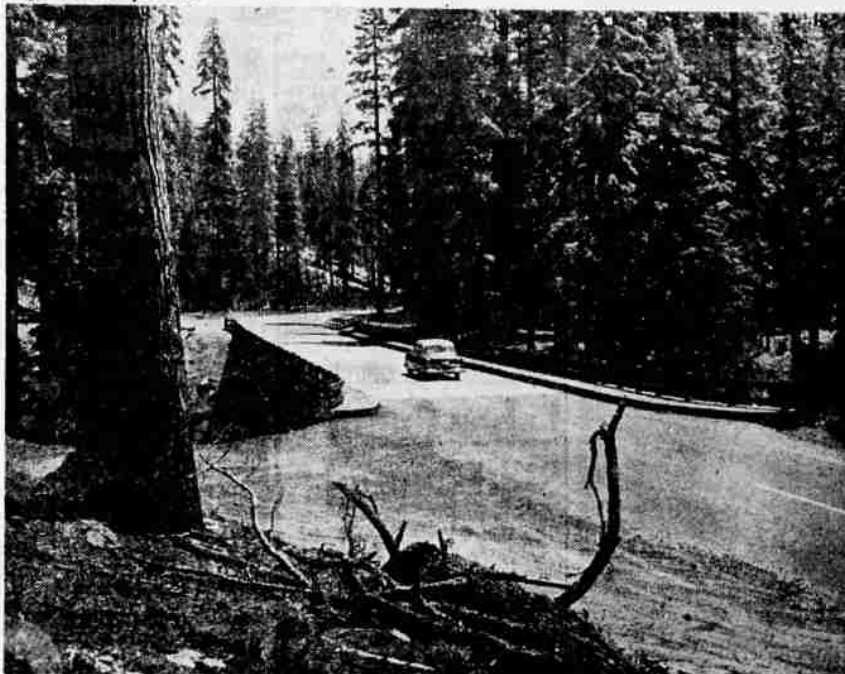




THE PARKING AREA at Rim Village is a crowded place during the summer tourist season at Crater Lake National Park. This picture shows a portion of the lot crowded with boats, trailer houses and cars. In the background is the lodge. The cafeteria lies to the right of the picture.



A NEW BRIDGE across Annie Creek at Crater Lake National Park inspired this shot by Herald and News photographer Don Kettler. The bridge is just beyond the check station at the Annie Springs entrance.



LONG, SWEEPING CURVES with timber creeping down to road's edge, snow lurking in the shadowed depths, make a cooling respite from summer heat for those who drive the loop road around the rim of Crater Lake during the summer and fall months. Many vistas open up to the driver to afford him glimpses of wild flowers, mountain meadows and long vistas to far-off mountains.

Smokey Bear Cookies To Be Manufactured; Profit To Aid In Fire Prevention

Under one of the phases of the national Cooperative Forest Fire Prevention Campaign a license has just been issued to Langendorf United Bakeries, Incorporated, for the production of Smokey Bear cookies. This word was received from the campaign's headquarters in Washington, D.C., according to Regional Forester J. Herbert Stone of the U.S. Forest Service in Portland. "With the addition of this license to Langendorf somewhat over 40 producers of Smokey Bear items are now licensed in the United States, Stone said. Licenses are issued under the authority granted by Public Law 359, passed by the 82nd Congress to protect the name and character of Smokey Bear and limiting his use to the cause of forest fire prevention. The law is unique. No other similar animal character has been so protected.

"Started during World War II by the War Advertising Council as a public service to prevent disastrous forest fires, the Cooperative Forest Fire Prevention Campaign has provided a national clearing house for the promotion of forest fire prevention and has been vastly effective in reducing the number of man-caused forest fires throughout the nation," Stone said. It is sponsored by the Advertising Council, Incorporated, as one of a number of public service advertising campaigns. Through

the council industry contributes free time and talent for the annual production and distribution of publicity materials. Direct financial support comes from the Association of State Foresters, the U.S. Forest Service, and royalties from licensed Smokey Bear products.

Licenses are based on a five per cent royalty on net wholesale selling price, and all funds received from licenses go into the Cooperative Forest Fire Prevention program for furthering educational work. Most of the commercial license money is being used to finance the "Smokey Bear Junior Ranger" program.

Youngsters from all over the nation write to "Smokey Bear Headquarters, Washington 25, D.C., at the average rate of 1,000 a day—the number has gone as high as 10,000—to become Junior Forest Rangers. By the spring of 1957 over 875,000 of such requests had been received. By now it is estimated that the number has risen to around a million.

Among the Smokey Bear items produced under commercial license are beginner's archery and fishing kits, toy balloons, banks, billfolds, ash trays, planters, decorative pottery, teddy bears, belts, coloring books, a comic strip for daily and Sunday newspapers, flashlights, caps, buttons, scarfs, handkerchiefs, tee shirts, socks, to mention a few. Two licensees have their headquarters in the Portland area. One license was issued to Mr. William Naito, Northwest Trading Company in Portland for the production of salt and pepper shakers, figurines and ash trays. The other is to the PakWell Paper Products Company for a Smokey Bear litterbag.

Stone said, "Licensed products must bear a fire prevention message and are an important means of calling attention to the value of preventing forest fires." Licenses must be approved by a committee consisting of four state foresters and three representatives of the U.S. Forest Service.

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A Notch For Every Birth Has Table Cut Up

PARKIN, Ark. (UPI) — Dr. Don Carter uses notches to keep tabs on his medical practice, much like Western desperadoes used to notch their guns to keep a count on their victims. Each of Dr. Carter's notches represents a baby he has delivered.

He started the system 13 years ago, taking a nick out of his collapsible delivery table every time a baby was born. Now, there are more than 1,800 notches on the four legs.

WHAT'S UP? — Taking an unequivocal stand, this sassy offer seems to be wondering what all the noise is about at the Overton Park Zoo in Memphis, Tennessee. Parking up his wet ears, the friendly fellow is listening to the hammering during the building of new rhino house at the zoo.

Having run out of whittling room on the table two years ago, Dr. Carter switched to a stick about two feet long. He's currently on another stick, this one three feet long.

Actually, the 2,200 notches that Dr. Carter has made in the past 13 years is not a completely accurate count of his practice. He had been delivering babies 37 years even before then.



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