

Thanks, Folks,
for being careful!



Remember - Only you can
PREVENT FOREST FIRES!

Smokey's
1957



CFFP Campaign

from
preliminary art presented by
THE ADVERTISING COUNCIL, Inc.

and
Foote, Cone & Belding
LOS ANGELES

item #3

2 THEME POSTERS-

WILL BE PRINTED FOR 1957.
EACH, IN FOUR COLORS,
SIZE 13½" x 18½" AVAILABLE
ON PAPER AND WATER-
PROOF CARDBOARD.

item #4

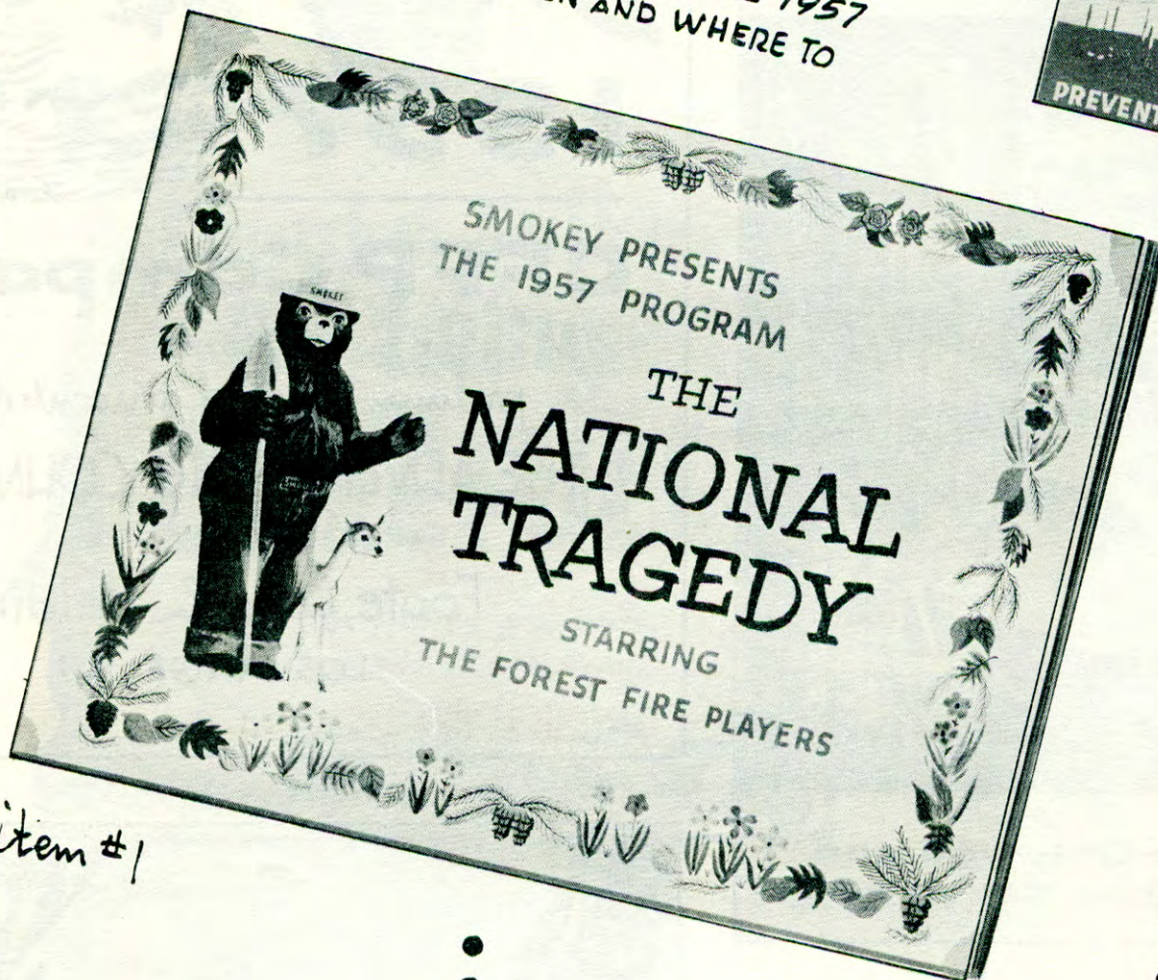
INFORMATION ON PLACING
ADVANCE ORDERS FOR NEW
MATERIAL



Fire destroys his trees, too

REMEMBER - ONLY YOU CAN PREVENT FOREST FIRES !

