

Along Nature's Trail

By Ken McLeod

There appears to be no limit to the devising of industry in its search for the ways and means to distribute products and its search for "cheap disposable" containers. As an indirect result of this advance in the field of merchandising we have the rising tide of Litterbugs, happily "disposing" these "cheap" containers along the highways of the countryside and the byways of the wilderness in such profusion that the roads and trails become lines of garbage strewn routes to mark the event that man went "thataway." Industry has done much to abet this rising menace to the beauty of the countryside which is rapidly developing into a national disgrace without very much being said or done about it.

This column has told the story of how the boys of the Isank Walton League in Portland launched a national campaign against the Litterbug this year and had Portland school children drawing anti-litterbug campaign posters. This start on the part of the Waltonians has had national recognition and acclaim. To the extent that the word, Litterbug, has become firmly fixed in the American language. As I glanced at the Wall Street Journal the other day, the leading article stopped me cold. I could mentally hear the Waltonians cry out—"Oh No!" "Good Lord not this!" But there it was, in black and white, spelling out in glowing terms the happy pronouncement that ways and means are being devised to merchandise soda-pop in "cheap disposable" containers. The Journal's reporter painted the story in glowing terms, how, not far in the distant future, children will be riding their bicycles down the street drinking pop out of "cheap disposable" containers. I note, however, nothing was said regarding the method of disposability. Only attention was focused upon the millions of containers that are expected to soon be coming from the assembly lines of industry and the dollars of income the soft drink beverage industry can reap from this invention.

The anti-litterbug campaign is not starting too soon for one can mentally visualize what our countryside will look like if soft drink beverages join the happy litter of beer cans, beer bottles and the bottles which once contained much more potent liquids that now displace the highways. Before the war, the soft drink industry had been contributor to the tide of National Trash. However, the high cost of bottles caused them to place a premium upon the containers that could be used again by industry. This has kept the soft drink container from becoming a very objectionable factor in the aesthetic beauty of the countryside. However, if carbonated, cheap-flavored sugared water is to be marketed in cans, the present tide of beer cans will be but like the first few dropping leaves that announce the coming of fall.

The bottling industry has been getting a grand "free ride" in publicizing its products in the aesthetic surroundings of the outdoors, the very outdoors that it is doing its best to destroy the aesthetic beauty of by its scattered, cast off, "easily disposed" containers. Perhaps it may give a production or the advertising manager of a great brewery or distillery a great deal of satisfaction to be able to travel down the highways of the nation and see his product scattered along the roadside—visual evidence that people, do use the product; the denser the pile of trash the more popular the product must be. Going through the countryside one can easily tell what brands of brew and what brands of hard liquor appeal to the taste of the people there.

A roadside check of the use of canned and bottled goods can make a very illuminating study to any student of merchandising research. It can tell the effectiveness of the advertising campaign being conducted in the area to push the product; it can likewise indicate the alertness of the merchants of the area to take full advantage of the help of the national publicity. A lot of things can be learned by this research on the miles of strewn trash and filth that line our highways.

Unfortunately there are millions of people who are not interested in this form of merchandising research and who are beginning to resent the mounting pile of trash so promiscuously strewn along the roadways and trails of the nations. It would do well for the industrialists to consider the moral responsibility that goes with their "cheap disposable" containers; if they want to continue to publicize the beauties of nature as a background for their product they have at least some moral obligation to help keep that natural beauty clean and not become a pile of trash of discarded bottles and cans that once contained their product.

REPORT ALL FIRES and KEEP OREGON GREEN

Personal To Women With Nagging Backache

Nagging backache, loss of pep and energy, headache and dizziness may be due to slow-down of kidney function. Doctors say good kidney function is very important to good health. When some everyday condition, such as stress and strain, causes this important function to slow down, many folks suffer nagging backache—feel miserable. Minor bladder irritations due to cold or wrong diet may cause getting up nights or frequent passages. Don't neglect your kidneys! If these conditions bother you, Try Doan's Pills—a mild diuretic. It's amazing how many times Doan's give happy relief from these discomforts—help the 10 miles of kidney tubes and filters flush out waste. Ask for new, large, economy size and save money. Get Doan's Pills today!



