Howdy, again --- Folks!

Here's your preview of the...

1955

CFFP Campaign

from
PRELIMINARY ART
presented by
THE ADVERTISING COUNCIL, INC.
and
FOOTE, CONE & BELDING
Los Angeles

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

Don't you give us this!

Remember—Only you can
PREVENT FOREST FIRES!

SMOKEY'S poster for 1955. Four colors, size 13"x18½", in paper, plain cardboard and water-proofed cardboard. Also news ad adaptations.
Rules poster

How-to-do-it fire rules poster. Four colors, size 13" x 18½" on paper, cardboard, + waterproof cardboard.

...also news ad adaptations

Good Outdoor Habits for Everyone!

- Break your Matches
- Crush your Smokes
- Drown your Campfires
- Be Careful with every Fire!

Remember—Only you can PREVENT FOREST FIRES!

Another "Pledge" easel

Four color, self-standing easel, printed on heavy cardboard, 10" x 14"
a selection of 2, 3, 4, 5 column ads, featuring dramatic illustrations.

Remember—Only you can PREVENT FOREST FIRES!

...also a wide variety of 1 col., 2 col. ads and dropins.