

Remember...Only You!

Harry (Punky) McClellan

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Authored by Harry Punky McClellan, this all-color pictorial and history book documents Forest Fire Prevention Outdoor Advertising. The objective of this publication was to create a documented history that is as accurate as existing records can provide of Forest Fire Prevention Outdoor Advertising. The book starts with an introduction devoted to how this project got started, the methodology used in development, and an overview of how the use of posters and outdoor advertising became an important part of advertising in America. The remaining ten chapters cover the history of the Poster (Pre-war and Wartime Campaign), Cooperative Forest Fire Prevention Poster Campaign, 1944-2008, Cooperative Forest Fire Prevention Poster Campaign (Educational Series), Advertising Council (Outdoor Advertising), Southern Cooperative Forest Fire Prevention Poster Program, Smokey Bear Posters (Non-CFFP 1944-2007), Forest Fire Prevention Posters (General), Smokey Bear Artists and Friends, and Roadside Fire Prevention Signs and Posters. The written history is complemented with over 600 full color photographs, posters, announcements, brochures, etc.



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