

# Raging fires in Quebec send smoke, haze south

(AP)—Firefighters used sprinklers and firebreaks to try to tame dozens of forest fires in northern Quebec that have sent smoke as far south as Washington, D.C. — and led to health advisories in three U.S. states.

At least 85 fires — nine of them out of control — burned Monday, the Quebec forest fire protection service said. They have destroyed more than 250,000 acres of forest.

Smoke had been blowing south, prompting advisories in New York, New Jersey and Pennsylvania, but a wind shift overnight caused it to head east toward Canada's Atlantic provinces, said spokeswoman Charlotte Leger.

Smoke blanketed Montreal,

leaving a film of smoke particles on cars throughout the city. The city's public health authority warned senior citizens, children and people with respiratory problems to remain inside.

Sparked by lightning and dry conditions, the fires have been burning since July 2 in two separate regions southeast of James Bay between 200 and 400 miles north of the U.S.-Canada border.

More than 500 firefighters — some in planes dropping water — worked to control 45 fires in a region above Lake St. Jean about 150 miles north of Quebec City, fire protection service spokesman Eric Santerre said.

"For part of them we are doing nothing for now because they are too big," Santerre said. "These are really big fires."

## Trailer

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The 12th Man Foundation was approached with the idea for the trailer by Bates Southwest, a Houston advertising firm that handled the Foundation's commercials last year that featured Miss USA Candace Krueger.

Once the idea was decided upon, the Foundation had its development team take a look at the idea. While some of the older alumni wanted to take a safer

route such as a magazine ad or something of that nature, Marks said that everyone finally came around and realized the benefits.

"We're not trying to directly sell season tickets right now," said Rusty Burson, senior development officer of the 12th Man Foundation. "Right now we want to get the message out to anyone and everyone that A&M is here and A&M athletics is unique. This is just the first phase in our strategic goal to make A&M the number one program Texans identify with."

Along with the trailers, the

Foundation will have "coming attraction" style posters posted in the theaters along with kiosks in the lobby that will contain football schedule cards, posters and other types of things.

While the commercial represents half of the Foundation's marketing budget, it is not the only new concept it is initiating.

The Foundation has also introduced "12th Vans" which are minivans featuring paintings of "Red, White and Blue Out," along with current A&M running back Derek Farmer.

Burson said the yell leaders

have been using the 12th Man travel to their various engagements and the vans also make appearance Coaches' Nights across the state.

As far as more movie in the 12th Man Foundation future, Marks said only will tell.

"We'll see," Marks said. "We don't want to wear this idea. One of the things that make effective is the newness. Anything else we do we want to make sure that it's cutting edge. But we're always looking for new opportunities."

## AggieE-Pay

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United Parcel Service, Symanks said.

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PIN number to access their account.

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## NEWS IN BRIEF

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SAN ANTONIO (AP) — Losses from this month's devastating floods have not been calculated but could reach \$1 billion, Gov. Rick Perry said Monday.

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