

SMOKEY BEAR

1. Benson, Ezra Taft: Papers
Box 35 Informal Statements and Notes, 1958 (3) [Smokey Bear Award, 5-8-58]

2. Eisenhower, Dwight D.: Records as President (White House Central Files), 1953-61
Official File
Box 621 OF 145-A-1 Forest Fire Prevention [reference to Smokey]

Alphabetical File
Box 2918 Smokey Bear [cross reference sheets to documents on Smokey Bear in White House Central Files]

3. Fox, Frederic: Papers
Box 32-33 Smokey the Bear (1)(2) [memos, speeches, statements, press releases, poster, song, clippings, script, booklets, photographs, children's letters to Smokey]

4. Lambie, James M.: Records, 1953-61
Box 2 Forest Fire Prevention 1953 [memos, letters, article, proclamation re Fire Prevention Week; PL 359, S. 2322, 5-23-52, protects Smokey Bear character and name, requirements for using the name or symbol]
Box 12 Forest Fires 1954 [Smokey Bear advertisements; booklets, agreement between Forest Service and Advertising Council; clippings]
Box 21 Forest Fire Prevention 1955 [Smokey Bear campaign, story, advertisements, & comics]
Box 26 Agriculture, Dept. of; Forest Fire Prevention 1956 [Smokey Bear comic book by Dell; advertisements; clippings; correspondence; paper, "The Success Story of a Symbol"]
Box 35 Agriculture, Dept. of; Forest Fire Prevention 1957 [Smokey Bear ads and clippings]
Box 41 Agriculture, Dept. of; Forest Fire Prevention 1958 [Smokey Bear ads and clippings]
Box 47 Agriculture, Dept. of; Forest Fire Prevention 1959 [ads & clippings]
Box 54 Agriculture, Dept. of; Forest Fire Prevention 1960 [press releases; advertisements; article; correspondence; report; photographs; letterhead paper, "Smokey Bear Headquarters"]