including through social media, events, and partnerships with local organizations.

Smokey is a symbol of hope for the Forest Service, which faces a range of challenges in its efforts to protect our nation's forests. But with Smokey's help, the agency is optimistic that it can make a difference and keep our forests safe for generations to come.