



OUT OF THE WOODS

By Jim Stevens



Smokey Bear

The Keep Oregon Green movement is mighty lucky indeed to have its mainspring and loud speaker a veteran of such vigorous and varied talents as Clark Gable Wiesendanger. I hasten to add that the first two sections of that name is a tag of my own for "Our Al" to pay him back for putting me to work. It fits him some, too. For the Keep Oregon Green director has a show to put on before a couple of thousand 4-H Club members, and in it he is to act the part of Smokey Bear.

Well, as Smokey Bear, what is Clark Gable Wiesendanger going to do and say when he steps out

on the stage? That is the work I mean. Here I sit on a sunny Saturday morning in my boom-pond shack, squatting on a folded crazy quilt so old that grandpa used to tuck his whiskers under it, the three-bank Oliver Visible Typewriter — Model 1909 — quivering in its haywire reinforcements, while I try to think of a story for Oregon's Gable of forest fire prevention to speak and act for the 4-H.

That's how the KOG front man gets so much done — he has a way of persuading others to pitch in with him before they realize just what is happening to them. So here I am, sweating and worrying in my boom-pond shack when I ought to be out fishing. **Fighting Fire in Print**

Smokey Bear is steadily rising in the public view as an imaginary animal character of the forest that rivals Babe the Blue Ox. In the first place, Smokey was only a figment of some writing man's imagination. Then words were set down about him. They outlined a character. An artist took the outline and began to make sketches, to visualize the character.

Then the tryout on posters, in newspaper stories, and by radio transcriptions. Three years of promoting Smokey, and he began to catch on. The kids make a pet of him.

In the great outdoor pageant, "The Magic Tree," presented by the schools of Shelton as part of the Mason County Forest Festival this year, Smokey Bear was the hero who laid the Fire Fiend low at the end.

At Wiesendanger, always on the prowl for something more to add to Keep Oregon Green, came up to see the show. He saw the bear in the ranger's hat and logger's breeches come out on top, while the kids yelled and thousands cheered. In similar ways

Smokey is riding high, wide and — well, not exactly handsome — before the public in all forest regions of the nation.

Of course, the writer and artist are only the starter in any job of this kind, like the sourdough starter that was kept and used in well-nigh every western house hold in the old days for making batches of bread. Production and distribution agencies then, have to go to work on a created character to make it popular.

In the case of Smokey Bear, production was by the Joint Advertising Council, the national organization of the advertising agencies for promotion of good causes through advertising mediums. Smokey's good cause of course, is forest fire prevention. His distributors are the U. S. Forest Service, the state foresters, and the "Keep Green" organizations. So Smokey is in the good cause of forest fire prevention, to the Advertising Council what Babe was to Paul Bunyan.

"Hey, Bud . . ."

Well, on the old Oliver Visible I've written myself into a star for Al. Here's a stage opening to the 4-H audience. The Fire Fiend is found leaving a glowing campfire. He tosses away a lighted cigarette, then a still burning match. Smokey Bear sneaks up behind him, taps him gently on the shoulder and says, "Hey Bud." The Fire Fiend cringes, then turns to bluff it out.

Smokey: "Hey, Bud, that's not the right way to start a forest fire . . . Watch me . . ." You see this is an unexpected attitude for Smokey to take. The kids will wonder. Most of them have heard that "Hey, Bud," on Jack Benny's show. More wonder.

What next? Gosh all hemlock, I don't know. You see, this is what makes writing work, even for a peckerwood writing man. Sweat-sweat! What comes next? Worry-worry and what a day for fishing!!

Tano, found in Siam and the Malayan Peninsula, is believed to be the world's lightest wood. It is preferred by the English in making sunhelmets.

Oregon Fifth in Number Of 4-H Clubs in Nation

How Oregon stacks up against other states in 4-H club work is revealed by a report from the U. S. department of agriculture in Washington.

Despite its smaller population, Oregon ranks fifth in number of 4-H clubs with 3,581 organized clubs. Michigan leads the list with 5,244 and Texas, Ohio and Illinois are second, third and fourth.

The Beaver State is 25th in boys' enrollment, with 10,711 boy members. Tennessee has the most 4-H boys with 60,266. Oregon is also 25th in girls' enrollment, with 16,644. North Carolina leads with 71,921 girls. In total enrollment of both boys and girls, Oregon is 24th.

Oregon is 30th in percent of completed 4-H projects in 1951, with 77.65 per cent. Maine takes the honors with 94.67 per cent completion.

Chicago Trip Ended Saturday

RIVERVIEW — Mrs. Herman Wood arrived home Saturday after spending several weeks in and around Chicago visiting her daughter and family, Mr. and Mrs. Jules Barney, and other relatives.

