

Howdy, again --- Folks !



Heres your preview of the...

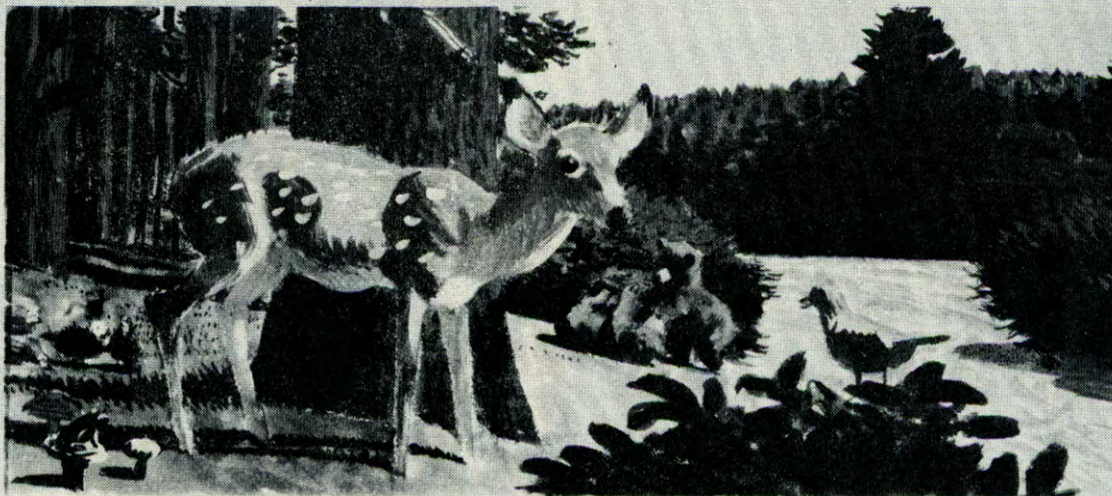
1955 CFFP Campaign

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

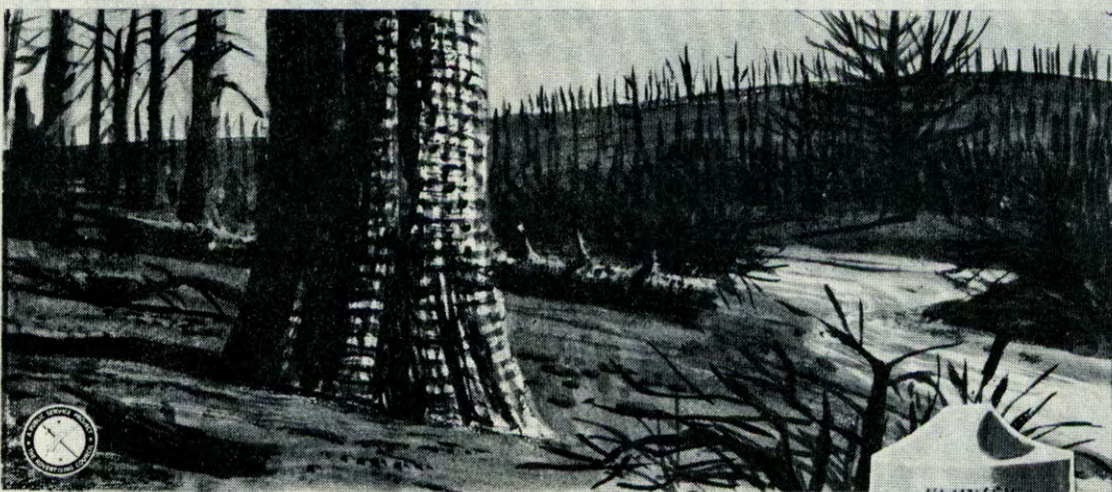
FOR INFORMATION OF STATE AND FEDERAL OFFICERS
AND OTHER COOPERATORS IN PLACING ADVANCE ORDERS
FOR NEW MATERIAL .

..the Basic poster

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"x18½" on paper, cardboard, + waterproof cardboard.

...also news ad adaptations



Another "Pledge" easel

Four color, self-standing easel, printed on heavy cardboard, - 10"x14"

News ads

.. a selection of 2, 3, 4+5 column ads., featuring dramatic illustrations.

**KEEP THIS BRAND
OFF THE GRASS**



JUST THE FLICK OF A FINGER

Remember-
Only you can
PREVENT RANGE FIRES!

SPONSORS NAME

Remember when we
I WILL BE
CAREFUL!



UNSEEN TRAGEDY!

HIDDEN IN THE GRASS

Remember-Only you can
PREVENT FOREST FIRES!

SPONSORS NAME

Remember when we
I WILL BE
CAREFUL!

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