

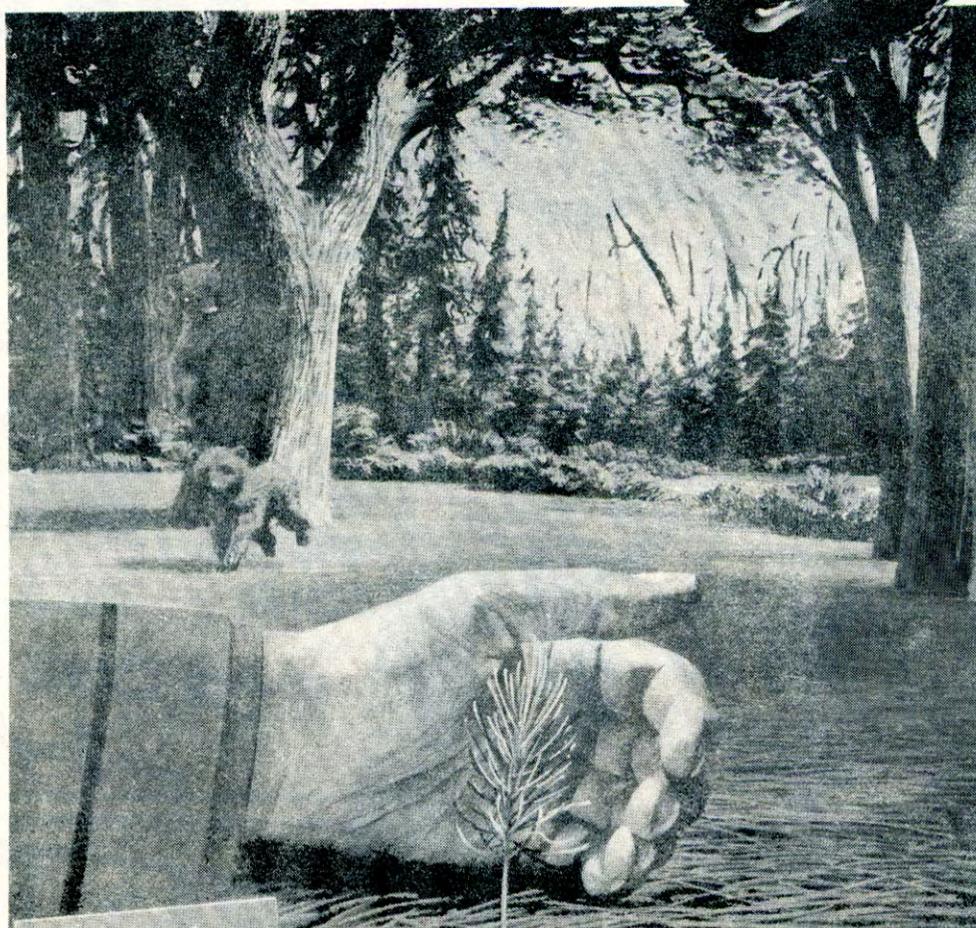


FOR INFORMATION OF STATE AND FEDERAL OFFICERS
AND OTHER COOPERATORS IN PLACING ADVANCE ORDERS
FOR NEW MATERIAL.

The
BASIC POSTER



**Carelessness Kills
Tomorrow's Trees, Too!**



Remember
Only you can

PREVENT FOREST FIRES!

SMOKEY'S THEME POSTER FOR 1956. FOUR
COLORS, SIZE 13" x 18½", AVAILABLE IN PAPER,
AND WATERPROOFED CARDBOARD. ADAPTATIONS
OF ART AVAILABLE IN NEWS AD FORM.

Join Smokey's Campaign!

BREAK YOUR MATCHES
CRUSH YOUR SMOKES
DROWN YOUR CAMPFIRES
BE CAREFUL
WITH EVERY FIRE!

Remember - Only you can
PREVENT FOREST FIRES!

ANOTHER
EASEL
CUTOUT

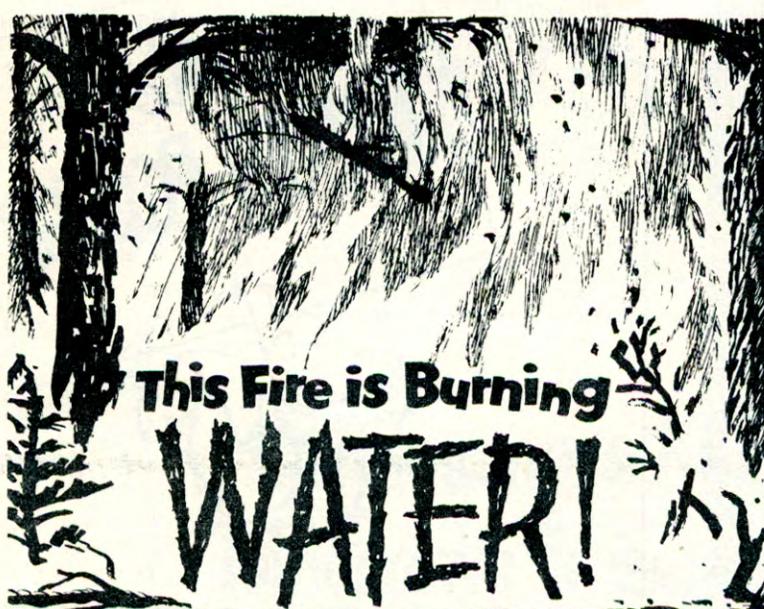
FOUR COLORS,
SELF-STANDING EASEL
PRINTED ON HEAVY
CARDBOARD, 10" x 14"

The
RULES POSTER



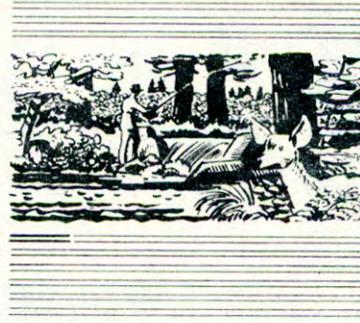
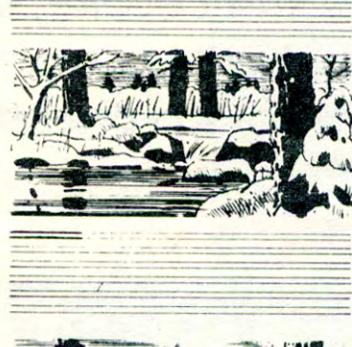
HOW-TO-DO-IT FIRE RULES
POSTER. FOUR COLORS, SIZE
13" x 18½" ON PAPER AND
WATER PROOFED CARDBOARD.





This Fire is Burning

WATER!



Remember - Only you can

**PREVENT
FOREST
FIRES**



SPONSOR'S NAME

Samples

FROM A SELECTION OF
2, 3, 4 + 5 COLUMN ADS
USING DRAMATIC ILLUSTRATIONS
AND HARD HITTING COPY TO
CALL ATTENTION TO LOCAL
FIRE PROBLEMS.

... ALSO A VARIETY OF
1 + 2 COL. ADS, DROPPINS
CARTOONS.



**HELP RIDE HERD
ON OUR RANGES!**

Remember - Only you can

**PREVENT
RANGE
FIRES**



SPONSOR'S NAME