Mr. and Mrs. Kenneth Walker and children left Saturday for Medford to make their home. We regret to have them leave as they were good neighbors.

Mr. and Mrs. Gilbert Abney and children of Wishram, Washington spent Tuesday night at the home of her parents, Mr. and Mrs. P. L. Welter.

Mr. and Mrs. T. F. Hillyer attended the funeral of Otto Luman in Portland Wednesday. Mr. Luman was an old time resident of Yankton.

Mr. and Mrs. James Lange and daughter of Eugene spent Friday visiting at the home of Mr. and Mrs. Claude Gibson. Claude Jr., returned to Eugene with them to spend a week fishing and clamming.

Annual Picnic Attended Sun.

RIVERVIEW—Harvey Crume and daughter, Aladene, of Coquille spent the week end visiting Mr. and Mrs. C. I. Anderson and Mr. and Mrs. Everett Wood. On Sunday Mr. Crume and Aladene, Mr. and Mrs. Anderson and Mr. and Mrs. Ed Roediger attended the Crume-Harris annual picnic at Maud Williamson park near Salem.

Mr. and Mrs. Morris Falconbury, Mr. and Mrs. Matt Strunk

and Mrs. Fred Lundgren enjoyed a drive around Mt. Hood loop Sunday.

Mr. and Mrs. Milton Oakes and Bill Lindley spent Sunday at St. Helens visiting Mr. and Mrs. Elmer Goodwin and Mr. and Mrs. Jack Chandler.

Mr. and Mrs. Wm. Kibizoff of Seattle spent the week end at the home of Mr. and Mrs. Tom Magoff.

Mrs. May White and Mrs. Margaret Bell of Rockaway brought Mrs. White's children, Mike and Pat, to spend a week at the home of Mr. and Mrs. Clarence Fowler.

Driver License Rate to Raise

Original and renewed Oregon driver's licenses on and after August 2 will cost \$1.50 instead of \$1.25, Secretary of State Earl T. Newbry reminds motorists.

The boost, Newbry said, was enacted by the 1951 state legislature in a move to strengthen the state's motor vehicle accident fund, establish to reimburse hospitals, doctors, nurses and ambulance operators for the care of indigent patients injured in motor vehicle accidents. Contributions were raised from 25 cents per license to 50 cents by legislative action because income from the former 25-cent charge was no longer sufficient to meet the number of claims being received, the secretary said.

Applications for renewed Oregon driver's licenses, which expire on and after August 2, must be accompanied by the new \$1.50 fee even though the application is filed prior to that date, Newbry pointed out.

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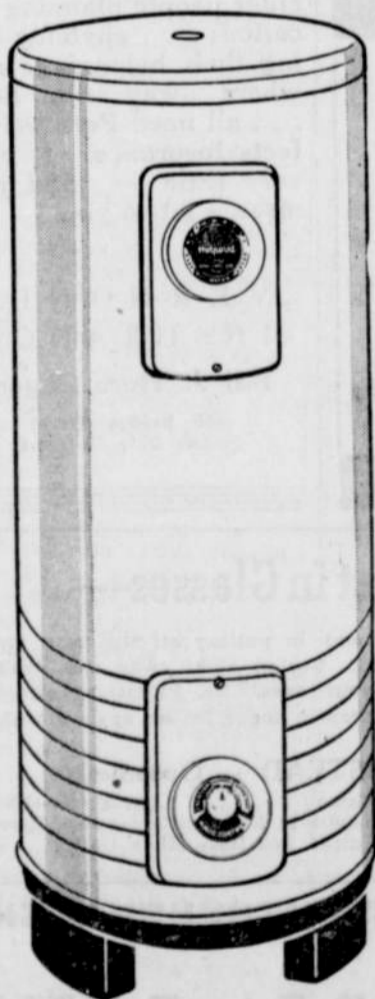
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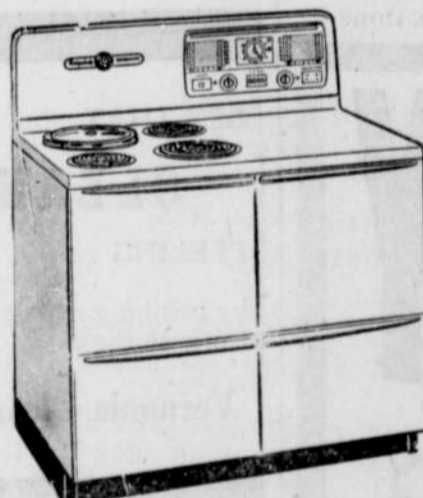
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