



SMOKEY'S PREVIEW OF THE

1951

CFFP CAMPAIGN

From preliminary art presented by
The Advertising Council, Inc. and
Foote, Cone & Belding.

**FOR INFORMATION OF STATE AND
FEDERAL OFFICERS AND OTHER CO-
OPERATORS IN PLACING ADVANCE
ORDERS FOR NEW MATERIAL.**

BASIC POSTER



SMOKEY BEAR POSTER FOR 1951, FOUR COLORS, SIZES:
18³/₈" x 26" (PAPER) AND 12⁷/₈" x 18¹/₄" (WATERPROOF CARDBOARD).
REVISIONS TO INCLUDE THE ADDITION OF A FAWN AND SEVERAL
MINOR CHANGES RECOMMENDED BY THE CFFP COMM-
ITTEE. DESIGN WILL BE ADAPTED FOR BOOKMARK, BLOTTER,
STAMP AND 2 COL. NEWS AD.

GREEN

A SPECIAL P
UCTS AND VA
ESTS. FOUR

"RULES" POSTER

"HOW TO DO IT" FIRE PREVENTION RULES POSTER. FOUR COLORS, AVAILABLE IN PAPER AND WATERPROOF CARD-BOARD. SIZE - 12 $\frac{7}{8}$ " x 18 $\frac{1}{4}$ ". DESIGN WILL BE ADAPTED FOR SMALL NEWS ADS.

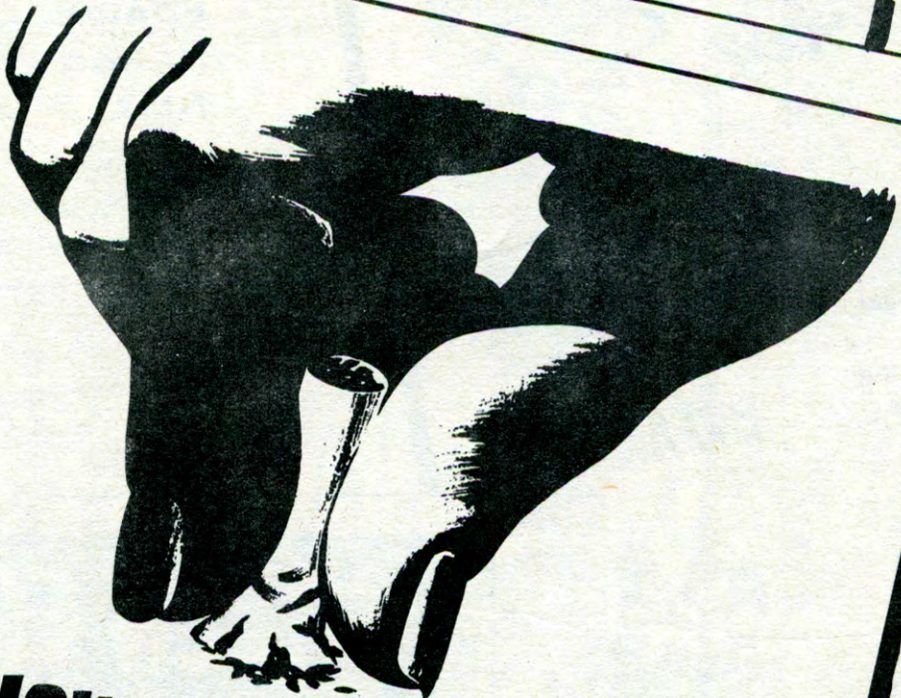


N FORESTS POSTER

POSTER EMPHASIZING PROD-
 VALUES OF UNBURNED FOR-
 COLORS, 12 $\frac{7}{8}$ " x 18 $\frac{1}{4}$ PAPER.



NEWS ADS



HOW TO BE A HERO

CRUSH YOUR CIGARETTE _____

GET A PENNY _____

BREAK YOUR MATCH _____

DROWN YOUR FIRE _____

THIS SHAMEFUL WASTE MUST STOP! _____



SMOKEY SAYS - Remember - Only you can

PREVENT FOREST FIRES!

3-5-6 COL. NEWS ADS EMPLOYING STRIKING ILLUSTRATIONS TO DRIVE HOME WAYS OF PREVENTING FOREST AND RANGE FIRES. ALSO A VARIETY OF 1 AND 2 COL ADS.