SAVE TIME... SAVE MONEY

BIG Y - ONE STOP SPECIALS!

MEATS

WE SAVE YOU MONEY!

Ground Beef	Fresh	25 ^c lb.
Pork Sausage	Country style	25 ^c lb.
Smoked Picnics	6 to 8-lb. Average	39 ^c lb.
Sirloin Steaks	Good Grade	45 ^c lb.
Rump Roast	Boneless	59 ^c lb.
T-Bone Steak	Grade "A"	59 ^c lb.
Fresh Oysters	10 to 12 Count Pt.	59 ^c lb.
Beef Hearts	And Tongues	19 ^c lb.



SPECIAL! ALLSWEET

lb. 15^c

WITH COUPON ON PAGE 19

With Purchase of One Pound at Regular Price

Hunting Supplies
Licenses
Guns - Ammunition
Reds Hats & Shirts
Camp Supplies

Junction Store Only!

Apples	Orchard run Baldwins, Excellent Cookers Less Than 2c lb. (Lug Exchange)	69 ^c
Sweet Corn	Rushed from the Willamette Valley. Large ears - from the fields of the cannery growers. Doz.	35 ^c
Special Canning Prices on Larger Lots		
FOR FRIDAY DELIVERY		
Italian Prunes	20 lbs. or Larger Luqs	\$1.49
Pomegranates	Giant Size each	15 ^c
Fresh Okra	Southern Treat!	19 ^c lb.
Tomatoes	Laver Packed. Fancy. Medium size. 3 lavers Large 32-lb. luqs	\$1.98

LUNCH PAILS

Complete With Pint Vacuum Bottle
\$1.98

Rockford SOCKS

Famous for Wear

PAIR 25^c

Waterbag

ALL SIZES - from \$1.49

ALL WOOL Blankets

\$5.95

Cotton Sheet Blankets

Reg. 1.98 \$1.69

CANNON Terry Cloth TOWELS

29^c each

TUNA

MD TISSUE



CHICKEN

SYRUP

FLAPJACK FLOUR

PORK and BEANS

CHILI CON CARNE

BISQUICK

CANNED BUTTER

CORNER BEEF HASH

CATSUP

SPAGHETTI

KOOLS BEST

FLY SPRAY

MILK

COCONUT

HI HO CRACKERS

DOG MEAL

NUBORA SOAP

COTTAGE CHEESE

LOGANBERRIES

LOGANBERRIES

LOGANBERRIES

LOGANBERRIES

LOGANBERRIES

White Star
Bite Size No. 1/2 tin

29^c

8 Rolls - In Re-Usable plastic bag

85^c

Swanson's, Boneless
5-oz. tin

45^c

Nalley's Lumberjack
10-lb. tin

\$1.39

Alber's
5-lb. bag

49^c

Van Camp's
No. 2 1/2 tin

19^c

Nalley's
15-oz. tin

25^c

Large Pkg.

39^c

Darigold, vacuum pack. For your hunting trip. lb.

98^c

Rath's
16-oz. tin

39^c

Standby 14-oz. bottles

15^c

Mission, cut. 24-oz. pkg.

29^c

For Delicious fruit drinks

10 pkg.

25^c

Bif - Ends Your fly trouble pronto!

Qt.

49^c

Medo-Land - In the New Pitcher Pour Carton

2 qts.

51^c

Durkee's 1/2-lb. pkg.

29^c

Sunshine 1-lb. box

39^c

Friskies

10-lb. bag

\$1.29

Borax Granules, Giant Size

59^c

Crater Lake Pt.

25^c

16-oz. cans Reg. 39c

20^c

Good Quality - In Heavy Syrup, Unlabeled. Case of 24—\$4.59

BIG Y MARKET
PARK EASY AND PAY LESS