

THE CAMPAIGN TO
**PREVENT FOREST,
WOODS, AND
RANGE FIRES**
IN 1948



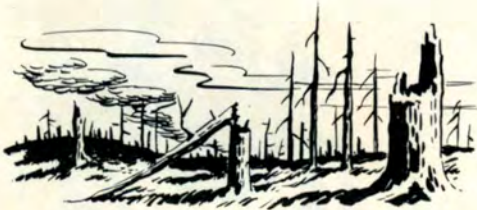
WE'VE GOT A
MAN-SIZED
JOB TO DO



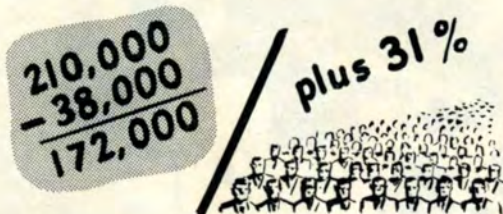
PREPARED BY THE ADVERTISING COUNCIL, INC., IN COOPERATION WITH STATE FORESTERS AND THE FOREST SERVICE, U. S. DEPARTMENT OF AGRICULTURE, AS PART OF THE COOPERATIVE FOREST FIRE PREVENTION PROGRAM

WITH YOUR HELP, FOREST FIRES CAN BE PREVENTED!

CHECK THE RECORD



1. In prewar years, an average of 210,000 fires burned over our forest, woods, and range lands damaging or destroying young trees, mature timber, grass, and valuable watersheds.



2. In the years since the end of the war, such fires have been materially reduced. In 1946, for instance, the number of fires dropped to 172,000 . . . a tremendously important fact because the number of people using the Nation's forests increased by 31 percent over 1941!



3. Stepped-up prevention efforts throughout the Nation were largely responsible for this drop in forest fires. The help of business and other organizations—*your* help—has been invaluable!



4. But, in spite of the fact that forest, woods, and range fires are on the decrease, they are still a *major* problem. Last year forest fires burned enough trees of saw-timber size to build about 86,000 five-room homes; enough pole-size trees to provide a 12-month supply of newsprint (approximately $3\frac{1}{4}$ million tons) for every newspaper in America. If all wood burned were of saw-timber size it would provide lumber to build over 200,000 homes.

5. Prevention efforts *must* be increased to hold gains made and to reduce losses of timber, range, watersheds, property, and lives to a minimum!

**YOUR CONTINUING
SUPPORT IS URGENTLY
NEEDED IN THE
FIGHT TO PREVENT
FOREST FIRES!**

THE CAMPAIGN FOR 1948 WASTES NO WORDS IN PUTTING THE BLAME FOR FOREST FIRES WHERE IT BELONGS!

The facts show that only 10 percent of all forest, woods, and range fires are started by lightning. But . . . 90 percent are caused by people! Most of these man-caused fires are due to plain carelessness. They are started by campers, hunters, fishermen, travelers, farmers, ranchers, loggers—by men, women, and children—by average Americans who live in or near forest and woodland areas, who work in or near them, or who visit them.

Then, since people start the majority of them, forest fires *can* be prevented. But the job is extremely difficult for these two reasons:



A. The average person considers himself above starting a forest fire. It's always the "other guy" who does the damage.



B. Fire-prevention efforts have been effective, but fires still occur so regularly that they appear to be unavoidable. The average man feels that there will always be fires, regardless of what is done to prevent them.



Strategy, therefore, calls for a Nation-wide appeal for care, with special emphasis directed to critical areas and localities. For emphasizing the responsibility of the individual—of "Americans like you," not "some other fellow." For stressing the urgency of the job, and pounding home our simple fire-prevention rules.



This year, we make these points in a simple and direct manner. To attain high reader interest we use famous people in our newspaper ads—animals on all poster-type material. And around these attention getters is wrapped a serious, pointed story.



In other words, this year's campaign has been designed to penetrate—forcefully—the apathy too many Americans have toward forest, woods, and range fires. It should change to news what has been an old story; make the prevention of forest, woods, and range fires *a job that must be done by each of us, now.*

... and please make
people careful, amen



Remember
PREVENT

Display cards in four colors on cardboard, size 21" x 11", No. 6; size 28" x 11", No. 19. Two-color bookmark

HERE IS YOUR 1948 MATERIAL



Fire-Prevention Rules Poster,
four-color, size 12 $\frac{7}{8}$ " x 18 $\frac{1}{4}$ "
No. 7.



Fire-Prevention Stamps for station-
ery. Sheets of 56, size 2" x 1 $\frac{1}{2}$ "
each, No. 12. Mat, 2 column, No.
23.



Fire-Prevention Buttons for young-
sters. Two-color metal, pin type,
size 1 $\frac{3}{16}$ " diameter each, No. 13.

The 1948 Cooperative Forest Fire Pre-
vention Campaign was prepared for
The Advertising Council, Inc., as a
public service by Foote, Cone & Beld-
ing.

Smokey
18 $\frac{3}{8}$ " x



**Remember - Only you can
PREVENT FOREST FIRES!**

marks, 6¼" x 2½", No. 9. Blotters, 6¼" x 2½", No. 10.

