

PREVIEW

the 1953 CFFP campaign



from
preliminary art
presented by
The Advertising Council
and
Foote Cone & Belding
Los Angeles

FOR INFORMATION OF STATE AND FEDERAL OFFICERS
AND OTHER COOPERATORS IN PLACING ADVANCE
ORDERS FOR NEW MATERIAL.

...the basic poster

Please...
help people be more careful!



Remember - Only you can
PREVENT FOREST FIRES!

SMOKEY BEAR POSTER FOR 1953. FOUR COLORS,
SIZES 13×18½" (PAPER), 13×18½" (PLAIN CARDBOARD),
13×18½" (WATERPROOFED CARDBOARD). DESIGN WILL
BE ADAPTED FOR NEWS ADS.



...the rules poster

HOW-TO-DO-IT FIRE PREVENTION RULES POSTER. FOUR COLORS. AVAILABLE IN PAPER, PLAIN CARDBOARD, & WATERPROOFED CARDBOARD. SIZE 13 × 18½". DESIGN WILL BE ADAPTED FOR SMALL NEWS ADS.

...the "pledge" easel

New Feature. Four colors, printed on heavy cardboard & self-standing. Size 10 × 14". Available in limited quantities only.



...the news ads

Forest Fires Come Out of Your Pocket!



Remember—only you can
PREVENT FOREST FIRES

New series of 4-column
ads created by some of
the country's leading
cartoonists.

A nice selection of
2-3-4-5-column news
ads. Also a wide
variety of 1-column
ads and drop-ins.

