Indian Affairs - Office of Public Affairs

Media Contact: Henderson - 343-4306
For Immediate Release: May 20, 1966
Print PDF

"Hoss" Cartwright of "Bonanza" and Sergeant O'Rourke of "F Troop" are in there pitching for the American Indians.

The Department of the Interior's Bureau of Indian Affairs announced that the two television personalities--Dan Blocker and Forrest Tucker--are making radio and TV spot announcements for the Bureau-sponsored campaign: "See America first with the first Americans."

The campaign is intended to encourage more summer vacationists to visit Indian reservations, become better acquainted with Indian life and history, enjoy the hunting and fishing, and buy Indian arts and handicrafts.

Tribal councils have been urged by the Bureau to determine how they can make best use of the anticipated increase in tourist dollars. The councils are expected to improve existing tourist facilities, build new ones, and in some cases, employ guides to show tourists highlights of reservation life.

Blocker and Tucker are donating their services, the Bureau of Indian Affairs said, because of "their desire to help improve the lot of Indian tribes.