

emergency campaign!

FOREST, WOODS and RANGE FIRE PREVENTION 1952



SMOKEY SAYS:

We desperately need your help to remind the public that *carelessness causes forest and range fires . . . and that these fires burn away America's strength and security.* Please read this booklet . . . and then do your share to help fight them.



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.






each forest fire

Such before and after scenes are a common sight in America. Each year we Americans start over 190,000 forest fires! If the devastation were centered in one area, it would take you 14 hours to drive around it—at 60 miles per hour!

There has never been a year when we could afford such destruction. Today our military and home needs for wood are such that another bad fire year will be tragic!



Forest fires destroy America's strength! They kill wildlife . . . and men!

This is an emergency! This year ahead is critical. More people than ever before will be using our forests, woods and ranges. We must have your help to prevent the terrible disaster that fires bring. Give this campaign your wholehearted support, NOW!



weakens America!



MY PLEA TO YOU!

Carelessness . . . pure and simple . . . causes 90% of the forest, woods and range fires each year. This waste, this destruction of America's strength, must be stopped. Fires CAN be prevented . . . and here's how we must do it:

We have conceived and produced what we believe to be the most effective and forceful advertising in the history of the Fire Prevention campaign. Top advertising personnel have created advertising that will make the public stop, look, listen . . . and THINK!



Now, this powerful campaign must be put before every man, woman and child in the country. For these are the people who cause . . . and therefore must prevent forest fires. Again and again, the fire prevention story must be brought to their attention . . . until every single person realizes his or her own personal responsibility.



To accomplish this, we must have your help! Your sponsorship and enthusiastic cooperation is our only means of reaching the public. We depend upon you to help us tell the vital story of forest fire prevention. Without your help, we will fail!



Please read this booklet and see the many ways in which you can help. And then give us your full support. Help us protect America's strength.

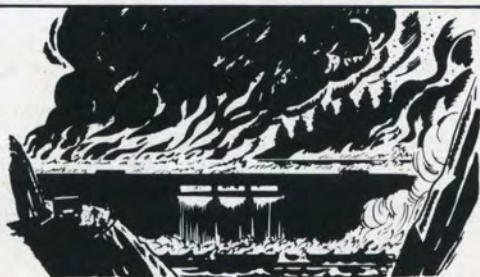
WITH SINCEREST THANKS,

Smokey

Sample Mat (4 col. x 12"—No. R-2) of the 1952 Newspaper Ad series for sponsors. Others available in 1, 2, 3 and 4 col. sizes. Write for special Ad proof book showing complete series.



SMOKEY PRESENTS — a short, short story on how **FOREST FIRES WEAKEN AMERICA!**



HOW TO BURN WATER!

This story is very simple. Just drop a match in any wooded area. As the trees and undergrowth go up in smoke, so will the water supply of nearby communities.

When rain hits black, barren slopes it runs right off. Sometimes in raging floods that take a tremendous toll of lives and property. On the other hand, gentle slopes hold back the water... supply it in a steady, even flow to our power plants, factories, farms and homes.

With the water problem critical in many parts of America today, that alone is reason enough why you must help prevent forest fires!

Now consider America's security needs. Millions and millions of feet of lumber are needed each

month for defense materials. It takes 30 million feet of wood for just one year's production of rifle stocks!

You must have wood for business and home needs. Forest fires not only shorten the supply, they increase the price! And we must have our forests for recreation... for strength of mind and body to keep pace with things as they are today.

Last year 190,000 forest fires roared across America! And 9 out of 10 of these fires were caused by pure and simple carelessness on the part of people like you. Ironical! We're wasting our own strength... throwing it away!

There is no other solution. You must be careful, exceedingly careful. Always be sure that every flame, every spark is dead out! Forest fires must be stopped!

Remember—only you can PREVENT FOREST FIRES!

This shameful waste WEAKENS AMERICA!



Remember—Only you can PREVENT FOREST FIRES!

Smokey Bear Poster for 1952. In four colors and one size, 13" x 18 1/2", in paper, item No. 4a; cardboard, item No. 4b; waterproof cardboard, item No. 4c. Design available in 1 and 2 col. mats.

ADVERTISING MATERIAL FOR 1952

Colorful poster stamps for stationery. Sheets of 56, size 2" x 1 1/2" each, item No. 10.



The 1952 Cooperative Forest Fire Prevention Campaign was prepared for The Advertising Council, Inc., as a public service by Foote, Cone & Belding, Los Angeles.

Fire Prevention Rules Poster, four colors, size 13" x 18 1/2", available in paper, item No. 6a; cardboard, item No. 6b; waterproof cardboard, item No. 6c. Also in 1 and 2 col. mats.

GREEN FORESTS give us strength!



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

Green Forests Poster, four colors, in paper, size 13" x 18 1/2", item No. 7. 1 and 2 col. mats adapted from the design are available.

SMOKEY SAYS -
**BE SURE
THEY'RE
DEAD OUT!**



CAMPFIRES




CIGARETTES



MATCHES



CLEARING FIRES

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



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

Car and Bus Cards, 21" x 11" and 28" x 11", available in limited quantities for special use. Adaptations of this theme available in two-color bookmarks, 6 1/2" x 2 1/2", item No. 8, and blotters, same size, item No. 9.



IN WINDOWS.— Colorful, dramatic posters, window cards and cutouts are available *FREE*. Use them on bulletin boards, on trucks, anywhere in store, office or factory. Every time you put one up, you are helping.



ON RADIO AND TV PROGRAMS.— Forest fire prevention is highly dramatic fare for messages and programs. Send for fact sheets, transcriptions, film trailers. Do not disturb the Advertising Council's Network Allocation Plan.



WITH YOUR REGULAR ADVERTISING.— Use forest fire prevention slogans wherever you can. In your regular advertising, time-tables, road maps, mailing pieces, book matches, etc.

How to use the Free Material



IN MAGAZINES AND HOUSE ORGANS.— Our 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.



NEWS ADS FOR SPONSORS.— Newspaper ads in various sizes are available for your sponsorship. These ads are exciting, forceful—worthy of bearing your firm's name. Write for proof book.



DIRECT MAIL MATERIAL.— Use two-color book-marks, blotters, and stamps with your mail. Postage-meter plates with forest fire message can be secured from the manufacturer of your postage-meter machine.

WHERE TO GET FREE MATERIAL.

(1) State Forester or Commissioner of Conservation in your state; (2) Regional Forester, U. S. Forest Service of 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.

Where and when to use the Free Material



NOTE

The forest fire seasons above are approximate. Advertisers who want to pace their cooperation with local fire danger periods, should contact State or Federal forestry agencies for timing.

I give my pledge as an
American to save and
faithfully to defend from
waste the natural resources
of my country-its soil and
minerals, its forests,
waters and wildlife."