*...and please make
people careful, amen*



**Remember - Only you can
PREVENT FOREST FIRES!**

key Bear Poster for 1948. In four colors, size
x 26", No. 4. Mat, 2 column, No. 24.

Bob Hope

SOLVES

"The Mystery of the Million Dollar Blaze"



Who starts the most forest fires? Bob Hope discovers, first, that lightning starts less than 10 percent of the fires.



Then he investigates "arsonists"—crazy people. Hope carefully checks the evidence, but discovers these people cause few fires.



Pressing the search, Bob Hope checks auto wrecks, sparks from trains, explosions, etc. But, here again, these cause only one fire in a hundred.



Then Hope makes a startling discovery. He finds that John Q. Public—Yes, people like you and your neighbor—cause 9 out of 10 disastrous forest fires!

Unless you are *extra careful* you may be the one to start a fire that will burn over thousands of acres of valuable and beautiful timberland. IT'S UP TO YOU TO PROTECT OUR FORESTS.

*...and please make
people careful, amen*



1. Hold your match till it's cold—then pinch it to make sure.

3. Drown your campfire, then stir and drown again.

2. Crush out your cigarette, cigar, pipe ashes. Use an ash tray!

4. Ask about the law before burning grass, brush, fence rows, or trash.

Remember - Only you can PREVENT FOREST FIRES!

SPONSORS NAME

Sample (No. 32) of the 1948 newspaper ads for sponsors. Others available in 1, 2, and 3 column sizes. Write for proof book showing complete series.

THESE IDEAS MAY HELP YOU . . .

Business and industry can help prevent forest, woods, and range fires by converting part of its regular advertising space and time to this Nation-wide educational effort. Here, and on other pages, are some suggestions.



1. FOR RADIO PROGRAMS

Play up forest fire prevention whenever possible, especially during periods of local danger. Send for scripts and pressings of spots, station breaks, and dramatized skits.



2. WITH REGULAR ADVERTISING

Insert forest fire prevention slogans and designs in regular space advertisements, time tables, road maps, mailing pieces. Write for proof book of available cuts and drop-ins.



3. IN MAGAZINES AND HOUSE ORGANS

Our new booklet, "You and Forest Fires" provides good background material for articles and editorials. For illustrations, ask about glossy prints of posters and other special art.



4. NEWS ADS FOR SPONSORS

Five ads—featuring Bob Hope, Bing Crosby, and Jack Benny with eye-catching fire prevention messages—are available. Write for proof book.



5. DIRECT-MAIL MATERIAL

Use two-color bookmarks, blotters, and stamps with your mail. Postage-meter plates with Forest Fire Message can be secured from manufacturer of your postage-meter machine.

WHERE TO GET FREE MATERIAL

Write to any of the following: (1) State Forester or Commissioner of Conservation in your State; (2) Regional Forester, U. S. Forest Service at Missoula, Mont.; Denver 2, Colo.; Albuquerque, N. Mex.; Ogden, Utah; San Francisco 11, Calif.; Portland 8, Oreg.; Philadelphia 7, Pa.; Atlanta 3, Ga.; or Milwaukee 3, Wis.; (3) Director of Campaign, U. S. Forest Service, Washington 25, D. C.

WHEN TO USE FREE MATERIAL

There are two periods when national advertising will coincide with periods within which danger from forest, woods, and range fires is country-wide: Spring (March, April, May) and fall (September, October, November). Advertisers who want to time local cooperation with local danger seasons should contact State or Federal forestry agencies for timing.

LAST YEAR'S VOLUNTEER SALES FORCE

Here are but a few of the advertisers, advertising agencies, radio programs, publications, and car-card firms, which contributed time, space, and talent to the Forest Fire Prevention Campaign last year. In addition, thousands of editorials and stories appeared in the Nation's press—daily and weekly.



Other ways you can help PREVENT FOREST, WOODS, AND RANGE FIRES!

Industry can help in the Nation-wide educational effort by including simple forest fire prevention messages on its wrap-arounds and letterheads; in booklets, folders, or advertising material distributed through retailers, hotels, camps, and resorts; on menus for dining and buffet cars as well as restaurants, etc.; on car cards; and on calendars for display in such places as banks, hotels, schools, and public buildings. Additional prepared material, available free on request, is illustrated here.



Window display cut-out with easel. Four colors, size 22" x 26", No. 15.



Poster, Red Cross, 12 $\frac{7}{8}$ " x 18 $\frac{1}{4}$ ", in four colors, No. 8. One-column mat, No. 10.



Poster, Keep'em Green, 12 $\frac{7}{8}$ " x 18 $\frac{1}{4}$ ", in four colors, No. S-1.



Poster, Range Fire, 12 $\frac{7}{8}$ " x 18 $\frac{1}{4}$ ", in four colors, No. S-4. Two-column mat, No. 26.



Booklet (background, illustrated), size 6" x 9", 12 pages, No. 2.



Poster, Plow Around, 18 $\frac{1}{4}$ " x 15 $\frac{1}{4}$ ", in four colors, No. S-3. Two-column mat, No. 27.