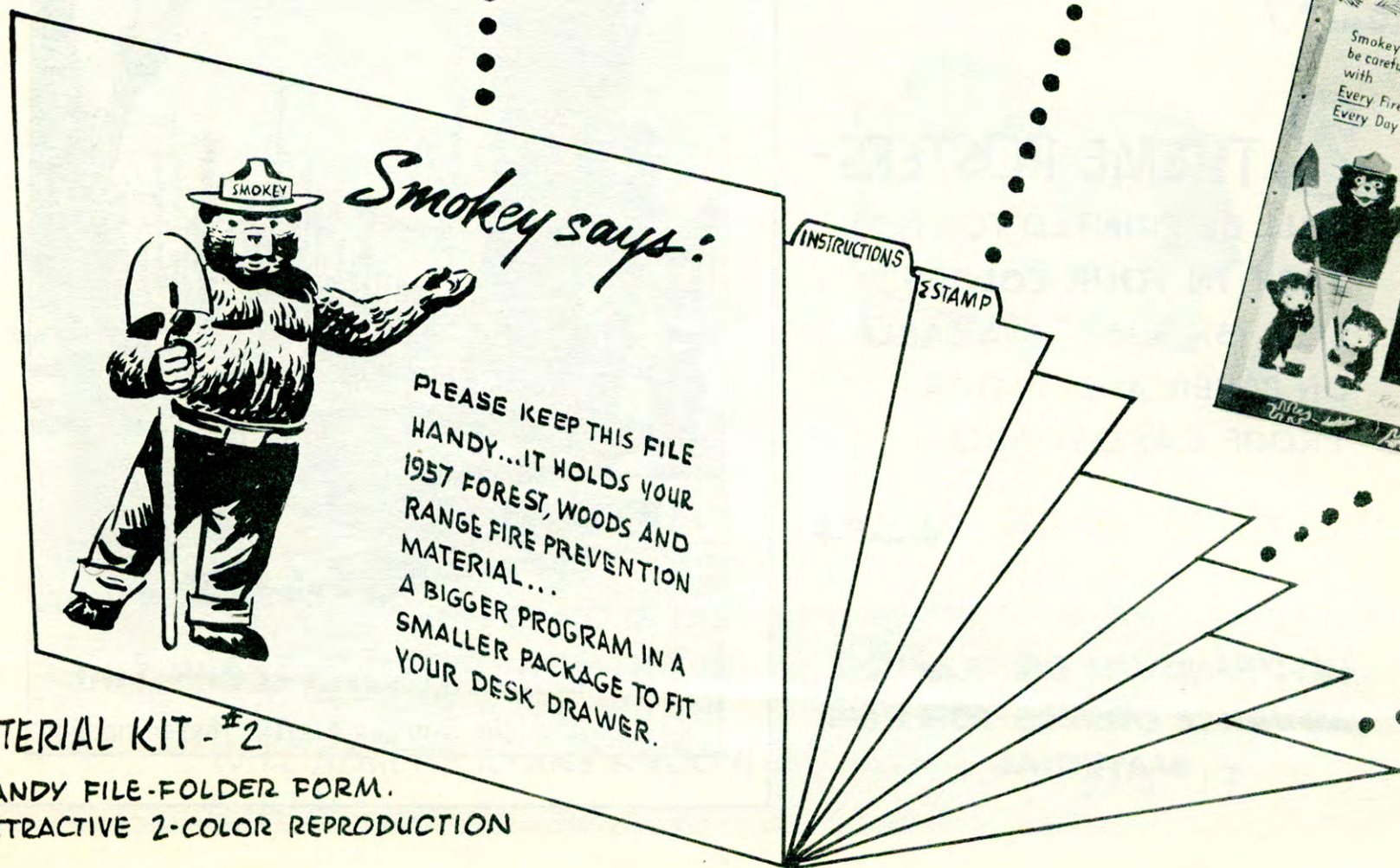
CAMPAIGN GUIDE - item #1
 2-COLOR BROCHURE DESCRIBING 1957
 MATERIAL - HOW, WHEN AND WHERE TO
 USE IT.



item #1



POSTER
 ADAPTATION
 THEME PO
 2-COLOR,
 STAMPS, 1/2
 SHEETS OF



MATERIAL KIT - #2

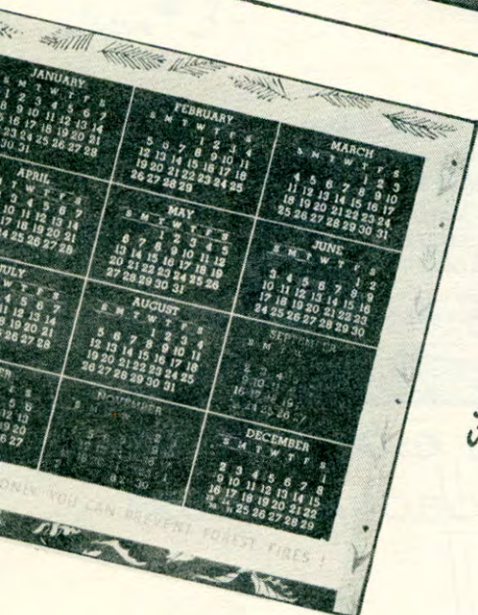
HANDY FILE-FOLDER FORM.
 ATTRACTIVE 2-COLOR REPRODUCTION



item #8



ER STAMPS
ONS OF BASIC
STERS.
BLACK+GREEN
"x 1 3/8" EACH.



1957 CALENDAR
POPULAR 5 3/4" x 7 1/2" SIZE
PRINTED ON CARDBOARD
IN COLOR.

item #14

BOOKMARK
LARGER SIZE, 2 1/2" x 8 1/2"
PRINTED BROWN AND
GREEN ON YELLOW STOCK

FIRE PREVENTION RULES POSTER
13"x18 1/2" FOUR-COLOR POSTER
AVAILABLE IN PAPER AND WATERPROOF
CARDBOARD.



item #5



item #7



Another popular

SMOKEY BEAR EASEL CUTOUT

PRINTED IN FOUR COLORS,
ON SELF-STANDING HEAVY
CARDBOARD, Approx. 10"x12"

item #6

Something New!

SMOKEY "WOBBLER"

THIS EYE-CATCHING ITEM WILL
STAY IN MOTION BY ANY SLIGHT
VIBRATION OR MOVEMENT OF
AIR. PRINTED IN FULL COLOR,
THE "4"x5" SIGN CARD IS FAST-
ENED TO A SPRING WIRE AT-
TACHED TO A BASE WHICH
WILL ADHERE TO ANY SMOOTH
SURFACE.



item #13