



The California...

Published by Keep California Green, Inc.

KEEP GREENER



2203 - 16th Street

Sacramento, California

Phone 447-9743

Keep California Green

As Keep California Green enters the thirteenth year of Forest Fire Prevention-Education activities, the need for such an organization is even more evident than at its inception.

During 1964, man-caused wildfires in California far exceeded the previous year and the five-year average. The total of 4,594 preventable fires and 859 lightning starts damaged or destroyed 312,645 acres of California's valuable watershed and timber area. Per capita fire start figures are favorable when compared with forest use in man days and the rapidly increasing numbers of citizens in the nation's most popular state. But, this too points up the need for an expanding program of education in forest fire prevention when forest use needs for recreation, water and timber parallel or exceed the growth rate.

THE PAST YEAR saw a small drop in the number of active members for Keep California Green but there was no reduction in services or programs. In fact, this was the first year the KCG organization has been able to field 24-sheet outdoor posters in effective numbers. Sixty highway billboards in the forested regions carried "The Keep California Green" Slogan during the critical months of August and September. The outdoor

advertising agencies of the state deserve high praise for the acceptance of the program and the fine cooperation given.

The posters were supplemented with increased activity by local committees that contacted tourists, campers, remote home owners and forest workers with pamphlets and words of caution on fire danger.

Keep California Green Secretary-Manager **Dave Ohman** resigned his position effective January 15, 1965 after having served in this capacity for the past four years. **A. F. "Bud" Van Horn**, former manager of the Modoc County Chamber of Commerce in Alturas, was selected to fill the vacancy.

EARLY 1965 ALSO marked the move of the Keep California Green Headquarters back to Sacramento where it is permanently located at 2203-16th Street. The more central location in the state is expected to permit better service and closer liaison with the groups supporters and the timber operators.

Current year programming will require the reorganization of several county local committees and a general revitalization. A sponsor campaign is now being conducted to broaden the financial base and interest in Keep Green activities. A caricature of a hard-hatted logger, "Cal Green", has been adopted to serve as front man of this timber industry oriented group. "Cal" will be the central figure in all future Keep

OFFICIAL HEADLINE of Keep California Green's newsletter, with new character Cal Green, at right.

California Green publications and will cover California with his fire prevention efforts.

THE EXECUTIVE BOARD of Keep California Green and top conservation executives in state and local governments have pledged an all-out effort to make September 1965 **KEEP CALIFORNIA GREEN MONTH**. All California citizens will be asked to familiarize themselves with fire regulations, to recognize the extreme danger from wildfire to life and property and to practice good forest manners.

KEEP CALIFORNIA GREEN MONTH will see all the regular programs: Direct mail, newspapers, radio, TV and local activities. It will also be marked with increased action in posting of new signs, posters, transit ads, billboards, equipment and window decals, place-mats, scratchpads, matches and participation in all festivals and events in the state. September, the historical critical month for fire danger, normally tallies the greatest loss in dollars and resources. This accelerated program is expected to greatly reduce the number of man-caused forest fires and to show what can be done with cooperative effort.

WILLIAM M. BEATY, General Manager of Shasta Forests Company at Redding is the 1965 **KEEP CALIFORNIA GREEN** President. Bill has promised, "September 1965 will be remembered in California as **THE GREEN ONE**."

POSTER WINNERS

The 1965 **KEEP CALIFORNIA GREEN** Fire Prevention Poster Competition for

COOPERATING OUTDOOR ADVERTISING Company displayed 60 of these 24-sheet, 3-color billboards during high fire danger months of August and September 1964. This was first year Keep California Green organization entered outdoor displays.



WINNING POSTER in Senior Div. of Keep California Green Poster Contest was designed by Miss Carol Malkasian.

NEW WOODSY CHARACTER for use in fire prevention efforts is Cal Green.

